

The Impact of COVID

Lessons learned from Badminton Ireland





David McGill – Chief Executive Officer

About Badminton Ireland

- **Governing Body for Badminton in Ireland.**
- **10 staff / 1.4-million-euro turnover**
- **Over 13,000 members across 350 clubs**
- **Four regional volunteer branches**

Badminton Ireland & Covid

What we did

- How we responded to COVID 19 and facilitated a safe return to play
- The Impact this had on our membership
- Incentives and actions we took to mitigate loses and attract new members
- Overall impact on Funding and investment capabilities





Timeline of COVID 19 in Ireland

- March 2020 – Covid first hits Ireland / lockdown implemented
- June 2020 – Indoor activities could resume for smaller groups
- August 2020 – Some restrictions reinstated
- October 2020 – All country escalated to level 3
- November 2020 – Full lockdown. No indoor Sport
- December 2020 – Lockdown lifted limited play allowed
- **30th of December 2020 – Full lockdown reimposed**

- June 2021 – Indoor Sport Training could resume – Singles Only
- September 2021 – Return of doubles play
- November 2021 – Reduced capacity indoors due to Omicron
- December 2021 – Curfew of 8pm on all indoor activity
- February 2022 – All Restrictions ended

2020 – Unknown

- Uncertainty on length of lockdown
- Learned as we went
- Maintain engagement:
- Be ready for the first easing of restrictions:





Communication is Key



Members

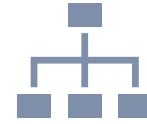
Surveys



Clubs

Club Calls

Surveys



Counties/Leagues

Association Meetings



Provincial

Forums

	Total Reached	% Total Reached
Club Calls Count	224	65%
Members Catered For	9,453	73%

Phase 1

- Club Engagement
- Co-Vid Supports
- Facility Access
- Financial Impact



Phase 2

- Financial support
- General Queries
- Restart/Registration
- Members Interest

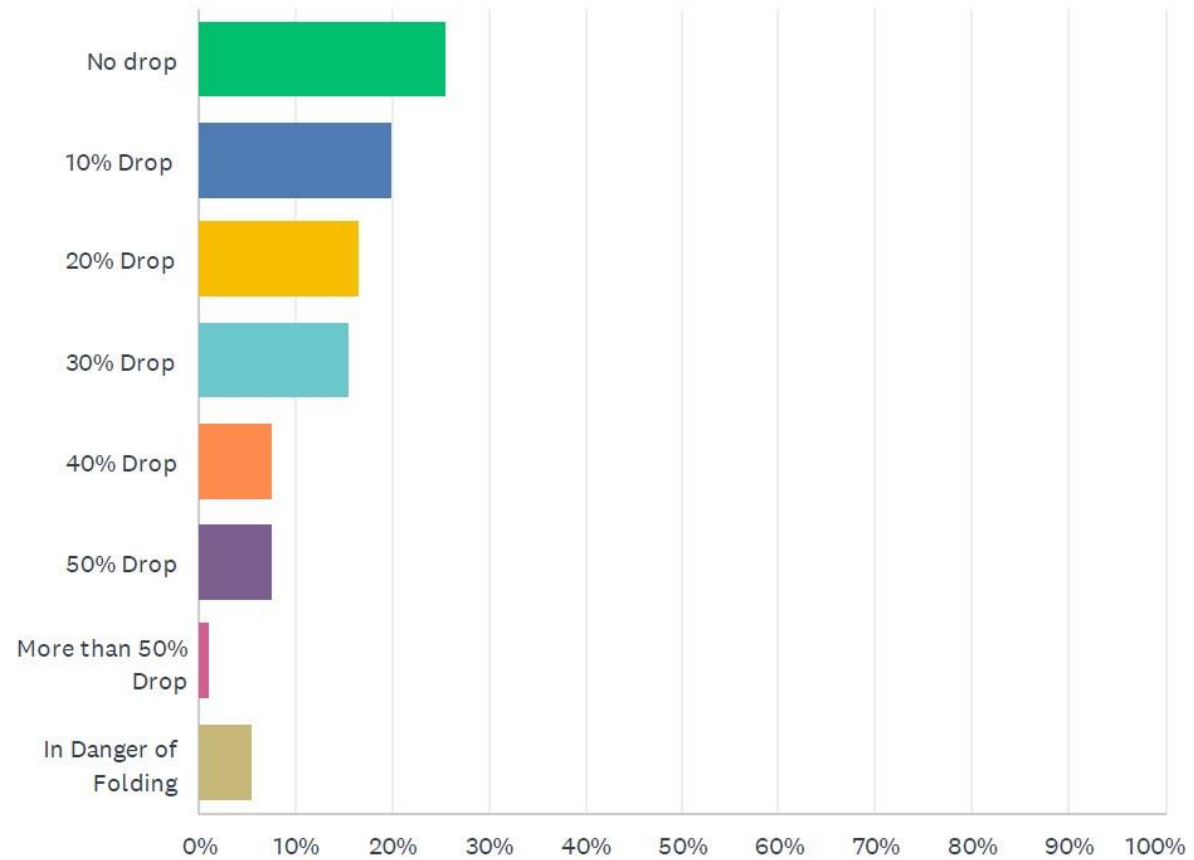
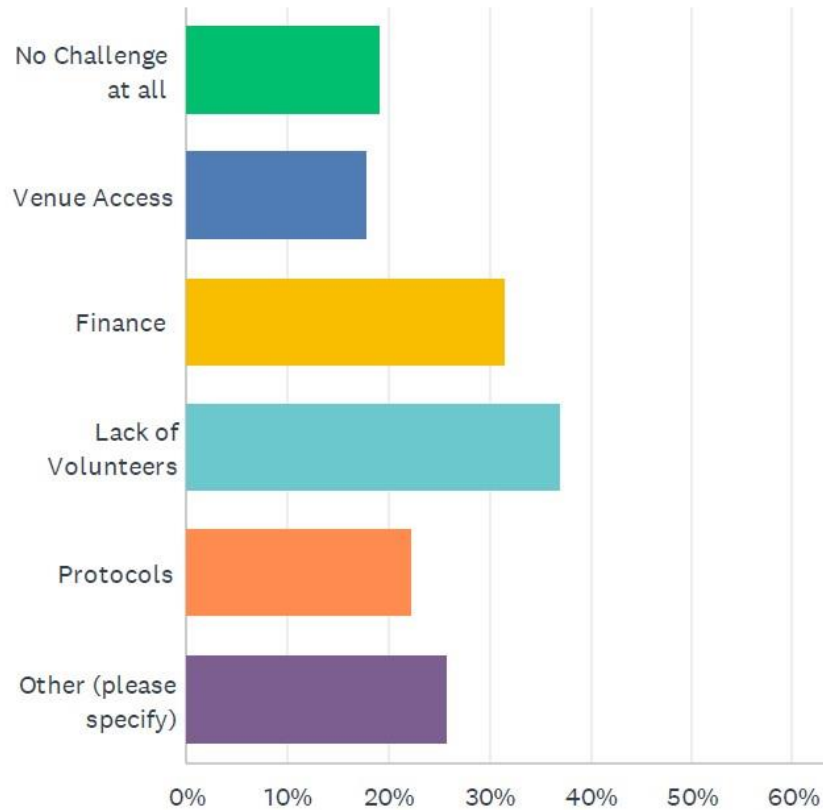


Engagement Data

Q7 Are there any challenge(s) for Q6 Are you expecting any loss of members? If so, how many?

Answered: 89 Skipped:

Answered: 90 Skipped: 1





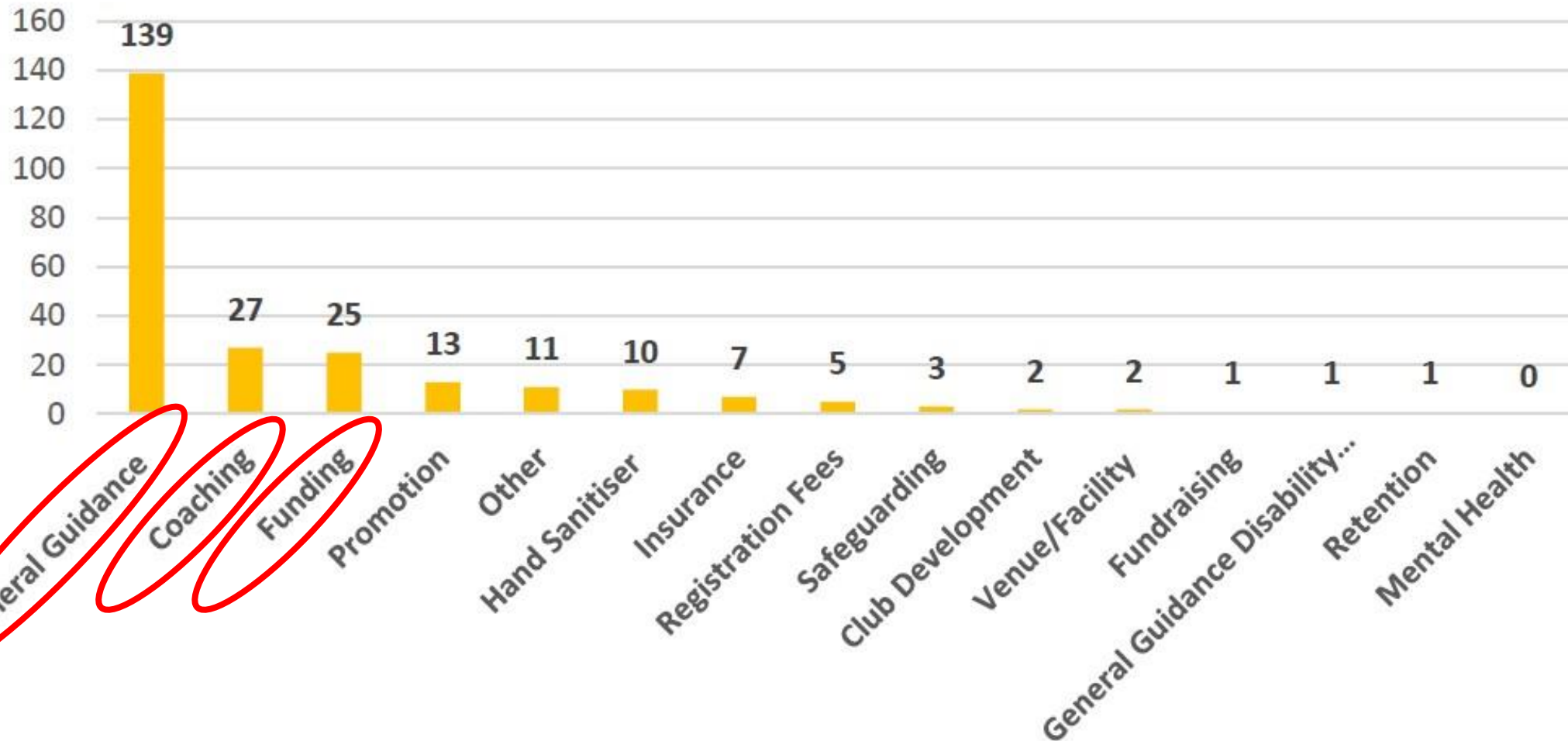
Engagement Data





Engagement Data

Areas Club Support Upon Restart





Badminton Ireland Challenges



- COVID guidance was often too generic
- Needed multiple scenarios/options for different groups
- Multiple Government guidelines to distribute



- Return to Badminton Webinar
 - [Return to Badminton](#)
 - Safety Planning
 - Register Your Covid-19 Officer
 - Resources
 - Covid-19 Small Club Grant
- Badminton Ireland Return**
- The following Level 3/ Step 3 protocols are subject to change.
- Republic of Ireland**
- [BI Guidance for Clubs in ROI \(updated\)](#)
 - [BI Guidance for Coaches in ROI \(updated\)](#)
 - [BI Guidance for Players in ROI \(updated\)](#)
- Northern Ireland**
- [BI Guidance for Clubs in Northern Ireland \(updated\)](#)
 - [BI Guidance for Coaches in Northern Ireland \(updated\)](#)
 - [BI Guidance for Players in Northern Ireland \(updated\)](#)

The Environment

1. WHERE YOU PLAY

Hand Hygiene

In terms of hand hygiene, this is an important part of reducing the risk of transmission. Please see the below video on guidance on how to wash hands properly.



Training Videos



Please login below to continue.

- Login
- Home
- Support



Coronavirus
COVID-19
Public Health
Advice

Contact Tracing App

Resource Page

COVID Guidelines

TIPS TO KEEP YOU SAFE FOR YOUR RETURN TO BADMINTON



Wash hands before and after play. Avoid touching your face.



Don't gather in groups. Do not have pre or post play hang outs.



Coach only small groups. Don't do any hands on instruction.



Maintain social distancing of 2m at all times.



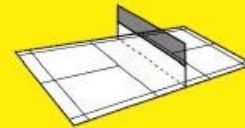
If you feel unwell, stay home, even if it is just a sniffle.



Stick to singles and limit time on court



What can I do to keep my participants safe at our club and limit the spread of COVID-19?



What can I do as a COACH to keep myself and those I am coaching safe?

Guidelines, Protocols and Checklists



Return to Badminton - Incentives



Funding for Clubs and Regional bodies

Free Coaches License

Volunteer Training and Supports

Return to Badminton - Incentives



Weekly Engagement

NOVEMBER 9-13 ACTIVITIES

MONDAY 09	TUESDAY 10	WEDNESDAY 11
Leinster Club Forum 	Safeguarding Level One 	Women In Sport Wednesdays
THURSDAY 12	FRIDAY 13	
White Teicnic Webinar 	Yoga for Badminton 	

CONTACT DEVELOPMENT@BADMINTONIRELAND.COM
IF YOU HAVE ANY QUESTIONS ABOUT THE WEEK OF ACTIVITIES



ANDY STEWART
(BWF LEVEL 1 TUTOR)

BADMINTON IRELAND

TEICNIC WHITE, BADMINTON WEBINAR

CRAIG MCCOURTNEY
(EDUCATION AND TRAINING OFFICER)

WE ARE SCHEDULING THE WEBINAR ON ZOOM AT 7PM ON THE 12TH NOVEMBER!

Coaching Webinars

Online CPD



cara
sport • inclusion • ireland

Sport Inclusion & Disability Awareness

Online Workshop 

Date: Thursday 26th November

Time: 18:30-20:00

Email: lau@badmintonireland.com

SPORT ÉIREANN
SPORT IRELAND



The Second Wave

- Stop/start lockdown
- Less than 5% had returned
- Many facilities closed
- Longer Lockdown Loomed
- **Free Affiliation for All members for 2021**



Back to Badminton

Problems:

- Potential loss of clubs due to lack of Volunteers.
- Potential loss of members to other Sports.
- Lack of Venues available to clubs once restrictions are eased.

Opportunities:

- Pent up demand for a return to Badminton among Core membership.
- Strengthen relationships with key stakeholders.
- Demand for physical activity among the general public (Potential new members).



Back to Badminton



Solution: A Marketing campaign that will:

- Engage with our Stakeholders/Volunteers highlighting the supports available.
- Increase awareness of participation opportunities across Ireland.
- Promote grassroots Badminton at a national level.
- Improve communications and gain insight into challenges faced at grassroots level.

**#THIS IS
BADMINTON**

#THIS IS BADMINTON



THIS IS BADMINTON

Campaign targeting three key groups:

- Volunteers running clubs and counties
- Individual core members returning to the Sport
- The general public and potential new members



THIS IS BADMINTON



Phase 1

- Return to Play protocols
- Managing your club / Volunteers
- Club Funding Supports

Phase 2

- Back to Badminton Coaching
- Regional Promotional events
- Local development / marketing

Phase 3

- Traditional Media advertising
- Radio Advertising
- Online promotion

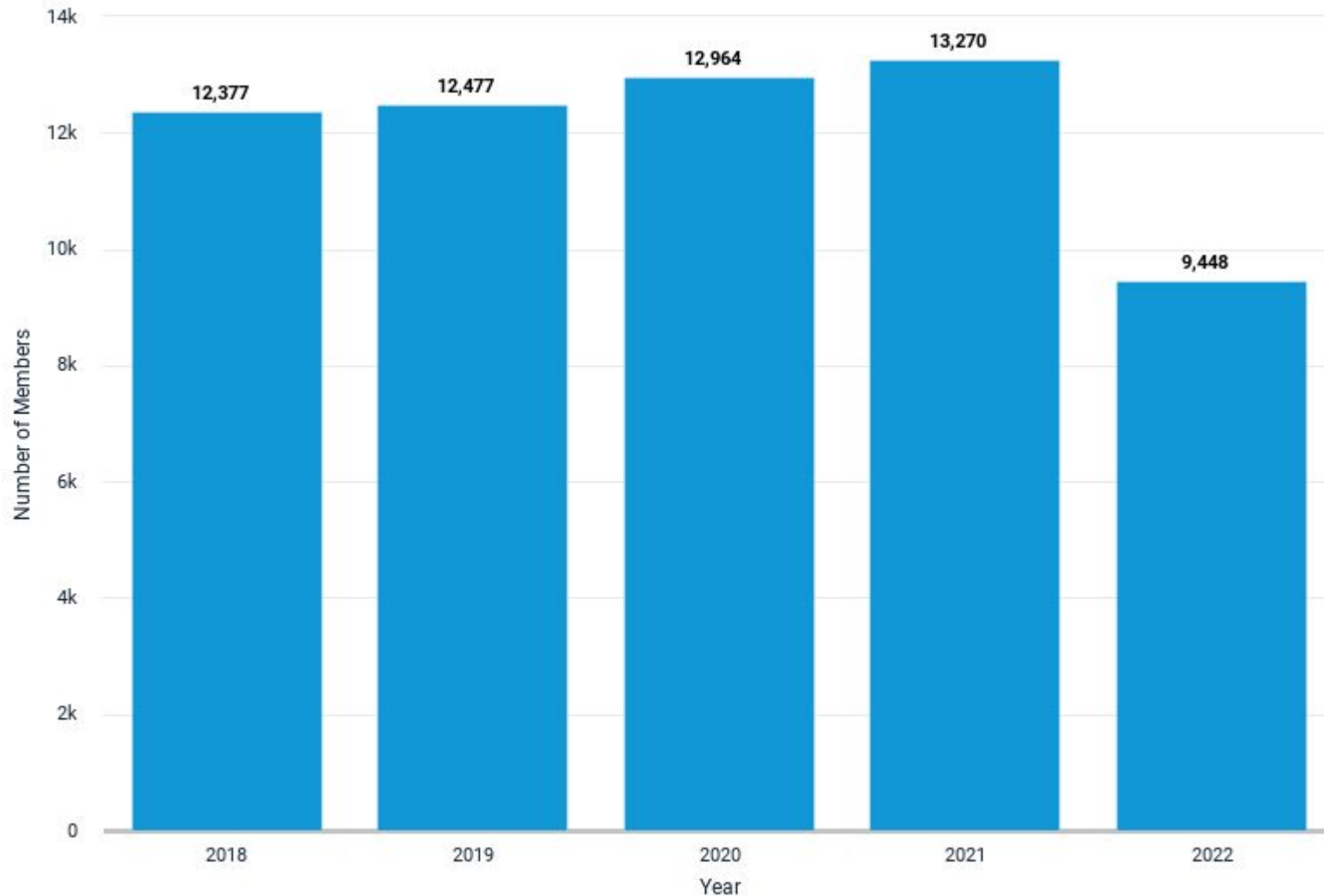


Connect with people





Where is Badminton Ireland now?



- 70% Individual players returned
- 86% of Clubs



Lessons Learned

1. Communication is Key
2. Not all clubs/players face the same barriers
3. Protect your clubs/volunteers
4. Make a connection



Thank You!