A GUIDE TO ACHIEVING THE ONTARGET PERFORMANCE SPECIALISM
PERFORMANCE CLUBS CREATE AN ENVIRONMENT THAT ALLOW THE ARCHER TO COMPETE AND EXCEL

Are you a Performance Club or would you like to become one?

By reading this brochure you will be able to assess your club against the criteria that has been set. After doing this if you can say yes to the questions posed, we would like to hear from you. If you’re not quite there, then this guide will help you plot your development.

By telling us you meet all the characteristics highlighted, we will award you the Performance specialism. Simple!

But, by publicly stating that you meet the characteristics, you will be pledging to archers that you live up to those standards week after week.

We want to create more performance clubs, so please apply and help us create a healthy and successful sport from grassroots to elite.

What are specialisms? 3
What are the benefits of taking part? 3
Characteristics of a Performance Club 4
Applying for the Performance specialism 4
How to apply for the Performance specialism 14
Further Support 15
What are specialisms?

**ontarget** is Archery GB's club development programme. Club development is making changes at every level to provide a better experience for your members.

**ontarget** was designed to provide structure and support to grassroots archery clubs.

**ontarget** Specialisms have been developed, so that we can recognise clubs that are working hard in specific areas of the sport and so that we can help clubs to develop, if they have aspirations to develop a specific aspect.

The three areas we are focusing the programme on are ‘Community’, ‘Young People’ and ‘Performance’. These areas are considered aspects of the sport we need to develop in order for the sport to grow.

What are the benefits of taking part?

Joining the specialism phase will offer the following benefits:

**Recognition**
Archery GB will seek to promote these clubs above others as examples of good practice and we will help share their experiences with others in order to promote archery to the wider archery family. Clubs embarking upon the Performance specialism strand will be displayed as a Performance Club on the Club Finder, be able to display the Performance logo on the club website and have to access to the **ontarget** Club & Volunteer Awards.

**Rewards**
We think that clubs who join the programme and embark on a specialism will be more attractive to those outside of the sport. Performance clubs would have a thriving club atmosphere, be aligned with the Performance objectives of Archery GB and be providing an environment for all members with the opportunity to reach their goals.

**Development**
A Performance focused club, thinking about what the next decade will bring to the sport, will be a focal point of archery activity – with the archer central to the club’s activities. They will be in a position where they can exploit opportunities for archers, coaches and judges to reach and exceed their goals. Clubs will be able to access officer support and guidance.

“The main reward is a better club”
CHARACTERISTICS OF A PERFORMANCE CLUB

It is expected that the following characteristics will be displayed by a Performance specialism club:

P1. The club fosters an atmosphere where sporting excellence is encouraged and promoted.

P2. Tailored training programmes and training sessions are offered to members on at least a weekly basis.

P3. The development and recruitment of coaches and judges is properly planned to support performance archers.

P4. The club facilitates archers to see competition as a driver for performance.

P5. The club proactively works with other bodies and agencies.

P6. The club understands the need to constantly progress archers on to the next level.

P7. The club is comfortable with innovative thinking, discussion and works to find solutions through a plan of action.

These characteristics will be ingrained within the club and members as well as committee members will display these qualities consistently.

APPLYING FOR THE PERFORMANCE SPECIALISM

1. You need to reflect on the characteristics and then discuss with your club and committee whether you meet these standards.
2. If this answer is yes, you need to tell us by completing the self-assessment.
3. If you cannot answer yes to all the characteristics, then you need to consider what actions you need to take to help the club make the changes. If you need support or help, there are resources and support available.
4. There is no deadline, so there is no need to rush through changes or make compromises. The programme is all about quality.
5. Once you submit your application, it will be reviewed and then shortly afterwards you will be informed if you have been awarded the status.
A culture of performance doesn’t just happen; it is planned and resourced effectively. It’s about getting the right people, doing the right things, with the desire and the will to improve.

When people come to the club, they get the feeling that the ‘club means business’.

Questions to ask:

- Is achievement encouraged and celebrated within the club?
- Does the club use awards and/or rewards to incentivise and celebrate performances and achievements?
- Are performances published and promoted in wider community through a number of channels (community notice boards, local papers, club website etc.)?

Help us create a healthy and successful sport from grassroots to elite.
Planned, progressive and systematic training is needed to reach the highest levels. Therefore it is vital that a club’s activities are planned out and training cycles are utilised. Both archers and coaches should reflect upon what has been achieved and know what areas need improvement.

The club plays a vital role in accessing coaches, planning competition and organising training. The club should have the skills within its workforce to provide for archers.

Questions to ask:

- Does the club have a key person to drive the Performance programme and who can make a link with Archery GB?
- Do you provide opportunities for members to train together?
- Does the club have the appropriate equipment and facilities?
- Do you have access to training aids for those who wish to become technically proficient?
- Would archers be able to describe their training programme when asked?
- Do coaches sit down with archers and plan programmes?
- Do coaches have the skills to plan programmes?
- Does the club have enough access to appropriate facilities?

**CASE STUDY**

**Netherhall Archers - Cambridgeshire**

Netherhall was an early adopter of Boost Archery and are now becoming an Archery Training Centre. They provide regular coaching clinics, run all day intensive coaching sessions with a visiting Level 3 coach and have a strong relationship with local strength/conditioning & physiotherapy practitioners who provide specialist services focussing on injury prevention, core stability and conditioning programmes tailored for archers.
Both archers and coaches should reflect upon what has been achieved and know what areas need improvement.
THE RECRUITMENT AND DEVELOPMENT OF COACHES AND JUDGES IS PROPERLY PLANNED TO SUPPORT PERFORMANCE ARCHERS

Trained and motivated coaches, judges and other volunteers are important to the advancement of any archer, but also they themselves should be encouraged to develop in order to provide better support to archers.

At committee level the club should plan coaching and judge provision at least on an annual basis.

Questions to ask

- What opportunities are available for members to start their journey as a new coach, judge or volunteer?
- How do you recruit and support coaches and judges?
- How do you ensure your members aspirations can be supported by your coaching team?
- Do you ensure judges adequately support your competition ambitions?
- What resources do you have or need to do this?

THE CLUB FACILITATES ARCHERS TO SEE COMPETITION AS A DRIVER FOR PERFORMANCE

Do the club’s archers compete on a regular basis? Clubs should see competition as a way of retaining archers and a driver for improving the performance of archers. If a competition structure is present then the culture, coaching and judging systems should align.

The year’s activities should be planned out with purposeful competitions at the right time of the year.

Questions to ask

- Does the club have a competition programme?
- Does the club educate its members on the format of tournaments, including international formats, to ensure that archers can perform the necessary formats in order to progress?
- Does the club experiment with formats to keep sport interesting to new and existing members?
- Does the club understand your members’ aspirations to competition and how do you prepare for it?
- Do parents/partners/supporters understand competition processes, entry requirements and tournament etiquette?
FALKIRK ARCHERS (SCOTLAND)

Falkirk Company of Archers organises a ladder competition, members are encouraged to shoot rounds and scores, handicaps and personal best scores are recorded. Newer members can access club equipment and three times a year the club hosts an equipment night. Once a year the club also hosts a course for experienced members giving them information about technique, bow tuning, mental performance and competition preparation - this information is also available to members on the club website. For novice members the club has introduced the Boost programme. The club encourages members to shoot a variety of different rounds and distances and to attend competitions.
To create a thriving Performance club, the need to identify and engage with different partners, is paramount. By connecting with other partners, the club and archers could benefit from further opportunities in the areas of funding, sporting expertise and assistance with promotion, to name but a few.

Once partners understand your aims and objectives, they are more likely to support you in the future.

Questions to ask

- Is the club aware of the opportunities provided by Archery GB for talented and performance orientated archers?
- Does the club work with other clubs in the county to assist performance archers?
- Do club coaches network and exploit opportunities from external bodies?
- Is the club open to working with new partners? Do you know what organisations can help you locally?
- Do you think creatively about engaging with other sports clubs to form partnerships?

CASE STUDY

DEER PARK ARCHERS (GLOUCESTERSHIRE)

The benefits of working with local partners has not been lost on Deer Park Archers. The club fully engages with a range of partners from the County Sports Partnership, local schools and councils, leisure centres and other archery clubs. The ‘value added’ by working in partnership is understood by the club and they would not be the club they are without it - reduced costs, increased capacity, new shooting ground, volunteers from outside of archery, local and national awards and recognition – this is some of the support they have received.
Once partners understand your aims and objectives, they are more likely to support you in the future.
THE CLUB UNDERSTANDS THE NEED TO CONSTANTLY PROGRESS ARCHERS ON TO THE NEXT LEVEL

Within any good coaching programme progression is a well-known key principle. The archer and the coach should always be aware of what their next target is. Competitive archers will always be seeking a higher standard of performance.

This characteristic links heavily with characteristic P2. Key to achieving this characteristic is the planning of training sessions to ensure progress takes place.

Questions to ask

- Does the club incentivise winning and reward achievements?
- Would your archers, if asked, be able to describe what their next performance objective is?
- Do coaches work with archers to set performance levels?
- Do archers understand the route they need to take to that next level?
- Does the club encourage archers to attend training that exists outside of their environment which may help archers progress? E.g. county squads, archery training centres, talent development seminars.
A Performance club is one which encourages new ideas from archers, coaches and members. It is a club that can find solutions to the problems that clubs face from time to time. The opportunity to take time out and think about how you can improve your club should not be undervalued. To discuss this with other club members and then put these thoughts down in a plan is important for making sustained improvements.

Putting action plans together to develop your club does not need to be a complicated task. In fact - the simpler the better. Complicated plans can be difficult to follow and hard to obtain ‘buy-in’ from members. The plan should detail short, medium and long term issues and relevant solutions.

Questions to ask
- Does the club embrace technology in order to enhance performance?
- Does the club encourage members to be innovative?
- Are members encouraged to suggest new ideas?
- Does the club try new projects, which would support performance?
- A plan of action should be in place that highlights the barriers to club growth and improvement.

Going through the Performance specialism process will allow the club to reflect on what activities it is providing, whether these are relevant for its current or potential new members. Decide what course of action you need to take to develop and grow. Archery GB will be there along the way to support clubs in whatever direction they decide to travel.
HOW TO APPLY FOR THE PERFORMANCE SPECIALISM

Having read the criteria now discuss with your club the answer to the following questions:

P1. The club fosters an atmosphere where sporting excellence is encouraged and promoted.

P2. Tailored training programmes and training sessions are offered to members on at least a weekly basis.

P3. The development and recruitment of coaches and judges is properly planned to support performance archers.

P4. The club facilitates archers to see competition as a driver for performance.

P5. The club proactively works with other bodies and agencies.

P6. The club understands the need to constantly progress archers on to the next level.

P7. The club is comfortable with innovative thinking, discussion and works to find solutions through a plan of action.

Do you meet all seven criteria? If the answer is yes, you need to tell us. You can do this simply by going online and completing the application. It will take no longer than 15 minutes. Visit here to apply: [http://www.surveymonkey.com/r/pspecialism](http://www.surveymonkey.com/r/pspecialism)

Your application will then be assessed and you will receive official communication from us. There is no deadline, but we would like to hear from you if you feel you meet all the characteristics. If you don’t meet all the characteristics, read on.
FURTHER SUPPORT

So you have read through the characteristics and decided as a club that you do not meet them all. You have also decided that you would like to make changes so that you do meet the characteristics in the future. What should you do next?

As a club and a committee decide which characteristic you want to address first. Work out what changes you have to make. If you need help at this stage take a look at the further on target resources or contact the Development Team for support. You may want to contact other clubs that have already achieved the specialism.

For further information visit
www.archerygb.org/on target
or contact the Development Team -
Tel: 01952 602795
Email: development@archerygb.org
or contact Performance - Tel: 01952 607961
A performance club is open to new ideas and seeks to create an environment that encourages excellence. They want archers, coaches, judges and volunteers to achieve their potential and satisfy their own goals.