



Regional Competitions Strategic Plan – 2026



1. Overview

Sitting within the framework of Sports Operations Volunteer Working Groups (Appendix B) the Competition group has prepared this draft competition strategic plan with the objective of bridging the gap between grassroots clubs and regional high-performance pipelines. This plan is designed to coordinate resources, standardise event hosting, and build sustainable growth across Northern Ireland over a **four-year cycle**.

Regardless of size, the fundamental tournament planning components remain consistent, and we believe this plan establishes clear objectives, deals with facilities and resources, managing participant logistics to ensure a smooth game-day operation.

2. Vision & Key Performance Indicators (KPIs)

The primary mission is to expand regional event capacity and elevate athlete performance while maintaining financial stability.

Strategic Pillar	4-Year Target Indicator	Metric for Success
Participation Growth	Increase total regional active event participants by 25%	Unique tournament entries
Accessibility	Integrate development pathways for varying skill levels and demographics, including expanded opportunities para and visually impaired athletes.	Track participant numbers, gender balance, and entry retention rates with the objective of increasing participants by 25% over the 4-year cycle.
Technology	Develop a robust technology infrastructure to run competitions efficiently	Develop an equipment pool in conjunction with the judges working group and clubs within 2 years
Competition Pipeline (Scheduling & Periodisation)	Where possible, design a calendar tailored to peak performance optimisation rather than just host convenience.	Develop a tailored competitions calendar in conjunction with clubs and other sport advisory groups
Competition Pipeline (Regional)	Offer diverse tournament tiers, ranging from local club and indoor,	Develop in conjunction with NI clubs regional leagues



Regional Competitions Strategic Plan – 2026



outdoor, field and field leagues to regional championships.

across all disciplines within 2 years.

Host regional championships across all disciplines annually from 2027

Competition Pipeline (Schools)

Offer an annual school cup competition comprising novice, intermediate and advanced categories.

Host an annual school's cup from 2027 onwards.

Increase participants by 25% over the 4-year cycle.

Competition Pipeline (National tour)

Host ArcheryGB National tour events

Host a junior tour event by the end of 2028

Host a senior tour event by the end of 2029

Competition Pipeline (Celtic Cup)

Work with interested home nations to develop an international competition

Host on a rotational basis an international competition before the end of the 4-year cycle

Competition Pipeline (Finances)

Build sustainable economic models for cash flow, venue capacity, and hospitality. For major events, this includes aligning with national governing bodies and securing appropriate backing.

Secure **3 permanent regional sponsors** to subsidise costs



Regional Competitions Strategic Plan – 2026



3. Implementation Roadmap

A four-year timeline ensures long-term development plans are balanced with regular event logistics.

- **Year 1: Foundation**

- Agree a regional tournament calendar.
- Audit current club infrastructure.
- Work with the Judges group to ensure a pool of sufficiently qualified judges are available.

- **Year 2: Expansion**

- Introduce a regional indoor/outdoor league.
- Purchase an equipment pool
- Host a junior tour event.

- **Year 3: Optimisation**

- Host for senior tour event.
- Host a national-level trial event.
- Upgrade tournament timing technology.

- **Year 4: Review**

- Evaluate KPI targets against data.
- Renew club affiliation agreements.
- Host on a rotational basis an international competition before the end of the 4-year cycle

4. Event calendar

Bring the clubs together before the end of October each year to develop a shooting calendar which offers diverse tournament tiers, ranging from local club and youth leagues to regional championships. Where possible, the calendar should be tailored to peak performance optimisation rather than just host convenience.



Regional Competitions Strategic Plan – 2026



5. Sustainable Financial Model

We propose to introduce a financial sustainability model for all regional completions framed to ensure we maintain long-term financial health whilst expanding regional event capacity and elevate athlete performance with the following overarching objectives

1. The overall objective is to diversify revenue thereby keeping athlete entry fees reasonable by offsetting costs. Pitch local businesses for division sponsorships (e.g., "The [Sponsor Name] Compound Championship").
2. Develop in conjunction with the Judges group a regional equipment bank, to include an electronic scoring system, timing clocks, and PA systems that clubs can rent at cost for local tournaments.

5a. Revenue sources:

Entry fee

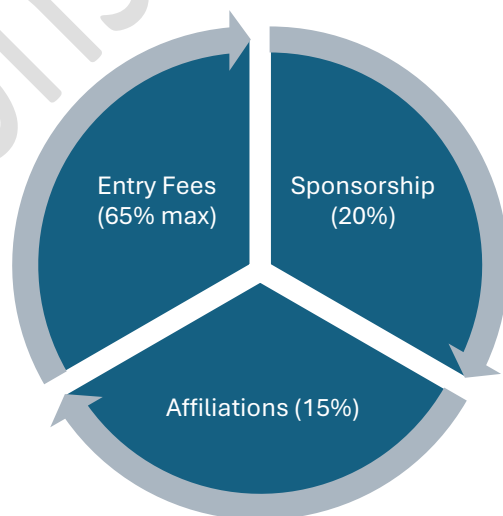
- Entry fees (typically £15 - £40 depending on age category, record status, and included amenities)

Sponsorship

- Concession sales
- Sponsorships from local businesses
- Tournament merchandise (t-shirts, programs)

Affiliations

- Affiliation fees





Regional Competitions Strategic Plan – 2026



5b. Expense categories:

Venue

- Facility rental or usage fees

Judges / officials / volunteers

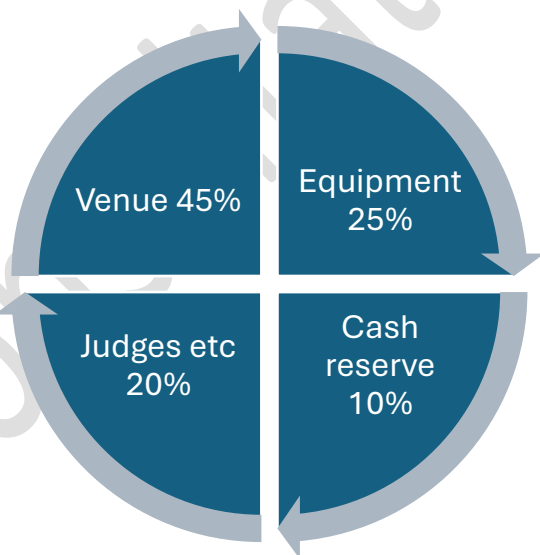
- Officials and judges
- Medical staff
- Hospitality (official meals, volunteer appreciation)
- Administrative costs
- Marketing and promotion

Equipment

- Awards and trophies
- Equipment (Bosses, target faces, timing systems)

Cash reserve

- Contingency fund (10 -15% of total budget for unexpected costs)





Regional Competitions Strategic Plan – 2026



6. Hosting a regional competition on behalf of Archery Northern Ireland

Any affiliated club in Northern Ireland may apply to host a competition on behalf of the region. If more than one club applies to host a competition the competitions working group will select the preferred host club and will within 14 days of a request from an unsuccessful club shall provide feedback on the reasons why they weren't selected.

Selection criteria

1. Venue suitability (40%)

- **Range Compliance:** meets official ArcheryGB shooting range criteria.
- **Controlled Access:** restricted access to prevent accidental trespassing ahead of the shooting line.
- **Venue capacity:** competitor and spectator capacity
- **Orientation:** north or northeast shooting directions preferred to keep the sun out of archers' eyes. (outdoor target)
- **Parking:** parking capacity including accessible parking bays
- **Toilets:** sufficient toileting facilities for the anticipates number of participants and spectators including accessible toilets.
- **Viewing:** are there any facilities for public viewing of the event
- **Climate Control (Indoors):** consistent lighting and heating
- **Register venue:** the venue shall be checked by a suitably qualified judge and registered with ArcheryGB
- **Entry fee**

2. Venue cost (30%)

- **Total venue hire costs:** venue hire including hire costs for set up and take down

3. Tournament officer and work party (30%)

- **Tournament officer:** Experience of the tournament organiser
- **Work party:** Sufficient members of the work party to set up, take down and run the competition.

Profits

80% of any profits made will be allocated to the host club and 20% of any profits shall go to Archery Northern Ireland for the sole purpose of purchasing and/or maintaining tournament equipment.



Regional Competitions Strategic Plan – 2026



7. Claiming a Northern Ireland record

- **Event Status:** Must be shot at a registered NI Record Status event or higher (target, flight, field, 3D or clout) with a minimum number of qualified judges depending on the record status of the competition. Northern Ireland record status event must have a least one county judge.
- **Score Requirement:** The new score must be higher than the existing record.
- **Affiliation:** The archer must be a fully affiliated member of Archery Northern Ireland in good standing at the time the score is shot.
- **Submission Process:** Claims should be submitted by the archer to the competitions working group and must include either a signed scoresheet indicating the round shoot, date, venue, archers name and bow style or a copy of the official results (a link to the official results is acceptable).

8. Regional awards

Northern Ireland Championships

Affiliation: the archer must be a fully affiliated member of Archery Northern Ireland in good standing at the time of the competition.

Distance: the archer must shoot the recognised ArcheryGB distance for their bow style and age category. Note an archer can opt to shoot up a distance and will be eligible for that award.

Northern Ireland Challenge Award

Subject to venue capacity and at the discretion of the tournament organiser an archer shooting a distance below the recognised ArcheryGB distance for their bow style and age category can enter the Northern Ireland championships, if the archer wins the category they are shooting in, they will be eligible to receive a Northern Ireland challenge award medal.

Award allocation

The number of medals allocated will depend on the total number of archers in the category as follows

Number of archers	Medals
1 – 2	Gold
3	Gold & silver
4 or more	Gold, silver & bronze



Regional Competitions Strategic Plan – 2026



9. Equipment pool

The competitions working group in conjunction with the judging group shall purchase and maintain a pool of equipment which will be available for use at regional competitions. Archery Northern Ireland affiliated clubs shall be able to hire the equipment at a nominal fee to run competitions thereby saving clubs from having to outlay significant club funds.

All profits allocated to Archery Northern Ireland from regional competitions shall be used together with the nominal hire fee for the purchase and maintenance of equipment in the equipment pool.

The priority in which the equipment is purchased will be determined by the competitions and judges working group with input from the clubs.

Equipment type	Number of units
Electronic timing system	1
Electronic scoring system including PDAs and router	36 PDAs (24 in batch 1)
PA System	1
Portable generator	1
Tents / Gazebo	2
Radios	8
H2H score boards	64
Number boards	32
Flags	32
Individual target backstop nets	32



Regional Competitions Strategic Plan – 2026



Appendix A - Summary Tournament Planning Timeline

6-12 months before:

- Define tournament objectives and format
- Secure facilities and key dates
- Develop preliminary budget
- Book officials and essential services

3-4 months before:

- Launch marketing and promotion
- Open athlete registration
- Finalise schedule framework
- Recruit volunteer staff

2-3 weeks before:

- Confirm registered teams
- Create detailed game schedule
- Order awards and supplies
- Finalize volunteer assignments
- Conduct facility walkthrough
- Hold volunteer training
- Confirm all services and deliveries
- Prepare registration materials

Week of tournament:

- Final communication with teams
- Prepare facility setup
- Brief all staff and volunteers
- Confirm emergency procedures

Tournament day:

- Early setup and preparation
- Athletes' assembly and briefing



Regional Competitions Strategic Plan – 2026



- Execute competition schedule
- Awards ceremony

Post-tournament:

- Financial reconciliation
- Collect feedback
- Document results
- Plan improvements

Consultation draft



Regional Competitions Strategic Plan – 2026



Appendix B - The Sports Operations Volunteer Working Groups.

