



DEVELOPMENT PLAN 2026-27

Cornwall County Badminton Association

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AFFILIATION STATISTICS AS AT 01/07/2026

- Seniors:
 - Community & Club Members: 175
 - Community Disability Members: 3
 - Compete Member: 63
 - HVO: 12
- Juniors
 - Junior Community & Club Member 12-18: 54
 - Junior Community Compete Member 12-18: 18
 - Junior Community & Club Member 5-11: 32
 - Junior Community Compete Member 5-11: 2
- Roles
 - No Strings Coordinator: 2
 - Paid Coach Member: 1
 - Volunteer Coach Compete Member: 11
 - Volunteer Coach Member: 10
 - Welfare Officer: 13

EXECUTIVE SUMMARY

The Cornwall County Badminton Association (CCBA) continues to play a vital role in supporting, promoting and developing badminton across Cornwall. Building upon existing strengths within the county, the focus for 2026–2027 will be on increasing participation, strengthening club sustainability, enhancing coaching opportunities, improving accessibility, and creating clear development pathways for players of all ages and abilities.

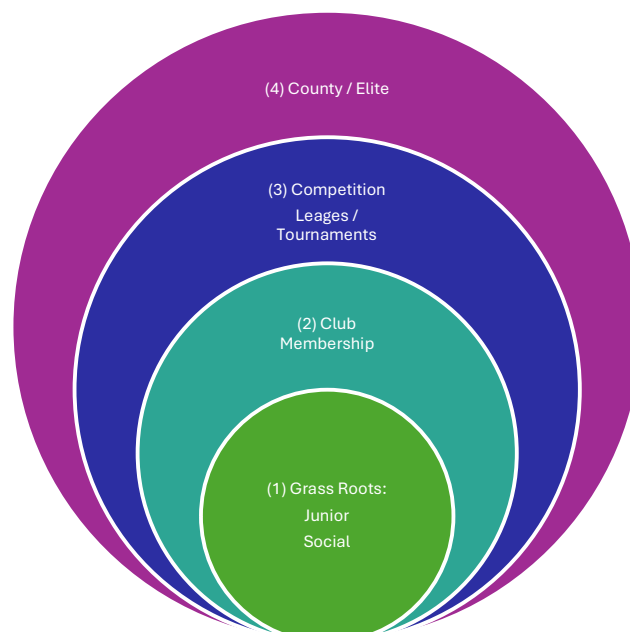
Owing to the geographic makeup of the county, the development plan recognises the need to work within districts to maximise accessibility for players whilst minimising costs.

- Junior and social pathways
- East Cornwall
- West Cornwall
- County

A key objective during the year will be the integration of Cornwall Youth Badminton (CYB) into CCBA, creating a unified structure that supports players from their first experience of badminton through to county representation. Alongside this, the Association will seek to establish a central venue that can serve as the long-term home of Cornwall badminton, providing a focal point for coaching, competitions and development activities.

The Association also recognises the importance of strengthening relationships with clubs, leagues, schools, sports centres and local businesses. Increased engagement and improved communication will support participation growth, attract sponsorship opportunities and ensure that badminton remains visible and relevant within communities throughout Cornwall.

Investment in coach education, club development and financial support programmes will help remove barriers to participation and provide opportunities for players, coaches and volunteers to progress. The continued delivery of county competitions and participation initiatives will further strengthen badminton's presence within the county while ensuring opportunities exist for both recreational and performance-focused players.



PROMOTION AND DEVELOPMENT

During the coming year, CCBA will place a strong emphasis on raising the profile of badminton across Cornwall. The Association intends to invest in promotional materials, including branded banners and presentation backdrops, to create a professional image at tournaments, presentations and public events.

Communication with clubs and leagues will be enhanced through regular newsletters and social media activity, providing opportunities to celebrate achievements, promote events and share best practice. By improving communication channels, the Association hopes to create a stronger sense of community across Cornwall badminton.

The Association will also actively seek sponsorship from businesses throughout Cornwall. Developing partnerships with local organisations will help support county teams and development programmes while reducing the financial burden on players and volunteers.

Recognising that a number of badminton clubs operate outside the current affiliation structure, CCBA will engage directly with these groups to encourage registration and participation within the wider badminton community. Information packs will be developed to highlight the benefits of affiliation and the support available through the Association.

In addition, relationships with both primary and secondary schools will be strengthened to increase awareness of badminton opportunities and encourage greater junior participation throughout the county.

FUNDING AND INVESTMENT

Supporting clubs, coaches and players remains a core priority for the Association.

The successful CCBA Club Development Fund will continue, providing financial assistance to clubs seeking to improve facilities, purchase equipment or introduce new initiatives designed to grow participation.

Similarly, the CCBA Coach Development Fund will remain available to support coaches in obtaining qualifications and continuing professional development opportunities. By investing in coaches, the Association can ensure the long-term quality and sustainability of badminton provision within Cornwall.

A new Financial Assistance Fund will also be established to support individuals and families who may otherwise face barriers to participation. This initiative reflects the Association's commitment to ensuring that badminton remains accessible regardless of financial circumstance.

COACHING AND WORKFORCE DEVELOPMENT

The availability of qualified coaches remains essential to the future growth of badminton in Cornwall. To support this objective, CCBA will seek to deliver both Level 1 and Level 2 coaching courses within the county.

Providing local access to coach education will reduce travel requirements for volunteers and make qualification pathways more accessible. The Association believes that increasing the number of qualified coaches will ultimately improve the quality of player experience at all levels of the game.

INCREASING PARTICIPATION AND ACCESSIBILITY

Expanding participation opportunities remains one of the Association's most important objectives.

The planned merger of Cornwall Youth Badminton into CCBA will create greater alignment between junior development and county programmes, ensuring a clearer and more effective pathway for young players.

A major aspiration for the coming year is the development of a permanent home for Cornwall badminton through the securing of year-round access to a centrally located venue. Such a facility would provide consistency for coaching programmes, competitions and development activity while strengthening the county badminton identity.

To attract new participants, CCBA will deliver an eight-week "No Strings Badminton" programme within districts across Cornwall or at the proposed central venue. These introductory sessions will provide accessible entry points for adults and juniors new to the sport.

The Association is equally committed to improving opportunities for players with disabilities. Introductory Para Badminton sessions will therefore be delivered throughout Cornwall, supported by a dedicated budget allocation.

Working in partnership with sports centres and leisure providers, CCBA will also encourage the delivery of participation programmes based on the latest Badminton England models. These programmes will target both adult and junior audiences and seek to engage individuals who may not otherwise consider badminton as a sporting option.

Particular attention will be given to supporting clubs in East and West Cornwall, with a focus on increasing female participation, improving transitions between junior and senior badminton, and strengthening pathways into county development programmes.

YOUTH BADMINTON DEVELOPMENT

Young people remain central to the future success of badminton in Cornwall.

To attract new players, CYB sessions will be actively promoted through open-entry opportunities at the start of each school term. These sessions will provide a welcoming introduction for new participants while helping identify emerging talent.

The Association intends to review age-group structures to ensure players of varying abilities are challenged appropriately and can progress at a pace suitable to their development. This may include merging training groups where necessary to create better progression opportunities.

Weekly or fortnightly coaching sessions will continue to be delivered, with training schedules designed to balance player development with family commitments. The aim is to retain young players by providing structured, enjoyable and progressive opportunities that compete effectively with other sports and activities.

Clear progression routes into senior badminton will also be developed for older juniors and high-performing players. This will strengthen the pathway from grassroots participation through to competitive county badminton.

The Association will continue to support Cornwall representation at the National School Games and other appropriate representative events.

CLUB STANDARDS AND GOVERNANCE

Strong, well-governed clubs are the foundation of a successful badminton community.

CCBA will continue to work closely with affiliated clubs to ensure minimum standards are maintained across key areas such as safeguarding, governance and operational management.

This includes encouraging clubs to maintain Welfare Officers, adopt appropriate club constitutions and rules, complete risk assessments, implement relevant policies and procedures, and utilise suitably qualified coaches and volunteers.

Maintaining affiliation and ensuring compliance with recognised standards will remain an important priority throughout the year.

COMPETITION AND PERFORMANCE

Providing a comprehensive competition structure remains essential to supporting player development and sustaining interest in the sport.

County training programmes will continue to be delivered, ensuring players have access to quality coaching and competitive preparation opportunities.

To strengthen long-term tournament sustainability, CCBA will seek to establish a dedicated Tournament Sub-Committee responsible for supporting the planning and delivery of competitions.

During 2026–2027, the Association plans to deliver a full programme of county events including the Senior Restricted Tournament, Junior Restricted Tournament, Bonanza Tournament, Kernow Cup, Newquay Cup, Masters Tournament, Cornwall Disability South West Tournament and the Cornwall (Duchy) Bronze Tournament.

CCBA will also continue to support established third-party junior competitions, recognising the important role these events play in providing additional opportunities for young players.

CONCLUSION

The 2026–2027 development programme represents an ambitious but achievable vision for badminton in Cornwall. Through investment in participation, coaching, facilities, competition and governance, Cornwall County Badminton Association aims to create a sustainable and inclusive badminton community that supports players at every stage of their journey.

By strengthening partnerships, improving accessibility and creating clearer development pathways, CCBA will be well positioned to grow the sport across Cornwall while ensuring that badminton remains a thriving and enjoyable activity for current and future generations.

The management committee will be responsible for reviewing progress made and presenting any new / amended targets for the coming year alongside a progress report at the AGM.

ACTION POINTS

1. PROMOTION AND COMMUNICATIONS

Objective

Increase the visibility of badminton across Cornwall and strengthen engagement with clubs, schools, businesses and communities.

Key Actions

1.1 Enhance CCBA Branding and Visibility

- Purchase branded banners and display materials for tournaments, presentations and promotional events.
- Allocate approximately **£150** for promotional assets.

1.2 Strengthen Communication Channels

- Engage regularly with clubs and leagues to gather content for CCBA newsletters.
- Promote local badminton activities, achievements, competitions and development opportunities.

1.3 Sponsorship Development

- Establish active engagement with Cornwall-based businesses to secure sponsorship for County teams and development programmes.
- Develop sponsorship packages and partnership opportunities.

1.4 Club Engagement and Affiliation

- Identify and engage with unaffiliated badminton clubs throughout Cornwall.
- Produce club development information packs outlining:
 - Benefits of affiliation.
 - League participation opportunities.
 - Support available through CCBA.
- Support clubs through the affiliation process.

1.5 School Engagement

- Strengthen relationships with primary and secondary schools.
- Promote existing junior badminton opportunities and pathways.
- Increase awareness of coaching, club and competition opportunities available within the county.

2. FUNDING AND DEVELOPMENT SUPPORT

Objective

Provide financial support mechanisms that encourage participation, club growth and volunteer development.

Key Actions

2.1 Club Development Fund

- Continue the CCBA Club Development Fund to support:
 - Equipment purchases.
 - New initiatives.
 - Club growth projects.
 - Facility access improvements.

2.2 Coach Development Fund

- Continue investment in coach education and development.
- Support coaches undertaking recognised badminton qualifications and CPD opportunities.

2.3 Financial Assistance Fund

- Establish a dedicated Financial Assistance Fund.
- Provide support to players, volunteers and families facing financial barriers to participation and development.

3. COACHING AND TRAINING

Objective

Increase the availability and quality of coaching within Cornwall.

Key Actions

3.1 Coach Education

- Deliver Badminton England Level 1 coaching courses within Cornwall.
- Deliver Badminton England Level 2 coaching courses within Cornwall.
- Reduce the need for volunteers and coaches to travel outside the county for qualification opportunities.

4. PARTICIPATION AND ACCESSIBILITY

Objective

Increase participation opportunities and make badminton accessible to all sections of the community.

Key Actions

4.1 Youth Badminton Integration

- Complete the merger of Cornwall Youth Badminton (CYB) into CCBA to create a unified player pathway.

4.2 Establish a Central County Venue

- Develop a permanent "Home of Cornwall Badminton".
- Secure year-round access to a centrally located venue for coaching, development and competition activities.

4.3 No Strings Badminton Programme

- Deliver an 8-week Badminton England No Strings programme:
 - Within each district where possible and/or at the central county venue.

4.4 Para Badminton Development

- Deliver introductory Para Badminton sessions in each district and/or at the central venue.
- Allocate approximately **£600** to support programme delivery.

4.5 Community Participation Initiatives

- Engage sports centres to deliver Badminton England participation programmes targeting:
 - Adults.
 - Juniors.
- Adopt new participation models promoted by Badminton England.

4.6 Geographic Club Development

- Work closely with clubs across East and West Cornwall to:
 - Increase female participation.
 - Support transitions from junior programmes into club badminton.
 - Strengthen pathways from clubs into CYB and county development programmes.

5. YOUTH BADMINTON DEVELOPMENT

Objective

Provide a sustainable and progressive development pathway for junior players.

Key Actions

5.1 Recruitment and Retention

- Promote CYB through open-entry sessions at the start of each school term.
- Increase awareness of junior opportunities throughout Cornwall.

5.2 Appropriate Player Development

- Merge selected age groups where appropriate to improve progression and regression opportunities.
- Ensure players train within environments suited to their ability and development needs.

5.3 Coaching Programme

- Deliver weekly or fortnightly coaching opportunities.
- Create family-friendly training schedules while maintaining a commitment to performance development.
- Minimise player loss to competing sports through consistent engagement opportunities.

5.4 Pathway Development

- Create progression opportunities into senior badminton for older and higher-performing juniors.
- Strengthen links between development, county and senior performance programmes.

5.5 School Games Representation

- Support and facilitate Cornwall representation at the National School Games.

6. CLUB STANDARDS AND GOVERNANCE

Objective

Ensure affiliated clubs operate safely, effectively and in line with recognised standards.

Key Actions

Continue engagement with affiliated clubs to achieve and maintain minimum operating standards, including:

- Appointment of a Welfare Officer.
- Adoption of club rules and governance structures.
- Use of appropriately qualified coaches and volunteers.
- Completion of risk assessments.
- Implementation of relevant policies and procedures.
- Maintenance of club and individual member affiliation.

7. COMPETITION AND PERFORMANCE

Objective

Provide accessible, sustainable and high-quality competitive opportunities for players throughout Cornwall.

Key Actions

7.1 County Training Programme

- Continue delivery of county training opportunities.
- Focus on accessibility, quality coaching and player development.

7.2 Competition Sustainability

- Establish a Tournament Sub-Committee to support long-term tournament delivery and succession planning.

7.3 CCBA-Led Competitions

Deliver and support the following county competitions:

- Senior Restricted Tournament
- Junior Restricted Tournament
- Bonanza Tournament
- Kernow Cup

- Newquay Cup
- Masters Tournament
- Cornwall Disability South West Tournament
- Cornwall (Duchy) Bronze Tournament

7.4 Support for Partner Events

Provide support for third-party tournaments held within Cornwall/

SUCCESS MEASURES

The CCBA will measure progress against the following outcomes:

- Increased affiliated clubs and membership numbers.
- Growth in junior, female and para badminton participation.
- Successful merger and integration of CYB into CCBA.
- Delivery of Level 1 and Level 2 coaching courses.
- Increased sponsorship and external funding secured.
- Establishment of a central county badminton venue.
- Delivery of county-wide participation programmes.
- Increased tournament participation and competition opportunities.
- Improved compliance with club governance and safeguarding standards.
- Enhanced player pathways from grassroots participation through to county representation.

