

Development Co-ordinator's Report August 2019

Coaching

Lake District coaching November (23rd/24th) details published by the Orienteering Foundation, there is a group and an individual attendance scheme. Esther will co-ordinate but we need feedback on who might be interested to decide if we have enough for a self-coached group. So far we have 2 people interested.

Club Night: Monday is tough for physical activities especially if an event on Sunday. So we are moving to Tuesday. The survey and other feedback suggests that numbers would increase rather than go down! South Charnwood High School is booked from 1st October with a flexible room arrangement eg gym or canteen or both. Tuesday has bought Toni O'Donovan back into the coaching team and she will be teaching at LGS.

BOOST

Ashby Urban (October) we will have coaches to help with post race review.

Cademan (December) we will do post race training as at Bagworth.

Club Mark Jane has renewed our Club Mark accreditation.

Recruitment

Few juniors are joining the club. The "Learn Orienteering" initiative managed to get three families for three weeks (out of the four, with all missing the event at Donisthorpe (too far)) but we have not retained anyone.

Development Team considered various options on how to repeat / encourage newcomers and noted:

- The GROW initiative 10 years ago; South Charnwood High School feeder schools were contacted and the session started at 5 PM. Numbers were more than Learn orienteering. (I had a meeting with Tim Herod mid July and suggested this is the next area where BOF could help us and this took priority over delivering Xplorer.) We could start in January like the initial GROW.
- Our Bradgate maze taster attracted a large number of people. If we could convert this to being a "Learn Orienteering" series in the Park we might recruit more members. In 2020 there would be embargo issues here, as Level B is scheduled for November.
- Learn Orienteering on the Saturday afternoon in terrain might be a good avenue to pursue. Some mixture of racing and training was needed to move participants into real orienteering.
- We also had to consider the repeat of the Park Series in 2020. We have to be mindful that we have a limited coaching force and we cannot expect them to be delivering Club night every week and turnout to deliver we Learn Orienteering sessions, especially as coaches are also event officials.

Park Series 2020

If we proceed with Park Series and also move to Loughborough we may need more mapped areas. We need to be putting the programme into the event schedule and deciding location, especially if we need new maps.

What are Committee members thoughts?

Permanent Orienteering Courses

I spoke to Peter Hart, Craig Anthony and Scott Parker about improving the BOF offer and getting more from our investment. We noted Greater Manchester Orienteering Activities (GMOA) has some better features.

Our business case is poor; we have spent over £20K on posts and plaques but only get £200 a year income to offset the £200 for repairs! We make little use of POCs for events or training. We know little about how BOF members (our own and other clubs) use of the system and we have little idea about the user experience. We would benefit from feedback on usage from every download, with a view to encouraging people to come to events.

Since Easter we have experienced an increase in feedback about missing plaques. This is useful as it helps focus our efforts on essential repairs.

We are not making use of technical delivery systems eg. Map Run App, MOBO. For example GMOA have 6 locations using Map Run.

Privacy

Our policy has been in operation for over a year as as things change from time to time it might be worth a review.

Schools

NW Leicestershire Schools Partnership has booked us for the end of March 2020.

Meeting with British Orienteering

Chris & I met with Rayan Sammut & Tim Herod earlier in the summer to discuss the Entry Forms (safety aspects),

We agreed to

- Make more use of Facebook for instant reports on events. Like Northern Ireland where members do instant posts.
- We could do better on “meet & greet” to follow through when newcomers completed their course.
- Results - could we offer level C standard at level D.
- Direct post-event queries to right contact. We would have a single email address (then redirect) and all maps will have QR code to get to LEI site easily.

To date we have made some progress re juniors, event planning at Club Night and with LUOC, but have not managed to embed other items into our event programme/ mapping.

Can any one help with taking these issues forward?

Mailshots

We have **not** moved onto collecting email addresses and mailing the next event details. Roger P is doing things on a limited scale with the Park Series contacts. These could be combined with the core Mail chimp system to help avoid any privacy and duplication issues.

We do not have a robust process for collecting details of newcomers.

What should we be doing about mailing newcomers?

Publicity

We are continuing to use HOOP to get to a family audience. This has not created any attendees.

Roger Edwards
5 August 2019