

Dear All,

Many of you will be aware that Badminton England has been developing our new strategy for English badminton over the past 18 months. As part of this process, I have been visiting counties over the past few months (with more scheduled for the rest of the year) to discuss local needs for badminton and how a national strategy can best be delivered locally.

A consistent element of feedback through the original consultation process and our county meetings has been a desire to get closer to Badminton England. As part of this, the feedback has clearly identified a preference for a single point of contact within Badminton England and for staff to have greater capacity to respond to the needs of badminton locally, in particular counties themselves, leagues and clubs.

As a result of this feedback and to position ourselves more effectively to deliver our new strategy, we have taken the opportunity to restructure our regional team. This will now comprise two regional managers, who will oversee a team of partnership managers whose main role is to service the needs of badminton locally in three or four county badminton association areas each. These partnership managers should be your first point of contact with Badminton England. The team of workforce officers will continue to support training and education needs as previously. A list of each county and allocated staff is attached.

I appreciate that this restructure will result in changes to staff serving local areas, but I hope that you will see the benefit of us listening to our members and responding accordingly by ensuring that support is now available at a local level to support the development of badminton in line with local needs.

Your partnership manager will be in touch shortly, but if you have any queries in the meantime, please do not hesitate to contact Nick Rimmer, Head of Community Badminton, or myself.

Kind Regards,  
Julia Strong

**Julia Strong**  
National Game Director  
**Badminton England**

d. 01908 268427

t. 01908 268400

m.07921 289618

w. [badmintonengland.co.uk](http://badmintonengland.co.uk)