VISIBLE AND VIBRANT COACHING

The Coaching Plan for Archery 2017-2021
PART 1
PURPOSE OF THE PLAN

Our future depends on visible and vibrant coaching

The plan intends to bring about more enjoyment, progression, and achievement for people involved in our sport, so that it is a meaningful part of their life, for longer.

Our aim is to provide coaching that is visible and vibrant in all places where archery happens. We will do this by establishing a successful British approach to coaching archery, developing both coaches and the places where coaches can succeed. In doing this, people will have a clear choice about the coaching they receive.

A new definition of coaching

Coaches are essential pillars of support that improve a person’s experience of sport and physical activity. In our definition, the role of the coach is:

- to improve a person’s experience of archery by providing specialised support to bring about personal and technical learning, mindful of their needs and aspirations

Archery GB, 2017

The scope of archery coaching taking place in the UK is broad, extending across multiple environments from club, education, community, and leisure settings. We recognise the range of different coaching roles involved in providing great archery experiences where it makes a difference every day. Furthermore, the broader coaching sector recognises this and has also adopted a wider definition of coaching:

- We don’t mind whether you call yourself a coach, activator, facilitator, instructor, leader, teacher or trainer. Whatever the label, the end result is always the same: By coaching, you are inspiring others and making a positive difference

UK Coaching; Our Strategy 2017-2021

Great coaches make the sport meaningful

Great coaching enables people to fully experience enjoyment and achievement in archery as well as much wider benefits including physical and mental well-being and individual and social development.

Archery GB; 2017
PART 2
THE CURRENT STORY OF COACHING IN ARCHERY

Our core audience are archers who have been in the sport a short amount of time

Most regular archery participation takes places in Archery GB affiliated clubs. A high proportion of archery members have been in the sport for a relatively short amount of time and are likely to be beginners or intermediate archers. As noted in the 2017 Membership Analysis, the membership year of 2015/16, saw 36% of members leave Archery GB. This is approximately 16,000 people, of which 50% left within 2 years of joining.

People want to progress, but too often coaching is not available or structured to their needs

20% of existing archers said that receiving coaching would improve their experience of archery (Satisfaction Survey 2011)

Central to this plan is the recognition that a considerable number of archers are not currently receiving the access to coaching that they want, particularly once they have joined a club or are beyond the initial beginner phase.

Short stay membership (two years or less) accounts for 50% of former members (Former Member Survey 2014)

The nature of short stay membership emphasises a limited window for delivering on the ‘promise’ of archery to new members.

26% of former members recognised skills development and progression issues as important reasons for leaving (Former Member Survey 2014)

By not meeting archer’s appetite for coaching, we risk inhibiting their participation and losing them from archery.

We have a high number of coaches who understand the concept of licencing and continued learning

A coach licencing scheme improves the status of coaches and helps to develop a culture of learning. While many sports don’t operate or have only recently introduced a coach licencing scheme, Archery GB has had one for many years and it is normal practice for coaches to engage in continued learning and maintain a licence.

Coaches are hungry to learn, but our training offers are not appropriate to develop everyone

There has been significant growth in the number of newly trained instructors and coaches but progress to higher levels of training is limited beyond this. Feedback from coaches shows that they want to continue their learning however there is little structured opportunity for this outside of formal qualifications. This limits the choice on offer to coaches to develop knowledge and skills on topics that interest them. Of Archery GB’s 2,149 licenced coaches 67% are Level 1, 25% Level 2, 6% County, and 7% are Senior coaches. The number of coaches undertaking training in recent years has increased dramatically, with 47 Level 1 courses delivered in 2016 compared to 12 in 2010.

There is support from the coaching community to strengthen the coaching system

In 2017 we consulted with 115 coaches from all over the UK and there was strong agreement for improvement to the current coaching system, particularly the following priorities to:

- Develop places where coaches can succeed
- Provide a recognised programme of CPD events
- Promote the role of coaches in archery media
- Provide regular opportunities for coaches to meet Archery GB Performance coaches

Credit: RedRedRobin Photography
PART 3
THE GUIDING APPROACH TO IMPROVE COACHING FOR ARCHERS

This plan is focussed on taking action to address the access archers have to coaching, for purposes of enjoyment, progression, and achievement. The culture of coaching is undeveloped in archery, symbolised by a lack of organised opportunities to receive coaching, a lack of places that are committed to coaching, and a lack of developed coaches. This is one of the barriers that is preventing intermediate archers from receiving effective coaching. However, we have evidence that where these issues are addressed, archers are better retained in the sport.

The ‘Diagnosis’
Archers are leaving the sport, particularly in their first two years. The challenge is to help archers during this time. Coaching can be utilised to strengthen an archers sense of connection with the sport.

Our Guiding Approach
Our guiding approach is to create a visible and vibrant coaching culture. We will advocate a British approach to coaching that is accessible and engaging for archers, coaches and clubs.

Our Actions
Our actions will be coordinated to address the challenge, including:
- A clearly defined technical framework for recurve and compound
- A new range of continued learning opportunities for coaches to develop
- New communities of practice that engage coaches and archers in a friendly and supportive network of like-minded people
- Closer relationships with clubs who are committed to providing successful coaching

Fig 4. Our guiding approach to improve coaching for archers
PART 4
THE PLAN

The following five objectives and associated actions will drive the implementation of the Coaching Plan for Archery.

1. MAKING IT EASIER TO RECEIVE COACHING
   Make it easier for archers to learn and access structured coaching
   a) Improve our insight of what the archer experience looks like and how coaching can improve this
   b) Deliver coaching programmes directly to members using Archery GB coaches
   c) Provide archers with a database of coaches who are available to coach
   d) Improve web content so people can learn more about archery technique and training
   e) Increase club and archer engagement with Boost Archery

2. FOSTER AN IMPROVEMENT CULTURE
   Create and promote an agreed British technical framework and coaching methodology for archery
   a) Publish a British technical framework for archery
   b) Advocate a simple framework to enable coaches to develop a motivational learning climate

   Create a culture of learning where coaches can enhance their knowledge, skills, and experience
   a) Continued Learning: provide a recognised programme of workshops, including a national conference for coaches
   b) Qualifications: maintain the provision of coaching courses and realign the existing course structure and content
   c) Licence and renewal: review and modernise the coach licence renewal criteria
   d) Communities of practice: Develop opportunities for coaches to learn from Archery GB Talent and Performance coaches

   Use assessment effectively
   a) Pilot direct assessment opportunities for coaches
   b) Review Archery GB’s approach to assessment as part of qualification realignment

   Manage a skilled Coach Educator workforce
   a) Recruit, manage, and train Archery GB tutors, assessors, and verifiers
   b) Develop a policy to quality assure Archery GB courses

3. IMPROVE COMMUNICATION AND SERVICE WITH ENHANCED DIGITAL INTERACTION
   Provide modernised platforms for members to engage with Archery GB
   a) Provide an online course booking process
   b) Provide an online renewal platform
   c) Provide an effective learning platform for sharing videos and documents
   d) Enable on-line registration of have-a-go and beginner course events

4. DEVELOP PLACES WHERE COACHES CAN SUCCEED
   Work with clubs that prioritise coaching
   a) Foster a new network of ontarget club developers and provide them with tailored mentoring support and coaching for their members

5. BUILD FOR SUCCESS & SUSTAINABILITY
   Measure and communicate the impact of coaching
   a) Develop and use an objective metric to measure the success of coaching in archery
   b) Implement a training evaluation model

   Secure long-term sustainability through commercial success
   a) Learn from Archery GB’s existing commercial models in coaching
   b) Develop a sustainable business case for coaching

   Provide a foundation of effective governance and dynamic staffing
   a) Establish a coaching team that operates dynamically across the sport
   b) Change outdated governance practice to support not hinder effective decision making

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PART 4
THE PLAN

Measuring Success
We will hold ourselves to account using the following means to monitor progress and to evaluate what we do:

- A standard metric to measure the impact of coaching
- The amount of coaches engaged in training activities
- Feedback and insight from coaches
- Financial sustainability targets

Working as a Team
It is Archery GB's mission to lead, grow and promote archery to create better value for our sport.

To realise this, Archery GB’s Sport Team has been established to achieve the below strategic outcomes:
1. Retention of membership and reduction of drop out among existing young people and adult members
2. Income generation and reduced reliance on the public purse; along with the identification and development of agreed new audiences
3. Provision of a quality experience regarding clubs, coaching and competition and enhanced ‘customer experience’
4. Athlete conversion from Pathway into Podium
5. Medal success at major internationals, Olympic and Paralympic Games

Specialist staff have been recruited and roles have been reshaped to achieve these outcomes, work towards aligned targets, and to gain integration across the sport.

The Coaching Plan for Archery has been designed to help accomplish the Sport Team’s goals. The plan’s implementation will be overseen by Archery GB’s Coaching Systems Manager. We will be seeking engagement with staff, partners, members, and regional and county archery organisations to optimise the plan’s success.

Specific planning of coaching activities in talent and performance environments is featured within Pathway and Podium strategies.
A strengthened coaching system
When this cycle of activity comes to an end in 2021, it is our intention that archery will have a visible and vibrant culture of coaching.

We will have strengthened the coaching system so that it develops people who are skilled at providing motivational coaching experiences, using a British framework. More people, particularly in their first two years in the sport, will have regular access to good quality coaching. The value of coaching and what it takes for it to thrive will be understood in more places. Data and insight will be more effectively used to demonstrate the impact of coaching and inform decision making.

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