

Sport Unlimited

Case Study



No Strings Badminton



What was the project?

The project was designed to increase participation in badminton amongst 16-19 year olds. The sessions took place at Somerset College over 10 weeks during lunch times. Partners involved were the Further Education Sports Co-ordinator at Somerset College, Somerset Activity and Sports Partnership and BADMINTON England.

Was it successful?

Very, it targeted students on non sports courses such as art and design and had a relaxed policy on clothing to try and encourage more participants and appeal to those who are non sporty. In total 32 people took part in the 10 weeks from departments across the college. The scheme was a pilot for BADMINTON England and Somerset College was the first FE College in the country to run this programme.



What next?

Those involved are now keen to continue and the sessions are planned to take place during the next academic year and have even been developed into an after college club. The media students were involved in producing a video for No Strings Badminton which will be used by BADMINTON England. Gail Emms, Olympic Silver Medallist, was also involved in making the video. The video will be played on the BADMINTON England website to encourage more people to take up the sport.

Quotes

Stuart Hooper, Sports tutor and FESCO at Somerset College, said: 'This has been a fantastic project to work on. I have been really impressed with their ideas. It is a major coup for the College to be able to work so closely with a national sports governing body like BADMINTON England. I hope this is the start of a long and successful working partnership.'

For more information please contact Laura Light 01823 410213

