



Making Sport Limitless

PHASE 2 — Building
Archery Communities

OUR STRATEGY | 2021-2025

@scottisharchery  

www.scottisharchery.org.uk



#MakingSportLimitless

Building Archery Communities

Introduction

WELCOME TO OUR NEW STRATEGY

At our last strategic review in 2016 we talked about #MakingSportLimitless, and we are continuing on that path in this strategic cycle. Our primary focus with the new strategy is **Building Archery Communities** and we are inspired daily by the work of our clubs, coaches, archers and volunteers in what has been a game-changing last 18 months.

Our focus for the next 3 years is detailed in this document and we are serious about the power and impact of archery as we focus on inclusion, accessibility and playing a key role in communities to improve peoples lives.

We hope you enjoy reading it but more importantly - becoming a part of it





Vision

Building Archery Communities



Mission

Establish Archery as an inclusive,
fun and collaborative sport to grow
and develop communities

Who We Are: Our Core Values

The following values underpin the strategic direction for Scottish Archery...



Who We Are: Our Core Values

The voice & wellbeing of our membership:

Everyone has a safe place to make
their voice heard.

Who We Are: Our Core Values

Collaboration:

We want to work with everyone
who shares our beliefs.

Who We Are: Our Core Values

Inclusion & Diversity:

This is the most inclusive sport in the country.

We want to demonstrate that.

Who We Are: Our Core Values

Improvement:

Those who are part of our archery communities
will be supported on their journey by the
governing body, by clubs and by their peers.

Who We Are: Our Core Values

Innovation:

On the shooting line and in the
community – we will evolve and offer
an outstanding member experience.

Our Values, Mission & Vision



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#MakingSportLimitless

Our Values, Mission & Vision

Our Values

WE VALUE:

The voice & wellbeing of our membership

Collaboration

Inclusion & Diversity

Improvement

Innovation



Our Values, Mission & Vision

Our Mission

Establish Archery as an inclusive, fun and collaborative sport to grow and develop communities

Our Values, Mission & Vision

Our Vision

Building Archery Communities



How We Will Meet Our Vision & Mission

1

Safeguarding
& Wellbeing –
worldclass

2

Improve
member
experience

3

Developing
People

4

Impacting
Social
Change

How we will meet our Vision & Mission

During this recent internal strategic review, we have identified key parts of our organisation we must maintain as "healthy" in order to be regulatory compliant, but also to ensure service delivery and provision for clubs and communities is viable and trusted.

We clearly value the organisational tenets of Financial health, clarity and forecasting but alongside this we must also run the "Golden Thread" of safeguarding and ensuring our members have the safest environment to participate within the sport. This will mean adapting and upholding new standards for protecting children and also adults and we will aim to become fully compliant as quickly as possible, with clubs and communities of archers expected to follow.

We are lucky to have a diverse range of income and investment but we will ensure all our investment and memberships are treated with the sports best interest at heart, as they always have been. We must recruit more volunteers for clubs and communities alongside being innovative within our education offer and remain committed to the path of inclusivity and being a force for social change.

Jennifer Griffin
Chair, Scottish Archery



Improve Member Experience



Objective

Seek to understand our members & work constantly to improve pathways, opportunities & competitive tools & knowledge.



Strategies

By 2025 have thriving communities of best practice to ensure the member experience is always evolving.

Improve Member Experience

Year 1 Journey begins

New/Club member pathway consult and launch

Identify groups within membership to create communities

Use feedback from test groups to amend website

Evolve awards scheme for outdoor/indoor

New 2way member/community feedback system – “Feedback culture”

New CRM system

Club v club comp format
Clearly define athlete pathway

Year 2 Journey continues

Have 3 pathway offerings – rep strand days, pathway development program, pathway squad

Feasibility study for subscription education

Pilot member pathway with 12 clubs (4 per area)

Family soft archery holiday programme within 4 L/As

Community based soft archery clubs developed within L/As (wee county)

Year 3 Journey evolves

Look for new ways to make the website more accessible

Subscription based membership model

Subscription coach dev programme

Year 4 Journey evolves

Review our communities of practice

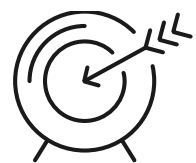
Use ongoing survey/monitoring to get feedback from members and use it to shape how we work to support members

Fully inclusive and engaging competition pathway that encourages local participation and links to award scheme

Have an environment where archery/learning is for life and members are retained



Develop Our People



Objective

By valuing the voice & wellbeing of members allowing them to find their place/home in the sport.



Strategies

By 2023 build a robust & adaptable member centric programme of training & development that allows people to find their place & grow.

Develop Our People

Year 1 Journey begins

Needs analysis (education)

Identify CPD requirements for L/As

Club development conference

Home nations performance group to support athletes on GB programme

Club Leaders programme

Year 2 Journey continues

Online training programme for officials/Volunteers

Appoint PT Scottish “National pathway coach”

Change coach ed certification to SCC/CIMSPA

Liaise with AGB to create “Performance” coach developer Phase 1 education course in line with action plan

Create a workforce so the equality project is sustainable

Club dev workshops

Area based club and coach workshops

Year 3 & 4 Journey evolves

Maintain, evaluate and update the programme where required

Community of members engaging regularly to share and learn from each other



Engagement & Collaboration



Objective

Lead by example on engagement & collaboration to contribute to the health of the nation.



Strategies

Transform the Scottish Archery digital identity to encourage member & club connections whilst identifying key external partners to collaborate with.

Engagement & Collaboration

Year 1 Journey begins

Home nation performance group

Gain support/funding from AGB for common comms themes

Framework for engaging with clubs to define their purpose

Liaise with other SGB's to deliver joint generic training opportunities

Engage with AGB around UK Sport spending in Scotland

Identify external funding opps for SGB, Area, Club support

Year 2 Journey continues

Promote and celebrate programme activities

Club development awards night

Community of clubs with development plans and working towards joined up goals

Rebrand accessible clubs to engage other areas as well as disability

Year 3 Journey evolves

Celebrate and promote club/school of the month

Create a suite of digital development for club volunteers to access

Ensure our key programmes are delivered in partnership with organisations that share our vision

Year 4 Journey evolves

Community of clubs working to improve their digital identity as part of a community of good practice

Have a group of key organisations we collaborate with and create opportunities for our clubs & areas to make connections with them



Inclusion & Diversity



Objective

Embed Inclusion & Diversity in the future DNA of Archery in Scotland.



Strategies

Deliver on the Equality Action Plan with a specific focus on Clubs, Members and volunteer workforce.

Inclusion & Diversity

Year 1 Journey begins

Use soft archery as a vehicle to change social exclusion and physical inactivity for ASN pupils

Create and monitor digital content that aids interaction with key groups

Identify group for auditory impairment project

Outside agency collaboration to deliver targeted programmes/training

Produce annual survey and report on trends

Include VI archery at 1 para sport day

Create action plan to encourage more women members, in particular more coaches and judges

Evaluate ethnic minority pilot and expand/review depending on success

Year 2 Journey continues

Continue to evolve online content and have a library of resources

Evaluate auditory project and expand/review

Signpost VI archers to accessible clubs

All digital articles accompanied with an inclusive image

Start work on intermediate equality standard

Year 3 Journey evolves

Progress 3 women already within the workforce

All staff and board complete annual equality training

Create and deliver a programme of accessible volunteer training

Offer training to clubs to sustain and expand support of projects

Finalise work on intermediate equality standard

Year 4 Journey evolves

Identified role models promote and endorse all key projects

Intermediate level of Equality Standard achieved

Equality action plan evaluated and updated for the next 4 years



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