Background

Archery GB:

• Profile
• Values
• Current Targets
• In the Media
• Recent Developments
• Performance
• Development
Background To Archery

- Heritage – thousands of years
- Modern technologically-advanced sport
- Olympic Sport since 1900 (permanently since 1972)
- Multi-disciplines - indoor and outdoor
- Inclusive sport - open to all
- Balance of mind, body and technology
- Massive worldwide reach
Archery GB

- Archery GB – Governing body for the UK, founded in 1861
- Affiliated to FITA (International Federation)
- Member of the British Olympic Association
- 31,000 members
- Based at the UK’s national sports centre, Lilleshall
Archery in Profile

Archery in the UK

• 1,100 clubs
• 45,000 archers in UK
• 70% male; 30% female
• 13% with disability
• 30,000 employed
• Predominantly ABC1s and students
• 79% satisfaction survey (Sport England)

A Worldwide Sport

• 8 million archers worldwide
• 800 million TV viewers
• 140 member countries of FITA
Values of Archery

Balance (body)
Well-being (mind)
Healthy & Fun
Inclusive
Family

Precision & Accuracy
Dedication & Discipline
Intensity & Focus
Technologically advanced
Archery GB’s Targets

- **Participation**: Increase to 60,000 per month
- **Elite Athletes**: Archers competing at 2012 Olympics & Paralympics, Medal/podium placings
- **Coaching**: Develop a world class coaching programme
- **Grassroots**: 150,000 children to have tried the sport by 2013
- **Events**: Increase the number of participants and the quality of national events
Archery in the Media

Worldwide TV Coverage of Archery in 2008

- 3000 TV broadcasts
- 75 TV channels
- 170 territories
- 807 million TV viewers
Archery GB in Media

**Archery GB website**
- 15,000 hits per month

**Archery UK magazine**
- 30,000 circulation
- 60,000 readership

**Archery GB enewsletter**
- 2,500 circulation and growing

**International TV**
- coverage of elite athletes at World Cup & World Championships - up to 800 million viewers

**Archery TV**
- (youtube)
- National Series
- 500,000 hits

**Press coverage**
- BBC Online, sports & Olympics press and archery magazines

**National Press Articles 09**
- Daily Mail, The Sun
- The Times, Guardian
- Independent

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Recent Development & Achievements

Elite Athletes
- Olympics,
- Paralympics,
- World Cup &
- Championships

New National Series
- major event programme

Whole Sport development programme
- coaching,
- schools, clubs, facilities

Building participation & membership
- 50,000 children and adults
Performance Unit

- Delivers Elite teams at World Class level
- Junior, senior, able-bodied, disabled
- Success on a world stage - World, Olympic and Paralympic Champions
- Increasing performance year on year
- Striving for best-ever Olympic podium level results in 2012
- Works with up to 80 elite archers throughout the year
- Brand new world class facility at Lilleshall – unique facility in the UK.
Medal Winners
The High Performance Outdoor Shooting Range

Based at Lilleshall, National Sports Centre.
Six shooting sections plus a technical booth fully equipped with:

- High speed cameras
- Instant feedback video cameras
- Monitors with built-in 15 second shot delay
- Pressure pads
- Arrow speed meters
- DVD recording and DVD/CD producing hardware.
A new series of events – 6 qualifiers and one Grand Final
Uses same format as international/world events
UK-wide events, with rotating venues
Attracts UK’s best archers, new participants and hundreds of spectators
Opportunities for product and brand promotion to the archery community
The summer-long series provides extended and repeated exposure to archery community
Archery Development

- Plans to increase the numbers of people accessing archery every month to 60,000
- Development programme to ensure 150,000 children have tried the sport in the next 2 years
- Opportunity to directly promote your company to multi-thousands through grassroots clubs and schools
- Affinity programmes providing Leadership training – current programmes include Hoseasons and Scouts – reaching 20,000 people.
Archery Development

**Clubs**
- Sport England plan
- Grow, support, develop

**Schools**
- Teachers as coaches
- Soft pack resources

**Resources**
- Centres of Excellence
- Volunteers

**Affinity**
- Leaders’ Awards
- Bespoke schemes
Thank You