



Adrian Christy

Chief Executive, Badminton England

Having worked in local authority sport development units and Sports Coach UK for several years, Adrian moved into national governing bodies, first with the Lawn Tennis Association and then onto England Squash as Director of Development and Competition. In 2006 he was appointed as Chief Executive of Badminton England.

Adrian has set his ten-year vision for Badminton England in the "Decade of Delivery" to grow all aspects of the game – participation, coaching and competition with the ultimate ambition to be regarded as the best nation by 2016. The aim is to build on Sport England's Active People Survey (conducted by MORI) which ranked badminton 8 out of 74 sports and that showed that over 900,000 play badminton at least once a month.

Adrian has been instrumental in winning the bids for England to host the European Team Championships in 2009, European Individual Championships in 2010 and the World Championships in 2011, one of the most exciting pre-Olympic major tournament schedules in the UK.