

# *No Strings Badminton*

## *Programme Overview*



# Contents

*This document aims to give a general overview of the No Strings Badminton programme and covers the following areas:*

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# What is No Strings Badminton?

*No Strings Badminton is a national programme. It offers a sustainable pay and play opportunity for the casual/recreational badminton player and a free online membership scheme.*

*Research shows that common barriers to participation in badminton include: no partner to play with, exclusivity in clubs in terms of standard, commitments to annual club memberships, and feeling intimidated to walk through the door to play. No Strings Badminton has been created to help overcome these barriers to enable more people to get involved and enjoy playing. It's a semi-structured pay and play opportunity for adults of any age or ability. The coordinator at sessions will make players feel at ease, get them playing, and most importantly, help them to have fun.*

*The membership offers information to anyone interested in playing badminton or finding out more about the sport. This is an "electronic" membership in terms of sign-up, communication and benefits, which are all delivered through electronic media.*

# What is No Strings Badminton?

*The programme is operating using a franchise model by which leisure providers can purchase the No Strings Badminton franchise giving them use of the brand and promotional materials to run no strings sessions at their facilities.*

*The key features of No Strings Badminton include:*

- 👉 **Pay & play sessions***
- 👉 **Casual/recreational players***
- 👉 **Adults of all ages & abilities welcome***
- 👉 **No membership fees – no commitment***
- 👉 **Coordinated sessions – hints & tips, not coaching***
- 👉 **Fun & friendly badminton sessions – a great way to get fit***
- 👉 **Playing partner - Guaranteed at all sessions***
- 👉 **Social feel – encourage bringing friends/family***

# Programme Targets

Currently around **535,000** adults play badminton once a week in England. No Strings Badminton is the flagship programme to help reach the target of **605,000** adults playing once a week by 2013. Of that 70,000 increase, no strings badminton aims to account for **20,000** of them.

20,000 more  
adults playing  
by 2013

Alternative  
exit route  
nationally

Break down  
barriers to  
participation



# Target Markets\*

*No Strings Badminton is for any adult of any age or ability and therefore is not exclusive to any group.*

*However, for marketing and promotion direction three core target markets were identified. The primary target market for No Strings Badminton is women aged 25-45. There was a large latent demand amongst this group and the programme concept addresses several of the barriers to participation for this group.*

*The secondary target market is men aged 25-45. The only reason they are secondary is that there was already a strong representation of this group playing which indicated that they were likely to get involved anyway and therefore it would be more beneficial to gear the marketing and promotion of the programme towards the female group.*

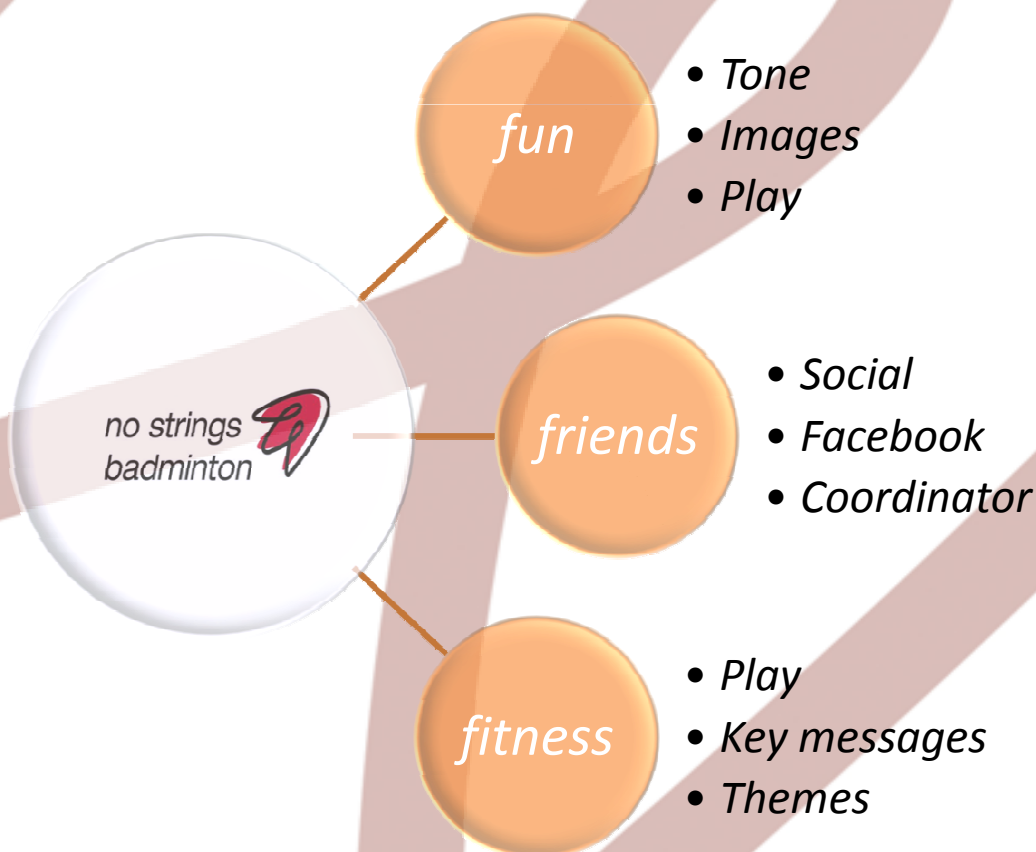
*Students are the third key target market for no strings badminton. A slightly different approach is being taken with this group so that the marketing is student specific and the majority of student sessions will be on university or college sites.*

***\*BADMINTON England are currently looking at news ways to ensure specific target markets are catered for through the No Strings Badminton Programme from 2011.***

# Brand Values

*There are 3 core brand values for No Strings Badminton. These were established as a result of the identified key drivers for participation taken from the Sport England satisfaction survey.*













*The diagram below shows the 3 core brand values and how they are portrayed through the programme, with FUN being the key value across all aspects of the programme:*



# What Partners Receive From No Strings Badminton

## **Franchise Pack:**

*In order to brand and promote your No Strings sessions, a franchise pack is provided containing\*:*

-  500 x A5 flyers
-  25 x A3 posters
-  16 x tubes of shuttles
-  2 x coordinator t-shirts
-  Pull-up banner (University Pack only)
-  External flexi-banner (Generic pack only)
-  Resource CD:
  -  Coordinator Orientation Resource
  -  Facility Staff Orientation Resource
  -  Electronic Copies of Flyer and Poster
  -  Coordinator Manual
  -  Facility Staff Briefing Card

*\*contents are subject to change from time to time and are currently being re-evaluated for further improvement for 2011.*

# *What Partners Receive From No Strings Badminton*

## ***Website:***

*No Strings Badminton has its own national website which acts as the hub for all programme information, activity and communication. The website allows for people to: sign up as 'friends' so that they can receive communications about the programme and wider badminton world, enter competitions to win great prizes, and search for their nearest session.*

**[www.nostringsbadminton.co.uk](http://www.nostringsbadminton.co.uk)**

*Once a franchise holder, you will be given a log-in to the franchise secure section of the website which allows you to add and edit your sessions as well as report the session register figures so that the programme can be monitored and improved.*

# What Partners Receive From No Strings Badminton

## **Regional and National Support:**

*No Strings Badminton is a national programme that is driven centrally by BADMINTON England, however there is a network of 33 Regional Officers who are willing and able to help support with the set up of sessions where required. Support can be provided in the form of:*

- help with promoting sessions*
- help with identifying and training a session coordinator*
- help with session set-up*

*However, it is ultimately the franchise holder's responsibility to drive the promotion of the sessions to ensure they are a success.*

*A number of resources have been developed to help support the running of the programme locally. These are included on the resource CD in the franchise pack and are also hosted in the franchise section of the website. These resources cover the 'training' of facility staff, session coordinators and marketing materials to promote the programme locally.*

*General queries can be sent to:*

[nostringsbadminton@badmintonengland.co.uk](mailto:nostringsbadminton@badmintonengland.co.uk)

# *What Partners Receive From No Strings Badminton*

## ***Marketing & Promotion:***

### *National Marketing Campaign:*

*Individual franchises will benefit from the national marketing and promotion campaign, which includes an experiential events road-show to kick-start the programme, as well as regional press releases and an on-going annual marketing plan.*

### *Facebook Page:*

*No Strings Badminton has a Facebook hub-page which offers information on the programme nationally and gives people an opportunity to interact and share their views and opinions on all things no strings.*

*As part of the franchise agreement, all franchise holders will also receive a Facebook sub-page for their individual centres to allow for more localised promotion and building a No Strings social circle around their sessions. A £50 free Facebook advertising voucher is also included in this promotion to help kick-start sessions and raise awareness of the new playing opportunity.*

# Pricing Policy & Franchise Agreement

## Current Pricing Policy\*:

1 franchise purchased	£400
2-3 franchises purchased	£300 each
4+ franchises purchased	£200 each
Higher & Further Education Institutions	Flat rate of £200 each

Fees can be paid in one lump sum at the start of the franchise year or in quarterly instalments with the commitment to pay all 4 over the year.

## Terms of Agreement\*:

- Sessions to run for one calendar year per franchise agreement
- There is no restriction on length of sessions
- A minimum of one session to run per week
- A maximum of 2 sessions can be run per week
- Sessions can only be spread across two different venues per franchise
- Adherence to the No Strings Badminton marketing and branding guidelines
- Responsibility for the employment of the session coordinator and ensuring the appropriate reporting process is completed.
- Weekly reporting of session figures via the designated website

**\*Subject to change and are currently being reviewed for 2011.**