

PARTICIPATION TEAM



The Big Reopening Guide

April 2021



Introduction

It is great to see the enthusiasm for archery activities restarting wherever possible around the country. Each club is unique, and will therefore need flexibility to reopen at the right speed for them. The aim of the Big Reopening is to provide clubs with ideas on how to reconnect with all their members and celebrate the return to archery. Regardless of how much or little archery the members have taken part in over the last year, the Big Reopening hopes to see clubs invite and reconnect with all their contacts with a warm welcome, and put archery right at the forefront of everyone's minds.

Sign up

All clubs are encouraged to take part - add as many activities as you wish and choose activities your club can run in accordance with Covid Guidance for your area. If not already done so, please complete the Big Reopening Expression of Interest Form available [here](#)

This pack is full of suggestions to help your club plan out your official Reopening Weekend.

Communication

We know a great deal of effort goes into running clubs. It is always good to recognise the efforts of your volunteers, and thanking them for their work will help encourage them to continue, for example by sharing this [video](#). Once you have a plan, consider when and how your club will communicate the details with everyone in your club, and how members will make a booking.

Recent Sport England research indicated that anxiety levels had a strong influence on whether people were willing to return to their club after lockdown. Check out the guide to Improving Communications [here](#). Good communication can help reduce anxiety and provide reassurance by sharing:

- Details of upcoming sessions, including virtual ones, fun competitions and social events
- Reminders of why we love archery by sharing quotes and images of fun sessions or events
- Details of how your club will follow the Archery GB guidance/ guidance from government, like your booking system, any one way systems, equipment cleaning, and social distancing
- How the new rules have been enforced and sharing the latest [guidance for archers](#)

You may wish to develop a video for your club members. Check out [this video](#) as an example.

Consider the range of different communication channels that work best for different groups of people. Some will prefer certain social media platforms, whilst others might prefer direct contact like email, phone calls or even a knock at their front door if possible. Some people might not have access to certain channels, so adapt your approach and aim for them to hear details more than once.

The current Covid-19 restrictions, personal circumstances and feelings of anxiety can make people feel isolated and disconnected. Providing opportunities for people to get involved virtually can help people stay engaged and connected. People are looking for good news, positive energy and reassurance. Keep your communications upbeat and focused on what is possible. There is more support on continuing effective club communication available [here](#)

The options

1. The Big Quiz

If your club is not meeting to shoot yet, the Big Reopening online quiz could be used to organise an online club social. A quiz also allows social contact with many more members than would be possible at the range, and allows your club to broaden your contacts with members' families, friends, and the wider community. The quiz will be circulated at the start of May to all clubs who signed up for the quiz on the [Expression of Interest Form](#).

Quiz Planning

You could run the quiz at any time during the weekend, but Friday night is suggested as a good way to ease into the weekend, ready for more activities on Saturday/ Sunday.

1. How will your quiz run, who will take on roles, will it be a team or an individual quiz, how will you arrange the teams, how will people sign up, and will there be a prize? Could you involve people from different parts of the club to take on a role and invite their friends along e.g. juniors from your club?
2. Will you offer the quiz for free, or use this as an opportunity to raise funds for a local charity, or the NHS for example? What do you need to put in place to arrange this?
3. Draw up the invite list - how can you get everyone in the club engaged in inviting others? How can you widen your reach to include family, friends, colleagues, neighbours, local community?
4. Could people from the last few beginners' courses be invited, people you have not seen in a while, or those currently waiting for a beginners' course/ have a go?
5. How will you communicate about the quiz? Plan in your messaging and deadlines early
6. Could you prepare a short presentation/ information to share about the club on the night, including when the next beginners' course is, or an invite to the Big Weekend (9-11 July)



2. Workparty or 'Club Building' day

With all the previous restrictions, you may not have had the opportunity to 'spring clean' your club venue. As part of the Big Reopening, why not plan a workparty day or 'club building' day, to invest in your club? With careful planning, ensuring people are dispersed in small groups outdoors, and complying with guidance for your area, volunteers could help get the club ready for the spring and summer season.

Workparty planning

- Encourage sign up through club newsletter, videos, phone calls, Whatsapp/ Facebook etc
- Organise equipment needed- allocate budget if required
- Clearly describe the activities and numbers required – be specific in each time slot
- Use a booking system to allocate volunteers in 1- or 2-hour slots but can sign up for more
- Bookings can be an individual or a household/ permitted bubble
- Decide how many people are needed per slot and are safe to allow in the space available
- Appoint team leaders or overseers if needed
- Give volunteers responsibility and trust them
- Thank every volunteer on the day, and make a note to acknowledge more widely in some way e.g. in the club awards, a free ticket to the next social, a membership fee discount
- Keep notes of the impact/ learning so you can plan improved days in future

Possible workparty tasks:

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|  Maintaining your field course |  Range marking, marker maintenance |
|  Tree/shrub/flower planting |  Repair of benches/ picnic tables |
|  Cleaning or servicing the mower |  Maintenance or cleaning outside of clubhouse, storage areas or toilets |
|  Electric fence installation |  Repairing/ painting wheeled bosses/ stands |
|  Jet washing paths etc |  Cutting hedging, grass, or undergrowth including overshoot areas |
|  Club equipment inventory |  Digging trenches for repairing sewerage |
|  Laying paths |  Repairing/repainting signs and markers |
|  Repacking bosses | |
|  Repairing/ tidying storage spaces | |

Many thanks for input from Deer Park Archers, Guildford Archers, Overton Black Arrows, and Waterside Archers.

2. Back to archery!

It is great to hear that many clubs are back shooting, but we know others are not yet able to open, perhaps due to circumstances out of their control. The Big Reopening weekend might be a date these clubs could aim to restart archery if permitted - all shooting must comply with the Guidance for shooting in your area of the country.



If you are already able to offer shooting sessions, who has not already been back to the range that might need some extra encouragement? How can you maximise the impact of the Big Reopening?

- Is there anyone you would like to especially invite back to shooting, and what do they need?
- Can you offer greater space allocation for archers previously shielding, who may appreciate the extra reassurance?
- If practical for your club, are there archers who have not reconnected yet, who could be invited to book an exclusive session together, such as a group of juniors, women and girls, disabled archers, elderly archers, or any other group your club connected with previously?
- Are there people from the last couple of beginners' courses who may need a personal invite back, and some extra support to refresh their shooting skills?

If your club cannot access your range by 7-9 May, would it be possible to arrange an opportunity at another club's range? Or use the weekend to do something else to ensure everyone is still in touch.

3. Picnic (or other social activities)

As your club complies with the Guidance for archery in your area, clubs are given an exemption, for example in England- the Rule of 6. However, all other activities including those of a social nature would not be classed as organised sporting activities, and would therefore need to comply with all the usual Covid rules for your area. If it is permitted, you could create more time to socialise by arranging a small group picnic. Other ideas might be a socially distanced walk in a small group, small group garden party, or to book a time in outdoor hospitality in small groups. For these activities, please carefully check latest guidelines.



Other key points

Photo Competition

It is good to keep club photos and videos up to date, but this has been very difficult over the last year. Use this opportunity to take as many photos as possible which you can use to update your club information, website, and Social media channels as required.

Please collect the relevant consents to take and share these photos and share your best photos with Archery GB. You may already have consent, but if you need the template Photography and Filming consent form please find it [here](#). You might have one person tasked with taking photos, or a number of people. Even photos taken with mobile phones can be good quality, and well framed. Archery GB will be running a photo competition looking for good quality photos for prizes available in three categories:

- **Best spread:** send us a shot of your Covid-compliant refreshments
- **Back on the line:** an unusual, creative, or amusing shot from the archery taking place
- **What a face:** any expression captured on the weekend that perfectly summarises a moment

The winning club will win one of the following prizes:

- 12 Beginner Handbooks to give to participants on your next club beginners' course
- Club session for 2 hours online with Lloyd Brown, Archery GB Coach Development Manager
- A free space for a club member on the 'Empowering Archery' online workshop (Part 1)

Photos may be used in promotion for the Big Week 5-9 July, and the Big Weekend 9-11 July.

Feedback

Please keep a record of all your activities over the Big Reopening weekend- we would really value hearing how it has gone. Please record:

- How you communicated what was happening in advance
- What activities you ran
- From the bookings, how many people took part: male, female, and if under, or over 18
- If you were able to reconnect with people previously not engaged with the club
- How the weekend was received by those taking part
- Any videos produced to help thank your volunteers or showcase your club and archery
- Anything else you feel is relevant and helpful to pass on

After the weekend, Archery GB will contact you to ask for feedback. The feedback deadline is 16 May. Thank you for signing up, and all the very best with your plans!



Attracting new members

Your club may feel comfortable offering beginners' courses and taster sessions now, or in the next few weeks. Archery GB will provide greater clarity on large gatherings of the general public at open have-a-go events before the summer.

This does not stop us beginning to make provisional plans for July by looking forward to the Big Week (5-9 July) and Big Weekend (9-11 July). This could be the biggest Big Weekend yet!



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