Strategic Plan

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Agenda

• Our Journey
• The Plan’s Structure
• A Glimpse into the Future
OUR JOURNEY
Success in grant applications
Membership at all time high
Independent research says that satisfaction is high
Launch of strategic plan 2013
Further Grant Applications submitted
Inputs from all levels inside and outside the sport
For instance, Development Conferences held
Success in grant applications
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Independent research says that satisfaction is high
Launch of strategic plan 2013

Initial Archery GB Strategic Plan
Initial submission to Sport England & UK Sport
Sport continues to grow

Success in Grant Applications
Sport continues to grow

Delivering Development and Performance and learning from experience
Sport continues to grow

2008

2009

2009 - 2013

2010 – 2012

2012

2013

Initial Archery GB Strategic Plan
Initial submission to Sport England & UK Sport
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2009 - 2013

2010 – 2012

2012

2013

2008

2009

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2012

2013
Plan reviews by SE and UKS

Three independent Board reviews

Board effectiveness audit

Sponsorship audit

Support from industry through BOA initiative

Volunteer strategy

Coaching strategy

Regional chairs forum

Operations committees

Development conference

Grass roots feedback
STRUCTURE
Our Areas of Priority

Build Our Sport-Participation and Retention

Develop our Archers- Talent Identification and Development

Perform on a World Class Stage-Excellence

Whole Sport Actions
A GLIMPSE INTO THE FUTURE
BUILD OUR SPORT
INCREASE PARTICIPATION
RETAIN OUR ARCHERS
Challenge: Increase Participation

• In 2013-14
  – Better understanding our current patterns
  – Developing tailored projects that can deliver
  – Develop alternative measure to Active People Survey

• From 2014 onwards
  – No Olympic effect
  – Ability to build on success
  – Ability to develop support structure at the same rate – eg. coaching, facilities.
Challenge: Retain our Archers

• In 2013-14
  – Better understanding of reasons
  – Stimulating beyond 6 weeks – providing support to supporters

• From 2014 onwards
  – Developing structures to suit the changing need of participants: time, work, competition, income, etc.
  – Demonstrating success
DEVELOP OUR ARCHERS

TALENT PATHWAY
DEVELOP COACHES TO SUPPORT TALENT PATHWAY
CREATE A PERFORMANCE PATHWAY SYSTEM
Challenge: Develop our Talent Pathway

• In 2013-15
  – Work constructively with the UK Sport, English Institute of Sport and Sport England Talent teams on a range of targeted projects to develop our Talent Pathway

• From 2015 onward
  – Ensure new archers are identified early in their careers by developing our athlete profile and communicating that throughout the base of our pathway
Challenge: Develop Coaches to support the Talent Pathway

- In 2013-14
  Establish a Performance Coach Community of practice within the Talent Pathway

- From 2014 onwards
  Enhanced Performance Coach Development for Performance Coaches who are leading successful training groups at county or regional levels of the Talent Pathway
Challenge: Create a Performance Pathway System

• In 2013-15
  – Using our Sport England and our own resources to develop and deliver a network of regional academies and aim to replicate or mirror these structures in Scotland, Northern Ireland & Wales

• From 2015 onwards
  – Ensure the regional academies are supplying the right quality and quantity of archers to the Talent confirmation phase within the World Class Performance Programme
PERFORM ON A WORLD CLASS STAGE
Challenge: Maximise our Performance Outcomes in 2016

• In 2013-14
  – **Olympic**: Train to win
  – **Paralympic**: Continue to win
  – Establish **Talent Confirmation**
  – **Talent (LTAD)**: Learn to train – Train to Train- Train to compete
  – **Compound/Field**: Continue to win

• From 2014 onwards
  – **Olympic**: Train to win
  – **Paralympic**: Continue to win
  – **Talent Confirmation**: Increase in competition for places
  – **Talent (LTAD)**: Learn to train; Train to Train: Train to compete: Higher quality & quantity of archers in pathway
  – **Compound/Field**: Continue to win
WHOLE SPORT ACTIONS

EVOLVE THE IMAGE OF OUR SPORT
BUILD A REPUTATION AS A WORLD CLASS NGB
DEVELOP AN ARCHERY WORKFORCE TO SUSTAIN & GROW
FURTHER DEVELOP OUR RELATIONS WITH MEMBERS
CREATE A COMMERCIAL STRATEGY
Challenge: Evolve the Image of our Sport

• In 2013-14
  – Create and consult on a Public Relations strategy that addresses the imbalances of age and gender

• From 2014 onwards
  – Deliver the actions identified in our Public Relations strategy
Challenge: Build a Reputation as a World Class Governing Body

• In 2013-14
  – Consider Independent Board Review
  – Review Articles
  – Review Board nomination process
  – Monitor delivery of Strategic Plan
  – Introduce a robust and comprehensive business planning tool

• From 2014 onwards
  – Bring governance proposals to 2014 AGM
  – Implement revised Board appointment and operational processes
  – Continue to monitor delivery of Strategic Plan through the business planning tool
Challenge: Develop an Archery Workforce to sustain & grow our Sport

• In 2013-14
  — Use current understanding to better plan and manage the environment
  — Ability to respond to archer needs

• From 2014 onwards
  — Ability to deliver on a plan
  — Increasing quantity, quality and diversity of coaches and judges
  — Funding to support the area
Challenge: Further develop our Relationships with our Members

• In 2013-14
  – Consult and Form a “Needs and Desires” of Clubs and Members
  – Consult on the way we currently communicate and add where necessary, e.g. we will ask whether member panels would aid two-way communications
  – Build a new web site, continue to improve the magazine and use social media to a greater extent

• In 2014-15
  – Look at the way we interface with the membership and make improvements to support members better
  – Investigate whether usage of media platforms (e.g. YouTube) can help our sport.

• By 2017
  – Improve our direct communication by using direct e-mail for at least 50% of our adult members.
Challenge: Create a Commercial Strategy

• In 2013-14
  – Audit and review all of our commercial assets, and make an estimate of where we could create future properties

• In 2014-15
  – Consult on a strategy for implementation from 2015 onwards