

Report on new Badminton Premier League

This season, Leinster Badminton undertook a new initiative and started up a Badminton Premier League (BPL). The principal aims of this initiative included the following

- To provide a more structured league for our top Premier Players to compete in.
- To create an Event within our Centre to showcase our (and other Provinces) top players.
- To use these events to promote and generate more interest in badminton
- To use these events to increase footfall and revenue to both Leinster Badminton Centres.

For this inaugural year of the BPL four Clubs were invited to form Teams and participate, namely Ailesbury, KADCA, and Mount Pleasant & Pembroke. Each of these clubs have had a long history of having Premier Players at club, provincial and international level.

The 4 Clubs embraced the idea and all assisted in formulating a Premier League “package” that allowed us generate a quality league that would be capable of providing a very high standard of badminton to attract spectators to come see and enjoy, plus ensure we had a very competitive Premier League between the Clubs.

Many new initiatives were included in the BPL format all aimed to generate excitement and interest. These included allowing clubs bring in "Invitation" Players from other clubs, the use of a hybrid scoring system (similar to that used in the UK's NPL) comprising of 5 games to 11 points and use Power-play Shuttles. Geared to allow for faster, more focused and intense play, with more "match points", all aimed to provide more exciting play for the spectators and also the players.

Another feature of the BPL was to have all Matches played on a fixed schedule and in the 2 Leinster Badminton Centres, Terenure and Baldoyle. This allowed the BPL host 2 matches per night and gives definite opportunities for club players to come and see top class badminton more regularly and at the same time generate activity in our Centres.

The Badminton Premier League was launched on 23rd October in Terenure and the Centre was packed to the gills- reminiscent of “the older days” (so I was told 😊)

All the players from each club lived up to their “Premier” billing and provided a spectacle of Badminton. All the spectators that attended thoroughly enjoyed the event, the games and the whole atmosphere.

Since that night there has been in total 6 BPL Friday Nights and all have been very well supported, great atmosphere and the standard of badminton on show simply fantastic.

From the outset we knew that the undertaking of this BPL required a dedicated BPL committee to run what in effect is a Mini Event on each of these Friday nights with plenty pre and post promotion work also of the event and Badminton.

As chairman of this new committee I would really like to thank all the members of the BPL committee who worked extremely hard before, during and after each BPL event night to help deliver a great spectacle. – Dave Murphy, Seamus Halpin, Vinod Pillai, Thomas Bohan and Veronica Farrelly

I would also like to thank many others for offering their expertise in assisting on the promotion side of the BPL, Stephen Gormley, professional photographer, Carol Byrne – poster / graphic designer,



Karen Byrne and Conor Simpson, promo videos – and indeed each of the 4 Club Reps for their assistance and co-operation before and during each event night.

We were also extremely delighted to have secured a number of commercial sponsors from the start, and special thanks to Vinod in his hard work in this regard and for attracting new sponsors to the Sport of Badminton

The BPL sponsors in Season One are Turkish Airlines, Versatile Bathrooms & Homes, Oscar Travel & Foresee Software Solutions.

TURKISH AIRLINES took on the role of our main sponsor and we are extremely appreciative of their and indeed all our sponsors support to the new Premier League.

We also got great support and sponsorship from YONEX , Leinster’s Sporting Partner and from BASELINE of which we are really appreciative of.

Season One of The BPL is almost over, but plans are already being formulating for Season Two – with lessons learnt, small “tweaks” where we feel needed and the aim to attract more clubs of a Premier standard to participate underway.

We would like to think that the new BPL has met all of aims, including helping our Senior Team improve with many more intense “match play” opportunities.

We hope that all badminton club players that came and supported enjoyed the spectacle and spread the word. As this ultimately helps us showcase and introduce more people to the game of Badminton.

On behalf of the Premier League Committee (Dave, Seamus, Vinod, Thomas and Veronica) we would like to thanks the 4 clubs and their players for embracing the BPL and to all you club players for coming out and supporting.

Here’s to BPL Season Two

Joe Byrne,

Leinster Badminton