

November 2018 Committee Report

Club Captain

Some of the LEI junior squad were in action at the Peter Palmer Relays on the 9th September at Tankersley Woods, Sheffield. Unfortunately it was not to be our year, with a missed control on the first leg. Sadly our team was disqualified. Despite the team being disqualified the squad still produced some quality runs in a tough area.

The 2019 competition is being held in the South East and it is likely the team will require a minibus to be able to compete.

I have received the invite for the 2019 CompassSport Cup competition on the 17th March. I am likely to choose our regional heat at Sherwood Pines to support our own regions club NOC, rather than WMOA heat at Bentley Wood.

Just for the record, the final of the CSC is on the 20th October at Pippingford Park, so please keep that date free!

Club Shop

4 Club Tops sold, still lots of hoodies to sell.

Social Media

LEI Facebook Page

519 Page Likes (up 62 Likes)

- Monthly Reach - 2707 people

LEI Facebook Group

74 Club Members (up 1 member - some non members have crept in)

- *Page & Group Admin Roger Phillips, Chris Phillips (Chairman)*
- *Page Editor Bob Haskins, Steve Chafer (Vice Chairman)*
- *Page & Group Moderator Wendy West*

LEI Twitter - 152 followers (up 10 followers)

- *Tweeter-in-chief Roger Phillips*

Ashby Map Runners Facebook Page

25 - Page Likes - no other statistics available

- *Page Admin - Peter Hornsby*
- *Moderator - Wendy West???*

As part of the 5 Parks Challenge, a significant amount of Facebook advertising has been paid for by the club. With one event still to be advertised, we have spent around £210 on promoting the sport and our 5 Parks challenges.

Our adverts have been seen by around 10,000 different people, which has generated 387 event responses. (*An event response is either being interested or going to the event*).

Advert Reports from Facebook

Ad set name	Results	Reach	Impressions	Cost per result	Amount spent	Relevance score
Abbey Park #1	152 Event Responses	4,906	12,854	£0.39 Event Response	£60.00	—
Western Park #2	103 Event Responses	5,172	12,228	£0.58 Event Response	£60.00	—
Knighton Park #3	75 Event Responses	4,504	9,297	£0.67 Event Response	£50.00	—
Watermead Park #4	57 Event Responses	3,321	8,282	£0.69 Event Response	£39.28	—
Total results 4/4 rows displayed	387 Event Responses	10,011 People	42,661 Total	£0.54 Event Response	£209.28 Total Spent	

The work involved in promoting the 5P Challenge events has required a significant investment in time to generate the artwork for adverts, event headers and flyers.

If we were to repeat the the 5P Challenge events or another Try O series, then we as a club should be prepared to invest both the time and money into advertising.

Example of one of our adverts on Facebook



Leicestershire Orienteering Club

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If you like maps, being outdoors and want to keep fit, this could be for you. Try orienteering at one of our 5 Parks Challenge events. Let us know you are coming on our event page.



Run, Walk or Race



SAT, 10 NOV AT 13:00

5 Parks Challenge - #4

Watermead Country Park · Leicester

72 people interested · 5 people going

★ Interested