

## **Leicestershire Orienteering Club Development Plan 2019-2021**

It is intended that the Development Plan will guide the club through the period 2019 to 2021. The plan is built upon the previous version (2016-2019) and will be regularly reviewed by the club's executive committee.

The Club Development Plan has five key elements. They are:

1. The development of the provision of coaching and training for club members of all ages and abilities.
2. The recruitment and training of event officials, volunteer event helpers, coaches, committee members and mappers. Training will include formal training courses e.g. Event Safety and Welfare Workshop, peer to peer training and self learning programmes.
3. Regular engagement with club members to understand what they require from the club in the way of training and events. To encourage a greater participation in club activities, events and major events in the UK and overseas.
4. A concerted drive to recruit new members across a wide age, social range and ethnic diversity in order to reflect areas which are covered by the club.
5. To increase the amount of publicity and marketing undertaken by the club through social and news media, with the intention of increasing the awareness of the sport in Leicestershire, Rutland and Northamptonshire. To measure and evaluate the various marketing streams undertaken by the club.

It is intended that the club will over the next three years attempt to reach these objectives by the following pathways. It should be noted that during that time the regular reviews undertaken by the club's executive committee will undoubtedly bring changes and modifications to the way we reach our objectives.

### **1. The development of the provision of coaching and training for club members of all ages and abilities.**

- i. The club will endeavour to maintain and develop its existing programme of Club Nights. We will develop the programme for club nights so that they provide a range of training and activities that will increase member's physical fitness and technical abilities. The programme will reflect member's needs and be suitable for the wide age ranges that attend club nights.
- ii. The club will endeavour to offer a yearly terrain training session outside of the club night programme, (catering mainly for adult members) . The session to be combined with a level C event on the Sunday to form a weekend away.

iii. Junior members who have reached the skill level required will be encouraged to attend the East Midlands Junior Squad Training Days.

**2. The recruitment and training of event officials, volunteer event helpers, coaches, committee members and mappers. Training will include formal training courses e.g. Event Safety and Welfare Workshop, peer to peer training and self learning programmes.**

i. The club will encourage members, with suitable skills, to take on coaching roles and provide opportunities, resources and training for them to qualify.

ii. The club will encourage existing coaches to continue with their personal development and where appropriate move to a higher level qualification.

iii. During the period of this plan the club's executive committee will, as one of its key tasks, establish a succession plan for the committee and the Principal Officers.

iv. During the period of this plan the club will run a number of training courses for event officials and helpers. These will include Event Safety courses and courses for Organisers, Planners and Controllers. Some of these courses will be run in conjunction with the East Midlands Orienteering Association.

v. The club will also run courses for specific tasks e.g. Download Team.

vi. The club will create a lessons identified log (to be managed by the events sub-committee) to identify both positive and negative lessons from the organisation and staging of events and activities.

**3. A closer engagement with club members to understand what they require from the club in the way of training and events. To encourage a greater participation in club activities and events.**

i. The club will conduct surveys of members to seek their views on the programme of training, events and social activities run by the club and will endeavour to modify its programme in the light of the response to these surveys.

ii. The Principal Officers, the Club Captain and the Junior Captain, of the club will undertake to talk to the membership of the club to encourage them to take part in events and activities including major events outside of the region. They will endeavour to find out if obstacles and problems preclude members from taking part in events and try to find ways around any such obstacles and problems.

iii. The club will continue to develop its use of social media, mail chimp and the Club Newsletter to inform and create a dialogue with the club's members.

iv. Encourage participation in major events in the UK and overseas, by encouraging shared travel and accommodation.

**4. A concerted drive to recruit new members across a wide age, social range and ethnic diversity in order to reflect areas which are covered by the club.**

i. The club's marketing plan as in 5 will have an element aimed at recruiting new members.

ii. The club will develop a programme of events and activities, over the lifetime of this Development Plan, aimed at recruiting new members. This programme will be backed by advertising and publicity.

**5. To increase the amount of publicity and marketing undertaken by the club through social and news media, with the intention of increasing the awareness of the sport in Leicestershire, Rutland and Northamptonshire. To measure and evaluate the various marketing streams undertaken by the club.**

i. The club will appoint an individual or group specifically to develop a marketing plan for the club. The individual/group will be requested to examine how we can increase the present low levels of publicity and how best we can develop our use of social media.

The individual/group will be asked to suggest ways that our marketing programme can be measured against its objectives.

ii The Executive Committee of the club are requested to find a member of the club to take on responsibility for the publicity and market programme of the club.

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SC 25/01/19