



“Loved it, my favourite sport and can we do more?” *Racket Pack Pupil*

Brighton Case Study

Racket Pack in its launch year has been a success throughout Sussex with Brighton being one of the areas.

The Racket Pack is Badminton England’s new primary age (5 – 11 years) focused initiative. It’s been designed to deliver fun and engaging skill based sessions, ensuring a positive first experience of badminton.

The aim of The Racket Pack is to increase the number of young people taking part in badminton from an earlier age. By providing a positive first experience we hope to increase the number of junior players developing into lifelong players by providing the right opportunities for them to learn.

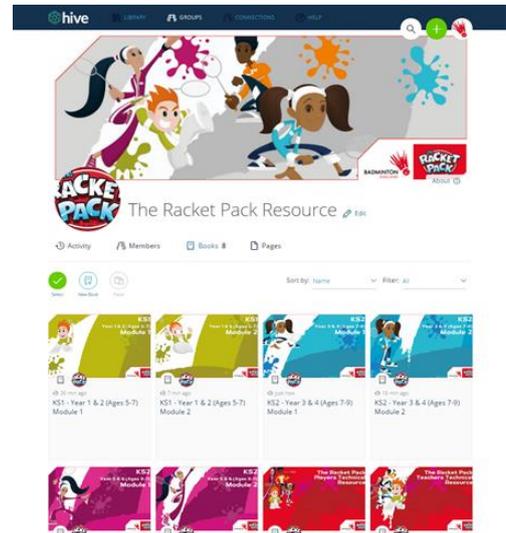
My name is Julia Alkema, I live in the Fiveways area of Brighton and I am a level 2 badminton coach and Badminton England tutor.

I’ve been coaching it in schools all across Brighton and it is fantastic. The schools I have been asked to deliver it in absolutely love it because not only does it introduce a highly technical sport to the children during their PE lessons, it also up scales the teachers’ skills and knowledge of badminton so they can carry on teaching it when the 6 weeks finishes. The online lesson plans are easy to follow as they include video tutorials for each module and the whole thing is designed for a school hall, so you don’t need a court marked out or a net, as you get a net in the pack.

The idea is to introduce the children to badminton skills and the foundation of the sport, and then if they like it, we hope to start a local club that they can join and continue their development. We have done this in partnership with The Deane’s Sports Partnership with great success. I delivered to 5 primary schools with over 150 children experiencing 6 weeks of badminton. From that 32 children signed up to our new junior academy at Longhill Sports Centre, we even have a waiting list. The long term aim is to start them on a pathway to have a 'sport for life'.

Darren Hambrook from the Deans Partnership:

'What a fantastic demonstration of working in partnership - schools, coaches, teachers and most importantly the enthusiasm of the Badminton team to ensure EVERY child who took part in this programme enjoyed success and a positive impression of Badminton. Not only that but we have put in place a continuing link to nurture and develop children’s passion for this sport which for many was the first time they have played and they now have a sport they can play for life - THANKYOU'.



“It’s the best sport I’ve ever played” *Racket Pack Pupil*



“I give badminton 9.5 out of 10!!” *Racket Pack Pupil*