

Mission & Strategy

Our Club Mission

To fully support all members to achieve their full potential & to apply the same principles to all those participating in our sport.

We believe that it is the responsibility of our club to provide the best facilities we can, improving the natural environment under our control at affordable costs and that this applies year round, not just for the outdoor season.

We seek to create a safe, orderly, caring, supportive and learning environment to facilitate archers, volunteers and officials of all abilities, developing to their full potential.

We seek to develop and maintain an ethos where individuals are motivated to contribute something back to the club and the community by providing opportunities to do so and create an environment that fosters social, emotional, physical and intellectual development, respecting the whole person not just the archer!

We strive to actively promote and develop our sport and engage individuals, families and community by keeping our activities affordable and inclusive, through the provision of a balanced programme of quality coaching, social activities and healthy competition at all levels.

Our Club Strategy

- To be a Sport, Recreation and Social Club and not just a venue.
- Make participation in our sport affordable by keeping the cost of [beginners courses](#) and [membership fees](#) as low as possible and accessible by offering regular group courses and 1-2-1 courses to match the availability of the participants. To sub-contact beginners courses, specialist skill development, specialist management services where the club's in-house capacity cannot meet the need.
- Encourage members to [practice as often as possible](#) by adopting a 'Target Fee' system which encourages multiple attendances in any given week and to ensure that process offers great value for money and that it does not exclude any member or potential member due to its cost. (£4 per week

maximum for multiple visits including the 3 indoor venues, considerably cheaper options also available).

- For that fee, you can shoot as many times as you like during that week, this includes the winter, where you can shoot in 4 different superb [indoor sessions/venues](#) during that week, always have access to coaching and specialist equipment, incredible value for such high quality and diverse support!). Indoor session lengths vary from 1 – 5 hours.
- Encourage family participation by offering family reductions on target fees. Also by engaging family members and friends in [club activities](#) and [volunteering](#).
- To improve the natural environment under our control and to maximise our energy efficiency.
- Encourage progression from the [beginners courses](#) into the club by providing ample coaching support and free hire of equipment.
- Ensure the [Social activity](#) of the club is actively supported and run 'free Social Activities' where possible. At many practice sessions refreshments are provided for members and family.
- Form strong partnerships with the [community](#), government, [Local Education Authorities](#), sports equipment suppliers, sports service providers, local media, Governing Body, Active Gloucestershire etc. providing mutual benefits to all parties.
- Apply for relevant grants/funding and seek fair recognition for the club's [achievements](#).
- Encourage [volunteer](#) development and participation by all members in community type activities.
- Maintain a [development](#) process for all bow types and ages, conforming to all Archery GB Technique Practices with the objective of supporting pathways from recreation to performance, developing archers to the highest standards. To have a development process that also produces high quality coaches, officials & volunteers to manage the club.
- To promote [competition](#) at all levels.
- To be [inclusive](#) and lead the way in club development and participation initiatives.
- To offer the best experience in all aspects of club activities including [target, field and clout](#).