

We are always seeking to attract & retain members.

Through our many activities, satellite clubs, school games, open community sessions, day care centre visits, corporate activities etc we provide literally thousands of people the opportunity to try our sport every year.

Our Beginners Courses are available as group or individual programmes, joining fees are extremely low & multiple winter venues are attractive.

We monitor our annual loss rate, which is now just below 20% but more importantly the reasons for leaving and the good news is that they are for reasons entirely out of our control, primarily life style, no time to practice, work commitments & attending College or University.



A warm reception on club nights

A large proportion of non shooting members and coaches are present at every session which facilitates greeting guests, new and existing members!

- ★ Buddy system for new members.
- ★ Inclusive, supportive culture ensures everyone, including parents feel welcome.
- ★ Regular team building and social events ensures warm reception is not a one off!
- ★ Integrated sessions (junior/senior, recreation, performance, disabled) ensures everyone feels welcome but still maintains a level of individual independence.

DEER PARK ARCHERS

LIMITED



Brochure 11 of 18
Feb. 2017

Active Community

Making it easy to participate!

Introduction

As a club we are passionate about our role in the community and that means being active not passive. It means being unrestricted, open and part of society. We do our best to support the strategies set out by our Governing Body & Sport England but that is not enough. We do our best to support our Parish, Borough & County Councils strategies, our local residents, our schools, local businesses and all sectors of our society, the list is endless.

If readers are asking themselves 'why would we do that?' then they should try the approach it is rewarding on so many levels and is a key element of sustainability.



We are members of Archery GB & their 'Ontarget' Club Development Programme where we hold all 3 specialisms, Community, Young People & Performance.



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We openly advertise opportunities to participate.

- ★ Well maintained website with blog.
- ★ Run regular open community 'have-a-go' sessions.
- ★ Very active with our CSP running after-school clubs and school games events for literally thousands of children.
- ★ Publicise through specialist disability groups including, Allsorts, Ablaze & Health Service Watch.
- ★ Close links with Parish, Borough and County Councils & Recreation Centres.
- ★ Close link with XPA links club with corporate clients.



We identify barriers and find many solutions.

- ★ We have twice been awarded the Archery GB Ontarget Awards for Innovation and once for Partnerships. Reasons why include:
- ★ Shortage of coaching resources, - developed Coaching Assistants.
- ★ Shortage of coaches to work with special needs groups - trained their staff to become coaches.
- ★ Low ethnic minority participation, - formed satellite clubs in a school & Recreation Centre with higher representation.
- ★ Make costs more affordable & accessible - formed partnerships to secure cheaper venues.
- ★ A venue became overcrowded and target shoots difficult to plan - introduced online booking system and split session into 2 separate ones.

Providing regular practice times for our members.

★ With such a big club particularly in the indoor season this can be challenging, however having established a few basic principles our system seems to work! With 5 geographically spread regular venues we have excellent facilities! For the majority of sessions we fully integrate juniors, seniors, disabilities, recreation & performance archers offering almost daily sessions against an established programme.

However even at our outdoor ground we do not allow open anytime shooting, we wish to remain a club not be just a venue.

In addition to the regular programme we organise numerous trainings, workshops, club target shoots, record status competitions and often use an online booking system to ensure we are organised.

Loan equipment (foc) is transported to most indoor venues, we ensure there are suitable targets for everyone and have an almost completely wheeled outdoor range.



Strong Council & CSP Links

We have well established links with our Community Sports Partnership - Active Gloucestershire, in particular through the running of the School Games, Satellite club funding, disability activities and coach training.

We also work well with our Parish, Borough & County Councils supporting various initiatives & activities also grant application support.

Likewise with the local NHS, Recreation Centres and Specialist Educational Needs Organisations and of course local businesses.