



ontarget

PERFORMANCE CLUB



Performance Specialism

Performance Clubs

Performance clubs strive to improve the performance of archers, coaches and officials, on a consistent basis.

They are able to plan for progression in all areas and they understand the need to develop archers by creating opportunities to train and perform. They see suitable competition and training as fundamental drivers in raising the performance of any archer and work with others to offer opportunities to their archers and those who support them, like coaches and judges.

A performance club is open to new ideas and seeks to create an environment that encourages excellence. They want archers, coaches, judges and volunteers to achieve their potential and satisfy their own goals.

Performance clubs will assist in establishing a culture of performance development and works at a local level for archery in clubs, schools and community settings. Over time Performance clubs will work to improve the overall standard of archers as they move along the talent pathway.

Specialisms

Specialisms have been developed so that Archery GB can recognise clubs that are working hard in specific areas of the sport and to help clubs develop in specific areas. Three areas of focus are 'Community', 'Young People' and 'Performance'.

What are the benefits of taking part?

'Community', 'Young People' and 'Performance' are considered aspects of the sport we need to develop in order for the sport to grow. Joining the specialism phase will offer the following benefits:

Recognition

Archery GB will seek to promote these clubs above others as examples of good practice and we will help share their experiences with others in order to promote archery to the wider archery family. Clubs embarking upon the Performance specialism strand will be displayed as a Performance Club on the Club Finder, be able to display the Performance logo on the club website and have access to the **ontarget** Club & Volunteer Awards.

Rewards

The main reward is a better club. We also think that clubs who join the programme and embark on a specialism will be more attractive to those outside of the sport. Performance clubs would have a thriving club atmosphere, be aligned with the Performance objectives of Archery GB and be providing an environment for all members with the opportunity to

reach their goals. A tangible rewards programme will be available for clubs to access on achieving the specialisms, including a small grants scheme to help develop activities.

Development

A Performance focused club, thinking about what the next decade will bring to the sport, will be a focal point of archery activity – with the archer central to the club’s activities. They will be in a position where they can exploit opportunities for archers, coaches and judges to reach and exceed their goals. Clubs will be able to access officer support and guidance.

Characteristics of a Performance Club

Clubs will be assessed, in part, through the submission of evidence to demonstrate that they are displaying the characteristics of a Performance club. Importantly how the club operates on a daily and weekly basis will be the primary assessment for a Performance club.

It is expected that the following characteristics will be displayed:

- P1. The club encourages an **atmosphere** where sporting excellence is **encouraged and promoted**.
- P2. **Tailored** programmes and training sessions are offered to members on at least a **weekly** basis
- P3. The development and recruitment of **coaches and judges** is properly planned to support performance archers
- P4. The club facilitates archers to see **competition** as a driver for performance
- P5. The club proactively works with **other bodies and agencies**
- P6. The club understands the need to constantly progress archers on to the **next level**
- P7. The club is comfortable with **innovative** thinking, discussion and works to find **solutions** through a plan of action

Applying for Performance specialism

To apply for the Performance specialism, you are required to:

1. Display the characteristics throughout your club’s activities, and
2. Offer evidence on the activities that the club is currently providing in relation to each of the characteristics listed above.

The following sections will be helpful when you are submitting evidence or deciding what activities need to be undertaken to meet each characteristic used in the assessment of the Performance specialism. Each section contains the characteristic to be displayed within the club; suggestions for activities that clubs may consider, and are supported by case studies from other **ontarget** clubs

Performance Club Specialism – Further Information

P1. The club encourages an atmosphere where sporting excellence is encouraged and promoted.

A culture of performance doesn't just happen; it is planned and resourced effectively. It's about getting the right people, doing the right things, with the desire and the will to improve.

The club understands its pivotal position as the backbone of the Archery GB talent pathway and can describe where it currently sits and how it intends to improve its effectiveness in promoting and supporting that pathway.

Suggested Activities

Does the club understand what Archery GB's Performance team is trying to achieve and its impact on grassroots archers? Does the club understand the role it can play in this work?

Is achievement encouraged and celebrated?



What does the club do to engage with the various elements of the pathway e.g. Schools, community, Archery GB Academies?



P2. Tailored programmes and training sessions are offered to members on a weekly basis.

Studies show it takes ten years (or 3 hours per day) of intense training to reach international level¹. Therefore it is vital that a club's activities are planned out, training cycles utilised and both archers and coaches reflect upon what has been achieved and areas for improvement.

Suggested Activities

Does the club have a key person to drive the Performance programme and who can make a link with Archery GB? Do coaches know the need to get the basic skills and drills right? Do you provide opportunities for members to train together?



Does the club have the right equipment and facilities?

Do you have access to mirrors, clini-bands, light limbs and training bows for those who wish to become technically proficient?

Case Study

Falkirk Archers run a ladder competition, members are encouraged to shoot rounds and scores, handicaps and personal best scores are recorded. The club hosts equipment nights and run courses for more experienced members giving them information about technique, bow tuning, mental performance, competition preparation. The club encourages members to shoot a variety of different rounds and distances.

¹ The Making of an Expert, K. Anders Ericsson, Michael J. Prietula, and Edward T. Cokely, Harvard Business Review, 2008

P3. The recruitment and development of coaches and judges is properly planned to support performance archers.

Trained and motivated coaches, judges and other volunteers are important to the advancement of any archer, but also they themselves should be encouraged to develop in order to provide better support to archers as they move along the talent pathway. The club should promote all roles positively and actively encourage development and the benefits from cross-sport working.

Suggested Activities

Provide a list of opportunities or training courses that are available for members to become coaches, judges or other volunteers and develop and improve in these roles.



What opportunities are available for members to start their journey as a new coach, judge or volunteer?



Club Case Study

When faced with a large rise in junior membership, Deer Park Archers wanted to ensure that every member felt supported. One area the club decided to develop was 'parent/teacher coaching assistants' who support juniors under the supervision of a qualified coach.

The club produced role descriptions and parents/teachers expressed their interest in the roles. The coaching team recruited applicants with the skills and motivation and arranged informal training to induct them. Each parent/teacher took part in a beginner's course and attended club workshops (from basic equipment maintenance, bow tuning to basic technique). Under the guidance of the coaches the assistants now support junior archers to achieve specified development targets and report back any deviations from the plans.

The 'value added' support provided at each training session has had a positive impact on the personal development of the archers, assistants and coaches. Attendance at training sessions is high and archers have been motivated to enter competitions. Nearly all of assistant coaches have completed a formal coaching qualification, with others evolved into specialist areas such as equipment officers, competition organisers and Field Captains. The existing coaches have developed their own mentoring skills and had more time to help the broader range of club archers.

The scheme has developed using experienced juniors, with the right communications skills to work with other juniors (and some seniors). 5 of these juniors enrolled onto the Level 1 course and now help coach at local schools and recreation centres. They also help run beginners courses and have-a-goes.

P4. The club facilitates archers to see competition as a driver for performance.

Do the club's archers compete on a regular basis? Clubs should see competition as a way of retaining archers and a driver for improving the performance of archers. If a competition structure is present then the culture, coaching and judging systems will also align.

Suggested Activities

The club has a competition programme and educates its members on the format of tournaments, including international formats, to ensure that archers can perform the necessary formats to progress. The club is not afraid to experiment with formats to keep sport interesting to new and existing members

Do you survey your membership to provide competition opportunities to meet archer's needs?



Do parents/partners understand competition processes, entry requirements and tournament etiquette?

Case Study

The Eastern Area Junior League (Scotland) was first hosted by three clubs over a period of 3-4 months with 25 archers taking part aged 8 – 18 years old. A new round was created suitable for all archers many of whom were using club equipment. Judges and a small budget for the awards were arranged by the Eastern Area (County). The young archers gained increased confidence and ability, with many moving into the County Squad and also competing on the open circuit.

P5. The club proactively works with other bodies and agencies.

To create a thriving Performance club, the need to identify and engage with different partners, is paramount. This allows the promotion of the club within the local community and to assist in the long term development of its archers, coaches and judges. Clubs need to recognise when external help is needed to help progress an archer.

Suggested Activities

Clubs have a developed programme that links with schools, other clubs and groups to enable larger numbers of people to experience archery. Links with complementary organisations are made such as Local Authority, County Sports Partnership, College/University and businesses to build fruitful relationships.

Do you know what organisations can help you locally?



Do you think creatively about engaging with other sports clubs to form partnerships?

Sport Case Study - Badminton

England Badminton provides advice and guidance to clubs wanting to create a 'Performance Centre' to engage and take advantage of the many opportunities that could arise when working with external organisations.

These many include local psychologists, nutritionists, biomechanics etc), coaching agencies, facilities, other sports clubs and other Badminton clubs, Schools /Universities / Colleges (Sport Science Departments), County Sports Partnerships and Local Authorities, County Badminton Associations, Local Media, Marketing and PR (News /Websites), Local Businesses and Companies, Sports Medicine and Physiotherapy.

P6. The club understands the need to constantly progress archers on to the next level.

Clubs should work constructively with Archery GB to ensure that all archers know what is expected of them to reach their potential. Clubs and coaches need to have the ability to assess and evaluate archers and be able to inform them where the next performance level is to aim for. Key to this is the planning of training sessions.

Coaches should understand the need to pass on athletes to performance coaches to assist the archer in progressing. The Club should actively explore options for the recruitment and inclusion of those with disabilities.

Suggested Activities

Pathways are published and promoted. A designated club member promotes the Performance pathway and engages positively with Archery GB.

What rewards are used to incentivise and celebrate performances and achievements?

Does your club promote and celebrate disability performance?



P7. The club is comfortable with innovative thinking, discussion and works to find solutions through a plan of action.

Clubs must always be aware of the ‘bigger picture’, and be in a position to quickly take advantage of any opportunity, adapt and change accordingly and be comfortable in overcoming obstructions and setbacks.

The opportunity to take time out and think about how you can improve your club should not be undervalued. To discuss this with other club members and then put these thoughts down in a plan is important for making sustained improvements.

Putting action plans together to develop your club does not need to be a complicated task. In fact - the simpler the better. Complicated plans can be difficult to follow and therefore hard to achieve. The plan should detail short, medium and long term issues and relevant solutions.

Suggested Activities

A plan of action should be in place that highlights the barriers to club growth and improvement.

The clubs in the case studies have identified barriers and overcome them in different ways. Going through the Performance specialism process will allow the club to reflect on what activities it is providing, whether these are relevant for its current and potential new members. A period of self reflection will allow the club to decide what course of action it needs to take to develop and grow. Archery GB will be there along the way to support clubs in whatever direction they decide to travel.

How does my club get involved?

- Once you and your club members you have read and considered the characteristics detailed in this document, you should think if you would like to apply for the Performance specialism. You should consider which of the characteristics you already have as a club, but also what activity you can generate to meet and also expand on them.
- You must try to display these characteristics in your club activity. This programme is about '**doing**' not collecting paperwork.
- You need to tell us how you are displaying the seven characteristics. To do this you must complete an online self assessment form available at <http://www.surveymonkey.com/s/PerformanceSpecialism>
- Your club does not have to be 'doing' all the activities to join the programme, but by completing the self assessment you will be able to reflect on your strengths and weaknesses.
- Once you have supplied sufficient information on your activities to show the Development Team what you are doing, you will then be classified as an **on target** Performance specialist club.
- When the club is given that classification by the programme, it will also have a plan of action that the development team will have supported. If a club isn't able to supply enough information, then the Development Team will work with the club to move towards this in the future.

Clubs can complete the self assessment form straight away however there is no closing date. Clubs may take up to a year in order to develop new activities and for the ethos of a Performance specialist club to be embedded within the club.

What happens next?

Once you have submitted the information on your club, regardless of the outcome you will receive a plan of action. You will then need to discuss this within the club and think about what you can address and in what timescales. You may want to contact other clubs, the national development team and other partners in order to help you with achieving your goals.

As the 'specialism' process is an ongoing process and not an end in itself, all clubs will be invited to explore how to improve the activities that they provide.

The Club and the Development Team will revisit the specialism at least every 2 years. On revisiting the specialism, if a club no longer provides all the activities to be classified as a Performance specialism club it will be offered support to ensure that it continues to meet all the necessary characteristics.

Support

The Development Team, your County Development Coordinator and many other people are available to offer you support through this process. The Development Team will publish a series of support resources throughout the year which clubs can take advantage of to help them develop their specialisms. This help includes a small grants scheme.

For further information visit www.archerygb.org or contact Arran Coggan, National Club Development Coordinator, Tel: 01952 677888, Email: arran.coggan@archerygb.org



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