

# RECONOMICS PLUS

## Clay Shooting at the Jamboree

**Aim: Scouts and Girl Guides introduced to clay shooting in Essex**

### Project summary

The British Association for Shooting and Conservation (BASC) was commissioned by the Essex International Scouts Jamboree in 2016 to provide one of the lead activities at its week-long Jamboree held near Chelmsford, Essex. An amazing 5,817 Scouts and Girl Guides were introduced to clay shooting and were taught basic shooting principles at BASC's largest ever shooting line.

BASC worked in partnership with Browning, Eley and Promatic, who provided the guns, cartridges, traps and clays all free of charge. Working in partnership with key stakeholders allowed BASC to deliver the best possible experience for the Scouts and Girl Guides.

### Impact

Throughout the week the Scouts and Girl Guides came to understand how shooting has broader positive social outcomes, in that joining a shooting club can give them the opportunity to get out, meet new people and build friendships. They also learnt that shooting has huge personal and physical wellbeing benefits via spending time in the outdoors and providing enjoyment and relaxation. Shooting sports provided a fun change in activities, but also instilled the importance of safety aspects and personal responsibility.

Throughout the event all the young people were supervised and mentored on the high standards of self-discipline required when shooting, therefore ensuring each individual gained and developed new skills and knowledge.



The BASC has seen many of the Scouts and Girl Guides at other shooting events since the Jamboree.

### Key learnings

- Pooling resources, for example working with key stakeholders such as Promatic, Eley and Browning, reduced the financial impact on any one organisation and made the project possible. BASC had a pre-arranged media plan which resulted in publicity about the availability of shooting at the event.
- Social media played a key role in raising public awareness of the event. In the future, all project partners need to be fully interactive on social media for the benefit of this to be maximised.
- Working with new partners and sponsors to increase publicity and participation. BASC successfully worked with the Scouts and Guides which both publicly support shooting sports and this has led to more young people taking up the sport and other Scout and Girl Guide Jamborees expressing an interest in hosting a shooting event.

### Future plans

- Since the event in Essex, BASC has received enquiries from a number of other Jamborees interested in providing the same kind of experience for Scouts and Girl Guides.
- It is hoped that this event, and future ones, will encourage new people into shooting sports.

### Further information

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[BASC overview of clay shooting the jamboree](#)

[Feedback from Scouts & Girl guides on taking part in clay pigeon shooting](#)

[BASC press release on the jamboree](#)

[BASC interview with Team GB shooter Amber Hill](#)

### Key facts

Target audience

10,000 Scouts and Girl Guides from around the world attending the Essex International Jamboree 2016

Setting

Boyton Cross near Chelmsford, Essex – a 120 acre site consisting of planted grassland and an 8 acre lake

Length of the project

A week-long camp 30 July - 6 August 2016

Funding

BASC was contracted by the Essex International Scouts Jamboree to provide the lead activity at the Jamboree

Number of participants

5,817 participants in 2016

