Archery GB Facility
Strategy
2015-2018
Participation Target Archery
Performance Target Archery
Field Archery

www.archerygb.org
Introduction

This document follows on from our first ever facility strategy which was launched in 2010. Since then we have made significant progress in our understanding and insight of archery facilities around the United Kingdom. Consequently, this strategy is more comprehensive, more ambitious and, above all, the content is based more firmly on evidence.

This strategy builds on the National Target Archery Facility Strategy 2012-2014 and now makes specific reference to our performance needs in target archery as well as our needs and ambitions around field archery.

a. Background

For the last decade, archery has seen a dramatic increase in participation and membership. Our membership currently stands at over 45,000 and our ‘once a week’ adult participation stands at 38,500. Put another way, our membership has grown 113% since 2000.

Membership and participation growth is exciting, but it also presents a challenge. A growth in membership also needs to be accompanied by growth in the support structures that exist to allow archers to participate and perform. The number of coaches, judges, competitions and facilities also need to grow if participation and membership are to be sustained.

This document explores the challenges and proposes possible solutions to this predicament.
Our planning around facilities is relatively new, as before 2010 we had never had a facilities strategy. The financial resources available to us to develop better facilities are very modest and in the coming years we will work hard to source additional funding where we can. This strategy is realistic and pragmatic – it does not attempt to correct every wrong, but rather make improvements that will have an impact in the short, medium and long term.
b. Participation target archery

Most archers affiliate to us as the national governing body because we offer archers a level of insurance cover that they desire. However, archery does also take place in other settings including holiday centres and hotels, on private land and in other organisations such as the Guides and Scouts.

The majority of archers in the UK are members of a club. There are 820 archery clubs in the UK, and nearly all of these have access to facilities (93%). The table below shows the geographical spread of our members.

<table>
<thead>
<tr>
<th>Region</th>
<th>All members</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>East Midlands AS</td>
<td>3,175</td>
<td>9.6%</td>
</tr>
<tr>
<td>Grand Western AS</td>
<td>3,666</td>
<td>11.1%</td>
</tr>
<tr>
<td>Northern Counties AS</td>
<td>6,314</td>
<td>19.2%</td>
</tr>
<tr>
<td>Southern Counties AS</td>
<td>12,823</td>
<td>38.9%</td>
</tr>
<tr>
<td>West Midlands AS</td>
<td>2,697</td>
<td>8.2%</td>
</tr>
<tr>
<td>Northern Ireland AS</td>
<td>739</td>
<td>2.2%</td>
</tr>
<tr>
<td>Scottish AS</td>
<td>1,820</td>
<td>5.5%</td>
</tr>
<tr>
<td>Welsh A. Association</td>
<td>1,487</td>
<td>4.5%</td>
</tr>
<tr>
<td>Other (PER &amp; blank)</td>
<td>235</td>
<td>0.7%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>32,956</strong></td>
<td><strong>100.0%</strong></td>
</tr>
</tbody>
</table>

*Figure 1 - Geographical distribution of Archery GB members*

In our previous facilities strategy we laid out a set of minimum standards that archery facilities should meet. At the time of writing we were unaware of how many facilities met these minimum standards, but since then we have commissioned research to tell us the facts. It was pleasing to see so many clubs meeting many of our minimum standards, but it can be seen below that signage and access to a club house are two standards which a large number of facilities do not meet. The research also highlights that many of our facilities do not meet the minimum size for an indoor space and like the outdoor results, signage about the sport is also missing from a large proportion of our facilities.
A grass sports field that is at least 113.75m long and 37.62m wide
Grass that is flat, not sloped, short, well kept and well drained
No public access other than at specific and defined points
Fully accessible and heated changing room (or clubhouse) with toilets
Notice board or sign post where the club can advertise its activities
Secure storage where equipment can be kept overnight

Figure 2 - How our facilities meet our outdoor minimum standards

A heated, well lit hall at least 23m long and 20m wide
Fully accessible and heated changing room (or clubhouse) with toilets
Notice board or sign post where the club can advertise its activities
Secure storage where equipment can be kept overnight

Figure 3 - How our facilities meet our minimum indoor standards
We also researched how our facilities compare in terms of accessibility. The results are:

![Bar chart showing the percentage of accessible facilities](image)

**Figure 4 - How many of our facilities meet DDA requirements**

We also asked our clubs about what tenure they have on their facilities.

![Bar chart showing tenure of facilities](image)

**Figure 5 - Tenure of archery facilities**

It is evident from the graph above that a very large majority of our facilities are hired – both indoor and outdoor (Figure 5).
We also asked who they rented or hire facilities from.

![Bar chart showing who do you hire/rent or lease this facility from?]

**Figure 6 - Who owns archery facilities**

A large proportion of archery facilities are owned by schools and local authorities, but a quarter of outdoor facilities are also privately owned (Figure 6).

We share outdoor space mostly with football, but rugby union and cricket are also significant shared tenants (Figure 7).

![Bar chart showing who we share our outdoor facilities with]

![Bar chart showing who we share our indoor facilities with]

**Figure 7 - Who we share our outdoor facilities with**

**Figure 8 - Who we share our indoor facilities with**

As would be expected, our indoor facilities are shared by a greater variety of activities (Figure 8).
c. Performance target archery

National Centre

Lilleshall National Sport Centre (Lilleshall) in Newport, Shropshire, not only acts as the headquarters for the governing body, but also as the national performance centre. This is the first example in the UK of a dedicated archery governing body run facility and this has been achieved by investment in the site over the last decade.

The current site consists of the following:

- An all-weather shooting ground, where 70m and 90m distances can be practiced
- A six bay covered and heated shooting shelter
- Electronic timing system
- A technical analysis booth
- An indoor 70m hall, which includes a technical analysis booth
- Strength and conditioning gymnasium and physiotherapy treatment area
- A large well maintained grass field area

Usage and capacity

Access to the Lilleshall performance facility is exclusive to archers who are registered on the following programmes:

- World Class Programme
- Talent Academy
- Para Academy
- Specified talent and performance initiatives

It is available to these archers around the clock, every day of the year, but the site is currently operating at full capacity and over the last eighteen months the usage of the site has notably increased.

In response to this increase in use, an extension to the covered ‘pod’ area is currently being procured with funding from Sport England and this should be completed before 2015.

The site is fully accessible to archers who are disabled following recent improvements on the access ramps and car parking. We have recently recruited a volunteer network who assist archers to pull their arrows from the targets.
Regional Academy Facilities

In 2012 we launched a Regional Talent Academy programme and to accompany this we worked with partners to create regional talent academy facilities. Tenders were invited to become a regional talent academy centre and as a result three regional sites were chosen:


These facilities have the following elements:

- An outdoor 70m shooting range
- An indoor 25m shooting area
- Classroom space for meetings, seminars and workshops
- Facilities for secure storage of equipment
- Access to an equipped gym for strength and conditioning training
- An area on site or close by for cardio-vascular exercise
- On site or close by access to reasonable cost residential accommodation for athletes, coaches and occasionally parents for weekend camps
- Catering facilities / catering provision for residential weekend camps

Usage and capacity

Each regional academy is available for use two and a half days a month. Approximately 60 archers use these three sites and these are archers exclusively on the Talent Academy and Para Squads. The Midlands and South academies are operating at capacity, while the Northern site is a little under capacity.

Independent performance environments

Around the country there are an increasing number of independently operated archery venues that allow archers to focus on their performance. Some of these are connected to one of our affiliated clubs and others are run independently as a business concern.

Unfortunately we are not in a position to describe the extent or precise location of all of these sites but it is something we are looking to improve upon in the future.
d. **Field archery**

Field archery is an increasingly popular discipline but to-date we have never had a strategy to help us prioritise the development of the activity or develop the facilities required. At the beginning of 2014, in a bid to address this, we conducted a survey and invited field archers to tell us their views. Over 400 field archers responded to the survey and some of their responses are shown below.

![Field archery image]

**Figure 9 - What would make you do field archery more often?**

We are committed to helping field archers take part more often and when asked what would make them do that, proximity of field courses was highlighted as an important factor (Figure 9). Other important factors cited are ‘availability of courses’ and ‘more courses’.
Archers value an interesting course, but one where the terrain allows good access (Figure 10 and Figure 11).
Figure 12 shows the Archery GB registered clubs that offer field archery.

Figure 12 - Archery clubs that also do field archery

Figure 13 shows the most attended field archery courses.

Figure 13 - Most visited field archery courses
It can be seen from Figure 14 that field archers do travel reasonable distances to take part in the activity.

![Graph showing how far field archers travel to their courses.]

**Figure 14 - How far do you travel to your field archery course?**

Finally we asked archers how often they take part. The results show that over 15% take part at least once a week.

![Pie chart showing how often field archers take part.]

**Figure 15 - How often do you take part?**
### Future priorities for action

**e. Participation target archery**

1. Archery is a *playing field sport* and this has been further reinforced by independent research. We will continue our campaign to see that archery has full recognition of this status with Sport England and other sporting and regulatory bodies.

2. We will continue to promote our minimum standards for outdoor and indoor archery facilities.
   
   We will publish and record the audit results on our minimum standards for outdoor and indoor facilities, and will repeat this audit in 2016 (to see the new minimum standards see Appendix 1). *

   We will identify those that do not meet the above criteria and endeavour to tailor support for them, working with relevant partners to achieve this. *

3. Research on outdoor facilities has given us greater insight and has revealed that our focus in the coming years should be on the following:
   
   a) Access to changing facilities and toilets
      
      50% of clubs do not have access to a changing area or toilets. The absence of these at outdoor shooting grounds will inhibit further growth in the sport and it will prevent making the sport more equitable. Therefore, we will support clubs who do not have access to these facilities.

   b) Signage at club sites
      
      42% of clubs do not have any signage at their facility. This is a simple but effective method by which the club can advertise its location and it also helps us promote the sport. We will work with clubs to help them erect signage. We will explore the possibility of approaching a sign manufacturer to see if they can provide tailored signs for our clubs in a cost effective way.*

   c) Access to indoor shooting spaces
      
      40% of our clubs do not have access to an indoor practice area and this has consequences for the development of the club and the sport. We will work with those clubs to help them find access to indoor spaces.*

4. We need to develop further our insight into the access arrangements that clubs currently have in relation to indoor spaces. We need to define the extent of that access, so that our planning of future development is reflective of that access.

5. As an outcome of the research we have become a key consultee on English planning applications that have consequences for the practice of archery. We will continue to play this role while examining ways in which we can resource this in the long term.*

6. We will review how we support clubs on facility issues and continue to offer tangible support and resources. This work will include County Development Co-ordinators.
   
   We will continue to promote facility funding opportunities to archery clubs and we will target specific clubs which we identify as a priority.*
7. Two thirds of archery clubs share their facilities with other sports and in recognition of this we will explore how we can develop better relationships with these main sports so that they can begin to get a better understanding of archery. The top three sports that archery clubs share with are football, rugby and cricket and we will prioritise working with these governing bodies.

8. In order to expand the opportunities to take part in the sport, we will develop a programme that supports the delivery of archery away from the club environment.*

9. 90% of our clubs either hire, lease or rent their indoor and outdoor facilities. 42% of clubs do so from a local authority or school. We will reach out to local authorities to give them a better understanding of archery and therefore be more mindful of our presence when creating sport and recreational policy.*

10. We will promote our new Technical Requirements & Specifications document and review it periodically.

11. Our commissioned research did not provide conclusive evidence as to whether or not it is feasible to have dedicated archery facilities. Therefore we will continue to research this aspect for both outdoor and indoor facilities.*

12. We will develop a number of resources that will aid archery clubs as they work with other sports when sharing facilities. In order to do this we will:
   a) Commission research into whether archery practice has an impact on the physical structures that make up multi-sport facilities.*
   b) Create a memorandum of understanding for archery clubs to use.

f. Performance target archery

13. We will continue with maintenance of the current performance facility at Lilleshall.

14. We will support the current Regional Academies whilst extending their ability to access indoor space for further shooting opportunities.

15. We will support the creation of a commercial ‘Lilleshall’ type facility elsewhere in the country.

16. We will continue to search for facilities that can support performance archers and particularly those archers that require access to good quality schools and colleges nearby.

17. We will conduct a feasibility study into the use of alternative indoor spaces to support performance archers all year round.*
g. Field archery

Many of the priorities stated earlier in this document for target archery will also benefit the development of field archery. Working with our Field Committee, we will place a higher profile on the development of field archery courses.

| 18. | We will develop a minimum standard for field archery courses. |
| 19. | We will create a section within our Technical Requirements & Specifications document, which will lay out, in more detail, the essential features of a good field archery course. |
| 20. | We will continue to work with partners to develop the sport. In particular we will continue to foster closer links with significant land owners, such as the Forestry Commission. |
| 21. | We will investigate the feasibility of categorising current field archery courses. This would help those who would like to travel to shoot at different courses, so that the course meets their expectations. |

h. Environmental sustainability

Constructing, maintaining and operating sporting facilities has an environmental impact and we will work with archery providers in the coming years to find solutions that allow the sport to have a lower carbon footprint. By making archery facilities less carbon intensive, not only does the environment benefit but also the facility owner and operator through lower running costs.

| 22. | We will evaluate the environmental impact of archery facilities across the country and work with facility operators and clubs to help them: |
| a) | Reduce their energy use.* |
| b) | Mitigate against other environmental impacts.* |

*Note: Action points above marked with * are resource dependent. We need to acquire further resources in order to ensure that all the above actions points are delivered.*
## Appendix – Archery Venues - Minimum Standards

### Outdoor venues

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td>1.</td>
<td>A grass sports field at least 114m long and 37.9m wide, where a back stop net is not used.</td>
</tr>
<tr>
<td></td>
<td>Where a back stop net is used at least 68.58m and 37.9m wide.</td>
</tr>
<tr>
<td>2.</td>
<td>A grass field that is flat not sloped, well kept and well drained. The grass length should</td>
</tr>
<tr>
<td></td>
<td>be short (no longer than 50mm).</td>
</tr>
<tr>
<td>3.</td>
<td>A field that does not allow access to the general public except at specific and defined</td>
</tr>
<tr>
<td></td>
<td>points.</td>
</tr>
<tr>
<td>4.</td>
<td>A fully accessible changing room, or club house which has toilets. This should be heated.</td>
</tr>
<tr>
<td>5.</td>
<td>A notice board or sign post where the archery club can advertise their activities.</td>
</tr>
<tr>
<td>6.</td>
<td>A secure storage area where archery equipment can be kept overnight.</td>
</tr>
</tbody>
</table>

### Indoor venues

<p>| | |</p>
<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
<td>1.</td>
<td>A heated, well lit hall at least 27m long and 18m wide (‘3 court sportshall’).</td>
</tr>
<tr>
<td>2.</td>
<td>A heated, fully accessible changing room or club house which has toilets.</td>
</tr>
<tr>
<td>3.</td>
<td>A notice board or sign post where the archery club can advertise their activities.</td>
</tr>
<tr>
<td>4.</td>
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