



TAKE AIM

STRATEGIC PLAN
2019 - 2025





INTRODUCTION

Archery NI is the governing body for Archery in Northern Ireland.

We are part of Archery GB (AGB), the UK's governing body and are supported by AGB and Sport NI. Our role is to facilitate safe participation for current archers and develop the sport so anyone wishing to get involved can do so. Archery is an inclusive sport regardless of age, gender, disability or ability and as such we encourage participation and archery for all.

Archery NI has been through a transitional period over the last 2-3 years however the organisation now has a settled board with continuity of membership, comprised of those elected by the members and those independently appointed. The governance structures are being modernised to ensure a fit for purpose organisation leading the sport. To strengthen the governance in the organisation and outline the future direction of archery in Northern Ireland, this document outlines how we intend to achieve this over the next 5 years.

WELCOME

Message from the Archery NI Chair



Volunteers are the lifeblood of our sport.....

.....and as such their continued support and dedication are vital for the sustained development of archery. These volunteers are highly valued by Archery NI as they are central to the provision of competitions, coaching, judging and all elements required to make the sport of Archery a successful one.

The Board hopes TAKE AIM, the Archery NI Strategy for 2019 - 2025 helps to keep the sport moving forwards in a positive direction to fulfil our aspirations of developing a sport with structures we can all be proud of; and that the passionate and committed membership deserves.

In order to fulfil this aspiration and successfully implement the TAKE AIM we need to continue to strengthen the Board and volunteer structure year on year.

This sport has significant potential – and this can be exciting times for the sport. Let's all pull together, implement TAKE AIM and drive archery in the right direction to fulfil that potential.

**Marc Scott
Chair**

ARCHERY IS.....



Inclusive

A sport for everyone. We are committed to developing the sport in an inclusive, equitable, drug free, safe and fair way. The sport of Archery offers genuine disability mainstreaming



Inspirational

Northern Ireland has a wealth of talent and has a track record of success on a national and international stage



Community

A network of fantastic clubs, run by capable, committed and enthusiastic coaches and volunteers offer experiences from participation to performance



Fun

The nature of the sport means people of all ages and abilities can enjoy the health, well-being, social and competitive benefits of Archery



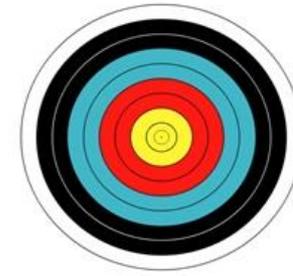
VISION & MISSION



Achieve success across all levels of the athlete pathway



Nurture growth in the sport at club level



Involve and engage the membership

OUR VISION: Archery in Northern Ireland to be recognised as a leading sport for inclusivity

OUR MISSION: To lead and promote Archery in Northern Ireland to create greater participation and achievement in our sport whilst supporting and achieving Archery GB's Strategic Plan

STRATEGIC OBJECTIVES



PARTICIPATION

Increase the membership and participation in the volunteer base



PRINCIPLES

To create, develop and improve the organisation's governance structures to ensure a robust, fit-for-purpose governing body



PLACES

To encourage and support new and existing clubs to develop and to endorse all plans to upgrade or improve facilities



PROGRESS

To provide and support a clear talent pathway through developing coaches and judges and providing suitable training and competition opportunities



PODIUM

To increase the number of NI Archers achieving international selection and success internationally

PEOPLE – People are our most valuable asset. Archery NI does not exist without its members

Summary of Strategy



The Archery NI Board has listened to the membership and is committed to sustaining, growing and developing the sport. In summary, through the implementation of TAKE AIM, the Archery NI Board has committed that, by 2025 we will have achieved the following :



PRINCIPLES

Create, develop and improve the organisation's governance structures to ensure a robust, fit for purpose governing body

Comply with the UK Sports Council's Code of Good Governance

Achieve the Equality Standard for Sport at Intermediate Level

Achieve the Disability Sport NI Inclusive Sport Award

Secure public funding of up to £50,000 - £75,000 per annum

Ensure 40% of overall income comes from non-government funding streams

PARTICIPATION



- Bring a further 1000 people into the sport either shooting or volunteering across all ages, genders and abilities
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- Have a membership retention rate of 90%
- Have at least 3 lapsed clubs return to Archery NI
- Return of at least 100-150 lapsed members
- Unification of the sport with NI Field Archery Association to provide an increase of 250 members
- Attract 100 new female members
- Attract 100 new disabled members
- Implement an Archery Specific Mental Health Initiative
- Assist clubs in 4 Council areas to become involved in Community Planning/Good Relations programmes
- Establish links with Education Authorities in at least 4 geographical areas
- 100% of clubs with junior sections have established links with at least 1 primary and 1 secondary school in their area
- A University Club operating at 4 University Campuses



PROGRESS - COACHING

To provide and support a clear talent pathway through developing coaches and judges and providing suitable training and competition opportunities:

2 UKCC Level 1 courses with 16 new coaches qualified per annum

1 UKCC Level 2 courses with 8 new coaches qualified biannually

3 UKCC Level 3 coaches qualified by 2025

2 CPD opportunities for coaches with attendance of at least 50% of active coaches

Development of 5 coaches with disability

100% of active club officials, coaches, officials and volunteers in receipt of disability awareness training

PROGRESS - JUDGING



- To provide and support a clear talent pathway through developing coaches and judges and providing suitable training and competition opportunities:

- **100%** of clubs to have at least **4** judges and **Candidate** level
- **100%** of clubs to have at least **2** judges and **County** level
- **10** **Regional** judges in NI
- **3** **National** judges in NI
- **2** **World Archery** judges in NI
- **1** **CPD** opportunities for judges with attendance of at least **50%** of **active judges**
- Development of **5** judges with **disability**
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PROGRESS - EVENTS

To provide and support a clear talent pathway through developing coaches and judges and providing suitable training and competition opportunities:

Archery NI to host 5 events per annum

Future National events to be hosted in 'High Profile' venues

Host 1 National Series leg per annum

Host National Series Finals at least twice between 2019 and 2025

Host All Ireland Championship every second year

PLACES



To encourage and support new and existing clubs to develop and to endorse all plans to upgrade or improve facilities:

50% of member clubs to have gained Clubmark accreditation

100% of members clubs to have a Development Plan

Establishment of at least 5 new clubs

Officials and volunteers from 100% of clubs to have received disability awareness training



To increase the number of NI Archers achieving international selection and success internationally:

1 Olympic Male athlete with capability to deliver in Tokyo 2020

1 Olympic Female athlete with capability to deliver in Tokyo 2020

3 Paralympic athletes with capability to medal in Tokyo 2020

PODIUM

CRITICAL SUCCESS FACTORS



The success of Archery Northern Ireland achieving the objectives of TAKE AIM is contingent on a number of factors being fulfilled at relevant and appropriate points in the timeline of the TAKE AIM



CRITICAL SUCCESS FACTORS

Membership Commitment

It is essential to the success of TAKE AIM that the membership of Archery NI commits to assisting with delivering the sport. Volunteers are the lifeblood of the sport and without that continued commitment the sport would cease to develop. Every Archery NI member is invited to make a contribution – to join the Board, to join a committee, to attend feedback session, complete surveys. The success of the sport we all love relies on you.

Sport NI recognition

Recognition is a joint policy, operated by the five Sports Councils operating in the UK (Sport England, Sport Northern Ireland, Sport Scotland, Sport Wales and UK Sport). Under a new process introduced in 2010, applications for recognition of a sport, and a Governing Body for that sport, are dealt with together. Following the restructure of the governance structure of the sport in 2016, the status of recognised governing body for the sport in Northern Ireland was transferred to Archery GB. To recognise Archery NI's progress to date and to allow both Archery NI and our members to avail of public funding it is essential that Archery NI attain status as the recognised governing body for the region.

CRITICAL SUCCESS FACTORS



Recruitment of board members

To achieve the aspirations in the TAKE AIM, Archery NI must continue to operate to the best possible standards of governance. A strong Board is required to facilitate an effective governance system and it is essential that we continue to retain and develop our Board members whilst supplementing this by recruiting qualified individuals to bring additional skills to the Board. A priority for the implementation of TAKE AIM is to recruit a Director with skills in PR, Marketing and Communications.

Establishment of committees

To support the work of the Board in successfully implementing TAKE AIM, there is a requirement for a number of Committees to be established. In March 2019 we stated to make progress in this area through the recruitment of volunteers to form a Disability Committee. In addition, to effectively achieve all of the targets in TAKE AIM, we must also establish a Youth Forum, Membership Review Committee and Marketing & Communications Committee. The Board will continue to review the organisational needs on an ongoing basis and the necessity for additional committees or project groups will be identified through the continuous review process.



CRITICAL SUCCESS FACTORS

Securing funding to appoint Development Officer

A significant requirement for the success of TAKE AIM is the appointment of a Development Officer with a focus on supporting the Board in primarily achieving the Participation, Progress and Places targets. The post will focus on supporting club archery and under the strategic guidance of the Board will undertake our operational needs.

Establishment of strong stakeholder relationships and continued support of Archery GB

Governing bodies of sport cannot grow or thrive in isolation. The success of TAKE AIM will remain contingent on the successful development of strong relationships with a number of external stakeholders. Archery NI will continue to work closely with Archery GB, Sport NI, The Mary Peters Trust, Disability Sport NI, NI Sports Forum and NICVA whilst strengthening links to the Local Councils to drive forwards the development of the sport of Archery in Northern Ireland and raise the profile of the sport. In addition, we will strive to establish additional strategic partnerships and attract sponsors to continue to invest in the development of archery.