

## SUFFOLK BADMINTON AGM IPSWICH BADMINTON PERFORMANCE CENTRE

14<sup>th</sup> May 2018

The Performance Centre has continued to support the development of players and coaches from a wide range of adjoining counties. Whilst the largest number of attendees are from N Essex and Suffolk the PC has recently added players and coach from Cambridgeshire as well. Ipswich PC remains the only facility of its kind within a catchment for Suffolk, Norfolk, Cambridge and N Essex and therefore offers the opportunity for coaches and players within the region to achieve higher standards of skills and development.

The number of players attending the PC at least once a week is slowly increasing once again after the loss of a number of the more senior players to Universities in September last year. There are currently 57 players attending between the ages of 6 and 17 and they are assisted by 9 coaches from Level 1 to Level 3. The interest from players to attend come from a variety of ability levels from absolute beginners upwards, so all abilities are catered for at the PC. The PC operates on Tuesday, Thursday and Fridays evenings at Suffolk One to provide opportunities for performance based coaching. The age profile of the players remains young with an average age of just 12 years. Whilst all are encouraged to join junior or senior clubs as well as attending the PC, of the 18 players aged 14 or over 16 are now members of senior clubs, whilst many of the younger players are also members elsewhere. The PC also looks to remain as flexible in its programming and attendance as possible allowing players to fulfil club requirements and matches if required.

The PC continues to operate two player development pathways namely 'Club' and 'Performance', which provides the chance for flexibility in coaching programmes but with the underlying theme of Performance. In this way the PC continues to provide options and opportunities to as many players as possible who have a variety of skill levels. This enables the PC to improve their abilities to play the sport whilst aiding their development to the maximum possible individual potential, whether this is club, County or even England level.

Whilst funding support for PC's is no longer available from the sports governing body, Badminton England, the PC has continued to follow the aims and objectives for Performance Centres and strives to deliver on specific targets set by BE. The PC also looks to keep up to date with current coaching techniques and delivery in order to maintain a performance culture in delivering the coaching.

Coach development within the PC remains a priority and CPD assistance has been made for 10 coaches this year. The PC has an open door policy for any coach wishing to experience coaching within a performance based culture and will provide help and assistance wherever possible for coach development. PC coaches are also happy to help clubs by visiting an offering help and tips for player and coach development if requested.

Once again this last season players from the PC have performed very well in tournaments held both locally and nationally. County junior championships have seen PC players at the forefront of success and this has also now been reflected in the senior championships. Players are encouraged to play in tournaments and many have participated in the national age group tournament circuits, with great success. The PC now has two players Graded B nationally, and the overall level of improvements to player grades continues upwards.

There are also currently two players at England Performance Training and now 4 players ranked in the top ten for their age group, Katie Scott (U18); Blake Hoang (U15), Chloe Dennis (U15), Kayleigh Williams (U12). In the recent Nationals, Blake became National U15 singles Champion (and rose to the No 1 ranked U15 player in England) and Chloe was runner up in the U15 WD. There were also other excellent results in the Nationals for PC players.

The PC relies on building and maintaining good relationships with other organisations who deliver the sport of Badminton across the County. With the help, guidance and support from BE, County Associations in Essex and Suffolk, clubs, District and County Councils, sponsors and many more organisations. The PC thanks all these organisations for this continued support. The PC is looking to develop stronger links with schools to promote the sport and has recently been working at East Bergholt Primary delivering in curriculum badminton sessions. The PC looks to remain as flexible in its programming and attendance as possible allowing players to fulfil club requirements and matches if required.

Anyone wishing to find out more can contact me or visit the PC's web site. Details are listed below.

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