
Local Badminton Survey Findings 2025

Current No Strings Play (Adults)

- CROWBOROUGH LEISURE CENTRE
 - Mondays 1:30-3:30pm - £5.30
 - Tuesdays 9:30-11:30am - £5.30
- SUMMERFIELDS LEISURE CENTRE (CATHY BARGH)
 - Mondays 9:00-12:30 - £5.20
 - Wednesdays 09:00-12:30 - £5.20
 - Fridays 9:00-12:30 - £5.20
- BEXHILL LEISURE CENTRE (RON & IAN – QUALIFIED COACHES)
 - Mondays 7:00-8:00pm - £4.30
 - Fridays 6:30-7:30 - £5.90
 - (Active Plus) Friday 12:00 – Over 65s
- THE TURING SCHOOL
 - Tuesdays 7:30-8:30pm – Beginners £4
 - Tuesdays 8:30-9:30pm – Intermediates £4
 - Tuesdays 7:30-9:30pm – Intermediates £6

Current No Strings Play (Juniors)

- SUMMERFIELDS LEISURE CENTRE (CATHY BARGH)
 - Mondays 4:00-5:00pm - £4.70
 - Thursdays 4:00-5:00 - £4.70
 - Saturdays 10:00-11:30am - £4.70
 - Saturdays 11:00-12:00 - £4.70

Current Clubs

- Ramblers (Social club) – Shinewater Sports Centre – Mondays 8pm
- Lewes – Lewes Leisure Centre – Mondays 8-10pm
- Woodlands – Ark Alexandra Academy – Tuesdays 7:30pm
- Hardwick (non-league) – The Turing School – Tuesdays 7:30-9:30pm
- Hailsham & Eastbourne – Denton Road – Tuesdays 8pm
- Cooden – Bexhill 6th Form College – Wednesdays 7:30pm
- YMCA – Hastings – Mondays 8:15-10pm, Tuesdays 8:30-10pm, Wednesdays 7:30-10pm
- Arctic Spas – Willingdon Community School - Fridays 7pm

Other

Badminton4You – Shinewater Sports Centre

- Tuesdays 8-10pm Mixed ability - £6.50
- Wednesdays 7-9:30pm Intermediates - £7
- Every 2 Thursdays – 9:15-10:45 Mixed ability Ladies - £5
- Saturdays 10:30-1pm Mixed ability – £6.50
- Sundays - £7 Advanced
- Saturday 9:05-10:15am – Group coaching 11+ £5

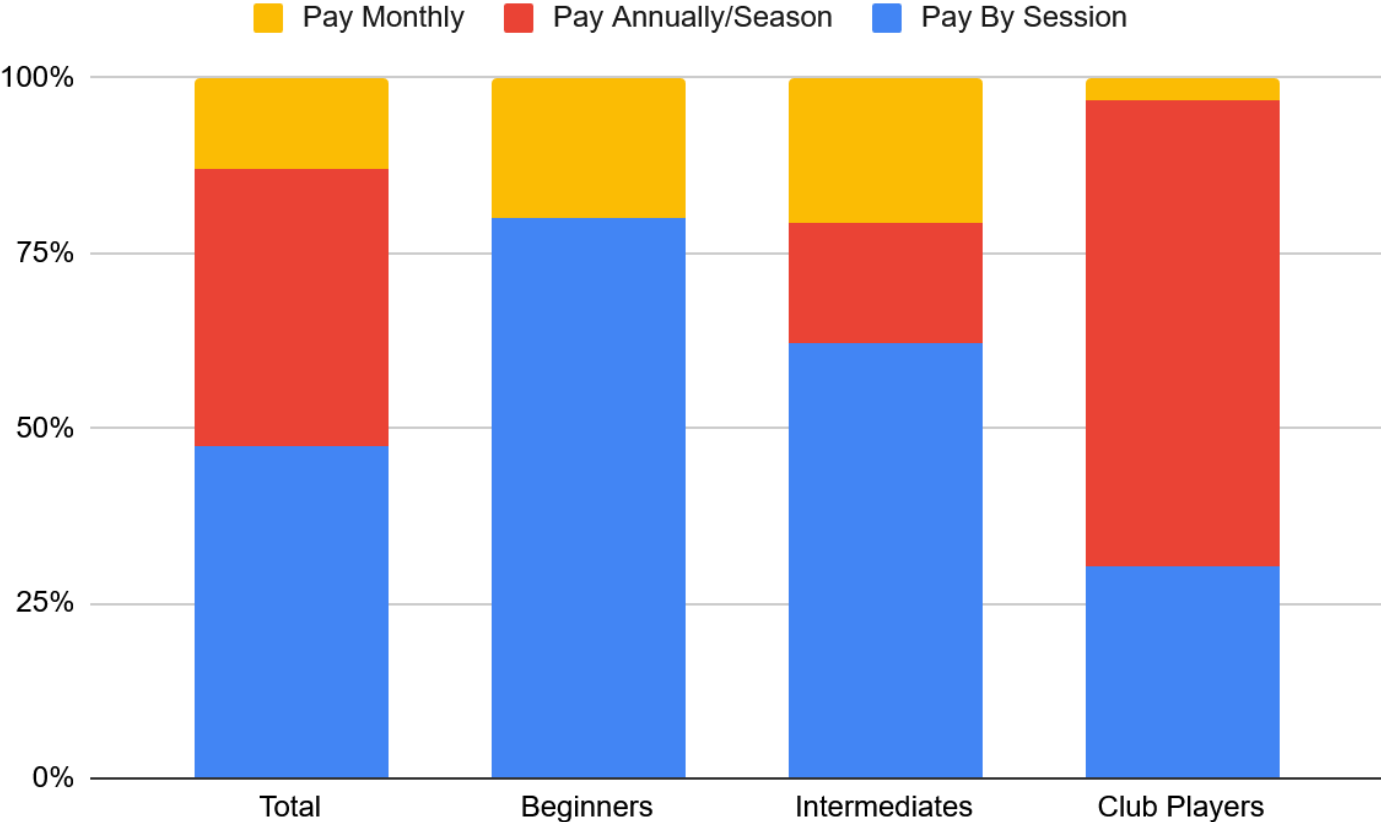
Hillbrow

- Mondays 9-11am – book or turn up £5
- Wednesdays 9-11am over 50s book or turn up £5

Rebecca (Hillbrow Leisure Centre)

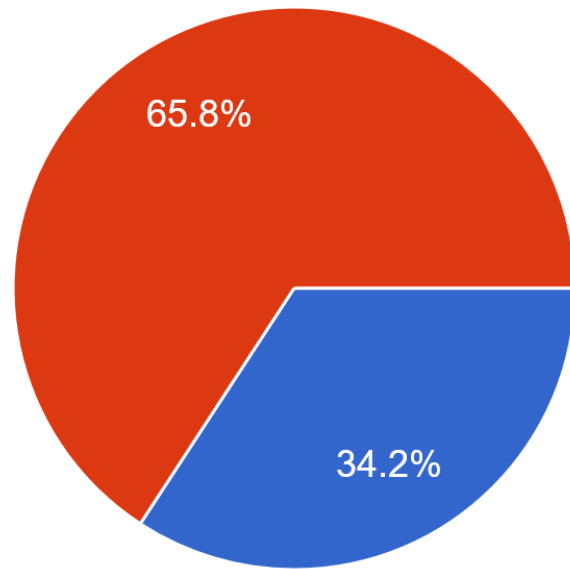
- Thursdays 7-9pm - £8

How would you prefer to pay for badminton?



Do you feel there are currently enough ways to play badminton locally to you?

76 responses



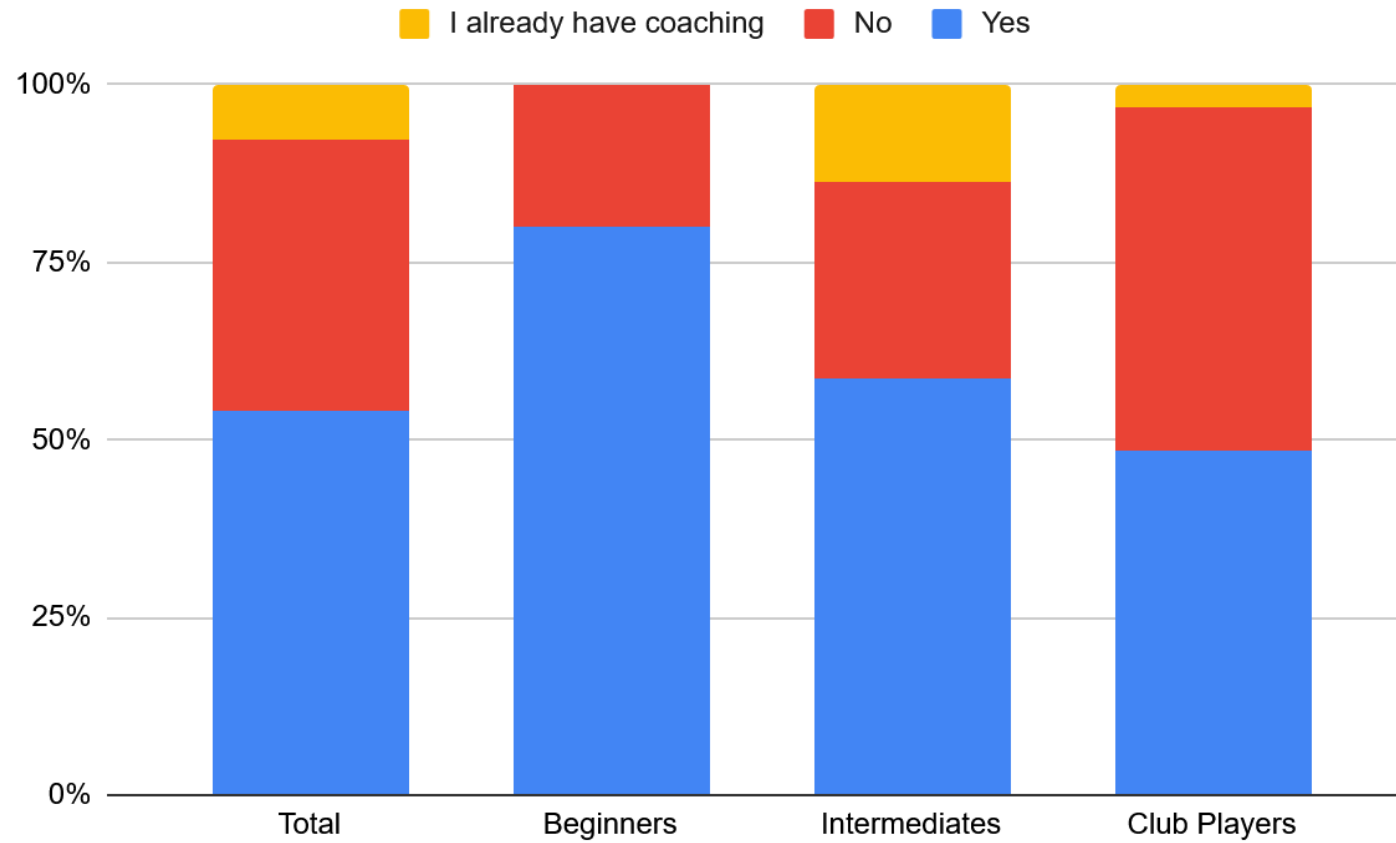
- Yes - enough clubs and sessions are available near me
- Needs Improvement - e.g. more sessions, different times, different locations

What would you like for your local badminton?

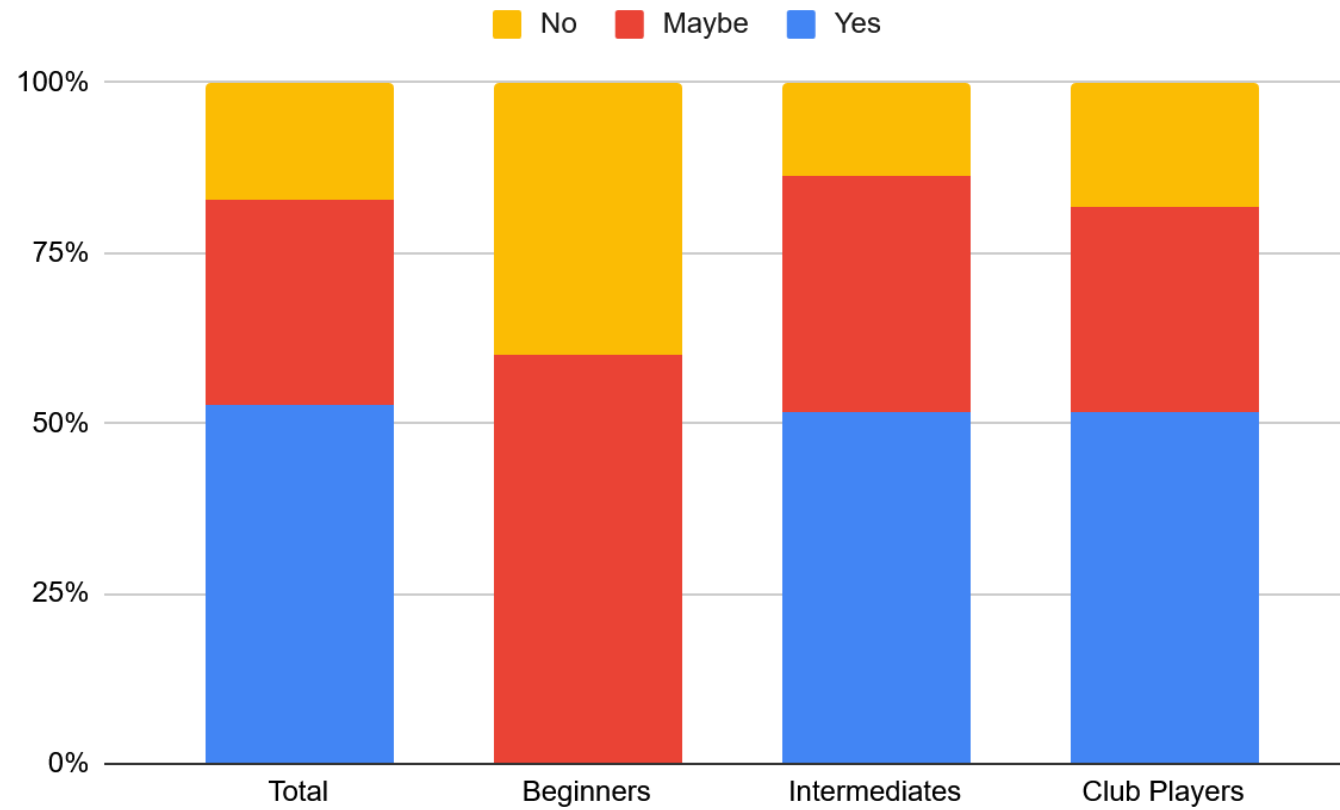
Responses that at least 20% of respondents wanted (highest to lowest):

- More court availability
- More clubs
- A local ladder (suited for your level of play)
- Local tournament (no county team players can enter)
- More sessions (non club)
- Local tournament for anyone to enter
- No Strings Badminton

Would you be interested in any coaching sessions to improve your game?

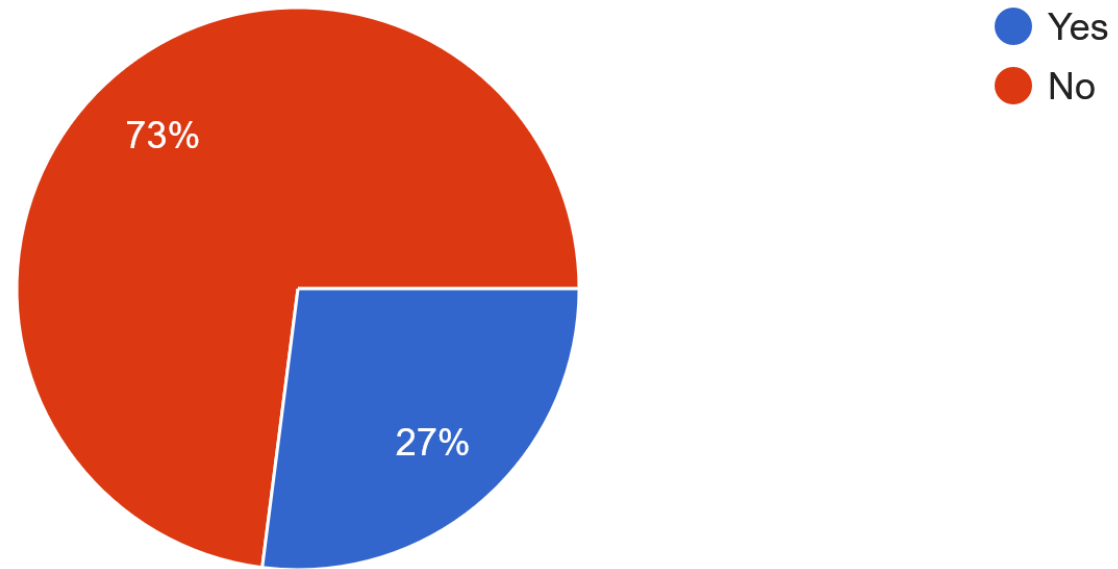


Would you be interested in playing tournaments at your level of badminton? e.g. improvers only, club players only, county only.

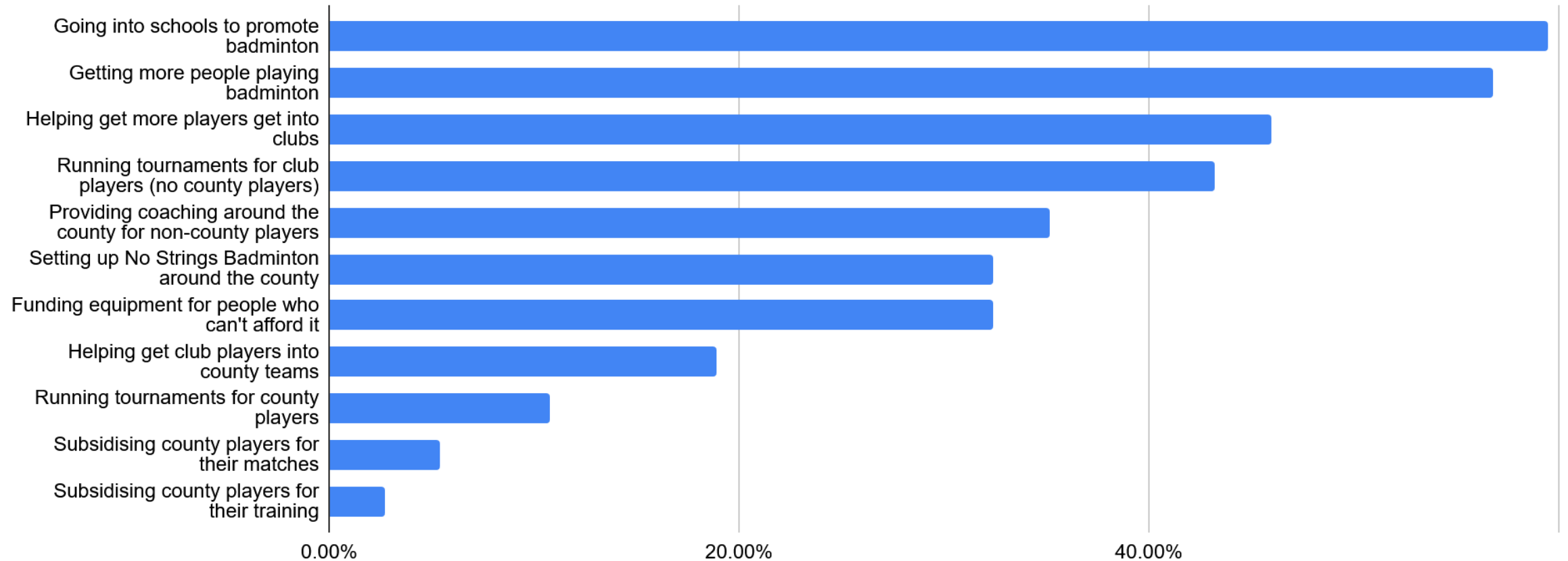


Club members pay £5 to Sussex County each season. Is Sussex County Badminton doing enough for badminton in your area?

37 responses



What would you expect Sussex County Badminton to use your £5 for?



Why do you currently not play badminton?

Top 5 reasons people don't currently play badminton:

1. No awareness of local access to badminton
 2. No classes nearby
 3. Timing of local classes
 4. Not enough time
 5. No badminton equipment
- 5.= Too unfit

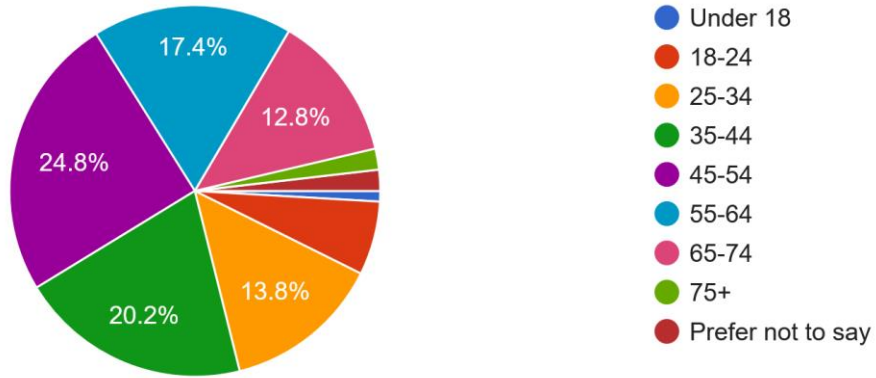
What would
make you more
likely to start
playing
badminton?

Responses that at least 20% of respondents wanted (highest to lowest):

- Pay-as-you-go sessions
- Sessions in the evenings
- More local ways to play
- Sessions at the weekends
- Specific sessions such as women's only or over 50s
- Free trial session

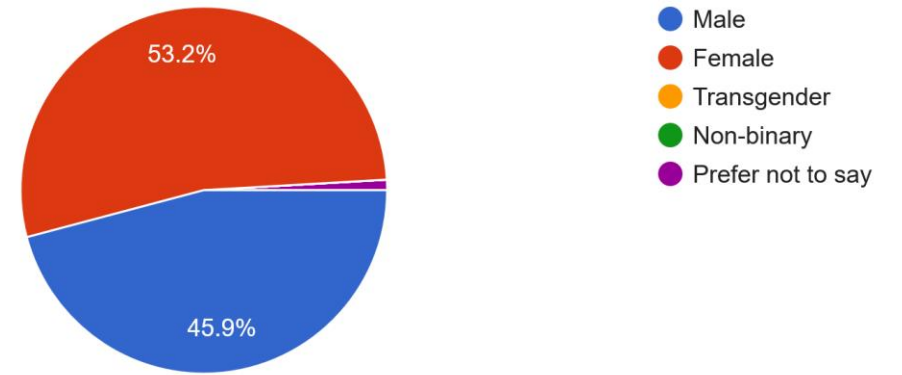
How old are you?

109 responses

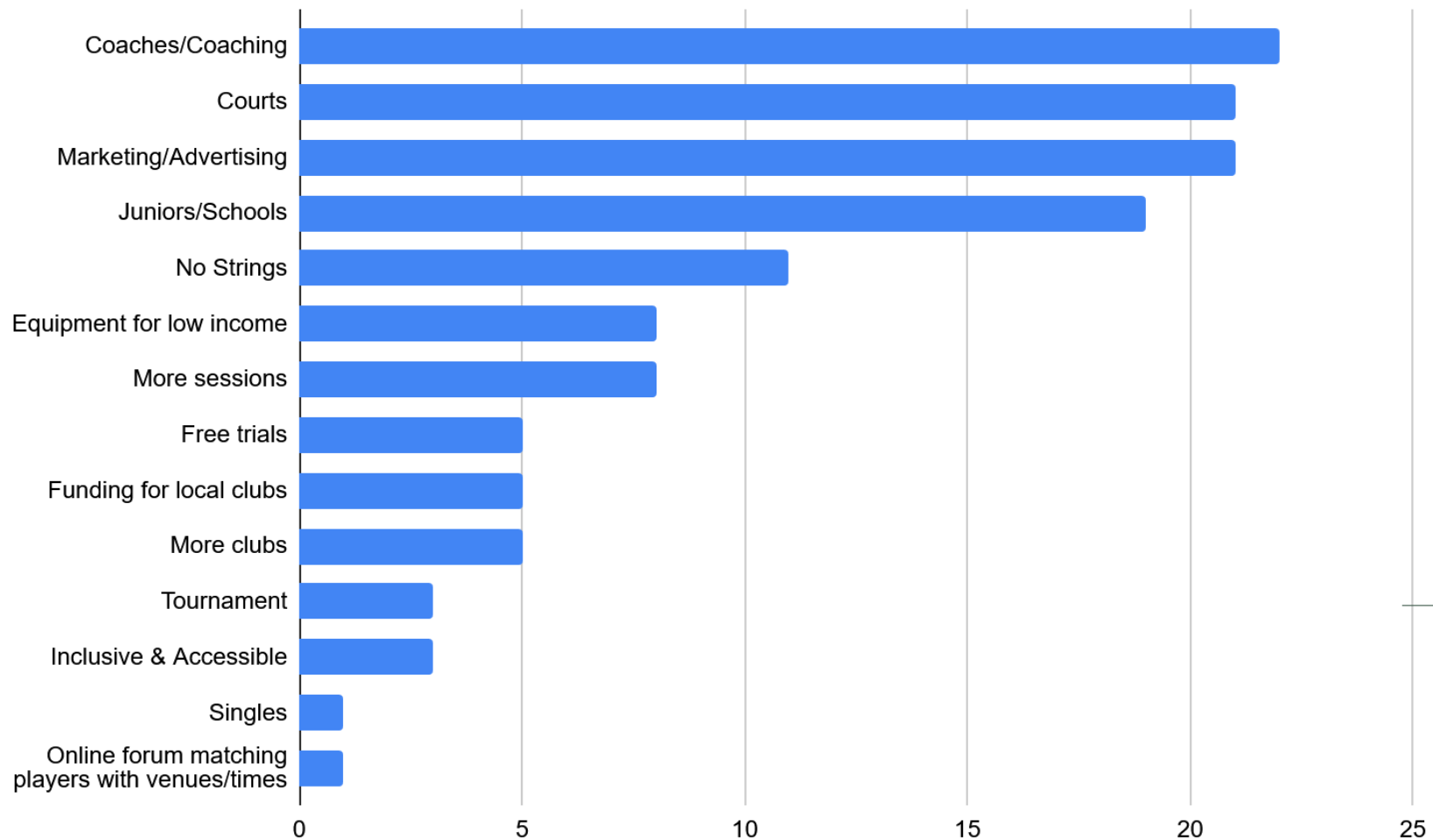


How do you identify?

109 responses



Demographics



If you had £1,000 to spend on developing badminton in Sussex, what would you spend it on?

Plan of action:

1) Advertising/Marketing

- Featured on Eastbourne badminton website
- Set up a Facebook page for more information
- Leaflets in local communities with up-to-date information
- Club information at no strings

2) More No Strings

- Pay-as-you-go sessions
- Sessions in the evenings & weekends
- Free trial session
- Womens' only
- Over 50s
- Equipment to borrow

3) More coaches

- Fund a coaching place
- Support for new coaches by providing places for them to work e.g. visiting clubs or no strings

4) Juniors

- Look into No Strings Youth
- See about adding Junior clubs to local clubs
- Go into local schools to promote

6) More clubs

- New feeder club to ease transition

5) Ladder

- Hire school courts for ladder play time availability

7) Tournament (no county)

- Look into No Strings Compete

8) Funding for local clubs

- Maintain a reserve in case of hardship funds needed for local clubs

9) More courts