

# A Case Study on: Creating competitive opportunities



**Club:** Balbardie Archers/Kevin Young, Scotland East CDC

**Goal:** A fun competition against archers of their own age, juniors gaining confidence competing and the opportunity to socialise

**Method:** Creating a “new” round allowing all ages to enter

**Result:** More Juniors taking part in competitions and having fun!



## What the clubs and CDC did...

We wanted to see as many kids as possible turning up for a fun competition against other archers of their own age, especially those juniors that had never shot in a competitive environment before. The object of the initiative

was development and participation and to improve the confidence of our young archers in a safe and friendly environment where they could mix with others of their own age.

The Eastern Area Junior League was held over three dates and hosted by three clubs over a period of 3-4 months with 25 archers taking part aged 8 – 18 years old. Feedback suggested that more than 36 arrows were too tiring and that shooting a 40cm face was just too difficult. A new round was created suitable for all archers many of whom were using club equipment. The round became known as the “Eastern” - 36 arrows shot in 12 ends of 3 at a 60cm face at 20 yards.

Judges and a small budget for the awards were arranged by the Eastern Area (County) and during the last event we put on a big party with food and refreshments that parents had brought along.

The competition was very much set up with the aim of having the Juniors shooting in teams, and appropriate fun club names were selected to make it amusing for all.

## The result...

The set up was demanding. With lots of Juniors in one place, many of whom have only just started to shoot, it was chaotic and you are constantly on your feet. However it was certainly worth it. To see the excitement in the faces of the younger ones was definitely worth the effort.

The young archers gained increased confidence and ability with many moving into the County Squad and also competing on the open circuit. Plans are already afoot for next year’s competition.

For more information please contact your County Development Coordinator



Archery GB is the trading name of the Grand National Archery Society, a company limited by guarantee no.1342150 Registered in England.

[www.archerygb.org](http://www.archerygb.org)