FOR TARGET FACES

NEW PLACES
Demand for archery is growing right across the country. It is a sport that can be delivered in a variety of settings and it is seen as an exciting alternative activity.

Archery is one of the fastest growing sports in the UK. It captures the imagination of Archery GB members as well as the thousands of people that attend ‘have a go’ archery events at activity centres, holiday parks, game fairs, outdoor shows and tourist attractions across the UK. It’s a sport that appeals to all ages and all abilities and it is also an Olympic and Paralympic sport.

The demand to try and regularly participate in archery is high and we would like to encourage venue owners and operators to offer archery as an activity in their venue. New Places for Target Faces supports you to deliver archery in your venue, in a format that suits you.

By providing archery sessions you will stand out in a competitive leisure industry. The unique experience that only archery provides has a wide appeal. From those who seek a new competitive experience to less sporty types in search of an activity that suits their lifestyle, archery really is a sport for all.

Once established, archery is an easy session to hold in a mixed sport environment and it will offer a regular income from participants who can see the benefit of regular practice. It is an activity where a variety of abilities, ages and gender can take part together, making it a great sport to offer in a community setting.

I hope you will take a look through this brochure and at the end seriously consider offering the sport. We’d be delighted to help you establish archery as an activity in your venue.

Please call us on 01952 602795 or email development@archerygb.org for further support and advice.

David Reader
Head of Development
Introduction to Archery

As seen at the Olympics and Paralympics, target archery is the most popular form of the sport and involves shooting at stationary circular targets at varying distances, practised indoors and outdoors.

Archery in the UK

Like many sports, archery in the UK is based around clubs, counties and regions, with each playing a part in the development of archers. Clubs provide beginners with courses, and many run their own competitions. The county and regional associations run championships and provide routes for progression through coaching and squads.

As the national governing body for archery we provide the infrastructure including a membership services team, development support for clubs and archers and we deliver elite squads and teams to European and World championships and the Olympic and Paralympics.

Archery in non-club environments

While clubs fulfil an important role in the provision of archery, the formal nature and perception of the traditional club environment can be less flexible or may not appeal.

There is a significant demand to participate in archery. Sport England’s Active People Survey (APS 7, 2013) shows that there are 75,000 adults who do archery once a month, and 36,300 adults who do archery once a week. A further 90,700 people were identified as being interested in participating in archery.

Through informal consultation with commercial and leisure organisations we estimate that over 750,000 people experience archery every year. Leisure centres and other community venues are seen as important drivers in the future growth of archery.
Facility Requirements for Archery

A permanent archery-only facility is not necessary to start delivering archery. The sport can be delivered effectively in a multi-sport facility.

Archery can be done almost anywhere but typical sites include:
- outdoor grass pitches
- sports halls (of all shapes and sizes)
- school sites (indoors and outdoors)
- adapted buildings: warehouses, mills and barns

Indoor
The minimum requirements for shooting indoors are:
- A heated and well lit hall at least 27m long and 18m wide
- A fully accessible, ideally heated, changing room or clubhouse which has access to toilets

Outdoor
The minimum space requirements for shooting outdoors are:
- 114m long and 37.9m wide (without a back stop net) or at least 40m long and 20m wide (with a back stop net)
- Grass that is flat and not sloped, well kept and well drained
- The grass should be no longer than 5cm high
- A heated accessible changing room or club house which has toilets

Technical guidance and safety
Archery is an incredibly safe sport as long as a straightforward set of rules is applied. This programme will help you understand the requirements needed to deliver sessions in a variety of settings.

For both indoor and outdoor venues, the space used should not allow access to the general public except at specific and defined points. Normally, sites with a public right of way should be avoided. Temporary fences and cordons can be erected, and doors can be locked in indoor venues to ensure safety.

Our Facility Technical Requirements & Specifications guide encourages and assists those considering archery and how to run sessions using existing facilities.

The guide aids providers of holiday and recreational activities and architects involved in venue or facility master-planning.

The guide outlines the spatial requirements and key operational considerations to take into account when:
- setting up bespoke facilities for indoor or outdoor archery;
- fitting the sport into existing leisure centre spaces;
- delivering archery alongside rugby, football, golf, athletics and other sports;
- using former warehouses, industrial units, barns and even old mills to set up a club or as a commercial operator.
Deliverers

Once you have worked out whether your facility is right for archery, you then have to decide who will run the sessions. You have two main options - you can bring in an external provider or train up your own staff.

Option 1 - External Providers

Clubs, individual coaches, instructors and archery businesses are available to help deliver archery activities away from club environments.

An external provider coming to your facility can provide everything needed to run archery sessions. From qualifications, insurance and equipment to experience of delivering archery to a wide range of people, they can provide all of this and more.

To source an external provider in your area, visit: www.archerygb.org/externalproviders

Option 2 - Training up your own staff/volunteers

The Archery GB Instructor Award is the perfect qualification for those people working in leisure, recreation and educational environments who wish to deliver introductory archery sessions. It is an entry-level training course and is delivered over two and a half days.

About the Course

The Instructor Award is focused on training individuals to deliver fun and safe introductory archery sessions. It includes a modernised learning programme and resources, and is delivered by accredited Archery GB tutors.

Find a Course

To see what courses are running in your area, visit www.archerygb.org/instructor

Organising a Course

If you wish to run an Archery GB Instructor Award for your staff, please visit www.archerygb.org/instructor where you will find links to information including the facility requirements, the admin process and course requirements.

Course details

- 2½ days in duration
- Minimum of 10 and a maximum of 12 candidates to one tutor
- Candidates must be 17 years of age or over

For further information or enquiries about the Instructor Award, please email instructor.award@archerygb.org or call 0845 241 7195
Equipment

Although regular archers often buy their own equipment, as the activity provider you would need to offer new participants the chance to borrow equipment. You would also need to provide communal equipment like target faces.

Purchasing Equipment
If you decide to buy your own equipment you would need to source this from one of the many providers around the country. Those that have made a self-declaration to support archery development are detailed on our website – visit www.archerygb.org for more information.

Quality, Usage & Maintenance
Additional items can be purchased such as metal detectors (to find arrows in the grass if sessions will be conducted outdoors) and maintenance equipment including fletching jigs, fletches and glue as the programme develops.

If you are setting up public sessions you will want to ensure you purchase durable equipment which can withstand high levels of usage.

It is worth considering that some equipment will be consumable and you will need to plan for the replacement of certain items such as bow strings and target faces.

If you would like further advice before purchasing equipment, please contact us and we will be happy to help.

Storage
For most venues, the archery equipment will need to be set up and taken down for each session. This is standard practice and easy to do once a routine has been established.

Bows, or targets, are usually made from straw. These bosses can be cumbersome and messy. If using straw bosses, they should be stored vertically, rather than flat. The storage unit should be dry and vermin free. Straw bosses can get wet but will last longer if allowed to dry out.

More practical and space saving options are available. Some synthetic bosses are made of a series of interlocking parts, which are reversible and then replaceable, when the need arises. These bosses can be stored neatly, take up less space and do not leave a mess.

For safety reasons, bows and arrows should be stored separately from the targets. Typically arrows are stored in a locked container within a storage unit, especially if the storage unit or store cupboard is in use for other sports equipment.

Archery retailers can provide all the equipment that you will require. A basic kit costs approximately £1,000.

An example of what you will need for 10-12 people is described here:
- 9 x Bows (6 RH, 3 LH)
- 24 Arrows
- 3 x Targets
- 2 x Target Stands (plus Pegs and guy ropes for securing the target stands and bosses – outside only)
- 24 x Target faces
- 24 x Target pins
- 8 x Armguards
- Backstop netting (sufficient to cover the width behind the targets and several metres to either side, hung loosely and not stretched)
- Markers to indicate the shooting line, e.g. rope or cones
- Ground quivers to hold bows and arrows
Programming & Resources

Programmes

There are a range of Archery GB activities that can be adopted by leisure providers to promote archery as an activity for beginners, intermediate and advanced archers.

These include:
- Taster Sessions or Have-a-Go
- Arrows
- Archery Summer Stars
- Archery Big Weekend
- Just Shoot
- Making Club Links
Taster Sessions or Have-a-Go

Creating Interest
In order to promote your sessions you may want to create interest and show people what archery is all about.

A taster session or a Have a Go allows participants to experience shooting arrows. A session can last for any period of time but a good length is 1-1.5hrs, so that everyone gets to shoot several times.

Usually there is a maximum of 12 people per instructor/coach (often only 7 or 8 per instructor). The sessions are fun and easy going and get participants shooting safely and (relatively) accurately by the end of the sessions.

Qualifications needed:
- Archery GB Instructor Award
- Archery GB Level 1 Award in Coaching Archery

Equipment needed:
- Traditional archery equipment

Resources available:
- Supporting manuals are provided with qualification courses

Arrows has been created for primary schools to introduce young children to archery in a fun and safe way. Specifically designed to be delivered by teachers and sports co-ordinators, it can be used by anyone with no formal archery experience or qualification.

This ‘mini’ version of archery provides you with child-friendly equipment and resources to get you started quickly and easily. Simple ideas for activities and competitions are provided that can be used in out of hours clubs and community sessions.

The equipment and resources provided make it possible for you to deliver archery in almost any setting.

It is possible to introduce archery concepts and skills through fun activities rather than technical instruction. These activities provide an alternative and complementary way of developing movement skills (e.g. coordination, balance, and strength), personal, social and mental skills, as well as archery skills.

Qualifications needed:
- None

Equipment needed:
- Arrows pack (sold separately)

Resources available:
- Teachers pack, including 8 activity cards (sold as part of Arrows)

Once young people have experienced Arrows, they will be enthused to have a go at the traditional sport of archery. A competitive festival format is also included with Arrows.

For more information visit
www.archerygb.org/arrows

To purchase a kit visit
www.archerygb.org/shop or
www.clickersarchery.co.uk
Archery Summer Stars is a programme that aims to give young people a taste of the exciting sport of archery and help them to develop skills.

Archery Summer Stars programmes are organised locally and can be a stand-alone course or part of a wider activity programme.

Building archers are introduced to the basics of archery in a safe and fun environment. Aimed at the summer holidays, Archery Summer Stars can be tailored and used at any time of the year or as an after-school club.

Organisers are provided with an Organisers Manual, outlining the full course structure, plus access to branded promotional materials. Archery Summer Stars merchandise can also be purchased to enhance the experience for young archers. Coaches are provided with a Coaches Manual, which includes sample timetables to support delivery.

Archery Summer Stars is designed to complement summer holiday activity programmes that are run by local authorities, leisure centres, activity holiday camps, school and other local organisations.

Qualifications needed: None

Equipment needed: Targets & Bows if pay & shoot

Resources available: None

For more information visit www.archerygb.org/summerstars

For one weekend every year the archery community is encouraged to open its doors to allow members of the public to come and try the sport.

The Big Weekend is organised by Archery GB and clubs and archery providers are encouraged to sign up and by doing so they become part of the nationwide event.

Qualifications needed: Archery GB Instructor Award or Level 1 Award in Coaching Archery

Equipment needed: Arrows or Traditional Equipment

Resources available: Organisers Manual, Coaches Manual, Merchandise, and Branded Promotional Material

To sign up to the Big Weekend, visit www.archerygb.org/bigweekend

Just Shoot is a simple award scheme that you can tailor for your facility and customers. It can provide a structured way to introduce beginners to archery with incentive awards for developing their archery skills.

The scheme can be used with juniors and adults, and its main aims are to ensure that the participants gain recognition for improvement whilst giving them a reason to come back.

Qualifications needed: Minimum of Archery GB Instructors or Level 1 Coach Award

Equipment needed: Traditional Equipment

Resources available: As part of the sign up process

For further information please visit www.archerygb.org/justshoot
Archery is particularly suited to a whole family experience. Everyone in the family group can take part and all at the same time.

Target Audience
Archery is a very social and inclusive sport. You will often find seniors and juniors, young and old and able and disabled all shooting and competing together.

Depending on the time and space available at your facility, you may wish to offer sessions at different times of the day and spread across the week to capture several markets – retired people during the day, young people after school and in the holidays, families at the weekend.

You could access Sport England’s market segmentation to find out whether your facility sits within a hot-spot of the main population groups which participate in archery. You may wish to look at using archery to tie in with national or local campaigns such as Sport England’s This Girl Can. The more targets, the more people, the more fun and the more potential revenue.

We are able to assist you if you would like to know more about the potential target market for archery.

Existing archers and clubs
As a facility provider you may wish to consider providing your venue to existing local archers so that they may have additional practice time during the week. Many clubs struggle to supply sufficient indoor space for their members.

We have identified a market demand for more archery activities. By offering archery, facility managers can provide new activities for existing customers but also generate new footfall, potential new memberships and secondary spend.

Promoting your sessions
If you require any assistance with advertising and promotion then please contact us.

Online directory
Archery GB’s club and provider finder displays the location of all Archery GB affiliated clubs, external providers and details of pay & play venues – anywhere that provides archery to the general public. Details of archery sessions can be uploaded to the site. Visit www.archerygb.org/externalproviders for more information.

Social Media
Archery GB maintains Twitter and Facebook accounts, and can re-post information regarding new sessions or archery specific events.
Case Studies

Stowmarket Golf Centre, Suffolk

Stowmarket Golf Centre added archery facilities to its site in 2012, using a small strip of land beside the golf course which had originally been intended for a smaller size course. The centre offers archery as an activity but does not keep equipment other than the targets set up throughout the year.

The golf and archery are completely independent and can function simultaneously. Archers are able to use the facilities whenever the centre is open and there is adequate daylight. The community use focus of the Stowmarket Golf Centre and the focus on attracting new participants is reflected in the low ‘entry level’ fees; it offers a six hour beginner’s archery course from £50.

Stowmarket Archery Club member fees are £120 per annum, payable in full for more experienced shooters or for those who are initially less committed it offers the option of a £60 first payment followed by payments per visit. Stowmarket Archery Club also uses the driving range facilities for indoor archery for 2 hours per week but only after dark, removing the panels between stations to shoot and replacing them after its activity and the locking up.

The facilities and equipment are run and maintained by the centre which is also looking into the possibility of building an undercover area for the archers. The successful facility share is attributed to a number of factors: facility open access, the friendly environment and its affordability both to join and to enrol in introductory courses.

The community focus and desire to drive participation adds to this and the Golf Club has database records allowing direct marketing to members and those that have accessed the golf and/or archery facilities.

To find out more visit: www.stowmarketgolfcentre.co.uk

GL1 Recreation Centre

Deer Park Archers started using GL1 Leisure Centre, Gloucester, in 2013 to run occasional beginner’s courses and support community events. With a strengthening relationship and the need for increased indoor facilities, the club approached GL1 for a more regular arrangement.

The club then hired the bowls hall once a week and the Centre bought carpet to cover the floor and allowed the club to store equipment there. The club then ran an open community session prior to the practice, using the income to part offset the hire costs.

The open community session and the club practice session quickly took off. To sustain the interest the centre put two general sports coaches on a Level 1 Coaching Archery course and arranged for a number of their staff to receive training to deliver Arrows.

This allowed the centre to set up their own club using the Arrows equipment. Run in parallel with the community session this created a successful pathway from the Arrows session for 5-8 year old club. These sessions have become so successful that in return the club now gets the hire of the hall for free. Furthermore the club is recruiting both juniors and seniors into the club!

The open community session attracts three types of participants, the casual user of the centre who see the archery advertised, general public wishing to do a beginners course and existing members of the Centre whose membership entitles them to try a number of sports during the year.

The relationship with the Centre has benefited all parties and the venue has hosted events for the County Indoor Championships, Archery GB’s Big Weekend and a number of day care centre and disability groups.

The market is continually growing and these are just two examples of archery providers in action. Further case studies are available on request.
Frequently Asked Questions

Is archery dangerous?
Organised archery is one of the safest sports due to the simple but fundamental rules followed by all archers. Of course, as a projectile sport, careless action can cause serious harm. However by using qualified coaches or instructors, recommended equipment and by following a common sense approach to safety, there should be no problem introducing archery into your facility.

Can I run archery as a public session?
Yes, many sessions are run up and down the country every week offering archery as an existing activity for all the family. You will want to ensure you are using qualified staff and the relevant safety elements have been installed such as insurance, risk assessments and the right equipment.

Do I need insurance?
Yes. Archery GB insurance only covers our clubs, coaches and archers, so unless you have registered a club with us, you will have to ensure your existing policy covers archery.

Do I need different equipment for different age groups?
We recommend that Arrows (see page 14) is used for young people. Traditional equipment can be used by most members of the public. When purchasing equipment you should discuss your potential market with the retailer to ensure you receive the right equipment.

Will the arrows damage my sports hall?
Whilst arrows have points, occurrences of damage to floors is very rare. When shooting indoors a safety net is hung loosely behind the targets and this catches any arrows that miss the boss. There may be a few wall collisions with arrows as the net does not guarantee that the arrows will be stopped completely. Any arrows that don’t make the target will drop on the floor and slide, which will cause very little or no damage.

Is archery included in the Active People Survey (APS)?
Archery is covered by APS. Our national target is 1,000 extra people per year to move us from 35,000 in 2013 to 39,000 by 2017. In December 2014, APS reported 36,100 weekly participants and 58,700 monthly participants.

For further support and advice, please call us on 01952 602795 or email development@archerygb.org