
Cornwall Target Shooting Association

Registered Charity Number 258147

Affiliated to The National Rifle Association & National Small-Bore Rifle Association



NSRA Shooting Council report 19th March 2016

The Board was unable to give an update on the claim made by the NRA in relation to the triggering of a covenant in the original sale agreement for the land that the Lord Roberts Centre is built on.

As medal costs to the association are in the region of £32k per annum the NSRA are looking into the numbers of medals that they present in competitions. Efforts are also being made to trace and recover several of the association's trophies some of which have been missing for more than one year.

Various rules for Benchrest Rifle were discussed and voted on at the meeting. Discussions on several draft rules for LSR were postponed until a later meeting.

The NSRA are attempting to introduce several new measures to make individual membership more appealing in an attempt to stem the decline in membership numbers.

Mr Newman reported that several issues had further delayed the start date for the hotel project.

The Chief Executive's report to the Shooting Council follows below.

The next Shooting Council meeting and AGM are due to be held on the 30th July 2016.

P.L.Ralph

CHIEF EXECUTIVE'S REPORT TO SHOOTING COUNCIL

19 March 2016

SHOOTING MATTERS

National Meetings

British Open Airgun Championships

The British Open Airgun Championships was held over the weekend of the 12th to 14th February. Last year there were 308 competitors in Air Rifle, Air Pistol, Sporter, SH1 and SH2. This year the entry was down with a total of 290 competitors. This meeting is complex and involved, with the weekend hosting both the Rifle and Pistol Championships and eleven Olympic finals. Match Manager was used to manage the Championships. The event was well received and from the Association's perspective ran very well. The event made an operational loss and the declining entry is key to this. As always the event could not be run without the support of our volunteers who worked well with the Competitions and Events Department's staff.

50 Metre Meeting 2016

This meeting will also be using Match Manager. The entry form will be distributed in the spring edition of the "On Target" magazine which will be sent out at the end of March. The entry form will also be sent to the last two years' competitors and it will be emailed to every club correspondent.

Scotland (Lauder 2016)

Plans are already underway for this year's Scottish Meeting and contact has been made with Ian Burton who manages the volunteer team at Lauder. The requirements for this year's competition have already been discussed at an initial stage. Improvements such as better onsite toilet facilities have been explored with the land owner and other improvements are being costed and explored. The meeting will include new un-squadded competitions for both Bench-rest and LWSR.

Bisley

An agreement for the 2016 Bisley meeting to be held on Century Range has been given verbally. Discussions about the Bisley Meeting from 2017 onwards have also been held and we are hopeful of an agreement beyond 2016. As with all our meetings and competitions increased entries are essential.

Eley (2016)

The 2016 Eley Competition is well under way and we issued the second stage stickers back in January. We had approximately 2828 entries at stage one across all the disciplines; this is in line with last year's entry. Just over half the competitors progress to the second stage.

Summer Postal Leagues (2016)

Entries for the 2016 Summer League are being processed. There was approximately the same number of entries as last year although in some events the entry was down. 3P is one competition where entries are continuing to decrease. Bench-rest competitions have also been introduced at 50m and Short Range. This is in response to the growing popularity of this discipline and the views of our membership.

Local scoring trial 2016

We will run Local Scoring on competition 100 and 101 of the Summer League as we did last year. We are also looking at including the Summer Short Range League and if it is feasible then we will go ahead and include it. We will be calling rounds in to check how well the scoring is being done during the summer season, and take appropriate action if required.

Entries to competitions continue to decline with the key influences being cost of entry and the aging profile of shooters. We are trying to readjust the balance by organising new events such as Bench-rest and LWSR in the hope of increasing income generation and better balancing the cost of running events.

We need to continue to pare away at the costs of all our events. We have started to look at the cost of medals and awards and the 10% or so savings made to date on these is making a difference. However we need to continue to look at the costs of everything if we are to achieve what is essential namely reducing the fixed costs of the Competitions and Events.

ADMINISTRATIVE MATTERS

Staffing

Pippa Pugsley joined the membership Department in February. Gary Cox joined BSW in the role of manager at the beginning of March. Doug Waring leaves the Association at the end of March.

Scorers Course

The current number of qualified scorer's is now 1015 from 91 courses. Several counties are now using the course to underpin their own locally scored leagues.

Review of Regional and GB Junior Squads

The GB Junior Rifle Squad selection day took place at Aldersley on 5th December. The Target Tokyo type day comprised of Scatt sessions, competition and coaching exercises. These were used together with records of previous performances to select the 2016 rifle squad of 17 shooters.

Andrew Nimmo has been appointed as Head Coach and has selected his team that will support the Rifle Squad. John Kelman has been appointed to the post of Head Coach to the Pistol Squad and he has selected David Poxon to assist in the role of Admin and Treasurer.

The squads will be re-branded over the coming months. It is generally considered that the title GB Talent Squad is most suitable and ideas for a sponsor for the new squad tracksuit are invited.

The first combined weekend of both Rifle and Pistol Squads took place at Aldersley on 9th and 10th January 2016. On Saturday morning the Pistol Squad, coaches and parents were given a presentation on the changes that were to take place and the Rifle Squad met the new coaching team for the first time. In general the training was well received by the participants. Several parents and shooters have commended the coaches on the quality of the weekend.

A second session is planned for the 19th and 20th March for both squads and at this weekend the final selection of the Pistol Squad will take place. Combined squad weekends have been booked at Aldersley and LRC for the next 12 months.

The new squads will not be attending the Junior International or Oldenburgh events – this is in alignment with the repositioning of the squad in performance terms. Instead teams of shooters will attend Intershoot and Pilsen competitions. A further training camp is planned in Jersey.

Funds have been transferred from the old GB Junior Rifle Squad to the new squad account and a similar process is being followed by the pistol squad.

The National Standards for Regional Squads have been finalised and circulated to the current Regional Squads. The Eastern Regional Squad is currently preparing their submission as a test of the new material.

British Shooting Talent Network Hubs

British Shooting recently facilitated a forum to explore the prospect of developing a collective approach to talent development. Representatives included home nation partners, club coaches, partner associations and the Talent Network Hub official partner, Eley. The purpose of the forum was to listen to the challenges and aspirations of the shooting community in relation to talent development in ISSF disciplines. There was a consensus amongst those represented for a “*bold and aspirational purpose*” to develop “*A network of connected learning environments and people that enable the next generation of aspiring shooters to be the best they can be*”

Since the forum British Shooting has released the criteria that a Talent Hub must meet. Although from an NSRA perspective it would appear that Regional Squads and the clubs that feed them are in this category of Performance Hubs, British Shooting seems to prefer a less structured and more open approach to recruiting organisations to the scheme.

On discussing this with British Shooting they see the Hubs not as alternatives to the Regional Squads or any other structures but groupings of people whose networking and connections make them collectively a hub for talent development. As yet there are no answers as to who would apply for the recognition, which organisation it was to be attached to or if further committees/working groups would be needed to organise it etc. It appears that British Shooting is looking for working examples to be identified.

The main concern is that this could potentially “muddy the water” in relation to the current development of regional squads and the other structures currently being developed by the NSRA. Further discussion is required to clarify and resolve the situation.

Welsh Sports Science

The Welsh Target Shooting Federation is hosting a sports science lecture at the Welsh National Sports Centre in Cardiff. Internationally renowned Yuri Hanin is delivering a lecture on Emotion-centered and Action-centered coping in elite sport: Task Execution Design (TED) approach. Mr Hanin will also be staying on to work with the Welsh sport scientists and coaches after the event.

Crossbow

Representatives of the Internationale Armbrustschützen Union (International Crossbow Shooting Union) have been in touch regarding the setting up of an IAU Training Academy. The organisation has been given permission to use the NSRA YPS Crossbow as the first level of their qualifications with a further module for the next level being developed in Hungary. They have selected several venues across Europe as centres where the qualifications and training may take place – currently these include Châteauroux (the new French international Shooting range) and Aldersley, Wolverhampton. Aldersley was requested to be included as it is a previous venue for YPS Tutor Crossbow that was attended by members of the IAU.

NSRA Equality Policy

The policy presented to the Board has been finalised and printed in a similar style to the Safeguarding Document. This will be distributed via Rifleman to clubs and electronic versions will be available via the website. British Shooting has been updated on the development.

Cadets

The England Development Manger attended the annual ACF County Shooting Coordinators weekend at Camberley. The cadet one page “offer” document was discussed. This was collectively developed earlier in the year and ran through what each National Governing Body currently has available that cadets can access. This was well received and there was acknowledgement that on both sides progress and “change” is not always swift. It was also appreciated that there are areas where there are opportunities to work together - especially in relation to talent. Equally it was felt that the cadets may be a conduit for information regarding opportunities for young people to engage with the sport. Following on from this the Oxfordshire County Shooting Officer has been in contact with regard to funding for his unit(s). He wishes to acquire target rifles and equipment to help develop his Cadets in civilian shooting (as opposed to military style events) with a view to helping shooters get onto the shooter pathway.

It is difficult for Cadet Units to apply directly for public funding but he has been sign-posted to the County Sport Partnership who will not only know of the national Sport England funding but also any local funding pots he may be able to access. Also the prospect of “twining the” units with civilian clubs is being explored.

County Development

Lincolnshire Planning Meeting

Lincolnshire has launched their County Coaching Strategy. A presentation on the strategy was given by Nick Pen at Risholme Hall to the Coaching Committee and the County Executive.

The plan includes a clear mission statement, key objectives, scope and priorities, deliverables, resources, tactics, time line and budgetary requirements. Although the detail is still to be determined it represents a major step towards coordinating development in the county and could provide an example of best practice for all counties to follow. The plan is now to be agreed by the executive.

Surrey “Shooting Futures”

Around 40 representatives from Surrey and surrounding small-bore rifle and pistol clubs attended a meeting at Bookham Rifle Club on Saturday 6th February. The forum entitled “Shooting futures” was sponsored by the Surrey County Small Bore Rifle Association. The event was aimed at instructors and

coaches, club officials and others interested in developing membership and facilities in all disciplines. Discussions covered many aspects of club development including funding, attracting new participants, induction, coaching and instructing, club systems, working with youth groups, facilities etc. All agreed that the event had been a success that another similar Shooting Futures event should take place again in September. This approach could be adopted by all counties committed to sustaining and growing shooting within their geographical area.

Disability Shooting

Hub Clubs

British Shooting and Disability Shooting Great Britain have been working together on a combined hub club scheme. A list of current clubs and criteria and information for new clubs/ grounds wishing to join the scheme will go live on the British Shooting website this month. A small bursary for current hubs and those signing up to the scheme before the end of March 16 will be available. It was confirmed that the Hub Club scheme will be amalgamated with the Focus club scheme and that Hub Clubs will provide an environment for all disabled shooters, not just the elite. However it will provide opportunities for classifiable shooters to form close links with Disability Shooting Great Britain and their coaches. Since the project has been launched 3 clubs have registered interest at Hurn, Purbeck and Ferndown.

Dwarf Sports Association UK

Members of the Dwarf Sports Association attended a YPS Tutor course at Aldersley over 2 weekends in November. 8 Rifle and 10 Pistol Tutors were trained for the Association.

Sport England

Active People Survey

The new Sport England Active People Survey has been released. They show a drop in the number of disabled people participating in the last year by almost 9000 people. Owing to sample size this number is very volatile and small changes make a big difference when factored up to represent the total population. A more concerning figure is the overall “trend” in participation which from hovering around the 120,000 mark for a good few years has now gone down to 87,400. From conversations with other National Governing Body representatives and the NSRA it is strongly felt that this decrease is not reflected within the sport. For example, CPSA report an increase in competition entries and most grounds reporting increased participation despite the Clay Pigeon shooting figures in the survey showing a major decline. None of the in-sport data shows any of the major downward trends in overall participation they indicate.

Strategy for Sport

In December DCMS released its new Strategy for Sport, the first since 2002. Sport England is now developing its own strategy and a number of consultation events are due to take place between now and the end of March. British Shooting attended a session in London on 9th February. The Sport England strategy will ultimately outline outcome and funding priorities for the 2017 – 21 period and provide all National Governing Bodies of sport, including British Shooting, with parameters within which to develop and submit a funding application for 2017 – 21.

British Shooting

Target Sprint

The Target Sprint section of the British Shooting website is now live on:

<http://britishshooting.org.uk/target-sprint/>

The Target Sprint Series 2016 will take place at the following venues:

- Cheltenham College, Glos–Thursday 17th March
- Leweston School, Dorset –Wednesday 27th April
- Lincoln Castle Academy –Lincolnshire –Wednesday 18th May
- Dalby Forest, North Yorkshire –Saturday 11th June
- Leisure Live, Surrey –Saturday 9th July
- Rugeley Shooting Club, Staffordshire –Saturday 16th July
- Cardiff–Welsh Shooting Association –Saturday 30th July

- National Final –Cardiff –Sunday 31stJuly

Events are planned to take place in a range of environments (sports centres with athletics track, shooting clubs, forest areas). It is hoped this will help to understand what works best and to create a range of case studies and information to inform future activity.

A draft version of the Target Sprint Manual has been produced. As the manual contains guidance on warm up exercises from other publications some of the information in it will require the intellectual rights to use pictures etc. be obtained.

England Development Group

Julie Sperling will now be taking over from James Marsh Brown as Disability Shooting Great Britain's representative on the England Development Group. Gorgs Geikie would be providing support to the group whilst Liz Davidson is on maternity leave.

Over the next 12 months the group will convene a minimum of 4 times, with a representative from each of the Home Countries to be invited to one of these meetings. This reflects the closer working relationship that is developing between British Shooting and the Home Countries in relation to talent, target sprint and other activity. England Development Group is now to be known as, "The Development Group" (DG) to align with this.

The Sports Show

The Sports Show will take place on 24th – 26th June at the NEC and the opportunity this presents to showcase shooting in the lead up to Rio is significant. Airgun shooting will be provided on 60 lanes of electronic targets separated in to 5 bays of 12. To provide volunteer recruitment to cover the range, British Shooting have come up with the concept of "bay for a day" whereby a club/ association will be deployed (with a small incentive) in the running of a section of the range.

Airarms have agreed to provide rifles; pistols and technical support and Meyton will be providing electronic targetry. The support is being brokered through Eley who are supporting the event. As well as an opportunity for people to have a go at airgun shooting, British Shooting are keen to profile other disciplines and are hoping that DSG and the CPSA will provide dry-fire demonstration.

The event may provide a marketing opportunity for NSRA and the association's involvement/presence will be discussed.

Northern Shooting Show – May 7th/ 8th 2016:

This show is proving popular with the trade and visitors alike, with many advance tickets having been sold. The Association has booked a 3m x 6m stand to promote Membership with the intention of generating new members and building interest in the Associations activities. We did not attend the Shooting Show at Stoneleigh because of increased costs and the limited potential benefits. The NSRA Shop and BSW will also be promoted but we will not have dedicated commercial stands this year. This situation will be reviewed for 2017 based on attendance levels and the business potential.

Technology Infrastructure

Work continues on the replacement of the Membership Database system and the introduction of a new Charity website. Systems will have to be run in parallel for effective testing to take place before the new membership system goes "live". The hope is that this will take place in the latter part of 2016.

The introduction of a new Charity Website is part of the plan to improve our contact with the outside world. New websites for the LRC and Shop have been introduced over the last 12 months and feedback and the number of hits received show that the websites are being better used than what was in place previously. Work has been done on assessing the traffic and the business that is generated from the websites. Sales in the shop are gradually improving and hopefully the addition of a "stock available" function will assist in further increasing sales on the web. The addition of new products and special offers will also hopefully assist in increasing sales.

Communication with members is essential and formed a key part of the Marketing Strategy that was devised in late 2014. Amendments to the existing website allow us to upload information more easily and Clive Garnham has been instrumental in this. Over the last month or so we have sent out simple information and updates to members and mailing lists are being composed of members, those members that use the shop and also BSW customers. These will be used to send out communiqués to the various groups.

Membership development has been a primary focus and remains a top objective. This year there has been a decline in the number of members of the association and the number of affiliated clubs. This is no different to the trend of the last few years. However it is a worrying statistic and we must respond to it. There are plans in place as here have been for some time to address this issue and the primary objectives remain the same:

- To recruit and retain members and for the longest period of time

- To add value to the ‘membership offering’ through regular communication with all categories of membership and ‘improving the benefits of belonging’.
- To build the NSRA ‘brand’ through consistent, high quality, marketing communications, that are targeted and relevant to members needs
- Produce branded material to assist the membership and clubs
- To measure the effectiveness of what we do and create a meaningful ‘dialogue’ with members of a regular basis

Members of the Shooting Council have the ability to play a key role in this process by sharing the vision of the Association and advocating the benefit of membership. There is still a negative sense of the Association within the membership and clubs. It seems that the successes of the Association are overlooked and forgotten because it is easier to focus on the negatives. From a business development perspective we have achieved a great deal in the last two years:

- Analysis of the NSRA in its role as a principle NGB in shooting sports, together with headline strategy for growth and retention of membership
- New image and branding for the Lord Roberts Centre - created and launched.
- New LRC website, designed, developed and launched, projecting a modern, positive image for the LRC and the activities we are able to host at the centre
- New NSRA Shop website, designed, developed and launched, presenting a new image, fresh product presentation and well organised navigation paths. Already recognized in the shooting press as a well put together website.*
- Current NSRA (Charity) website now presenting a much improved ‘Shop Window’ for the Association. Updated regularly with news and information, downloadable data and competition entry forms etc. Website has been re-designed in the interim to improve navigation and content. No recent complaints received from members regarding website status.
- Newly branded NSRA manuals (Guide to Policy & Procedures, NSRA Equality Policy, Shooting for the Disabled, NSRA Safe Card, NSRA Range Design & Construction Manual), together with competition programmes, all now professionally produced and+ consistent with corporate guidelines
- New exhibition displays and ‘point of sale’ promotional literature created for NSRA membership, projecting a modern, forward looking organisation that welcomes change.
- New BSW branding – advertisements designed and now featuring regularly in the media
- New NSRA Shop branding - advertisements designed and featuring regularly in the media
- Refined media strategy (advertising) for both BSW and the NSRA Shop, maximising use of limited budgets
- ***The Rifleman*** magazine. Totally new presentation in terms of design, image and content for the NSRA membership magazine launched in autumn 2014. Now produced by a professional contract publisher to scheduled publication dates and distributed by an external mailing house, saving staff time and internal resources in the process.
- Full Business & Marketing Plan produced for the NSRA Membership (Charity), with budgetary and staffing requirements outlined and recommendations for immediate and longer term marketing programmes defined. Essential to implement if we are to retain and grow our membership.

- Full Marketing Plan presented for the LRC business with options for growth defined and strategies recommended.
- Full media plans presented with recommendations as to how our media schedule be best managed and adapted to deliver maximum results
- NSRA Member benefits programme launched and being added to on a regular basis
- NSRA Charity Website brief produced and outline project plans defined for Phases I, II and III of this major exercise. This will revolutionise the working practices within the organisation and allow a much improved Membership processing and Competitions entry facility, however, it is accepted that this a long term project and will therefore be developed in stages.
- Re-designed stationery & business cards in 4 colour, now at lower cost to the business
- Internal communication now much improved with departments working effectively in a co-ordinated fashion – aware of up-coming commercial events and activities

The above reflects considerable success in less than 2 years. Having achieved all of this we are clear on the next stage. The following is needed:

- Approval of Marketing Plans aimed at recruitment and retention of members and clubs
- Implement Marketing & Communications programme with Affiliated Clubs
- Get Membership recruitment media plan underway in relevant press
- Build sponsorship and commercial support for championships
- Launch product / communications and regular Newsletters to NSRA Membership (in-between magazine publication dates). Also create LRC and Shop e-Newsletters and send out on a regular basis
- Compile an industry ‘Press List’.
- Social Media a priority. We have begun this with our LRC clients but we need to be properly resourced to benefit from these channels of communication. This will also apply to the new Charity website when launched.
- Enhance insurance benefits in order to make NSRA membership more attractive
- NSRA (Charity) website – Major phased project with an estimated 18 month design and development time-frame. Agree implementation and timing plan and resource accordingly. Work on Phases I and 2 now underway

Our primary risk as an organisation is to tackle our ever shrinking Membership base and a great deal of effort needs to be focused on generating new Individual NSRA Memberships and retaining those members we already have for as long as possible. The methodology for achieving these objectives is laid out in the plans we have in place. However there is a need to work at club and county level. The NSRA’s Shooting Council members have a key role to play at County and Club level in terms of addressing the issue of member and club recruitment and retention.