

Final Minutes: Board of Directors		 BADMINTON ENGLAND
Date:	8 July 2020	
Time:	4 - 5 pm	
Venue:	Microsoft Teams Meeting	
In attendance:		
	Mike Robinson	Chairman
	Jim Mann	Senior Independent Director
	Adrian Christy	Chief Executive
	Joyce Church	Elected Director
	Nick Cox	Elected Director
	Pete Fitzboydon	Elected Director
	Mike McSweeney	Elected Director
	Jackie Newcombe	Elected Director
	Alison Odell	Elected Director
	Malcolm Smith	Elected Director
By invitation:		
	Mark Boote	Finance Director
	Giles Dunning	Chief Operating Officer
	Jon Austin	Performance Director
	Sue Wressell	Executive Assistant to Chief Executive
Apologies:		

For a summary of the decisions please skip to the end of the document or click [here](#).

1	INTRODUCTION
1.1	Introduction from the Chairman The Chairman welcomed everyone to the meeting.
1.2	There were no new declarations of interest.
2	REPORTING
2.1	To receive the Chief Executive's Report The Chief Executive provided a verbal report to the Board. The following comments/points were made:

	<ul style="list-style-type: none">▪ The draw for the European Mixed Team Championships has been announced. The event was now taking place in Finland and England would be hosting one of the qualification groups at the National Badminton Centre on 10 – 12 December 2020.▪ A new e-commerce shop had been set up in partnership with Ransome Sporting Goods, for the sale of outdoor badminton and racket pack equipment.▪ Badminton England was working closely with the Department for Education, DCMS and Youth Sport Trust to find ways to open school facilities for badminton clubs to play.▪ The final submission deadline for Phase 3 of the funding application to UK Sport was 16 October. This had been factored into the Board meeting schedule so that the Performance Director can take the Board through the submission. UK Sport have confirmed that investment decisions will be notified at the end of the year, to take effect from 1 April 2021. <i>[Subsequent to the meeting taking place, UK Sport confirmed submission deadline was now 3 October 2020]</i>▪ (REDACTED)▪ (REDACTED)
3	STRATEGY
3.1	<p>To receive the Membership Paper 2020/21</p> <p>The Board received the paper and the following additional comments were made:</p> <ul style="list-style-type: none">▪ The paper does not focus on the longer-term future of the scheme which was under consultation and discussion. It was produced because of feedback received during the recent calls with clubs, coaches and Counties.▪ By supporting clubs to start back up, Badminton England would be enhancing the future relationship with them. This would assist the organisation when changes were being considered for the whole membership scheme.▪ Following review by the Finance & Risk Board, the options involving a change in the membership year were discarded (3 & 4), as there would be implications for the amount of revenue that could be recognised in the year, with a consequent, detrimental impact on reserves. It was agreed to keep the membership year as 1 November.▪ A number of options on how clubs could be helped had been considered and it was decided that the best option to put forward for Board consideration would be to offer a reduction in fees for the 2020/21 season.▪ The Board discussed the remaining options (1 & 2) in the paper, including no change and it was agreed that clubs could be offered a reduction of 25% of their fees. It was also agreed that Clubs would be encouraged to donate this back. To assist with their cash flow, clubs would be offered the opportunity to delay payment of their fees until 1 January 2021.▪ The Board discussed the likelihood that the benefit of the reduction would accrue to clubs rather than individual members, given the workings of the scheme. The idea of this being launched as a “club support scheme” was seen as being attractive. It was

	<p>also recognised that the message being portrayed to Clubs, that Badminton England had listened to them, was a very powerful one.</p> <ul style="list-style-type: none">▪ Vicky Barlow was thanked for all her hard work on the paper.▪ The Board discussed further the potential Membership refresh. The CEO confirmed that the following four, key areas would be applied when considering a new scheme:<ul style="list-style-type: none">○ Connected membership. It was currently difficult to connect with the membership as it was necessary to go through the clubs. Segmentation would assist with this direct route to members.○ A proposal for membership underpinned by a clear value exchange.○ Have a cleaner system. The current scheme was not simple to join and this needed to be changed. A simplicity of user journey must be at our core.○ Growing membership in volume, not in price.▪ It was recognised that it was difficult to build volume in membership and it would be important to take this slowly.▪ The Board asked that they be updated on the membership proposals as they develop over the next couple of months and offered their assistance with developing the plans and communications. (ACTION: CEO/CMT) <p><u>Decision:</u></p> <ul style="list-style-type: none">a) The Board approved a reduction in the membership fee for 2020/21, whilst retaining the membership year starting on 1 Novemberb) The Board agreed the direction of travel in the paper which would be brought back to them to review before final proposal stage. <p><u>Please refer to the Action Items Register for updated actions (appended).</u></p>
4	AOB
4.1	<p>Questions ahead of Board meetings</p> <p>The current process for Board to ask additional question ahead of the Board was raised. The CEO was keen to find a better balance between providing supporting information to the Board and the demands placed on the time of CMT.</p> <p>It was acknowledged that some Board were seeking clarification that could be asked ahead of the meeting and some questions might be better asked during the meeting. It was agreed that the Questions paper would be structured differently to assist CMT and the Board. (ACTION: Chair/CEO)</p>
4.2	<p>Sport England Funding for year 5</p> <p>Formal confirmation of £2.465M for year five had been received from Sport England and £100K of that money had been agreed to be paid immediately to allow for a hardship fund to support those Badminton England’s clubs who will struggle to return. Badminton England</p>

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	was pushing hard for a second tranche of emergency funding but at least this £100K meant we were able to assist those who needed it the most.
4.3	Jim Mann and Alison Odell were shortly to meet with Jon Austin to take forward the work of the Advisory Boards. A further joint meeting was being set up for late July/early August.

The meeting closed at 5.40 pm.

Future Board Meeting/Phone Call Dates:

- 29 July 2020 – 4pm – 6pm (End of first quarter and Safeguarding review)
- 12 August 2020 – 4pm - 5pm
- 26 August – 4pm - 6pm
- 9 September 2020 - 4pm – 5pm (Paris 2024 submission)
- 23 September 2020 – 4pm - 6pm
- 7 October 2020 – 4pm - 5pm (Agenda 32)
- 28 October 2020 – 4pm – 6pm
- 25 November 2020 - 4pm - 6pm

Decision Summary:

Reference	Board of Directors Decision	Decision Maker	Agreed Date
Item 3.1, Membership Paper 2020/21	The Board approved a discount to the membership fee for 2020/21, whilst retaining the membership year starting on 1 November.	BoD	8 July 2020