## Sportivate Project Case Study

**Provider/Lead Organisation (For example, Slough Borough Council):** 211 (Newbury) Squadron, Air Training Corps

**Deliverer (For example, Maidenhead Tennis Club):** 211 (Newbury) Squadron, Air Training Corps

**Contact Details:** [www.twoeleven.info](http://www.twoeleven.info), 211@aircadets.org

**Name of Project / Activity**

| Air Cadet Archery |

**Project Overview/Aim**

| Our aim was to introduce Archery to a series of groups of Air Cadets from across West Berkshire through a have a go session followed by a progressive training syllabus to encourage uptake of the sport. |

**Why has this worked?**

| The project was very successful, running over 3 blocks of training. The initial introductory session was expanded to a full day of training to give them an insight, but also enable them to see immediate progression – thus encouraging them to dig deeper into the sport. Due to gaining our own “in house” instructors, coupled with funding for equipment, it has enabled the project to be sustained into the next financial year – and beyond. We have also now engaged with a local Army base, as well as Air Cadet squadrons in Oxfordshire who are keen to partake in the sport! We have also been able to run “have a go” sessions and introductory courses for cadets in Wiltshire, as well as establishing a continuous course for cadets during Summer 2013. |

**Challenges/Solutions?**

| Our greatest challenge was time; getting staff qualified, kit ordered, and having enough time to run the course was harder than anticipated – mostly due to the time of year. Far fewer courses were available between October & March, and those running were already oversubscribed. One staff member managed to attend a course in November 2012 as they happened to be free on the required weekends. This enabled us to plan more effectively as well as order equipment – and gave us a better idea of the course. Due to the lack of courses, and our time constraints for funding, we engaged a local provider, Arthur Scales, who agreed to run a bespoke course for us – provided we had enough participants. We advertised through our Air Cadet network and within weeks had interest from 18 parties across the UK, with 11 participants attending from Wiltshire, Hampshire, Oxfordshire & Berkshire – a kind donation by our Squadron Civilian Committee underwrote the course costs which were recouped from donations from those attending the course. The second issue we faced was ordering the required equipment. Following the highly successful London Olympics last year, there was a surge in interest in Archery – resulting in a shortage of some equipment – particularly the high density foam targetry we required. Whilst we ordered the equipment in Nov 2012, the order wasn’t completely delivered until January 2013 – but we had to return some substandard and unsafe equipment. This wasn’t fully resolved until March 2013 – well into the project itself! The shortage of equipment was overcome by approaching Arthur Scales, our course provider, who lent us equipment to facilitate the successful running of the course. |
The final issue faced was time constraints on running the training blocks as we initially predicted. The ongoing issues with training courses and equipment meant that participants didn’t start training blocks until half term in February 2013. We overcame this by running the initial sessions back to back. We, as a staff team, feel this helped significantly with course retention since it enabled the young people involved to get an intense course over a day – giving them a much greater initial investment and exposure to the sport. It covered more content than a 60-90 minute session, and, whilst tiring, it was broken up with vibrant and interactive theory sessions, games and competitions to encourage progression. The remaining course then followed over the next few weeks with 60 minute afternoon/evening sessions covering more progressive elements of the training, improving performance, and coaching skills.

Quote from Participant/s regarding their experience of the project

AF: “The Archery course was amazing fun – although I was quite nervous to start with, the instructors quickly put me at ease and were able to help me improve my performance over time – it’s definitely something I want to do again!”

AB: “I can’t wait for the next session to run – I want to use it for my physical section for DoE!”

LC: “I really enjoyed the course – and I was amazed how far I had improved in a short space of time”

DO: “I was lucky to be able to get trained under the project as an Archery Leader – which means I can teach cadets archery, as well as help the staff run the range – and conduct range practices under supervision. I have found this really good fun and rewarding as it enables me to pass onto other my skills and knowledge.”

Quote from Coach/Leader regarding their experience of the project

Alex Pye, Archery Leader: “We found the Sportivate process a really positive experience – for us as a staff team, but also for the cadets who took part – and the wider cadet community. It has enabled us to deliver a new and challenging sport to the young people of West Berkshire – but also enabled us to get some of our senior cadet’s additional qualifications and empower them to deliver elements of the course. The course has already generated interest beyond our immediate target group and, due to the seed funding, it means we are well placed to continue delivering the activity well beyond the initial project funding.”

Luke Pepperell, Officer in Charge 211 (Newbury) Squadron, and Archery Leader: “The project has enabled a group of cadets and staff members from across West Berkshire to participate and gain exposure to a sport which was previously off limits to them. We are seeing ongoing interest in it as a sport and are looking forward to our first competitions later in 2013 – something which 12 months ago we couldn’t even dreamed of! The funding, support and advice from Sportivate has been brilliant in enabling us to deliver – and to sustain – the project; and we are looking forward to taking it further in the coming years”

Photos related to this project are also very welcome.

Please complete and return to Kirsty.heath@getberkshireactive.org.