



**2021-2022**  
Archery GB

**YEAR IN FOCUS**

[www.archerygb.org](http://www.archerygb.org)



ENRICHING LIVES THROUGH ARCHERY

***Welcome to Archery GB's 2021-22 Year in Focus, which highlights organisational developments over the past year and outlines our progress to date with our new strategic objectives.***



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**Mark Briegal**  
**CHAIR**

# ***INTRODUCTION FROM OUR CHAIR***

The past year has continued to be affected by Covid, but we are seeing some return to normality as 2022 unfolds, albeit with continued uncertainty.

Archers have been able to return to ranges across the country and we are delighted that our membership is getting back towards our pre-pandemic numbers. The return of shooting and competitions has been a highlight of the past year. On the international stage, we have been so proud of all those who have done so well at the Olympics, Paralympics, World, European, Vegas and Dubai shoots.

One of my personal highlights of the year was being able to attend the Club and Volunteer Awards at Lilleshall and meeting so many of our volunteers in person to thank them for the amazing work they do for AGB.

We have sadly lost a number of members of our archery community this year and the loss of former chair Dave Harrison will be felt by many. He, like so many others, contributed so much to our sport.

As ever, I want to thank all our hard-working staff, volunteers and you, our members, for your support during the year.

***We hope you will all work with us as we continue with our mission of 'Enriching lives through Archery'***





**Neil Armitage**  
**CEO**

## ***Overview from our CEO***

It has been a challenging year for archery, however it is rewarding to see that the spirit of our great sport prevails. This past year has demonstrated that the archery family in the UK is both determined and supportive. It presented us with significant opportunities for improving the awareness of our sport via the media due to our athletes' appearances at the Olympic and Paralympic Games in Tokyo. Bringing home medals attracted the interest of a wide variety of broadcasts and news programmes on television, radio and other outlets, which brought attention to the grassroots as clubs were often featured in the coverage.

Our membership has seen the green shoots of growth coming out of the impact of the pandemic. This has been helped in part by our new Start Archery website appealing to those coming into the sport with no knowledge of archery at all. The confidence of our funding partners in archery has increased, evidenced by uplifts in funding from both UK Sport and Sport England. This helps AGB deliver more and better archery development projects up and down the country in addition to the support for our Olympic and Paralympic Performance Archery programmes.

Our new strategy has important focus on inclusion. We want as many people as possible to have the opportunity to try and take up our sport. By engaging with new communities in more locations we hope to increase the diversity of our sport, reaching people from different places in the UK, and we hope to see equal numbers of men and women and diversify archery into more urban settings in addition to the more traditional rural ranges.

“

*We look forward to the next 12 months as we implement some exciting plans which I am keen to share with you on our planned roadshows later this year.*



# STRATEGIC PLAN

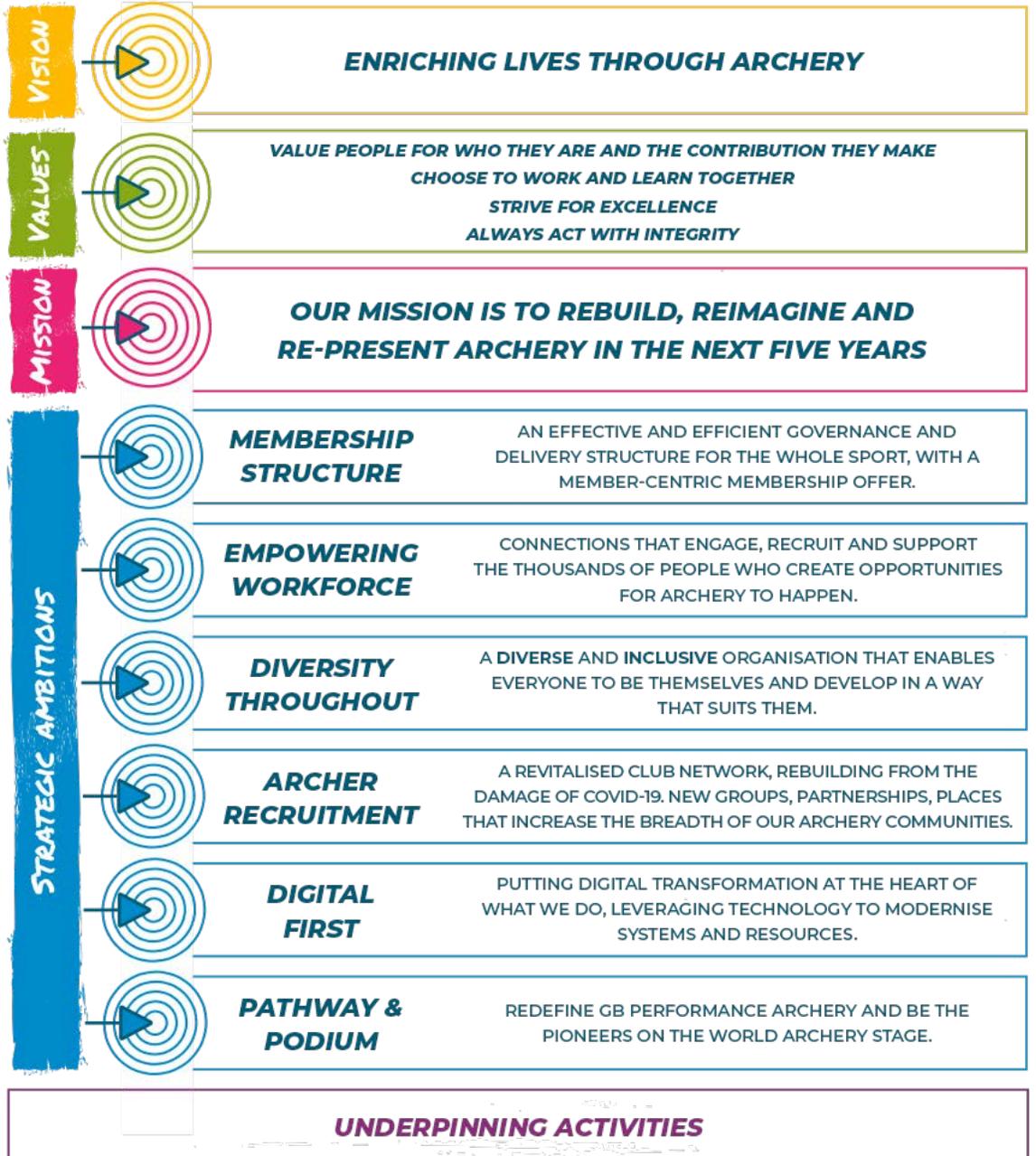
## OBJECTIVES 2021-26

Archery GB's role is to facilitate safe participation for current archers and to develop the sport so anyone who wants to take it up can do so. Archery is an inclusive sport – this is our mantra, and we will ensure the theory works in practice. We will focus on diversity issues, and strive to improve accessibility to archery across communities where the sport is currently underrepresented – we want to see everybody enjoying archery.

# STRATEGIC PLAN



ENRICHING LIVES THROUGH ARCHERY



# MEMBERSHIP STRUCTURE

An effective and efficient governance and delivery structure for the whole sport, with a member-centric membership offer.

# **STRUCTURE REVIEW**

## **MEMBERSHIP STRUCTURE**

The last two decades has seen a great deal of change at Archery GB, and more broadly within the sport itself. These changes have led to several opportunities and challenges for leadership, volunteers, membership, and others across the archery landscape.

Since April 2021 we have been working with Counsel Ltd, experienced consultants who have led similar reviews across the sporting world. By undertaking a structural review of the sport, we have met with regions and home nations, communicated to the county associations and areas, fed back to the working groups and updated the Archery GB board.

### STRUCTURE REVIEW

All of this work has resulted in several recommendations:

**1. *A self-assessment tool***

to allow self-reflection on the current status of culture/structure/governance and areas for development

**2. *A framework/principles document***

Devise and communicate minimum standards and examples of best practice.



### STRUCTURE REVIEW

#### **3. Seek greater clarity and streamlining of current volunteer roles and functions**

through a tangible solution such as a resource guide or toolkit, developed after a facilitated workshop with key personnel to better define future roles.

#### **4. Explore options for structural changes**

Either keep current structures in place and to attempt to drive efficiencies and improvements within these parameters, or reform by making changes within current broad structures (e.g. evaluate and equalise resources for counties and regions).

*Further consideration and discussion is required with the membership on Option 4. However, we will progress recommendations 1 to 3 as these are seen as supportive measures that we would undertake whichever route taken.*

# MEMBERSHIP REVIEW

Alongside the structural review, it is important to look at our membership offer. Our strategic plan sets out the vision of creating a membership model for the future and a simple, more streamlined approach. We will investigate the move towards a member-centric, value-based offer, and move away from the aged-based offer we currently have.

We have engaged Ragdoll Research, a market research company we have used for the last few years, for the customer satisfaction survey, or C-SAT. Ragdoll already know a lot about our members and their views through the C-SAT and are best placed to help us move forwards.

## MEMBERSHIP STRUCTURE



## **MEMBERSHIP STRUCTURE**

### **MEMBERSHIP REVIEW**

After initial club secretary and sounding interviews, we will reach out to the wider membership and seek views on what really matters to our members. We will also include potential and lapsed members to ensure that we do not miss any added value that could enhance the membership offer.

*The membership review started in February 2022 and we will share findings from this in due course.*

# EMPOWERING WORKFORCE

Connections that engage,  
recruit and support the  
thousands of people who  
create opportunities for  
archery to happen.

# COACHING

EMPOWERING WORKFORCE

In 2021 we launched **Archery GB's Session Coach Award** to replace the Level 1 Award in coaching archery. We've taken quite a different approach to ensure that training is more accessible to a broader range of coaches. The key changes are a new modular format, a hybrid of online and in-person learning, and resources provided through Learning Curve, rather than printed materials that can't very easily be updated.

We have also worked closely with the University of Birmingham to include content about what it means to create an **'Empowering Climate'** – this is a big shift in thinking that will have an impact on how individuals are catered for in archery for years to come.



# JUDGING

EMPOWERING WORKFORCE

## JUDGE ANNUAL CONFERENCE

The conference was held on 7 March 2021 and 110 participants attended.



## JUDGE WORKING GROUP

## EMPOWERING WORKFORCE

When the committees were disbanded in 2017, **the Judge Working Group** was created, which comprises a number of judges who support the link between Archery GB and the judging community. A decision has been made to change the working group to allow for a more focused approach. Archery GB will now have a Judging Working Group and a Judge Training and Development Group. Having the education of judges separate to the main group should allow for more focus to be given to education to keep our judges world class. The working group will therefore be able to focus more on the day-to-day activities of judges and what the needs are, be that kit, funding or general support. The working group will be made up of all the JLO's and four additional members who will be recruited through an open recruitment process which any qualified judge can apply for. The judge training group will be created on the same basis but judges in this group must be at a national judge level or above.

# VOLUNTEERING

EMPOWERING WORKFORCE

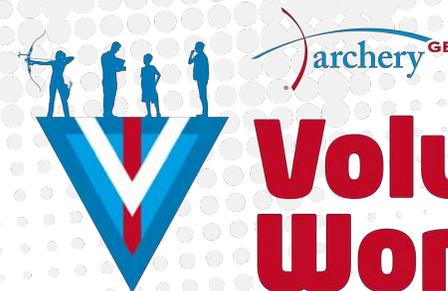
## 2021 CLUB & VOLUNTEER AWARDS

The new look 2021 Club & Volunteer Awards took place on 30 September to celebrate the extraordinary efforts of those who have sustained archery through the previous 12 months. The event combined the **ontarget** Club and Volunteer Awards into one evening, which was held at Lilleshall, as well as being streamed online for those unable to attend in person. Anyone could nominate an individual or organisation and we received a total of 69 nominations across the ten categories, including Volunteer of the Year, Disability Archery Award, Coach of the Year, and Club of the Year. It was a great opportunity to highlight the incredible efforts that volunteers invest in making the sport a success.



### VOLUNTEER LOGO AND WEBPAGE

To unite our amazing volunteer workforce, regardless of what type of role they undertake e.g. coaches, judges, ambassadors, club, county or regional volunteers, we have created a new volunteer logo. We have also updated the [volunteer page](#) on our website to include some useful resources such as template role descriptions and a volunteer induction template. Assisted by a working group, we have also developed a club handy guide to recruiting, supporting, developing and rewarding volunteers.



# Volunteer Workforce

### **VOLUNTEER TRAINING PROGRAMME**

Through our online and in-person webinar programme we have delivered 49 training events to 1,596 people.

### **AMBASSADOR & MENTOR PROGRAMME**

Our ambassadors and mentors have continued to do a fantastic job in promoting and developing archery and raising the profile of volunteering. We have also reviewed the programme and have begun recruiting a second group of ambassadors.



## EMPOWERING WORKFORCE

### LEARNING CURVE

We have opened up Learning Curve so all clubs can access the site resources and interact with other like-minded people.

### COMPETITION VOLUNTEERS

Archery GB held ten national events in 2021 thanks to the help of more than 60 volunteers and judges.



# DIVERSITY THROUGHOUT

A diverse and inclusive organisation that enables everyone to be themselves and develop in a way that suits them.

## DIVERSITY THROUGHOUT

### **OOMP! OLYMPICS**

We supported the **Oomph! Olympics** which offers care home residents the chance to take part in a series of fun activities based on Olympic sports, specially designed to boost mental and physical health. We produced two archery related activity cards and provided other resources, including an article about the history of archery, quizzes and videos. To take part, every week the care home was asked to submit a photo or video of residents and the wider community getting involved in the week's theme. Carol Bladen, Peter Gregory and Gayle Pink helped judged the competition's 'Fun' category with the winning care home receiving an Arrows soft archery kit as a prize.



## DIVERSITY THROUGHOUT

### **ACTIVITY ALLIANCE'S INCLUSIVE ACTIVITY PROGRAMME**

As part of our workshop programme, we have delivered four Activity Alliance's Inclusive Activity Programme workshop to help volunteers support people with disabilities at their club.

### **WOMEN IN SPORT PARTICIPATION JOURNEY'S RESEARCH**

We supported the Sports Marketing Surveys' research initiative, which focused on women's participation journeys, between genders, for sports participation habits at key life stages.



## DIVERSITY THROUGHOUT

### PROJECT RIMAYA

We are working with nine organisations around the country to increase accessibility to the sport in ethnically diverse communities. In addition, we're in the process of building new partnerships with five further clubs and organisations around the country about setting up archery.

A video documenting an archery taster session at The Hubb in Sheffield can be seen on the Start Archery website: <https://startarchery.co.uk/article/project-rimaya-empowers-muslim-communities-through-archery>



## **NATIONAL CAMPAIGNS**

We supported Black History Month and Inter Faith Week.

## **DISABILITY CHAMPIONSHIPS, SCREENING & CLASSIFICATIONS**

The Worshipful Company of Fletchers' Disability Championships 2021, took place on 11 September. The archers completed a qualification round followed by a series of head-to-head matches to determine the winners of each discipline. To help support disability archery, we organised opportunities for archers to undertake an initial screening or full classification at the event. Ellie Page and Nicky Hunt, who have recently trained as classifiers, conducted the screening and classifications.



## DIVERSITY THROUGHOUT

Archery GB has secured disability funding from the Worshipful Company of Fletchers and Fletchers' Trust, as part of a four-year initiative, until 2024. Work will focus on four main areas: participation, training, competition, and classification.

For more information visit: [www.archerygb.org/archery-gb-secures-disability-funding-from-worshipful-company-of-fletchers](http://www.archerygb.org/archery-gb-secures-disability-funding-from-worshipful-company-of-fletchers)



# ARCHER RECRUITMENT

A revitalised club network, rebuilding from the damage of Covid-19. New groups, partnerships and places that increase the breadth of our archery communities.

### REBUILD ACTIVITY FUND – ROUND 2

Our second Rebuild fund prioritised inclusion, from which we allocated £9,217 to support 30 clubs to return to archery.

### BIG REOPENING

45 clubs signed up to the Big Reopening weekend and delivered activities across the weekend of 7-9 May 2021, but at least six events were postponed due to bad weather conditions. Positive feedback has been received from 21 clubs so far, highlighting a total of 586 people attended their events (an average of 28 people per club), 90 of which had not been back to archery in the last 12 months, and 163 were new participants to archery.



## ARCHER RECRUITMENT

### **THE BIG WEEK AND BIG WEEKEND**

The events were held in early July, despite continuing concerns and challenges with Covid rates. A total of 49 clubs and archery providers took part, hosting more than 80 events, in the ten-day period. The new Start Archery website, branding, and newsletter sign-up, were used to promote archery and provided useful information to beginners. Feedback showed that more than 2,500 people attended a Big Weekend activity, which is an average of 44 people per event. In comparison with previous years, higher numbers of people signed up to beginners' courses on the day: an average of 15 people per event.



### PROMOTION

Archery had presence at the National Camping & Caravanning Week (1 – 6 June) and the Game Fair (23 – 25 July).

### YOUNG PEOPLE

We promoted the delivery of archery in schools as an ideal socially-distanced outdoor sport. We have updated archery information on the [School Games Website](#) and have supported the launch of the YST new [activity hub](#) to help children achieve 60 minutes' exercise a day, by providing archery related activities and games. We supported Sarah Gibbs and Hilly Longman to developing a [Virtual Schools Archery League](#) and forged a partnership with Team GB's Get Set initiative to promote Arrows archery in primary schools and the Big Week and Big Weekend.

### **RANGE RETURNERS CAMPAIGN**

To welcome people back to the sport, we created two range returners pages on our website and invited clubs to sign up to become 'range returners' clubs. Page views for the two pages combined were 4,789 with 2,848 users, of which 47% were new visitors to our site. Two volunteers from each club were offered free places on our Empowering Archery course to help them provide a welcoming environment to returners. So far 53 clubs have signed up and welcomed members back. To further promote the scheme we ran a Facebook advertising campaign reaching 18,561 users. We also emailed 15,998 lapsed members last summer before widening this number to 23,501. Open rates were around 38% with many taking advantage of lower renewal rates and six free refresher sessions. For 2021/22 we have so far welcomed back 1,071 range returners (up on last year's figure of 803). We plan to relaunch the campaign with a focus on encouraging more women back into archery in the spring.

# PATHWAY & PODIUM

Redefine GB Performance  
archery and be the pioneers  
on the world archery stage.



ENRICHING LIVES THROUGH ARCHERY

# PATHWAY

Despite Covid-19 still presenting some challenges, we were grateful and excited for Pathway programmes to have resumed a normal cycle in autumn 2021 following 18 months of significant disruption and restrictions.

Together with specialist coaching, athletes are supported with developmentally appropriate sports science and medicine support including psychology, physical development, nutrition, performance lifestyle, menstrual cycle function, anti-doping, mental health and anti-doping education.

**PATHWAY & PODIUM**



## **PATHWAY**

A long-term project is ongoing to explore how we can support athletes to develop resilient behaviours and responses. In addition, a new focus on the physical athleticism required to be a Performance Archer is shaping strength and conditioning programmes for athletes throughout the Pathway.

Pathway is committed to developing inclusive environments which promote a 'whole-person' approach to athlete development. Athletes are encouraged to explore and develop their identities on and off the line. And a positive culture around mental health and diversity is promoted through education and everyday interactions.

## **PATHWAY & PODIUM**



## **PATHWAY**

As well as supporting ambitious athletes, a key function of the Pathway is to provide opportunities for performance-minded coaches to develop their practice.

In June 2021, we launched an exciting new project with Performance clubs to understand the experiences of coaches working at this stage of the Pathway. Key action points were identified, including opportunities for coach development, better horizontal and vertical connections throughout the Pathway, and creation of a shared performance identity. Work has already started on bringing these ambitions to life and we look forward to realising our new vision for Pathway early stages as we move forward together.

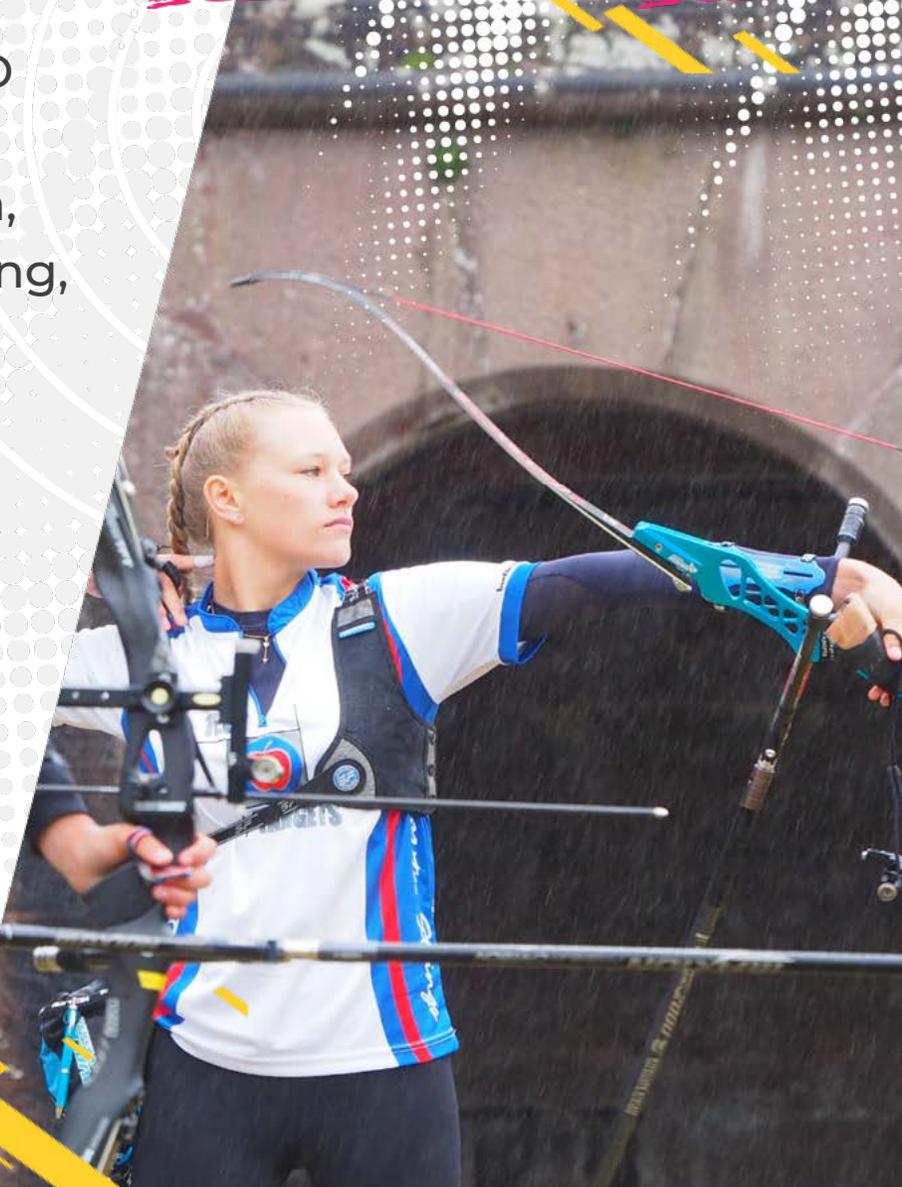
## **PATHWAY & PODIUM**



## **PATHWAY**

At the Pathway academies level, a number of bespoke CPD opportunities are in place to support coaches to facilitate optimal environments for athlete development. In addition, through valued partnerships with UK Sport and UK Coaching, we have offered specialist coach development courses to coaches working throughout the Pathway.

## **PATHWAY & PODIUM**



# PODIUM

2021 saw the long-awaited Tokyo 2020 Olympics and Paralympics take place. The additional year had some benefit in enabling some athletes to reach peak performance, but also, due to the lack of competition opportunity in the lead up to the Games, some couldn't capitalise on the success of 2019. The Paralympic team brought home one gold and one bronze medal, whilst the Olympic team brought home a fifth-place finish in the men's team.

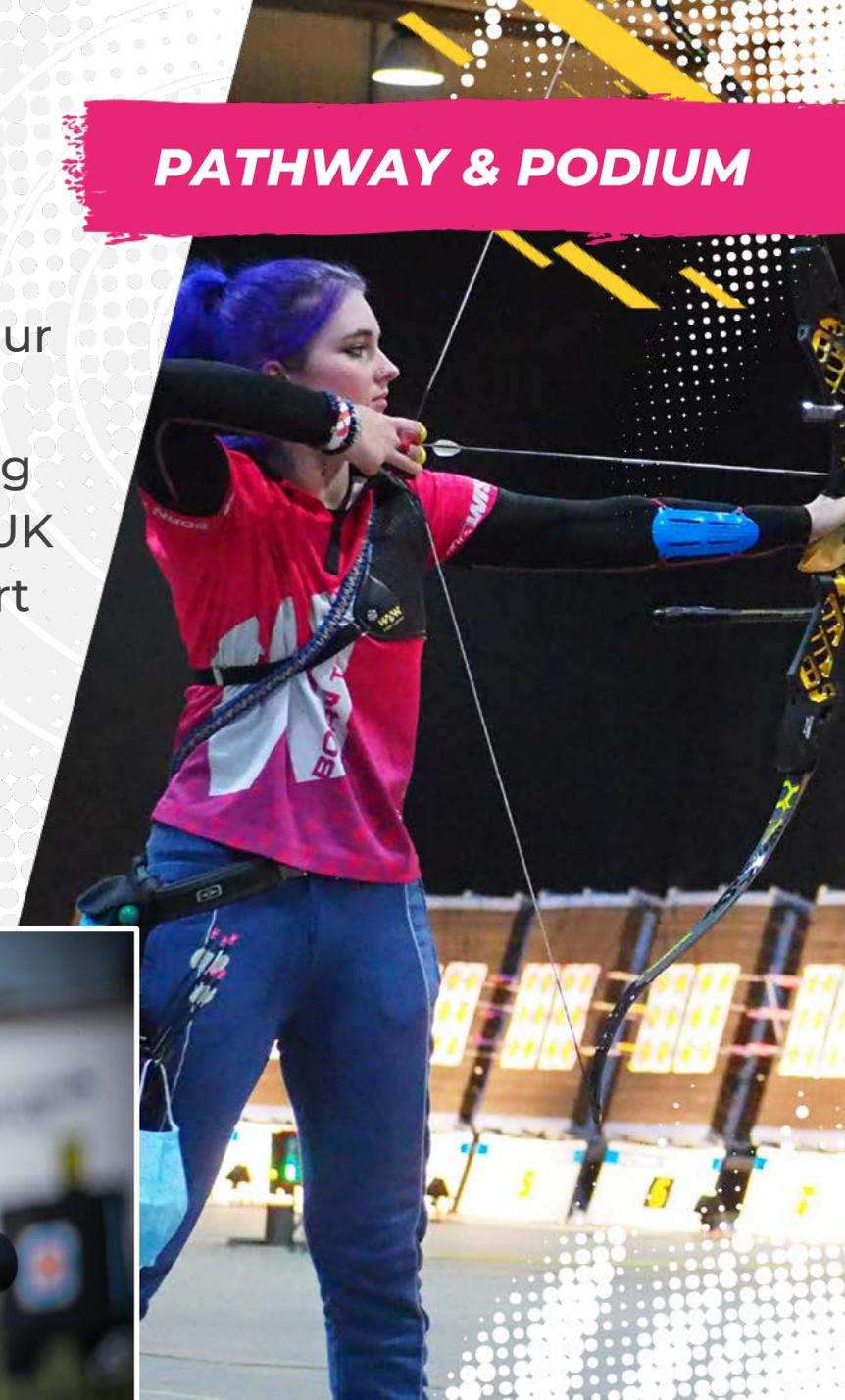
## PATHWAY & PODIUM



## PODIUM

As we look ahead to the Paris 2024 cycle, we work towards our strategic ambition to redefine Performance archery and become pioneers on the world stage. Exciting plans are being finalised for a new Performance archery facility at Lilleshall; UK Sport has awarded additional funding to enable us to support up to nine Olympic athletes; senior performance roles, to aid the alignment of the programmes, have been filled and a Performance coaching review has been completed with recruitment for new positions to start shortly.

## PATHWAY & PODIUM



## PODIUM

We are now preparing for a full competition season, which started with the World Archery Para Championships in Dubai in February, where athletes won silver in the recurve doubles and two bronze medals in the compound open events. Training camps for both programmes are providing optimal preparation and increasing exposure to meaningful arrows, to enable us to deliver performances and optimal quota spots in 2023.

## PATHWAY & PODIUM



# AGB ANNUAL ANTI-DOPING REPORT / January to December 2021

**PATHWAY & PODIUM**

UK Anti-Doping, in collaboration with DCMS, published a revised National Anti-Doping Policy which places greater emphasis on the role sport national governing bodies play in the Clean Sport landscape.



ENRICHING LIVES THROUGH ARCHERY

## AGB ANNUAL ANTI-DOPING REPORT

## PATHWAY & PODIUM

All sport NGBs in receipt of public funding are required to meet the criteria of UK Anti-Doping's new Assurance Framework. Over the last period, we have been working on the submission of this framework which focuses on six main areas:

- Organisation and Governance
- Legal
- Education
- Communication
- Intelligence
- Testing

This work has included the update of our Clean Sport education strategy and implementation plan for 2022 through until 2024.

## AGB ANNUAL ANTI-DOPING REPORT

### GOVERNANCE

In November 2021, Andrew Stanford was appointed as Archery GB's 'Board Champion' for all Anti-Doping matters.

## PATHWAY & PODIUM



### EDUCATION

Covid-19 reduced our Clean Sport education programme delivery during 2021. However, the following education was able to take place:

- World Class Performance Programme (athletes, coaches, and support personnel) completed Clean Sport 2 sessions. 24 Athletes and 16 Staff/Officials.
- Olympic Team, reserve athletes coaches and support staff completed a Tokyo Clean Games session. 6 Athletes & 5 Staff/Officials.
- Paralympic athletes, coaches and support staff completed a Tokyo Clean Games session. 7 Athletes & 7 Staff/Officials.

### EDUCATION

- 20 Performance Pathway athletes continued to receive education as per Archery GB's Education curriculum, this included 4 workshops throughout 2021.
- 17 Northern Ireland athletes received Pathway session 1 (Background, 100% me, Strict Liability).
- 30 NAG athletes received Pathway session 1 (Background, 100% me, Strict Liability).
- 18 athletes and 2 officials on our Field and 3D teams completed a Clean Sport 1 session ahead of their international events.



# **DIGITAL FIRST**

**Putting digital transformation  
at the heart of what we do,  
leveraging technology to  
modernise systems and  
resources.**

## DIGITAL FIRST

At the end of 2021 we surveyed all new and returning members to measure the impact of our PR activity and microsite, and discover more about their journey into the sport while identifying topics of interest. We had more than 1,200 responses including over 900 suggestions for future beginners' ezine content.

This research has been used to underpin our new members' newsletter, Skills and Drills. The first edition was sent in January 2022 to 5,051 subscribers. An open rate of 57% suggests a high level of engagement among new archers. These ezines will now be sent on a monthly basis with content aimed at engaging people beyond their beginners' course.



As the weather warms up, we're back with another edition of this month the focus is on getting both you and your gear ready for the season.

There's also still a few days left to sign up for our free webinar, **Clout!**. If your aim this year is to try a new archery discipline, this is a perfect opportunity to find out all you need to know about clout. The webinar will take place on **Tuesday 5 April** from 7pm. Or scroll to the bottom for instructions on how to book your place.

[Sign up here](#)

Also in this edition, George Davidson, former Olympic archer, shares his tips on **basic kit maintenance**, perfect for the indoor season.



## DIGITAL FIRST

We have produced a website tender for refreshing the old AGB website this year and appointed a developer. Input was received from members through the customer satisfaction survey and from staff. The new site should go live in Q3 2022.

We are liaising with Sport:80 on testing increasing automation and digitalising more functions including using open data to allow people to book direct onto a beginners' course through Start Archery.

### **SAFEGUARDING – PROTECTING YOUNG PEOPLE AND VULNERABLE ADULTS**

During 2021-22, we continued to deliver alongside our 2020-21 safeguarding action plan while also considering our approach for 2021-22.

For 2021-22 we will continue to embed safeguarding across the sport, raising awareness of the importance of ensuring young people and vulnerable adults can take part in our sport safely.

During the year, we carried out a club HealthCheck survey to gain insight into how clubs are managing safeguarding and what policies and procedures they have in place. We had a positive response to the survey and were encouraged by how many clubs have good safeguarding standards already in place. We will be working to support all clubs in 2021-22 to raise awareness around safeguarding so we can all play our part in making our sport safe.

The annual CPSU framework audit took place in November 2021. All NGBs that have achieved the Safeguarding Standards are required to have an annual review to assess compliance with these Standards. The aim of the process is to establish to what extent organisations are maintaining and embedding these standards.

Each year the audit consists of:

- Completion of a safeguarding checklist to establish basic compliance with safeguarding requirements.
- Maintenance of prior year's safeguarding action plan and review of current year's plan and agreed approach.

Annual ratings provided to indicate:

- 'Met' – the organisation was meeting their safeguarding obligations.
- 'Conditionally Met' – the organisation was meeting their safeguarding obligations based on an agreed action plan with a clear timescale to work towards.
- 'Not Met' – the organisation was not meeting their safeguarding obligations, and discussions with the funding agency were required to develop and monitor a plan to address this.



## Ongoing Activities

We are pleased to announce the rating applied by CPSU was 'MET' – safeguarding is embedded.

For those individuals, parents, and members who are not club members and/or do not wish to report a concern through the usual club route, we have created an online form that sits on our website. Once completed, it will go direct to our safeguarding & welfare team. It will be treated as confidential, and concerns can be raised anonymously, although this does restrict how we can investigate them.

The same form and process can also be used for raising discrimination concerns and again these will go directly to our safeguarding & welfare team.

### Safeguarding Reporting

Home > About us, Structure & Safeguard > About Us > Governance > Safeguarding

You can submit an ANONYMOUS report by using an anonymous email address. If you are not contacted about your report please make sure you include your contact details.

Your Email address

Subject

First name (optional)

Surname (optional)

Contact number (optional)