

The background of the slide features a silhouette of an archer in the process of drawing a bow. The archer is positioned on the left side, with the bow held across their chest and the arrow pointing towards the right. In the background, a large target with concentric circles is visible, and a row of smaller targets is lined up on a distant field. The entire scene is overlaid with a semi-transparent grid pattern. The color palette is a gradient of blue and purple, with a bright light source on the left creating a lens flare effect.

# Strategic Plan

David Harrison

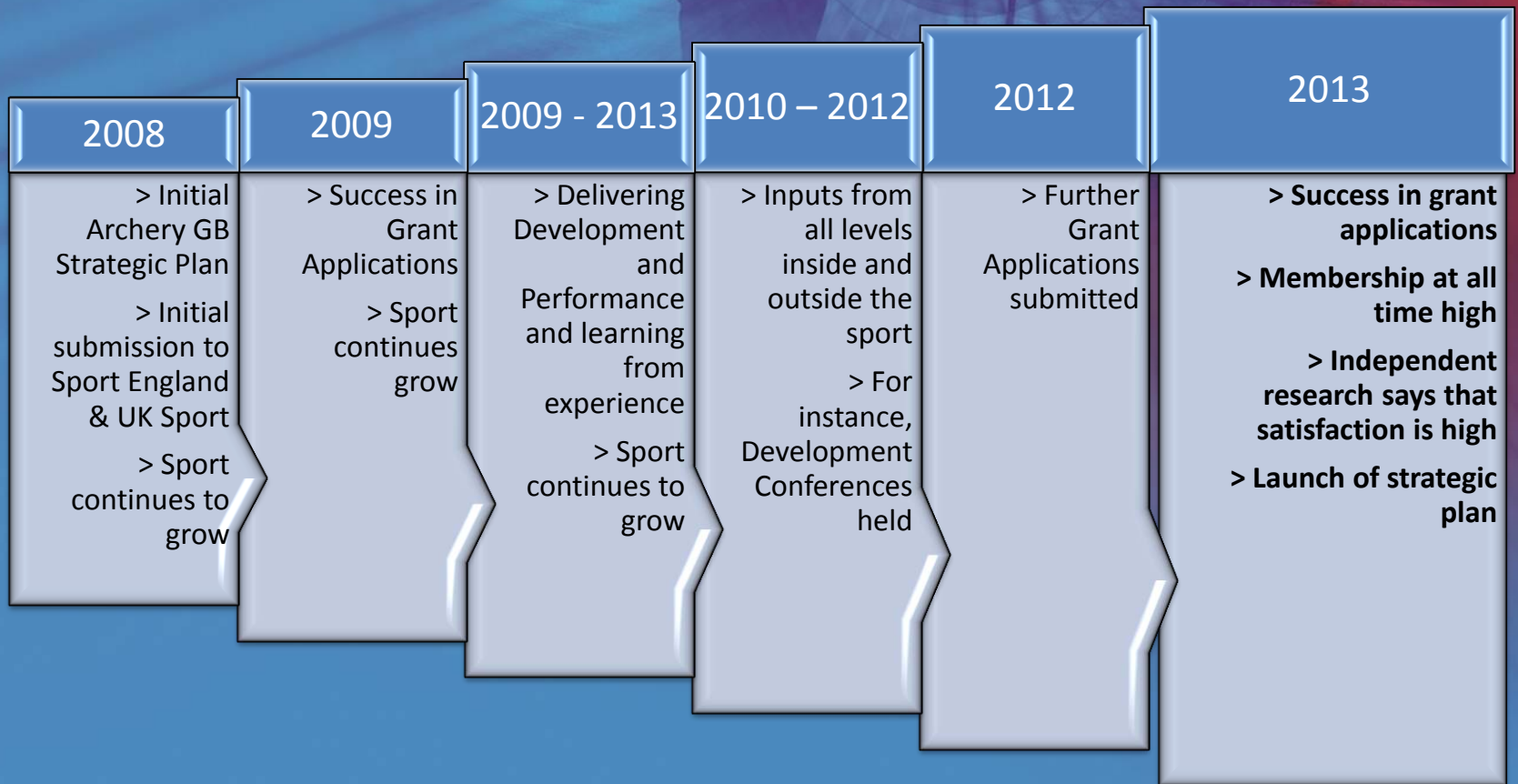
April 20, 2013

# Agenda

- Our Journey
- The Plan's Structure
- A Glimpse into the Future



# OUR JOURNEY





Volunteer strategy

Coaching strategy

Regional chairs forum

Operations committees

Development conference

Grass roots feedback

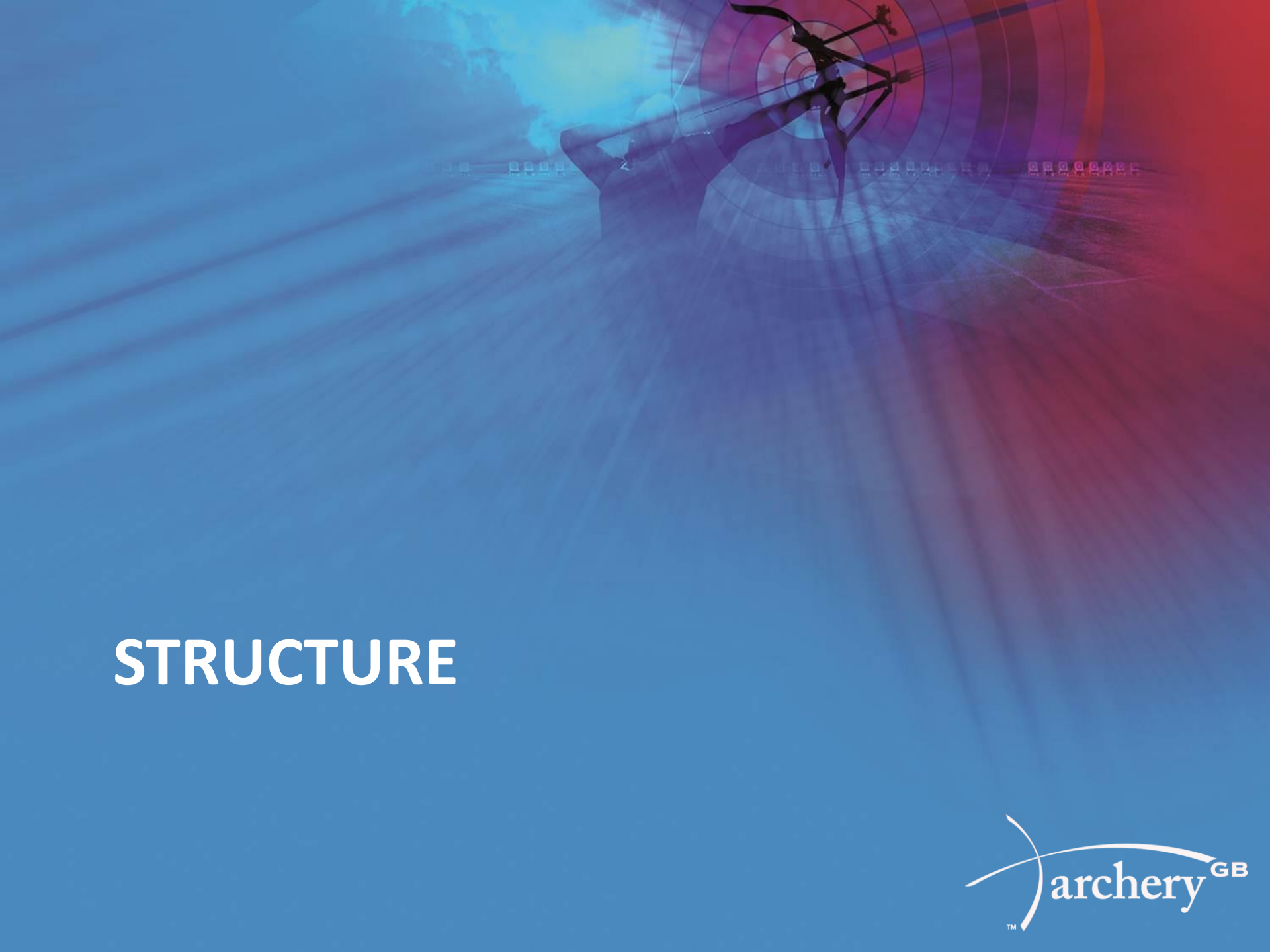
Plan reviews by SE and UKS

Three independent Board reviews

Board effectiveness audit

Sponsorship audit

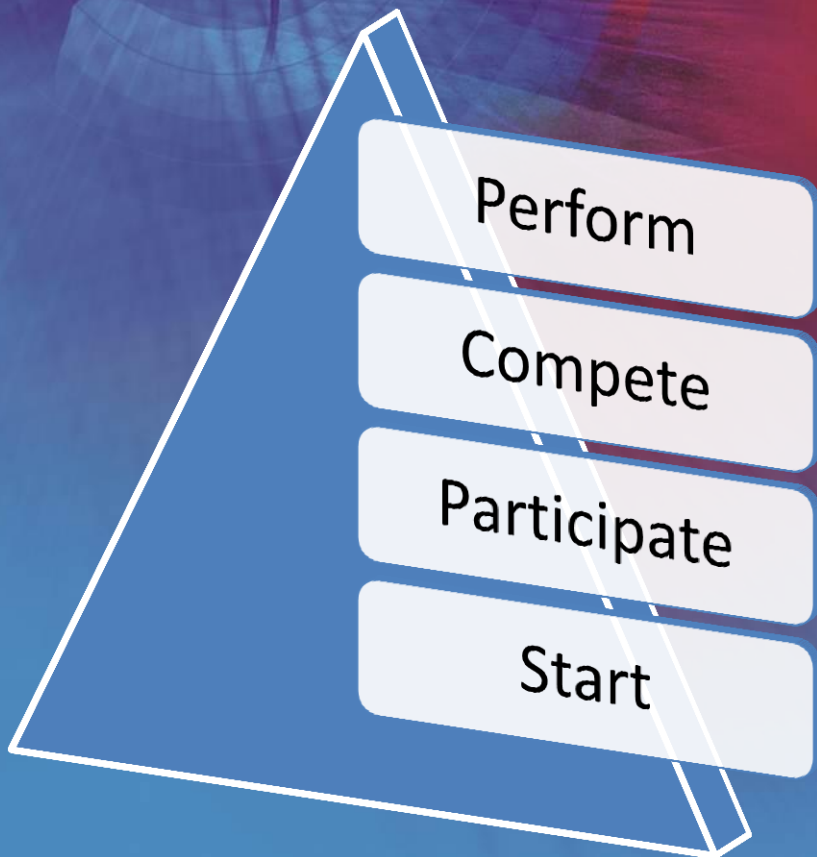
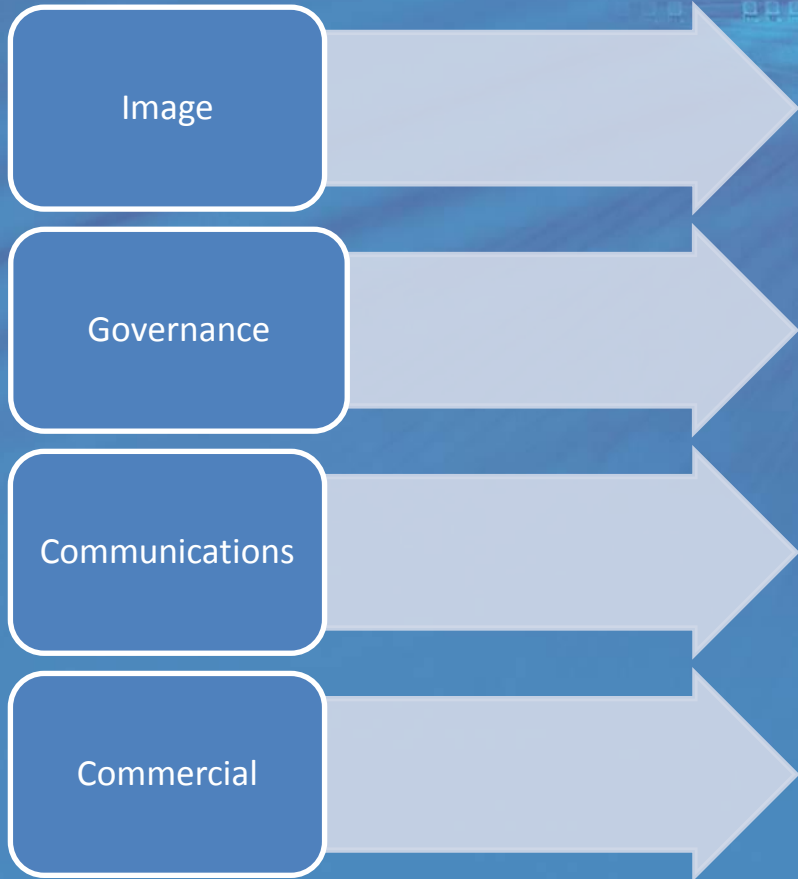
Support from industry through BOA initiative



# STRUCTURE

# Whole Sport Actions

# Archer Pathway



# 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