

CHANGE IN PROGRESS

We outline the results of the NSRA Organisational Change survey and how the NSRA intends to listen and react to them

As many of you will have already seen, the first phase of Organisational Change was launched on 11 August 2020 when the NSRA Organisational Change – Phase 1 survey was circulated on the NSRA website and social media. A follow up email was circulated on 12 August 2020 and the survey then closed at end of the August Bank Holiday. First and foremost, the NSRA Board of Trustees (the Board) would like to thank everyone who took the time to complete the survey. There were almost 4000 responses, which is a fantastic level of engagement and highlights that the shooting community, as a whole, are eager to help the NSRA improve.

INTRODUCTION

Throughout the Association's 119-year history the shooting community has always been central to the work the NSRA does. We hope this recent survey is evidence of our determination to work with you, the shooter, to ensure that we can continue in our efforts to develop, support and actively encourage shooting sports across the United Kingdom. It is important that everyone who takes part in this great sport that we all love is supported by a passionate and dedicated organisation for many more years to come.

The Board recognises that the shooting community has become much more diverse in many ways over the last 20 years. Regrettably, the NSRA has been rather slow to embrace such changes and this has understandably led some members of the community to view the Association as out of touch. Therefore, it is crucial that we take steps to rectify this, and it is our mission to work with the shooting community to make sure we take the right steps.

As you will see from some of the data discussed below, the recent survey has identified the many different types of shooter that make up the modern shooting community. This is vital information that is helping the NSRA better understand the wants and needs of each of the different disciplines and types of shooter that we aim to support. The survey was designed to understand everyone's requirements, including those who are not NSRA members, so that we can make membership something that every shooter values, and consequently increase the NSRA's resources to invest in improving our service to all of you.

As has been previously stated in communication on the subject of Organisational Change, 'everything [is] on the table'. With this in mind, we took the decision to approach this survey with a blank canvas. As a result, the information gained from the responses is helping the NSRA sketch out the 'agenda for change'. This is, however, just the very first stage, we aim to build upon these foundations through further consultation. The next steps, which will take the form of more specific surveys and virtual focus groups, are going to be very important. We are giving it all of our effort, but in order for the NSRA to be the organisation you want and need it to be, we are going to need your help and support. We would encourage as

many of you as possible to get involved where you can, so please keep an eye out for the details of these on our website and social media. This is your chance to mould the NSRA into the national governing body you want it to be, whilst also having the opportunity to win a Peli/Peli Storm case of your choice (up to the value of £500).

This is the time for change, and the Board and NSRA staff are working hard towards this goal. We are striving to transform and modernise the Association so that it is fit for purpose, and well-positioned to support the shooters of today and tomorrow. This is by no means an easy task, and as you can imagine, COVID-19 has only added to the challenge.

The Board have met, virtually, nearly every two weeks to discuss and prioritise activities, which is helping to ensure the Association are able to navigate this crisis. We should take this opportunity to thank all the NSRA staff and volunteers who have been extremely flexible during this period, and have been working tirelessly to help facilitate a safe return to shooting, wherever and whenever possible.

Despite the pandemic heavily skewing the workload, this has not hampered our efforts to modernise. The competitions department have been working hard to implement the first stage of our move to an online competitions portal, and as you will see

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in this edition of *On Target*, we have been working with GoMembership to develop an online membership platform. This is just the tip of the iceberg, there will be many more developments to follow that will enable the NSRA to serve shooters more efficiently and effectively. The responses from the survey will be instrumental in helping the NSRA to guide and prioritise our investment in future projects. Some examples include, but are not limited to:

- Far greater collaboration and engagement with British Shooting, particularly with regards to coaching and supporting up and coming talent
- Upgrading the targets at the Lord Roberts Centre
- Improving and upgrading the facilities and ranges at the West Midlands Regional Shooting Centre (Aldersley)
- Improving the National Meetings and competitions in general

The survey has also given us food for thought, and we will be discussing in depth how to address some key development areas that have been identified, such as how to provide more educational and outreach opportunities to start to improve the PR of shooting sports. Furthermore, the survey has highlighted that there is an increasing need to focus on improving our communications and online facilities. This is something we will discuss further during focus groups, so we are fully able to understand how best to deliver a service that aligns with the needs of the shooting community of today.

SURVEY RESULTS

Who completed the survey you may ask? Was it only the current members of the NSRA? Well, thankfully this was not the case. We believe that the results indicate we have a representative sample of the wider community since 1601 NSRA Members, 479 former NSRA Members and 1716 other shooters who stated they were not currently members nor had ever been a member of the NSRA answered the survey. What did this population look like? Figure 1, pictured above, shows the breakdown by age*, gender and location. You may remember some rather strange age ranges used in the

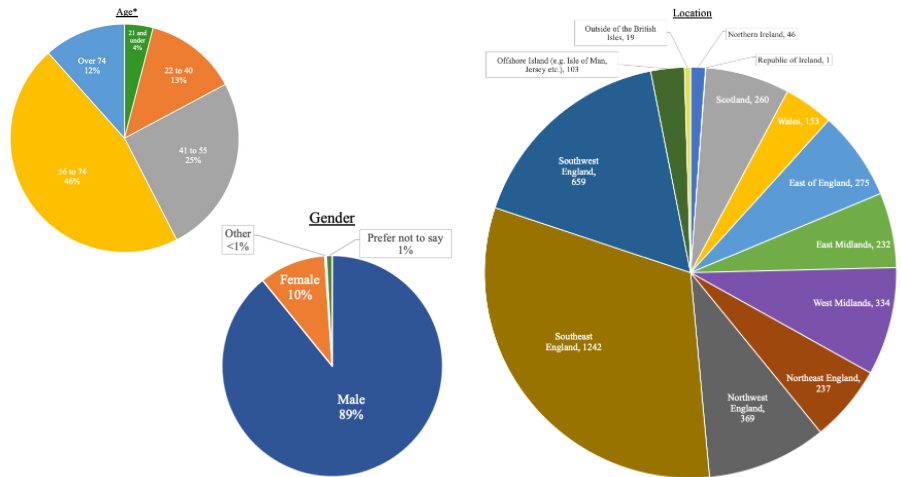


Figure 1: Representation of the breakdown of the survey respondents by age, gender and location.

survey, well this was done to align with Sport England/UK Sport ages that are used in funding applications so that when we have the results of the Club Survey we can assess how many clubs could be eligible for funding. The aim will be for the NSRA to better support club grant applications in the future.

**The age breakdown has been combined into broader ranges than those used in the survey, this has been done to aid visualisation, a full breakdown as per the ranges used in the survey will be made available on the NSRA website at a later date.*

Shooting is one of the most inclusive sports, which is reinforced by the fact that around 11% of respondents indicated that they were a person with a disability. Sport England’s study *Spotlight on older adults and their relationship with sport and physical activity 2016-2017* stated that “we have an ageing population – the number of people 60 or over is due to pass the 20 million mark by 2030 according to the Office for National Statistics. We know that as you get older you’re far more likely to become inactive. Our research shows that 42% of people aged 55 and over are inactive compared to 29% of the adult population”. It is clear from the age data shown in Figure 1 that shooting is a sport that is accessible to many within the older population. This data is very encouraging and shows that shooting is a great way to keep people active in sport at every stage of their life. We found that 74% of respondents shoot at least once a week, highlighting

that most are very active participants. Shooting is definitely a sport which is conducive to a long career as more than 55% of respondents indicated that they had been shooting for more than 20 years. 13% said they have been shooting between two to five years, 12% of respondents stated they have been shooting for 10 to 20 years, another 12% have been shooting for five to 10 years and roughly 8% of respondents have been shooting for less than two years.

We wanted to ascertain how many shooters will likely be heading to university in the next 12 to 18 months. Approximately 4% of respondents indicated that they were, and almost half said that their chosen university had a shooting club. Hopefully the other 50% will be able to join a local club to continue in the sport. Don’t forget that the NSRA club finder can help identify local clubs. Also, if you’re reading this and your club is not on the club finder, please consider asking the Secretary to file a request.

Most respondents are members of at least one club: One (65%), two (20%), three (4%). 10% of respondents are currently not a member of an NSRA affiliated club and less than 1% are members of four or more clubs. 96% of respondents indicated that they were full members of those clubs. 50% of respondents said they were members of an NRA affiliated club and interestingly nearly 12% (463) did not know if their club was affiliated to the NRA, compared to 2% who did not know if their club was affiliated to the NSRA.

As mentioned earlier, the NSRA will be working to improve our competitions, which we hope will be very appealing to the 68% of respondents who indicated that they are competitive shooters. We asked what level of competition was of interest (multiple responses were allowed) and Table 1 pictured on page 14, shows a considerable portion of respondents are ambitious shooters. The NSRA are determined to help facilitate all levels of shooting, from grass roots through to the elite who represent their country on the world stage.

We were hopeful that this survey would generate responses from as many disciplines as possible. Amazingly, 42 different disciplines have been represented in the responses. It is evident from the data in Figure 2, pictured below, that this survey is very much representative of the diverse shooting community that exists today. As can be seen from Table 2, pictured on page 14, there are some disciplines which prove more popular with older shooters than younger shooters, and vice versa. We have found this information to be very interesting, it will be useful in helping the NSRA to tailor the services and support that we offer to all of the disciplines within in our remit.

Figure 2 shows a graph of the number of respondents for each of the disciplines represented in the NSRA Organisational Change – Phase 1

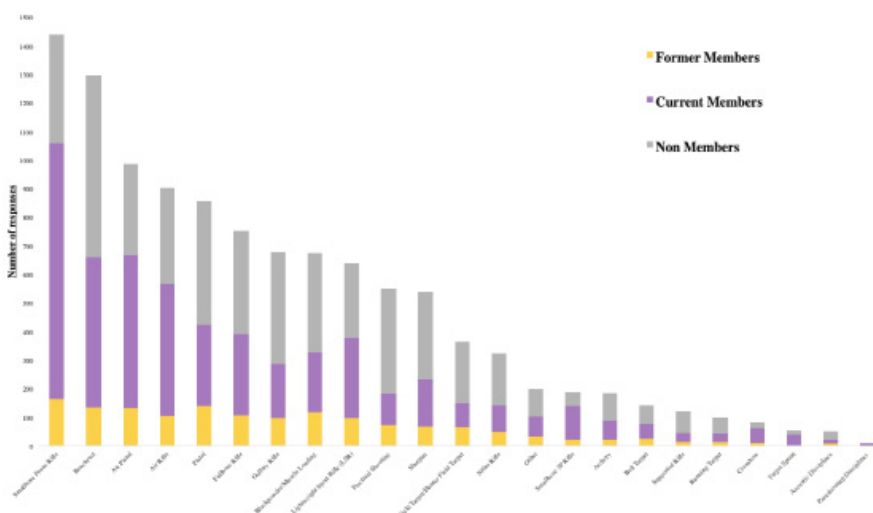


Figure 2: Respondents order by their preferred disciplines and Association membership status.

“We need to explore what changes are necessary so that we can better serve the diverse shooting community”

survey. This is a generic breakdown, and a more detailed view for each specific discipline will be made available on the NSRA website at a later date.

CONCLUSIONS

We believe that there are around 37,000 individuals who are members of NSRA affiliated clubs, so to have the survey completed by nearly 10% of that community is a good achievement and with nearly 50% of the current NSRA membership answering the questionnaire it will enable us to make better informed decisions moving forward. There will be other opportunities to contribute, since there will undoubtedly be other questions that arise once this survey is fully analysed, which with over 300,000 data points is going to take some time.

We were surprised that only 10% of respondents viewed the possible introduction of a loyalty scheme being part of NSRA membership as very important or extremely important. Perhaps we did not explain this very well. The idea behind this scheme is that discounts on everyday shopping

with major UK retailers, such as Tesco, could in essence pay for your annual membership. This is something that could be available once our online membership portal is up and running. However, we may have to revisit this in the future consultations we plan to run over the next year or so. On a positive note, over 40% of survey respondents thought that the ability to manage their membership online was important, which has validated our earlier decision to focus our efforts on delivering this in time for 2021 renewals.

The NSRA needs to explore what changes are necessary so that we can better serve the diverse shooting community that exists in 2020. We will continue to remain committed to supporting Smallbore Prone Rifle shooting, but we aim to equally support the myriad other disciplines within our remit, such as the Benchrest, Hunter Field Target, Lightweight Sport Rifle and the ISSF/Olympic disciplines (10m Air Rifle/Pistol & 3P 50m Rifle and so on).

In this respect the NSRA is different from the NRA who primarily deal with non-Olympic/non-ISSF disciplines, or British Shooting who deal solely with ISSF Olympic disciplines and elite shooting. The NSRA provides the structure (coaching, rules, competitions) for grassroots shooting that feeds into the Home Countries organisations and British Shooting. The recent announcement of the collaboration between the NSRA and British Shooting is evidence that the NSRA is working towards the common good.

We recognise that we need to engage far and wide and move away from the Bisleycentric criticism that we hear on occasions. We do however need to be based somewhere, and we feel that Bisley, the historic home of shooting in the UK, is a fitting location for our headquarters.

Type of competitive shooting activity	Percentage of respondents that actively partake or aspire to partake in this activity
Non-competitive (only as a hobby/pastime)	36%
Club/local postal competitions	68%
Local open competitions	41%
County representation	26%
University representation at BUCS	2%
Participation at National Meetings and/or Championships	25%
National/Regional representation	14%
Home Country representation	11%
International non-ISSF (e.g. International Benchrest, F-Class, Mayleigh, Dewar, Randle)	6%
International ISSF (including Commonwealth Games)	5%

Table 1: Respondents that take part in or aspire to take part in competitive shooting activity.

Although, the responses from the survey have encouraged us to spread our wings and we will be exploring the potential of developing more regional events over the next few years.

All shooters are aware of the importance of protecting their ability to access to the sport. This protection is often achieved via political representation, something which we all value, irrespective of the discipline we shoot. The NSRA need to communicate better and show the wider community that we are battling on many fronts, with legislation covering Section 11/4 as well as the potential restrictions pertaining to lead in ammunition. We also need to be clearer about the comprehensive insurance package that is included with NSRA membership, and demonstrate that with

a few smart modifications it could become the gold standard. This is at a time when BASC has removed its “firearms licensing legal expenses insurance” from their membership package (BASC website 1 July 2020). It is important to note that this is still included in the NSRA insurance package and protects those members with an FAC and/or shotgun licence.

The NSRA is listening and we look forward to working with the 900+ people who have indicated they would like to be involved in the further consultations that we plan to run over the next 12 months or so. Once again, we would like to say a huge thank you to everyone who took the time and effort to respond to this survey.

Disciplines	Total number of responses	Age				
		21 and under	22 to 40	41 to 55	56 to 74	Over 74
Smallbore Prone Rifle	1439	3%	12%	23%	49%	12%
Benchrest Disciplines	1298	1%	10%	22%	54%	13%
Air Pistol	986	4%	8%	25%	51%	12%
Air Rifle	903	5%	11%	27%	49%	9%
Pistol	856	2%	13%	28%	50%	8%
Fullbore Rifle	754	2%	16%	25%	47%	10%
Gallery Rifle	679	1%	14%	29%	49%	8%
Blackpowder/Muzzle Loading	674	1%	9%	19%	59%	13%
Lightweight Sport Rifle (LSR)	638	1%	10%	26%	53%	10%
Practical Shooting	550	3%	22%	34%	38%	3%
Shotgun	538	1%	17%	30%	47%	6%
Field Target/Hunter Field Target	365	2%	11%	36%	49%	2%
300m Rifle	325	2%	13%	31%	50%	5%
Other	198	3%	12%	20%	54%	12%
Smallbore 3P Rifle	187	7%	25%	22%	37%	8%
Archery	184	2%	15%	29%	46%	8%
Bell Target	141	4%	13%	29%	49%	4%
Supported Rifle	121	1%	11%	24%	55%	9%
Running Target	100	2%	13%	36%	42%	7%
Crossbow	82	1%	6%	30%	57%	5%
Target Sprint	53	11%	21%	36%	30%	2%
Acoustic Disciplines	50	4%	18%	32%	38%	8%
Parashooting Disciplines	9	0%	11%	67%	22%	0%

Table 2: Detailed breakdown of the age ranges that shoot each of the disciplines represented in the ‘NSRA Organisational Change – Phase 1’ survey responses.

GOMEMBERSHIP THE FUTURE'S DIGITAL

The NSRA has taken a far reaching strategic decision to form a partnership with GoMembership (www.gomembership.co.uk) to develop an online membership system which will deliver a much improved service to our clubs and individual members, as well as a streamlined and efficient administration platform at all levels. Through the NSRA website, members will be able to easily access their Membership portal to join or renew their membership, manage their personal data, make online payments via direct debit or credit/debit card, maintain records of qualifications and credentials, as well as book onto NSRA courses, events and much more.

A key component of this system for the NSRA will be the course and event management software. This will enable individual members to enter competitions online, access all the information they require and update records as and when needed. A range of customised benefits will also be available to Club and County Association Secretaries. There will be a gradual transition and implementation process over the next twelve months to ensure the change in system is carried out carefully and smoothly. This will present us with enough time and opportunity to provide you with any support you require through the changeover and to ensure you are able to enjoy all the benefits that will be available.

We hope you will welcome the changes we are going to introduce, and can assure you we intend to illustrate how our new way of working will be real progress for us all. Many of you have commented in the past about why and how we need to modernise, so hopefully this announcement will come as welcome news. If you are Club Secretary and would like to be involved in the implementation process at an early stage, possibly on a FREE TRIAL basis, please email marketing@nsra.co.uk