



WHO'D BE AN ENTREPRENEUSE?

The artist Salvador Dalí claimed he could hallucinate at will, once covered himself in dog excrement and painted his armpits blue to profess his love for his sweetheart. Assertions and acts of an insane man, perhaps – and without the context of remarkable artistic success, his peculiarity would have been confined to history only as craziness characterised by an obsessive contemplation of objects. Dalí did maintain that he wasn't crazy at all – and if wealth is the yardstick, then who could argue with the millions his legacy left behind?

It's said that the difference between insanity and genius is only success. The obsessive, persistent approach when the odds are stacked against you is characteristic of both the unhinged and the successful.

Now imagine the conversation Sarah Daly might've had when first trying to gain sponsorship for her inaugural Bisley Grand Prix: "I'm staging an Olympic skeet shoot with just a few people coming along and need some sponsorship, please. What can you give me?" Probably the closest thing to a dead rat in terms of sponsorship appeal. But with a multitude of phone calls that would have had the less generous rushing off to court for an injunction, Sarah's persistence paid off. In true entrepreneurial style, she has, by dint of the force of her personality and drive, created an opportunity where no-one noticed there was one.

Together with Alfie Oldring, Sarah Daly has continued to secure sponsorship for the annual Olympic Skeet shoot – the Bisley Grand Prix. This year, the event expanded to encompass Olympic Trap and Double Trap too. The events attracted a wealth of sponsorship, worth over £20,000, with household names including Cobra agreeing to be associated with the event. Moreover, competitors came from all over Europe to take part, and so-nearly-Tory-party-leader David Davis MP presented the prizes on the Saturday (much to the NRA's chagrin, I understand, as they only heard he was coming at the eleventh hour).

Now we at Clay Shooting magazine are successful in acquiring sponsorship to

help drive our sport forward – and thanks to companies such as Krieghoff, Eley Hawk, Caesar Guerini and Promatic, we're in the satisfying position of being able to create great events for clay pigeon shooters everywhere. Yet we know what it takes – hard work to gain the sponsorship, and then more hard work to ensure the shooters get what they want, and more again to ensure the sponsors get value as a result of their support.

What strikes me is how Sarah Daly can secure so much sponsorship for her events when international disciplines are way down the list of great sponsorship opportunities. She'd be ideal for a full-time job at the BICTSF to secure sponsorship for their other events and teams – FITASC Sporting could well do with a full-time fundraiser!

GOING THE DISTANCE

Back in our February issue, I wrote about the legacy of the 2012 Olympic Games – or rather, the fact that there won't be one for shooting owing to the ephemeral range at Woolwich.

Ministers have since received letters from the NRA, the BICTSF and Southern Counties Shooting Limited over the selection of venue – though as yet, they've not met with shooting organisations to discuss their critical concerns over the choice of location.

Concerns over the legacy aside, the one thing that hasn't hit the public eye yet is the safety problem at Woolwich. While

the rifle and pistol ranges can be made safe with bunding and backstops, the shotgun ranges have only 175 yards or so of safe ground in front of them – way short of the 300-yard safety zone stipulated by the CPSA's rules.

There's little prospect of building bunding sufficient to make it safe. In the mid 1990s, Belvoir Shooting Ground had just been taken over by Reg Bates (now at Oxton Shooting School). The former owner took great pains to enlighten the CPSA about how the ground didn't quite have the necessary 300-yard safety zone it needed for its skeet and DTL ranges, falling short as it did by just a few yards. Despite various proposals by the ground owner to build mounds and bunds, registration was refused. He remarked to me at the time that if the CPSA ever registered a ground that didn't have the 300-yard safety zone, then he'd be pursuing them for compensation. Maybe Woolwich wouldn't need to be registered – but the CPSA certainly couldn't support a ground with a safety zone falling so far short of the requirement, could it?

On the doorstep of the Olympic village is Dartford. An investment of millions there would see another international standard facility in place – and the prospect for a legacy is a good one. Common sense should see an approach made to Dartford as a site for the shooting events – and then we'll have another major shooting ground as part of the Olympic legacy – and a safe one too.



SARAH DALY WITH DAVID DAVIS MP AT THE BISLEY GRAND PRIX – THIS LADY IS MAKING A TREMENDOUS PERSONAL CONTRIBUTION TO OUR SPORT