COMMUNITY SPECIALISM

A GUIDE TO ACHIEVING THE ONTARGET COMMUNITY SPECIALISM
Is your club providing the local community easy access to the sport?

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 Community 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 Community focused clubs, so please apply and help us create a healthy and successful sport from grassroots to elite.
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 created, 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 Community specialism strand will be displayed as a Community Club on Club Finder, be able to display the Community logo on the club’s website and have access to the ontarget Club & Volunteer Awards.

Rewards
We think that clubs which join the programme and embark on a specialism will be more attractive to those outside of the sport. Community clubs will be have more satisfied members coupled with a thriving club atmosphere.

Development
A Community focused club, thinking about what the next decade will bring to the sport, will be a stronger club prepared for an increase in growth of members. It will be in a position where they can exploit opportunities to grow and improve. To assist clubs they will be able to access officer support and guidance.

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

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

- **C1**: The club openly advertises opportunities to participate in archery
- **C2**: A consistent warm reception is provided on club nights
- **C3**: On at least a monthly basis the club provides the opportunity for potential new participants to shoot
- **C4**: Membership to the club is truly open and the club seeks to attract new members
- **C5**: The club is able to provide shooting practice times to all of its members on a regular basis
- **C6**: The club actively seeks to retain members by providing a varied and appropriate shooting programme
- **C7**: The club is able to identify barriers to the above 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 COMMUNITY 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.
C1

The club must have an online presence which is updated regularly and provides contact details and information on how to join the club. An easy to use website with up-to-date information will provide a potential new member with all the information they need to learn how they can get into archery and join the club.

Questions to ask:

- Is the club website, and contact details, up to date?
- Are you registered on social media?
- Is the club aware of the local Council’s Sports Development Team and the County Sports Partnership or Sports Council? They often have club finders or club listings that you can advertise your club and its activities.
- Do you provide newsletters, posters, flyers and leaflets?
- What local organisations do you promote archery to? Youth clubs, uniformed groups or Over 60s projects.

An early positive experience often means people will be more likely to stay and take an active role in the club.

THE CLUB OPENLY ADVERTISES OPPORTUNITIES TO PARTICIPATE IN ARCHERY
To attract and retain archers in our clubs, it is important that we make new people feel welcome. An early positive experience often means people will more likely stay and take an active role in the club. A Community club understands the needs to be consistent with how new and existing members are greeted.

**Questions to ask:**
- What do you do to ensure that new members are welcomed and feel at ease?
- Can you provide a club member as a meet and greeter?
- Does the club have a social calendar of events for members to take part in?
- Do you have refreshments available so people can make themselves a drink?

A consistent warm reception is provided on club nights.
In order to grow archery and increase the number of people taking part, clubs need to provide regular activities for beginners. A Community club will work to provide solutions to allow new participants to shoot on at least a monthly basis. They will avoid having waiting lists and potentially long periods of time before new people can access a beginner’s course.

Questions to ask:
- Can you provide a list of opportunities that are available for new members when they contact you?
- If you cannot provide additional activities, is there a commercial provider or another club in the area that could provide the beginner’s courses for you?
- Could a coach connected with the club set up as a commercial provider?
- Are your facilities, and coaches, fit for purpose?

ON AT LEAST A MONTHLY BASIS THE CLUB PROVIDES THE OPPORTUNITY FOR POTENTIAL NEW PARTICIPANTS TO SHOOT.

CASE STUDY

GORDANO VALLEY ARCHERS - SOMERSET

Beginner’s courses are run throughout the year on Sunday mornings. Courses are run over 6 sessions and the club keeps a record of the sessions and who turns up. If anyone cannot make a session they book the next suitable date – allowing an individual, couple or family to continue when it is convenient to them.
THE CLUB HAS A MEMBERSHIP THAT IS OPEN AND ACTIVELY SEeks TO RECRUIT NEW MEMBERS.

Clubs should want to attract new members and have an understanding of the benefits that they bring. However, without being deliberately so, clubs of all sports can be inherently exclusive. In order to be welcoming and genuinely open for new members there needs to be a simple and easy route to join.

You should want the club to include a wider membership base - more archers could mean more coaches, judges and increased revenue - whilst ensuring the involvement and support of the local community.

Questions to ask

- How does your club ensure that you reach the widest group of potential members possible?
- How do you ensure your activities are open to all?
- What contact with local schools or community groups do you have?
- Are you aware of who your local Sports Development Officer, County Sports Partnership, Sports Council representatives are? Do you know how they could help?
Coaches are obviously key to providing taster sessions and beginner’s courses.

The club is able to provide shooting practice times to all of its members on a regular basis.

In order to grow the sport and allow more people to access it, clubs should be able to provide shooting times for all of its members and be comfortable in being able to accept new members.

Perhaps there is a way of maximising the facilities by looking at your scheduling. Obviously any cost needs to be balanced out but structured sessions should not see members lose out on the number of arrows that they shoot.

Questions to ask:
- How do you timetable your range times so that all members can get access to shooting?
- Have you tried new ways to ensure all members can shoot?
- How does it ensure they have the ability to progress and develop?

DROITWICH ARCHERY SOCIETY

In the summer months the club uses a large facility that can accommodate 100+ archers. Shooting is three times a week, and they have a formal rota system to ensure there is always a key-holder, a field captain and a duty coach at each session. The arrangement with the landlord allows for the use of the grounds by prior arrangement for additional sessions, such as beginners’ courses, formal coaching sessions and workshops. Indoors shooting is twice per week. The Saturday morning session was introduced as 10pm finishes were too late for young archers with school commitments.
Archers are not currently receiving the access to coaching that they want, particularly once they have joined a club or are beyond the initial beginner phase. The nature of short stay membership emphasises a limited window for delivering on the ‘promise’ of archery to new members. By not meeting archer’s appetite for coaching, we risk inhibiting their participation and losing them from archery. Clubs should work to improve their retention rates from beginner’s courses and provide activities beyond initially joining the club in order to retain members. Boost Archery is designed to assist in the retention of new members by providing additional coaching beyond the initial beginner’s course or for more experienced archers to learn more.

Coaching and competitions are key elements to increasing participation amongst your members.

Questions to ask

- What archery practice activities does the club make available for members?
- What competition activities does the club make available for members?
- Do you provide additional coaching – such as Boost Archery?
- Does the club take part in the ontarget Club Competition?
Allowing new members to hire/loan equipment bridges any financial gaps that new members might have and gives them a sense of belonging to the club.
Going through the Community specialism process will allow the club to reflect on what activities it is providing, whether these are relevant for its current and potential new members.

A period of self-reflection will allow the club to decide what course of action it needs to take to develop and grow. Archery GB will be there along the way to support clubs in whatever direction they decide to travel.

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 the local community?
- 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.

The club is able to identify barriers to becoming a community club and works to find solutions through a plan of action.
# HOW TO APPLY FOR THE COMMUNITY SPECIALISM

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

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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/cspecialism](http://www.surveymonkey.com/r/cspecialism)

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 Community Club 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
Community specialist clubs will be seen as places where people can enjoy a high quality archery experience with excellent social, training and competition opportunities.
A Community Club seeks to explore ways to allow easy access to the sport. Consistently working towards providing opportunities for as many people as possible, the club is aware of the barriers that exist but finds solutions to overcome them.