

## Development Report February 2020

### 1. Web Site

There has been quite a lot of work on moving forward with web site improvements. The proposal is

- Make mobile friendly
- Split the site into two: Recruitment/ New members & Member information, probably on the same front page
- We will move to owners
- We will Take down data not used (LEI country) & unowned

We need John Cooke support to move forwards. Roger Phillips has come up with a new layout which pushes quite a lot of tabs to the foot on the front page, reduces number of tabs, reduces text in a tab.

We have rejected the use of passwords on the Members section.

Confirm this is the way forwards. Decide who will be involved in implementation.

### 2. Shared Club documents

I set up a shared Dropbox folder (LEI Committee) but many committee members were not able to access it. I have reissued invitations to all those who have indicated they have a problem.

Those really needing access are authors and reviewers for our administrative side eg Standing Orders, Event & Finance documents. So if you might be author of such documents you should be having access to the full folder.

Confirm the folder is working.

### 3. Recruitment Activity

Four Committee members attended the BOF Development Conference three on Saturday and Esther on Sunday. There were a number of themes in the conference:

- BOF Strategic Plan, please contribute.
- BOF help offer.
- Volunteer Management
- Club Presentations on recruitment events/ activities.
- Marketing and using social media
- Youth Strategy.

We met with British Orienteering Development on Monday 20<sup>th</sup> January and our meeting focussed on our recruitment offer as seen in the **attached discussion paper**.

#### 4. Volunteer management

This was covered at the BOF Conference. Suggestions noted were:

We need to add to our development plan.

Create Job Descriptions.

Bringing more people in to do smaller jobs/ share the work.

Looking at the Officer Jobs to move out jobs which could be done by others if necessary.

Appoint a Volunteer Co-ordinator, perhaps to tackle new members to invite them to volunteer. Look at event helper recruitment to bring more in. eg helping at next few events on a rota.

Decide on a plan to move forwards.
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#### 5. World Orienteering Day

BOF put quite a lot of effort not this last year. We tend to keep this low key, but we could register and do some publicity work?

Any thoughts?
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#### 6. POC

BOF have paid us for last year's downloads: £62.

I have looked to see how many requesters use the site again and its fairly low, but 15% do come back for another map. These figures cover nearly four year's requests and the one offs are probably understated as not everyone leaves their email address.

Period	No	%
Once only	834	85
month	46	5
1 to 6 months	31	3
6 to 12	16	1
12 to 23	34	3
24 to 48	21	2
	986	

The Martinshaw -Groby, Sence and Loughborough courses have been updated to use new maps. Castle Hill has not.

We have bought a new stock of plaques. Rushmead Mead Secondary have paid for 20 replacement plaques. We have been paid by Booth Wood Primary for map update.

I have one POC sales to Hugglescote Primary school in the pipeline, this will follow on from Peter who is undertaking the mapping of the school and may be adjoining land.

## 7. **50<sup>th</sup> Anniversary Newsletter**

We raised this at the last two meetings. Below I have provided some thoughts on themes. I have been lent some Material by Doug Dickinson and Thelma Spalton (such as a picture of a Committee meeting) . We probably have enough material for a full size newsletter, but is it worth the effort?

People doing well eg British Champions, JWOC, Representative Interland,  
People: Age range eg Phil Broadhead, those at other clubs  
Club of the Year.

Schools, mapping and events British to World Schools (not they are LEI as they go from their school)  
Promoting Events eg BOC 1997, JK 2004, British Nights, BMD, Sprint  
Events Novelty Treasure Hunt Canoe Bike O  
Expansion from Forest to Urban/ Sprints, and Maize Maze

Activities, coaching, trips and Club night

Club Champs, Leagues, Awards eg Tiger Trophy  
National Awards Peter Mapping  
Championships results East Midlands, Midlands

POC 1500 plaques! 100 courses. Grants.  
Community activities eg Burbage Common

Mapping technology, software impact. Plus LIDAR  
Course Planning: Hand drawn, John Bull printing, OCAD, Purple Pen  
Equipment: Punches & Cards, SI

Newsletter, CompassSport top 10.

What next and who is to assist in taking forwards.
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Roger Edwards  
30 January 2020

## **Committee 10 February 2020**

### **Development – Discussion on Recruitment Activities**

#### **Meeting on 20th of January 2020 6.00 to 7.30pm**

Present: Steve Chafer, Esther Revel, Roger Phillips, Libby Barber, Roger Edwards, and Phil Conway and Tim Herod (British Orienteering). Apologies: Jane Dring-Morris

Supporting papers were from Roger Edwards the BOF Development Conference and Summary of 5 years of LEI activities, Roger Phillips on Level C statistics 2018 2019 and the LEI website proposal.

A structured round table discussion followed with each LEI presenter suggesting development activities for consideration. Several felt that we seem unclear re what our Recruitment offer is actually trying to do.

We identified a range of options and we should prioritise these but there is no priority in the order below. It would be possible to do say three concurrently in 2020 leading to say a Park series to 2021.

#### **Proposal A: Running Club**

We would target running groups/clubs. We could look at Park runs but as these did not even recruit people to running clubs; we wouldn't be very successful, (our Braunstone Park Park Run offer did struggle to find anybody to try out orienteering.)

We could offer a low key urban, cross-country event probably just recording lamppost numbers. This would fit with doing a training run with some map reading.

#### **Proposal B: Xplorer as an advert/ precursor to park series**

We looked at building on the Xplorer offer. Although there was quite a lot of interest at Bradgate Nov 2018 we weren't convinced it was particularly useful; however Suffolk, Bury St Edmunds, this was run as a precursor (2 weeks before) to where a park series was to run.

#### **Proposal C: Junior Park Run**

We should look at targeting the Junior park run, 2k, eg at Aylestone, on Sunday as the distance covered was shorter than the Saturday adult one and there were a number of non-participating parents. Both the juniors and parents could be targeted.

Melton is Sunday 9am. Leicester City has some other Saturday junior runs at Knighton Park,

#### **Proposal D: Junior LEI team bonding**

We provide a junior social in the Spring and Summer terms but we don't have a training activity for the junior team. We could bring the families and the Junior Captain together. (Something like BOOST session.) Something prior to the YBT and perhaps CompassSport Cup Heat would be good.

#### **Proposal E: Daytime Midweek adult and junior**

Use the Pendle Forest model, mid week for running adults, the retired (eg U3A) and homeschooled families, Series of four events say week 1 White, Week 2 White, Yellow, 3 White Yellow, Orange Week 4. Orange. needs to be based at a Cafe, Abbey Park is one of the obvious locations, (Brocks Hill, Burbage are possibles).

If the offer was free we might benefit from the no local authority charge. (As indicated in the government response to the park run consultation.)

However by charging we would make it more like a normal event and it would not undervalue our services.

## Proposal F: Move focus from families to middle aged

Using level C statistics 2018 and 2019 there is a peak at 21, university students, and the next peaks are 40-50 and 50 - 60. So why not recruit more in this range?

## Proposal G: Something different for the North-west schools Championship

Promote the news story of lots of children participating.

Consider the use of a sprint format, with children arrive in groups of 80 we could invite the top 20 to a head-to-head sprint race at the end of their stay.

Those doing well get in the score, say over half the controls and get round in half an hour. This leaves half hour gap waiting for those getting lost to return.

We would make use of a set of extra dibbers for this race. We could make it more challenging by sending the course through the woods before going back to the finish.

If necessary we can add a butterfly loop to split up the pack.

We could try promoting a county trial concept for the best 20/100. eg at a weekend.

## Proposal H: Learn to orienteering 3 to 4 sessions with race

This was our summer 2019 promotion and is the only one Iain Phillips & Roger E have been working on for this summer. Suggested Tuesday 21<sup>st</sup> April (28<sup>th</sup> is Cademan,) Tues 5<sup>th</sup> May Tues 12<sup>th</sup> May Donisthorpe 19<sup>th</sup> May.

This would be April /May Tuesday evening learning skills up to TD3 making use of our maze, adjoining Forest, school campus and would be for families and individuals. We would expect a child from each family group to become an LEI club member on starting, so that we would be able to communicate with them until the year end.

We would arrange the member to join by post on the first evening. We would probably need to increase the training course fee to include the junior membership of £6.

We need to look at in connection with the H&B and NW Leicestershire School Partnerships to target schools near South Charnwood High, much like the GROW initiative.

BOK were able to get 25 runners to turn up; was based at a pub and this was done in April (Mondays) alongside their Wednesday summer league. Needed 5 coaches so it was personal.

## Proposal X: Something else?

## Recommendation

We should identify the ones we would prefer to take forwards.

We should then schedule the steps required to implement, showing the target market, etc something like the entry in the table below

Proposal	Market	Location	Timing	Volunteers	Publicity/ Sales	Lead
H	Families and runners  Target: One family and one runner to join club	SCHS	Tuesday April/ May 2020 6.30 to 8pm	Iain Phillips, other coaches (if more than 10 attendees)	Facebook paid Pre register if interested  Ask Schools partnership to send flyers.	Iain, Roger E  BOF help: Issue of Flyers

# Events

Our discussions also noted some impact on our event offer, the list of suggestions follows:-

## **Event change 1. Provide a course with navigation trivial but long**

Use a Long Yellow at events. Something equivalent to the 5K and 10k road runs or trail running, run with a map but keep navigation simple and controls say every 500m.

This would best fit where we expect a number of beginners e.g. Level C if well promoted. Controls would perhaps be round the edge of the park/wood. Would be designed so they never got lost. Might work well at Castle Hill.

## **Event change 2. Pairs**

We might wish to encourage beginner **pairs** on the harder courses so they had a chance to discuss their routes with another friend.

## **Event change 3 Improve Scheduling Recruitment Events and Traditional Events**

If we are to promote a "Park series" using the same location and providing follow-on events we needed to schedule development activities into the events plan during its conception rather than being bolted on. Probably applies particularly to the Summer League and to a lesser extent the Winter League.

## **Event change 4: Provide beginner Courses for more events**

Our Summer League does not work well for beginners as the forest courses are not appropriate especially for children and there is no intermediate steppingstone from the Short to Medium. Several years ago we added the Orange stepping stone but we recognise its extra works and you might only get one taker.

Having more level C (with introductory courses) where we attracted beginners would make it much easier to manage. Beginners need to do White, Yellow and possibly Orange for those who know how to use a compass. And be competent at these before moving on. Might also be possible at a Level D if we knew we could get some beginners.

## **Event change 5 Facebook advertising for all events**

### **(This applies to all Promotional activities**

Roger P has some images but not enough to make the adverts interesting with regular new ones.

We need to work to increase the image library and identify images that can be copied from the web. E.g. coaching videos.

Roger P has been trying to video the finish to give some active images, and you can see these on Facebook after events.

## **Event change 6 "Arrival Bibs"**

We should look at bringing back the "Ask me" bib's into usage. Especially at locations where it was difficult to find Registration, or know who to speak to if you are a beginner.

Should consider whether this applies to level D as well as as well as level C.

## **Event change 7 "Meet & Greet" extension to ADD Event follow up discussion**

The stats show that few beginners come to our events and come back! So we are making a poor first impression, perhaps,...

We do have some independents eg Catherine Walker, Toby Miles and family local non-members, who turning up regularly. We also have Robert Wright who joined in January after two races. In 2019 we had Jacob Fleming (now LUOC) and Amber Leonard who came to several Summer League events.

We need to offer training in the meet and greet. The key steps might be: 1. what is the beginner is expecting, 2. Giving enough help for the course they are going to do, eg White needs to know what a woodland path (muddy un-tarmacked) and mown ride is (gap between trees and the higher unmown grass) not much else matters.

Then help them do better once a comeback after going around the course.

We need to provide coaches to do the feedback after the meet and greet. To be most effective this probably means the coach (meet & greeter) giving up their run. Although we might have injured coaches. Means we need a rota for level C and we will need to offer some compensation probably free run at a future event.

Should give them an exit card extolling the virtues of the club and the next few events.

[Betterorienteeing has some resources we might want to consider.]

### **Event change 8**

Give control collectors the LEI post card to hand out to any enquirers while control collecting, as this is a time when you could stop for a few minutes.

An action plan could be

Change	Priority	Action	By
1.			
2.			
3.			
4.			
5			
6.			
7.			
8.	Medium	Organiser Box for Level C & D events with publicity, beginner support material	Roger E

### **Brand promotion**

Jane also raised what is being done to raise awareness of Orienteering at a National level and what was the experience of orienteering in schools. Those who have experienced the system, Libby Iain had a very poor opinion and that it was more a scavenger hunt and there was no use of maps.

### **Permanent Orienteering Courses**

Only 15% of those downloading a map make a request for a further map. We do invite users to attend an event but our mail chimp offer is weak.

Roger Edwards Jan 30th