



Badminton

Aberford Community Centre, Borehamwood

Helen Hopkins – Hertsmere Borough Council
January 2025



Introduction

The Badminton session at Aberford Community Centre came about after the successful delivery of the Back2Bowls project which started in 2022. Feedback from adults in the area was they would like to take part in Badminton. The Herts Badminton Association submitted a funding application to Sport England for sessions across the county. Additional funding was given by Herts Sports Partnership to secure equipment for the project and provide a taster session at the Live Longer in Cowley Hill day in August 2024. The Badminton session started in October 2024.

Project background

Cowley Hill is an area marked as the most deprived ward in Hertfordshire and is in the top 10 most deprived areas in England according to the Index of Multiple deprivation. Classed as one of Herts Sport & Physical Activity Partnership's 'Active Local' areas, anti-social behaviour, drug crime, high unemployment, low income, and a severe lack of opportunities are just some of the issues plaguing the area. There is also less adults who are physically active in the area 58% compared to 66% across Hertfordshire.

In Borehamwood there is an increasingly aging population that are inactive, experiences poor physical and mental health and are vulnerable to social isolation and loneliness.

Implementation

The Active Local Officer for Cowley Hill, Charlotte Stringer was instrumental in supporting setting up the session. Charlotte organised a Live Longer Better in Cowley Hill Celebration day in August 2024. One of the taster sessions on the day was Badminton, and a register of interested attendees was collected on the day.

The new session started in October 2024 with 20 people attending. Funding from Sport England through Herts West Badminton Development Group enabled Hertsmere Borough Council to purchase a small amount of equipment and pay hall hire, a contribution to staffing and refreshments for three months. The funding from Herts Sports Partnership enable the purchase of additional equipment to allow more people to participate at the same time. The session has an average of 10 people attending despite the poor weather.

“Thank you to Herts Sports Partnership, Herts West Badminton Development Group and Sport England for the funding and support to get the session started. Thank you to InspireAll and Communities1st for supporting the project which is making a big difference to the people who attend. It has been brilliant to add another session to the weekly physical activity offer in Cowley Hill.”

Helen Hopkins, Hertsmere Borough Council

On behalf of The LeeCliffe Big Local, I just wanted to send you quick note to say well done and thank you for introducing the weekly Badminton sessions at Aberford on a Thursday. Over a relatively short period of time the group has become well established and a firm fixture in the local area for those looking for groups to help them get more active.

I have been impressed by not only the obvious physical benefits for those that attend but also the more subtle social and overall sense of wellbeing that attendees have started to rely back to us.

I always think that the mark of a successful project, is how much it is missed when it has a break, and this week we saw plenty of happy badminton players returning to the first session after the holiday period.

I know that the Badminton group is only one of the free to access physical activity groups that you have helped to introduce over the last few months, but I just wanted to let you know that this group along with the Tai Chi at St Michaels, and walking football at Brookside, are having a real noticeable impact in the local community.

Well done, and thank you for your continued hard work and commitment to the local Cowley Hill community.

David Golding, Leecliffe Big Local

Partnerships

11 sessions
delivered in
2024

5 Activators
trained in 2024

PARTNERS AND FUNDERS

Hertsmere Borough Council

Herts Sports and Physical Activity
Partnership

InspireAll

Communities 1st

Clarion Futures

Leecliffe Big Local

Herts West Badminton Development
Group

Outcomes and Benefits

The Badminton session started in October 2024 and 11 sessions have been delivered at Aberford Community Centre in Borehamwood. Five activators have undertaken the training with an additional two people interested. The session has attracted over 30 individuals with a core eight attending most weeks. The sessions are 90 minutes long and free tea, coffee and biscuits are provided. Sessions are free to attend and equipment is provided, a couple of participants bring their own rackets.

Key Learnings

A number of the participants would be unable to pay a weekly fee to attend the session. Participants play Badminton for the majority of the session with a short break for refreshments and a chat. The Badminton is recreational as there are no markings in the community centre and games are played in good spirit of this.

Next Steps

1

Continue the sessions
in 2025

2

Source additional
funding for sessions

3

Undertake the social value tool on
the project.

Conclusion

The funding received from Herts Sports Partnership and Herts West Badminton Development Group has been invaluable to setting up this session. The project is well loved by the participants who attend and the staff who oversee the session enjoy their weekly interactions. Thank you to everyone who has helped to make it a success.

Word of mouth has been a strong contributing factor to the project's success as well as the Live Longer Better in Cowley Hill event.

and

