

Proposal to SCAS Council – SCAM

Background

At the April council meeting, a group of SCAS reps were asked to review the current SCAM offering and make recommendations for suitable alterations to the model.

The panel consisted of

- Alex Purser (Chair – Trustee)
- Katy Lipscomb – Trustee
- Gerry Hever – Surrey
- Ceilia Stocker - Berkshire
- Carla Piper – SCAM Secretary & Trustee
- *Steve Elison – Ex Officio – Chair of Council*

The current model is

- Thursday – BLBS Longbow
- Friday – AGB Round (currently American)
- Saturday & Sunday – Double York, Hereford, Bristol's

Entries are currently falling overall, the 50+ category maintains the largest proportion of entries across all divisions (Recurve, Longbow, Barebow, Compound).

Due to the format, some archers only enter the BLBS round, and others pick and choose which days they wish to attend, with the majority attending the full weekend, while some venues have responded to enquiries stating that they cannot commit to a 4-day event, at the exclusion of their membership, or help to supply work party for this length of event, this further limits the options.

Alongside these limitations, many archers report that the mid-May date limits venue options or attendance and that a summer date may be preferable.

Overall, SCAM operates at a loss, due to external rising factors of ground hire, and administrative costs, for example, judges' accommodation and the like, with many taking it on themselves to subsidise their involvement to limit the losses made.

Review process

The panel met for two online meetings; the first reviewed current offerings and discussed initial proposals for a format amendment, with the group's preference to ensure that SCAM continued to run and remain the SCAS regional championships for senior archers.

The group then approached various stakeholders across the region in a targeted approach to gain feedback to the potential options. At this initial stage the options were

- 1) Do nothing – retaining SCAM as a 4-day event
- 2) Move the shoot to World Archery rounds and include a Head-to-Head component.
- 3) Split the championships out of SCAM and establish a separate Senior Target Championships
- 4) Reduce the format to a 3-day event.

With the above considered, options 1, 2 & 4 were shared with stakeholders, including Judges, 2026 attendees of SCAM, and broader informal conversations with archers across the region.

Feedback varied, with SCAM attendees largely accepting that something needed to be done to retain SCAM; however, they preferred to retain the model as it was operating. Wider discourse was that the 'meeting' element of the shoot put some archers off attending; however, attendees suggested that the more 'relaxed' tone of the event, and their ability to turn the event into a holiday, kept them returning.

Across the feedback, there was a comment on longer 12-dozen 'full' rounds requiring a larger commitment of time and practice, and while a 'double' round was acceptable, a Double 720 would be preferable for some compared to the Double York/Hereford.

The offering of WA rounds with head-to-head was seen as attractive to younger, more 'competitively' minded archers, and the successive move to the championship being across the weekend was broadly seen as successful for the event, with some responding that a later summer date would be preferable for both attendance (archers) and volunteering (Judges).

In light of stakeholder feedback, the panel further considered a hybrid option, splitting the events, or retaining SCAM as is. However, the panel's overarching decision was that, to meet the constitutional requirement for SCAM to be the region's championship, a change should be made to attract the region's best archers to our premier event.

Proposals of change

As such, the panel proposes to Council that SCAM be changed to the following format for 2027, with ratification at the September meeting, to allow for record status and for marketing to be effectively implemented to widen the pool of archers attending our senior championships.

- Thurs – BLBS
 - (If a host was unable to commit to 4 days, then this day will be dropped in preference for SCAM to run annually)
- Friday – AGB (American)
- Saturday AM – WA720 ranking round (70m/60m/50m only) –
- Saturday PM – Individual Head-to-Heads
- Sunday – Single WA 720

Changing to WA720 – H2H allows the event to attract Tier points for archers within the national ranking, a further incentive for them to enter the weekend portion.

Results for championships to be decided on the aggregate finishing position across the Saturday and Sunday events, following the AGB model of BTC/Masters, an archer finishing first in all three components would achieve a ‘score’ of 3, and thus be ranked highest. In the event of a tie for position, the finishing position of the head-to-head would take precedence.

Time of year

The recommendation is to trial a 2-year move in the calendar to August, as this will allow more time to market the changes across SCAS, while also widening the pool of venues and volunteers required.

Record status,

Will be applied for the AGB day, and World Record for the two WA days separately, with the Saturday and Sunday label clearly as SCAS Regional Championships

Awards

Will be moved from existing to suit the new rounds, and all team elements will be moved to existing team events within SCAS.

Marketing for the event

Will highlight the regional championship component first and foremost for at least the next 4 years, to enable the shoot to regain an identity as a premier shoot in the calendar, with Friday and Thursday added to make the broader event the ‘meeting’.

In rebranding the event in this way, the hope is not to lose the identity of the ‘meeting’ but rather to encourage competitive archers to add the event to their calendar where they otherwise have avoided it due to the assumption of needing to enter all 4 days.

Prospectus - Example- Championship



Southern Counties Archery Society

Event	(SCAS) – REGIONAL SENIOR CHAMPIONSHIPS (SCAM)
Event Info	Archers are required to shoot both days of the two-day weekend event to become ‘Champion of the South’
Location	XXXXXX
Rounds	• Saturday AM – WA720 ranking round (70m/60m/50m only) – • Saturday PM – Individual Head-to-Heads • Sunday – Single WA 720
Dates	Saturday XXX August 2027 Sunday XXX August 2027

Prospectus - Example – AGB Day



Southern Counties Archery Society

Event	(SCAS) – Southern Counties Archery Meeting - (AGB day)
Event Info	Archers may shoot this day as part of the wider SCAM event – results from today will not count towards the two day weekend event to become ‘Champion of the South’
Location	XXXXXX
Round	AGB (American)
Dates	Friday XXX August 2027

Conclusion

It is in making these changes that the panel hopes to increase entries for SCAM and encourage archers to attend, modernising a historical regional event and reimagining it for the future of the sport.