

Development Co-ordinator Report May 2019

Coaching

Lake District coaching November (23rd) waiting for Orienteering Foundation to publish details; expected May/June.

Club night: Iain will look at changing the night for the autumn. Monday is tough for physical activities especially if an event on Sunday. We need input from non attenders.

Charnwood Borough Activity day Easter Tuesday. Chris Bosley coached but too many under 7s to do a great deal of useful orienteering coaching. There were 20 young people plus their parents/grandparents. Most were under 7yr. about 5 over 10yr. CBC were looking to pay the club to do a summer activity session.

Club Mark Jane is looking at renewing our Club Mark accreditation for 2020. Hopefully picking up things we should have done by then!

Recruitment offer

Few juniors are joining the club. The Coaching team would like to have a go at a promotion getting people to club night in the summer. I have used our POC mail chimp to send advert to those who might be interested. 17 clicked on the Learn Orienteering link but none proceeded with an enquiry. Roger Phillips is using Facebook to encourage families. We do have a success from both routes.

The BOF webinars have shown what other clubs are doing. I have spoken with Andrew Henderson (WAOC), Hilary Palmer (NOC) and Sal Chaffey (DVO). Using schools to send out literature seems to be a big gap in our approach. WAOC choose target schools, send an email and follow up by phone call and visit with bundles of flyers.

Park Series 2020

If we move to Loughborough we may need more mapped areas. So we need to be putting the programme into the event schedule and deciding location.

“Beat the street”

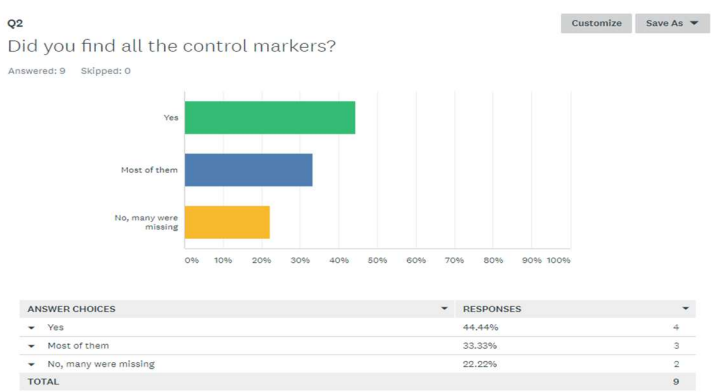
We missed the presentation from Beat the Street in Blaby (Leicester) on Friday 26th April morning at Beaumont Leys College. There were about 10 schools heavily involved in accumulating points. We missed an opportunity to sell to interested beginners. NGOC used this to recruit successfully.

Permanent Orienteering Courses

Steve is asking wardens to get the course checks done so repairs can be undertaken.

I sent out a Survey Monkey (free) questionnaire. We had a 10% response rate from the last 100 downloaders.

Feedback was very positive; they did use the maps and they were interested in doing more. Two negative feedback about the state of courses and after an exchange of emails the Ashby Urban and Beacon courses have been repaired. April Mail chimp sent to 1250 who have downloaded maps, 25% are opening and 1% unsubscribing.



We had a problem with BOF, who were very slow approval of changes but this has improved. There is a backdoor into downloading deleted maps. Eg Stonebow, Booth Woods where the courses have been removed. I am hoping BOF can resolve.

Privacy

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

Schools

NORTH WEST LEICESTERSHIRE school sports partnership



Northwest North Leicestershire Schools event was on Tuesday, 2 April and 730 primary school children attended (plus a handful of secondary. We had 8 volunteers to man the day so it's labour intensive.

We transferred as much of the support to the teachers so they did the map walk,. We attempted a video of the map walk but it was poor. I would like to explore contact with media students to do something better. Anyone with contacts?

The extra activity – the maze did not work. We have a had a request to offer something similar in another district!

Worthington Primary, the winners with four pairs in top 7 places, are likely to be coming to YBT, and by virtue of a club school agreement should be eligible to be in the LEI team. Other than Isaac Spencer joining the club, this is the first development from the event.

Teaching Orienteering Part 1 Training in June to be delivered by Pauline Olivant at LOPC,

Schools mapping: John is re-doing Booth Wood, Loughborough and Peter is doing new map for St Johns, Whitwick and fitting POC.

Safeguarding

Sport England Club Matters has a podcast from the Ann Craft Trust, which I have referred to in my last report. There is now a video (you tube link below) on actions organisations should undertake. It clear that we are not doing enough; especially as we tend to underestimate the vulnerable adult population!

<https://www.youtube.com/watch?v=pCoUIhITzWM>

<https://www.anncrafttrust.org/safeguarding-adults-sport-activity/>

Meeting with British Orienteering

We met with Rayan Sammut & Tim Herod initially this was arranged to discuss the Entry Forms (safety aspects), Xplorer (Bradgate follow on) and the New member post card and then the Final report on the pilot survey....

We have received the final report from the pilot survey, which puts us in context with the other clubs in the survey! Attached.

The focus of the discussion turned into more a challenge to our Development plan.

We agreed to (areas with more for us to do...)

- make more use of Facebook for instant reports on events. Lke NI where members who do instant posts
- Look carefully at Location of park series (because of the 5 mile travel limit)
- Improve the information on facilities eg where exactly is the registration if large car park and cafe
- We were challenged on how we provide orienteering for those who were frighten of forests!
- We could do better on "meet & greet".
- Results - could we offer level C standard at level D.
- Direct post-event queries to righ contact. We would have a single email address (then redirect) and all maps will have QR code to get to LEI site easily.

- Do more with juniors, involve LUOC in planning, and Juniors more in decisions.

We now have

- a new member postcard
- The LEI junior welcome leaflet updated
- The beginners help sheet was available at Bagworth. This sheet is a script to be handed out and taken to the start. (This did not work fully as beginners with insufficient experience were arriving at the start and unsure of what they were doing!) Modified one used at Swithland level D.
- The LEI web site event detail have been updated to change the sequence of data, so information useful to a beginner is shown first. With what they should do at an event, linked to every event.

We have **not** moved onto collecting email addresses and mailing the next event details. Roger P is doing things on 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.

Publicity

We are using HOOP to get to a family audience, latest stats are below.



Activity	When	Where	↓ Views	Saves	Shares
Swithland Woods Country Park Orienteering 5 years and above	Mon, 29th Apr 2019	Swithland Woods North, LE12 8ST	20	0	0
Bagworth Woods Orienteering 5 years and above	Sun, 7th Apr 2019	Beacon Hill Country Park, LE67 1BJ	8	0	1
Learn to Orienteer 5 years and above	Mondays 6:30pm	South Charnwood High School, LE67 9TB	8	0	0
Tunnel Woods Orienteering 5 years and above	Thu, 9th May 2019	tunnel Woods, DE11 8HD	6	0	0
Batram & Grange Woods Orienteering 5 years and above	Tue, 14th May 2019	Batram Woods, LE67 1GB	1	0	0
Booththorpe Country Park Orienteering 5 years and above	Wed, 22nd May 2019	Marquis Drive, DE12 6EJ	1	0	0

Roger Edwards
5 May 2019