



# National Target Archery Facility Strategy – Draft



**2012 - 2013**

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## 1.

### Background

Most National Governing Bodies of Sport will say that good facilities are essential for the development and growth of their sport. However, for archery this is absolutely the case. Owing to the nature of the sport – shooting arrows – engagement in the sport is more tightly bound to the availability of sanctioned facilities than most sports. For obvious reasons, an archer cannot just pop down to the local park and casually shoot a few arrows. Functional facilities that allow people to shoot are therefore fundamental to the growth of archery.

Archery GB has never had a national comprehensive strategy for archery facility development. Facilities have always been managed on a local level and it has rested on the shoulders of the club and sometimes the county to oversee facility provision. Increasingly, facilities are being presented to us as a reason for poor development and frustration at club level. It is therefore timely that a National Facility Strategy is created.

#### Why have a strategy?

As a governing body, we have not had an accurate picture of archery facility provision in the UK. We have been able to describe where registered facilities are, but we are not able to describe much more than their basic location and features. We are now able to paint a more detailed picture with the creation of this strategy.

As well as describing current archery facility provision, it is also important that we are able to begin to predict what facilities we want to see in the future. By having the ability to do this, we will then be able to present a case for investment at local, national and regional level.

We need to be able to present a hierarchy of need when it comes to facility investment and one way we can do this is through the presentation of a well thought out strategy.

We would like to support clubs and counties in their facility development work. To be able to draw on a national strategy is vitally important for volunteers, if they are to give their time and energy in a productive fashion. It is the duty of a governing body to set this direction and guidance, and in this strategy we hope to do this.

There is also a need to give direction to those who may not currently be involved in archery provision. If we are tap into any new facility development, we must be able to present a case where if a new facility was created, it would be fully utilised and sustainable. For example, if a school is redeveloping its sports facilities, it will be important that we can present a case for ensuring the facility was suitable for the provision of archery.

So for current archery providers and new potential archery providers, we hope that this new national strategy will provide structure, guidance and leadership.

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## 2.

### Current picture of facility provision

#### 2.1 Providers and Location

Archery in the UK is offered by a number of providers in a number of settings. The National Governing Body has just over 33,000 registered members across the country (2011). In England, the Sport England Active People Survey states that around 55,000 adults per month are shooting. (APS Oct 2010-11). They also state that 14,100 adults are shooting at least once a week. In 2009/10 the Youth Sport Trust said that 27 per cent of schools offered archery as a sport. All this activity will take place in:

- Clubs operating on private grounds
- Clubs operating on leased/rented ground
- School sites
- Higher Education institutions
- Holiday camps and parks
- Scout and Guide sites
- Commercial venues open to the public and not open to the public

Archery that takes place under the auspices of Archery GB mainly takes place in the top two places above, but archery in the other sites will take place independently from the governing body. In terms of the latter, it is harder for us to quantify the exact nature of the provision. Although in recent years we have developed a closer working relationship with these 'non-member' archery providers, we still have a long way to go before we can accurately describe their facility provision.

#### Different forms of archery

There are various forms of archery that are practiced around the country. The predominant form is target archery and most of this document refers to target archery unless stated. Other forms of archery that are practiced include flight, field and clout archery. They both have different facility requirements.

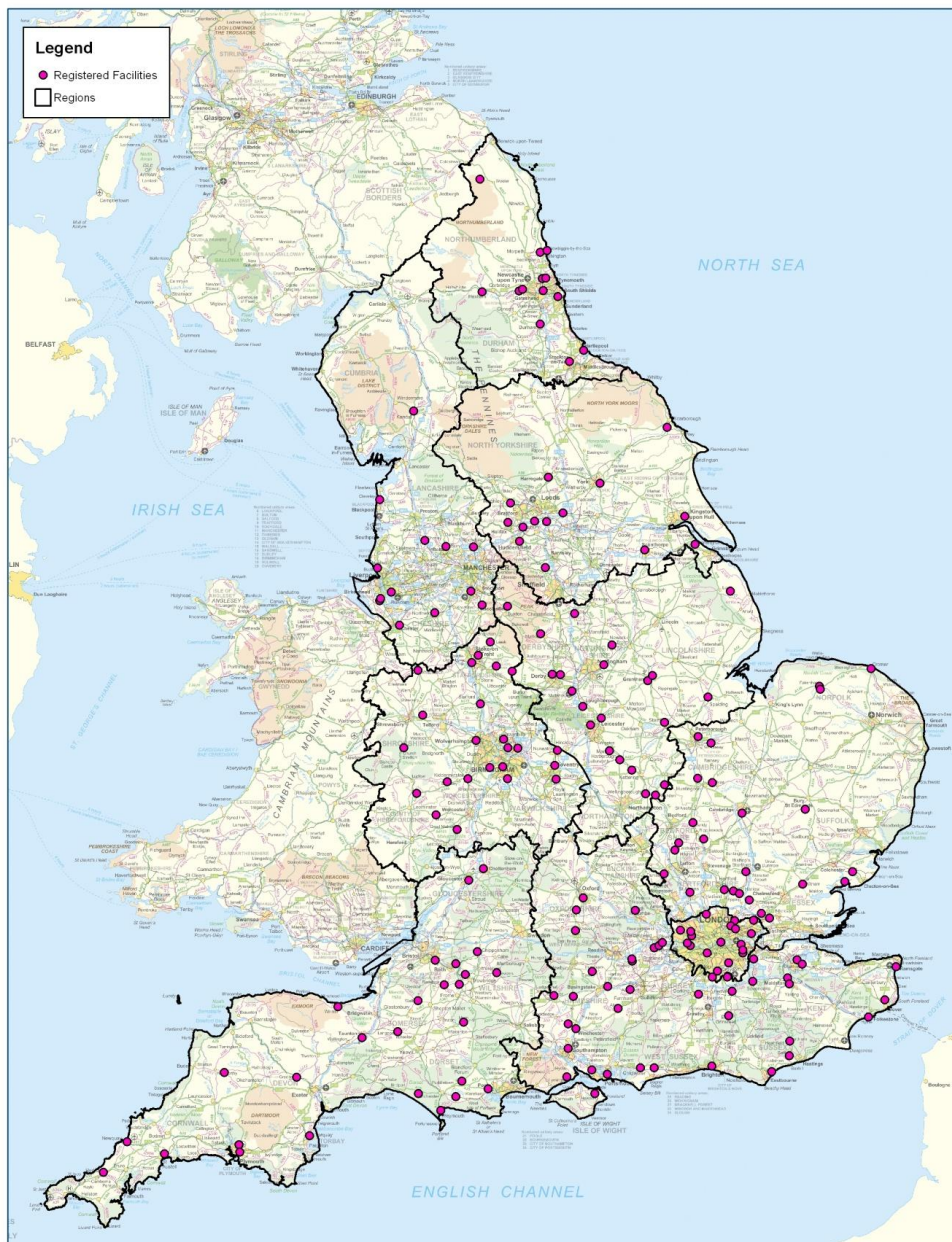
We do not have specific data held centrally on flight, field and clout archery sites. We need to systematically collect this data in the coming years and then spend time to discover how we can support this aspect of facility provision.

## Facilities operated by clubs

In August, 2011 we had 1145 venues registered as club venues throughout the UK. However, this figure needs some explanation as some clubs can register more than once under the Archery GB membership process. A more accurate figure is derived from a recent facility audit, where 402 clubs have disclosed their facility. These are plotted below.



### Archery GB - Registered Facilities



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At a national level, we do not have information which allows us to describe in detail, the full extent of these venues. The best we do is to say that they would 'likely' comprise of the following:

- A field which is suitable for practice or competition target archery shooting
- A club house or changing space, including a toilet
- A storage space
- An indoor space suitable for practice or competition shooting
- A site suitable for (flight?) field or clout archery.

It is acknowledged that in some respects, this is an assumption and it would be safer to only state that the facility would have a bare minimum including the following:

- A field which is suitable for practice or competition target archery shooting
- A storage space

#### Facilities operated by schools

We have no comprehensive detail on how many schools provide archery facilities. Some schools register with the governing body as a 'school club', but many will not. Some schools will run their own archery sessions, but we estimate this number is small. It is more likely that schools will hire out their facilities to local clubs. This may include the sports hall as well as the local field.

#### Facilities at Higher Education sites

Once again we have no comprehensive data on what universities and colleges offer the opportunity to shoot on their site. We do have some clubs registered on university sites, but again this number is small.

Usage at higher education sites would be restricted, by their nature, to students, unless a community club is located on the campus.

#### Holiday camps and parks

A large provider of casual archery is the holiday and recreation sector. In recent years we have formed closer working relationships with providers such as Hoseasons, who offer archery at their holiday sites. The exact number of sites and archers is unknown, but it is thought to be considerable.

Like higher education facilities, usage at these sites is usually restricted to customers of the holiday company and it does not allow much casual usage.

#### Scout and Guide sites

For some considerable time, the Guide and Scouting Associations have provided archery opportunities for their members. They would tend to offer the sport on dedicated sites, which are not casually open to the public. Archery would be offered as part of a multi-discipline programme.

Once again the provision of archery activities and facilities at these venues is restricted to members, unless a community club also happens to be based at the site.

#### Commercial venues

Increasingly, over recent years a number of specialised archery centres have been created by business orientated individuals. There is no requirement for these to join the governing body and therefore assessing the scale of this sector is difficult at this present moment. However, they do offer a service to individuals who want to experience the sport in a convenient time and location.

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## 2.2

### Current state of facility provision in 2011

We have a number of pieces of data that helps us gain a picture of the current state of archery facilities across Britain. In 2011 we conducted a facility consultation survey examining what the issues clubs were facing with their facility use and access. From the responses that were submitted, we were able to see that the following issues were identified (in order of priority):

- High cost of renting facilities
- Limited access due to clash with other activities at venue
- Poor links with council/schools
- Lack of car parking facilities
- Competition for available venues

In addition to this survey, we have also been able to utilise the Sport England Satisfaction Survey to explore what issues are preventing archers doing more archery. In this survey, which is independently carried out by IPSOS Mori, the following results can be seen.

What this shows is that when respondents faced with an open question about what barriers they face at towards improving their archery experience, they overwhelmingly state that facilities is an issue.

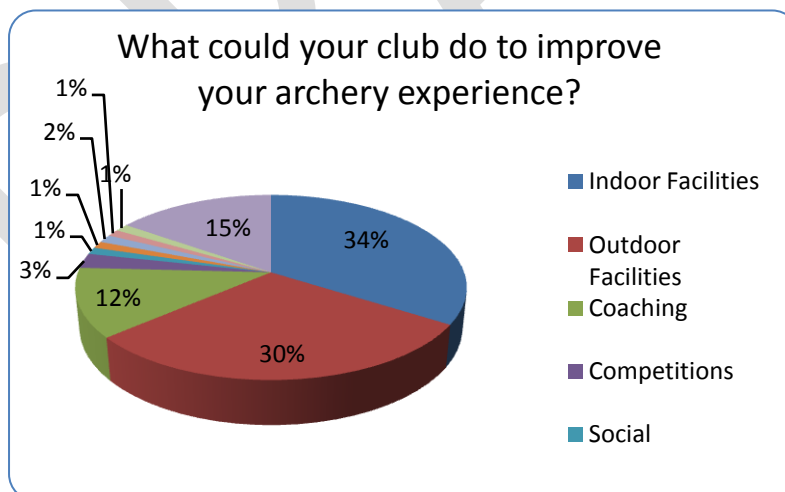


Figure 1 - Sport England Satisfaction Survey, 2010

### Indoor Facilities

Whilst most archery clubs can find a piece of land for summer shooting, winter indoor shooting is more problematic. The availability of indoor space and cost of hiring it appear to

be the greatest prohibiting factor to more and better archery. The next issue archers face is the quality of the indoor space and the need for better heating and lighting, etc.

Other issues that clubs face are associated with control of the facility, both in the short term and long term. Because many clubs only hire venues, they cannot control price and time of usage, as much as they would like. The need to be involved in longer term planning of indoor facility use is important for clubs and their development.

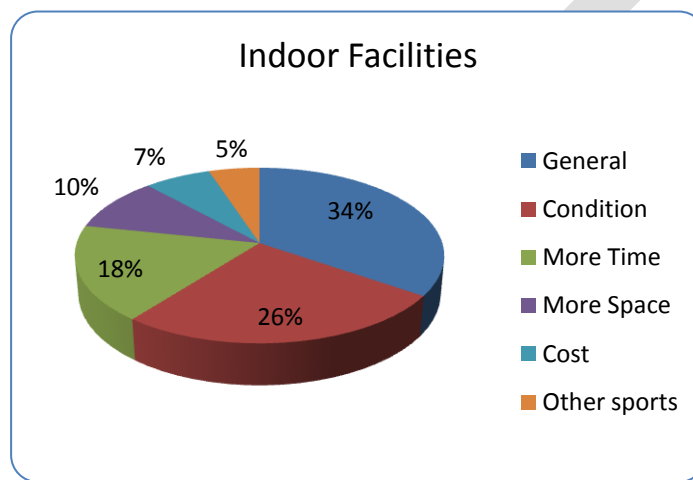


Figure 2 - Issues faced by clubs using indoor facilities, 2010

### Outdoor Facilities

In response to the issues faced with outdoor facility use; most clubs have access to an outdoor facility but they would like to see better facilities on site. Many sites lack adequate amenities like toilets, lighting, heating, shelter and clubhouses.

Similar to the issues faced with indoor use, respondents are also concerned by the lack of control they have over the outdoor site. Once again many will be tenants and subject to the potential whim of the land owner. This creates problems with long term planning.

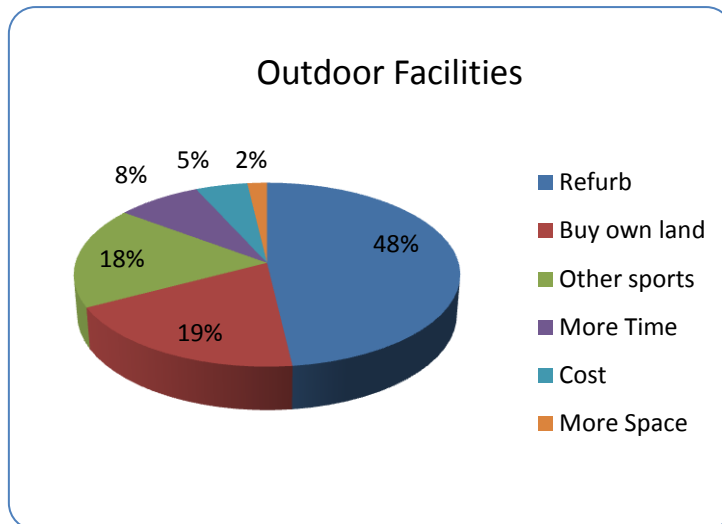


Figure 3 - Issues faced by club using outdoor space, 2010

What our evidence is demonstrating is that facilities are identified as a factor that is prohibiting greater and better quality archery practice and competition. When members are asked an open question about what their club could do better, the most frequent response is facilities. The more we can understand about the nature of these concerns, the better we can produce a response. In the past we have relied on anecdotal evidence on facility issues and the more we can move away from this the stronger our case will be for a response.

### 3.

#### Archery facility prerequisites

The growth of archery and the sustaining of the current levels of participation are reliant upon the supply of good quality facilities. Our research indicates to us that this is not always achieved across the country and as a consequence the growth of the sport is being jeopardised. Archery is respected as a sport that is accessible to many sections of the population. But for this to become a reality facilities have to be accessible.

We believe an outdoor target shooting ground should have the following in order for the sport to be delivered in a safe and effective manner:

1. A grass sports field at least 113.75m long and 37.62m wide, where a back stop net is not used. (1) Where a back stop net is used at least 40m and 20m wide.
2. Grass that is flat not sloped, short, well kept and well drained. (2)
3. A field that does not allow access to the general public except at specific and defined points
4. A fully accessible changing room, or club house which has toilets. This should be heated
5. A notice board or sign post where the archery club can advertise their activities.
6. A secure storage area where archery equipment can be kept overnight.

Figure 4 - Minimum outdoor archery shooting venue standards

We believe that all target archery clubs should have access to indoor shooting facilities during the winter months. These should have the following features:

1. A heated, well lit hall at least 23m long and 20m wide
2. A fully accessible changing room, or club house which has toilets. This should be heated
3. A notice board or sign post where the archery club can advertise their activities.
4. A secure storage area where archery equipment can be kept overnight.

Figure 5 - Minimum indoor archery shooting venue standards

We realise that not all clubs or archery facilities will feature the above, but we would like to be able to see a continued move towards these standards.

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#### 4.

##### **Do we have enough facilities?**

This is a very key question and unfortunately we do not have an instant answer. When one looks at the geographical spread of facilities it shows that there are areas of the country that are well catered for and there are other areas where you have to travel long distances to reach a facility. In order to answer this question it requires so many other pieces of information, which we do not hold. For example, while we can look at the geographical spread of facilities what that picture does not tell us is the capacity of those facilities. Anecdotal evidence does point us in certain directions however.

- It appears we have a greater need for new facilities in urban centres, where the availability of green space is less.
- We have certain facilities where the club has a good and accessible approach, which means that the facilities are intensively used and therefore these facilities could benefit from expansion.
- We do not have enough facilities at specific times of the year. Winter is particularly troublesome.
- We do not have enough facilities that allow casual usage. Many of our facilities are restricted in their usage hours. We have a need for more facilities that allow use at more times of the day. Currently too many facilities are restricted in their use between 18.00hrs and 21.00hrs in the summer evenings and during weekend days. This does not always fit in with the demand from potential users to be flexible.
- This would require more facilities to be permanent. Too many of our facilities have to set up before the session and dissembled afterwards. As well as being a chore, this also means shooting is limited to when enough people can assemble to set up the range.
- Many of our facilities would not be fully accessible to disabled users and we would like to see more facilities that allow this all year round.

##### **Flight, Field and Clout Archery Courses**

This strategy is specifically focussed on the needs of target archery, but it is acknowledged that there is a need to also create facility strategies for our other forms of archery – flight, field and clout. This should be tackled as soon as there are sufficient resources in place to do so.

##### **High Performance venues**

Currently we have one national dedicated performance centre at Lilleshall National Sport Centre in Shropshire. While this centre is an excellent base for our elite teams and squads, it does require some archers to travel long distances.

Establishing a plan for further elite facility development is a task that will be embarked upon in the coming two years. It must be noted however, that any facility development under the auspices of elite development would be done with a principle concern of human development first. Basically, the right people have to be at the right place before investment in the place can be considered.

Any further elite facility development will take place in close conjunction with the **ontarget** club development programme. Any club involved in an elite facility development should be involved in the programme and be working towards, or have been classified as a '*performance*' club specialist.

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#### 4.

##### **Seven Priorities for future investment**

The future growth of archery is highly dependent on the accessibility of good quality modern facilities. Historically archery has taken place in simple settings – at the very basic level a field is all that is needed. However, in looking forward we fully understand that we need to offer the future archer a quality experience and in providing this we need to examine the standard of facilities on offer.

We acknowledge that the level of intelligence we have on our facility stock is not as good as it could be. We need to build on the information we already hold and continue to examine the state of all our facilities. This will be aided by our continual efforts of overall sport development.

The seven priorities overleaf, will be our guiding principles of any investment that we are likely to shape, support or receive. They will not address every aspect of our development as a sport, but they will help us reduce some of the bottlenecks that we currently face in growing participation levels.

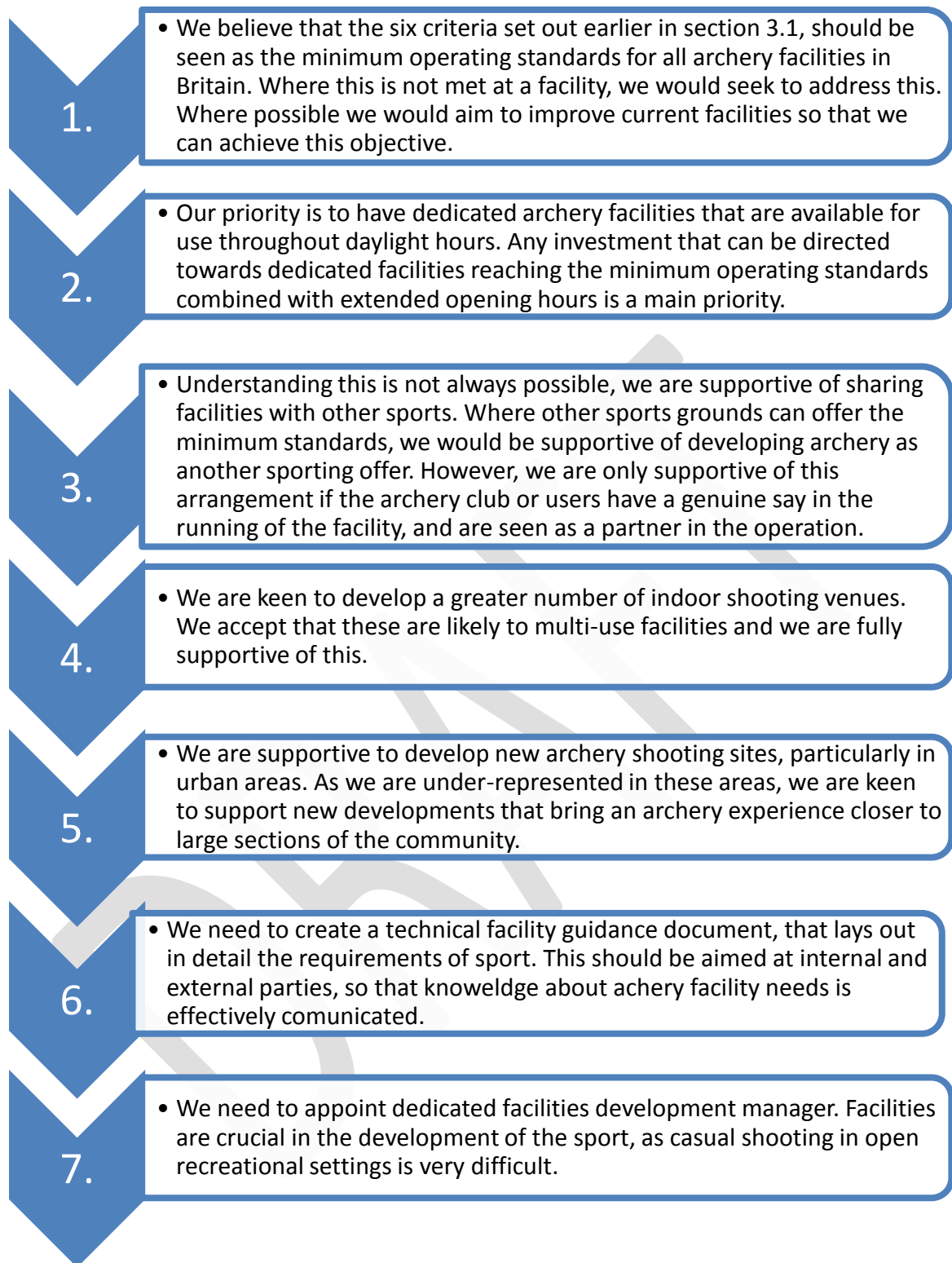


Figure 6 - Seven Investment Priorities

5.

## **Conclusion**

This is the first facility strategy that has been produced for archery in the UK and it aims to establish the priorities for our facility development between 2011 and 2014. Archery has seen increases in participation over the last decade and for this to be maintained and built upon we need ensure that facilities remains a priority.

Within this document we have reviewed what intelligence we have on our facility stock. We have made progress in gathering data on the facilities available to shoot, but we also acknowledge that we still have some work to do. Our knowledge base is only partial and we need to move towards a position where we are more accurately able to describe our current facilities status.

It has been demonstrated here that Archery GB members and non-members do see facilities as an important issue in the further development of archery. They are seen as a limiting factor in the further growth of archery. As the governing body it is important that we record this interest and then outline solutions to some of the issues presented.

We have attempted to clearly outline our expectations of an archery facility. As the governing body it is important we provide a clear direction to all those charged with developing facilities and layout what archers should expect to see from a facility as a minimum standard. Importantly, where facilities do not reach the minimum standard we should record this and then work with all the interested parties to try and bring them up to that standard. From the release of this document we should begin to record how many of our facilities reach this minimum operating standard.

In order to see improvements in the quantity and quality of our facilities, we will need investment. Attracting investment is never easy, but the first requirement in achieving this ambition is to have a clear sense of direction. By the creation of this strategy we hope we are going some way towards this and giving potential funders a logical picture of facility development in Britain.

In addition to the setting of a clear vision for facilities we also are aware that we will have a need to work with other sports in order to achieve our goals. Other sports have facilities that we can use as they are not utilised by the resident sport on many days and times during the week. Joining in partnership with other sports would offer archery advantages, but it would also offer the other sport that ability to more fully utilise their asset. In future, we will be willing to explore ventures with all sports where the approach is a positive one.

This strategy should be seen as our beginning in the process towards strategically influencing facility development. We will need to review its objectives and watch closely what progress we make towards them. As our intelligence grows on our facility stock our approach to development should alter accordingly.

The ultimate aim of this is to give the archer a better experience throughout the year. Better facilities will offer the sport a greater chance to increase participation and offer the archer and potential archer a more fruitful sporting experience.

#### 8. Implementation outcomes

If we are able to implement this strategy successfully it will allow the sport to move forward into the next decade. In order to grow the sport, we will need to improve the way we manage our facilities, we will need to improve the quality of our facilities and we will need to improve the quantity of them. Archery is a sport that is highly dependent on appropriate facilities and as the governing body we need to be able to plan and deliver improvements.

Archery has the potential to touch many people, but for this to happen we have to address the issue of facility supply in a serious and methodical manner.

## Acknowledgments

We would like to thank:

- All those who contributed to this strategy through their consultation responses.
- All those clubs that have supplied us with details about their facility.
- Sport England for this assistance in all development matters.

## Appendix

1. Dimensions: The side safety area should be 18.2m (20 yds) each side from the bosses. One boss is 1.22m wide. So that makes 37.62m min width (plus 3.66m for every additional boss.)

Length – Minimum is 100.1m (110yds) plus 13.65m for shooting lines etc. Making 113.75m. An extra 36.50m needed is shooting the longest distances and with mechanical release aids.

All in all – Minimum is 113.75m long and 37.62 width.

2. The grass should be no longer than 5cm high.

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