YOUNG PEOPLE

A GUIDE TO ACHIEVING THE ONTARGET YOUNG PEOPLE SPECIALISM
Are you a club dedicated to young people?

If you think you are then read this brochure and at the end if you can say yes to the questions posed, we would like to hear from you. By telling us you meet all the characteristics highlighted, we will award you the Young People 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 young people clubs, so please apply and help us create a healthy and successful sport from grassroots to elite.

YOUNG PEOPLE CLUBS PROVIDE ENCOURAGEMENT TO TRAIN, COMPETE, HAVE FUN AND SOCIALISE

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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 Young People specialism strand will be displayed as a Young People Club on the Archery GB website’s ‘Club Finder’, they will be able to display the Young People logo on their club’s website, and have access to the ontarget Club & Volunteer Awards.

**Rewards**
Your club will be committed to young people, have a thriving environment and opportunities for young people to achieve at all levels. We also think that clubs which join the programme and embark on a specialism will be more attractive to those outside of the sport.

**Development**
Thinking about what the next decade will bring to the sport, a Young People focused club will be better prepared to cater for new members and their expectations. They will be in a position where they can exploit opportunities to grow and improve. Clubs will also be able to access officer support and guidance.

“The main reward is a better club”
**CHARACTERISTICS OF A YOUNG PEOPLE SPECIALISM CLUB**

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

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

**APPLYING FOR THE YOUNG PEOPLE 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 there are resources 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.
Promoting your club is about telling people what you can offer them. It’s really important to spend time planning your promotion, thinking about who you are targeting and how it fits into your overall club strategy. You can then consider how you can market your club.

There are also various community organisations that provide information on activities for young people to get involved in. Clubs should be keen to engage with these organisations and links made with the local community, schools, colleges and universities, and young people’s groups, as well young people themselves.

Questions to ask:

• How do you promote your club – website, club finders, newspapers, posters, flyers?
• Do you provide for all ages? There is no minimum age for archery set by Archery GB, clubs can provide suitable activities for every age group - using Arrows Archery or traditional equipment.
• Do you have links with local organisations to promote archery to new markets- such as youth clubs, Scouts and Guides, colleges and universities?
Young people need to be allowed to partake in a sport with some degree of independence from their parents. In a modern environment it is unlikely that parents will be able to accompany their children all the time. A club recognises this and organises archery activity that does not prohibit children from taking part where a parent cannot attend.

The Archery GB insurance and safeguarding policies do support clubs that provide young people only sessions.

Questions to ask:

- Do you have the right procedures in place to meet the club’s duty of care?
- Can you provide information on the rules, guidance and forms that are used by the club to enable young people to take part without their parents being present?
- Do you have enough coaches and other volunteers to satisfy safeguarding ratios?
- Do you provide young members, and parents, a welcome pack that explains what happens at the club?
- What support do young people receive when they join the club?

CASE STUDY

SIX TOWNS COMPANY OF ARCHERS - STAFFORDSHIRE

The club’s policy does not insist that parents stay with their child at any session. To ensure this is adhered to all coaches and committee members hold enhanced DBS checks and regularly attend child protection workshops. The club have an appointed coach who is designated to supervise children at sessions. Parents have to complete a parent club agreement form, one part is held by club, the second copy is held by the parent. Each child has to have one of these forms completed even if they are from the same family.
We want to grow and retain the numbers of young people in archery. Whilst archery is a good sport to embrace all ages and abilities, a Young People specialism club will provide activities specifically for young people at least once a week. These may be at the same time as the rest of the club or at separate times.

Young people want unmissable experiences when they take part in sport. For more young people to take part in sport regularly, they need coaches to understand and engage them. Visit the sports coach UK website for some suggestions and ideas based on the Youth Insights from Sport England to inspire you to make your sessions unmissable for young people.

Questions to ask:
- What opportunities are available for young people to take part in archery at the club?
- Does the club have the appropriate equipment and facilities?
- Does the club have the right number of coaches and with the right skill set?
- Do coaches sit down with archers and plan programmes?
- Do coaches have the skills to plan programmes?
THE CLUB ACTIVELY SEEKS TO RECRUIT AND RETAIN YOUNG PEOPLE BY PROVIDING A VARIED AND APPROPRIATE SHOOTING PROGRAMME

It is important to create a quality and varied programme of activity for young people in order to sustain their interest (which may be a combination of training, classifications and/or competition).

By providing a varied programme of activities beyond the initial joining phase, the club can improve their retention rates of young members and raise their standard of shooting. The first thing you may want to do is to examine the activities you currently have in place. Gathering this data, talking to young people or asking for views from members and parents in an annual survey will give a measure of what the young people feel about the club.

You can then see where the gaps in activity currently are and what needs to be in place to achieve those activities. For instance, if a school or community programme is felt to be a way forward, who will organise this, do you have enough equipment, coaches, other volunteers, and will the activity delivered be suitable?

Questions to ask:

- Do you have a range of activities that will help young archers, but will provide CPD opportunities for coaches and allow other members to learn as well?
- Do you engage with Archery GB products? Such as Arrows Archery, Intro & Boost Archery
- Is the club aware of the Archery GB talent pathway advice and guidance?
- Is the club open to experimenting with competitions, to encourage archers to enter tournaments?
- Does the club provide opportunities to achieve national awards/badges or club internal awards?

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The club should endeavour to have young people represented at every level of the club and their thoughts and ideas are sought on activities that affect them.

Clubs may consider setting up youth forums. These forums could be an ideal way of involving young people in decision making processes in archery and a starting point in volunteering in the sport. Actively listen and ask young people what they want to happen from coaching to social events.

Questions to ask:
- What roles could young people take up in the club?
- Are you aware of the Archery GB qualifications that young people can take part in?
- Do you have a plan for recruiting volunteers, coaches and judges?
- What would you need to put into place to allow young people to help out at club sessions, beginner’s courses or Have-a-Gos?
- Do you recognise young people for their contributions e.g. at any annual presentation evening?

Improve retention rates of young members and raise their standard of shooting.
Coaches, volunteers and other adults should be respectful of young people’s needs and individualities and create an inviting atmosphere at the club. The needs of young people are rapidly changing, and the way that young people learn and socialise is constantly shifting. The club should change from time to time to reflect these changes in society.

Sport England’s Youth Insight report highlighted a high proportion of young people regularly take part in sport but participation is not yet growing above its historic norm. This report summarises new insight into young people and the actions we believe are required if, as a sector, we are to broaden our reach with this key audience and grow participation levels.

Questions to ask:

- Have you recently reviewed what you currently provide for young people?
- Do you take into consideration young people’s needs?
- Are you willing to innovate and introduce shorter, faster competitions for the benefit of young people?
- Does the club have the right equipment and facilities to provide for young people?
- Do you have a clubhouse or use a venue that you can modify, then young people could be encouraged to support with making it feel more young people friendly, or it could provide somewhere they can catch up away from the other adults?
- Do you use technology within the club and/or separate practice sessions and workshops for young people;
- Does the club have an emphasis on delivering a fun and relaxed environment?
Any sports club needs to be aware of its legal and social obligations when it comes to delivering sport to children. However, it should balance the need to provide a safe environment whilst giving a sporting experience that is fun and progressive.

The club should be up-to-date with the current welfare legislation, but it does not allow this to stifle the delivery of archery.

**Suggested Activities**

- Are club sessions for young people appropriately planned and organised?
- Have you up to date knowledge on the Archery GB Safeguarding Policy?
- Does everyone involved in the provision of archery fully understand their responsibility to promote and safeguard the welfare of all children?
- Do you provide induction packs for young people and parents/guardians?
- Does the club ensure sessions are organised in a way that does not compromise the quality of experience.

The needs of young people are rapidly changing, and the way that young people learn and socialise is constantly shifting.

**CASE STUDY**

**SUPPORT & ADVICE**

The Child Protection in Sport Unit is a partnership between the NSPCC, Sport England, Sport Northern Ireland and Sport Wales. In Scotland there is a similar partnership between Children 1st and sportscotland.

Working with partners, it helps them minimise the risk of child abuse during sporting activities. One piece of work developed by the group is the ‘children’s worries’ consultation. This work looked at what concerns children and young people involved in sport have, and how they’d like sports organisations to address these to make sport a more fun and safe place. Visit the website for more information: https://thecpsu.org.uk/
To take time out and think about how you can improve your club is important. 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 therefore hard to achieve. The plan should detail short, medium and long term issues and relevant solutions.

**Questions to ask:**
- Does the club try new projects and different ways of working with young people?
- Does the club embrace technology and engage with young archers to support its adoption?
- Does the club encourage coaches and volunteers to be innovative?
- Are all members encouraged to suggest new ideas?
- A plan of action should be in place that highlights the barriers to club growth and improvement.

Going through the Young People 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 YOUNG PEOPLE SPECIALISM**

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

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**Do you meet all eight criteria?** Having read through the criteria and discussed it with the committee, you should be now all in agreement that your club displays the characteristics. So you now have 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/ypspecialism](http://www.surveymonkey.com/r/ypspecialism)

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 ontarget 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/ontarget
or contact the Development Team
Tel: 01952 602795
Email: development@archerygb.org
We want to create more young people clubs, so please apply and help us create a healthy and successful sport from grassroots to elite.
The atmosphere at a Young People specialism club will be one where young people are encouraged to train, compete and socialise with their contemporaries.