



# Leicestershire Orienteering Club



## Minutes of Committee Meeting held in Room G45, Groby Community College

**Monday 12<sup>th</sup> February 2018**

**Present:** Chris Phillips, Jane Dring-Morris, Alan West, Wendy West, Steve Chafer, Roger Edwards, Ian Wilson, Peter Leake, Ernie Williams, Mark Hardy, Laurie Fluck, Bob Haskins, Ursula Williamson, Iain Phillips, Roger Phillips, Anna Barber, Roy Denney.

**1. Apologies for absence:** Liz Heaton

**2. Minutes of the last Committee Meeting on Monday 13<sup>th</sup> November 2017**

These minutes were agreed to be a true record.

**3. Items arising from the last MOM**

Please refer to the LEI POC Current Status and Suggestions for the Future Report circulated prior to the meeting.

LEI POC report presented by SC. SC suggested that our focus should be on the locations where there is a visitor centre.

RD – should we vary the courses at different locations but retain the same number of controls?

CP – suggestions 1 – 4 of Steve's report are easier to focus on. Consistency of maps is required.

RE – suggested a discussion with Simon Starkey.

UW – the way forward is the use of mobile devices.

CP – proposed that SC pursue the 7 suggestions made in his report. This was agreed by the committee and to be reviewed in 12 months' time.

CP – to propose a list for SC of likely candidates within the club to support suggestion 4.

**4. Request for inclusion in 'Urgent and important items' on the agenda**

None.

**5. Treasurer's Report**

Please refer to the Treasurer's Report February 2018 circulated prior to the meeting.

CP – we are on track to break even on the UKOL weekend.

Full time student fees – debated at some length. IP proposed that for level A, B and C events full time students should be charged the same as juniors and for level D events they should be charged £2.50 (to ensure that the student fee is enough to cover the access charge).

Proposal agreed by majority vote.

Gift aid – RE’s proposal to include entry fees as an allowable expense which is to be retrospective if members provide evidence of amounts paid was seconded by RD and agreed by majority vote.

## **6. Delegates’ Reports**

There have been 2 EMOA meetings since the last committee meeting, attended by UW.

Points to note:

- There is a 1 year holiday on the levy for EM events.
- There has been significant financial outlay for EMJOS due to EMOA paying for coaching courses for the 2 new coaches.
- Development Co-Ordinator role is still vacant.
- All clubs are short of controllers, especially NOC.
- JIRCS weekend 2018 will be hosted by DVO, a controller for day 2 is required.
- Fixtures – the Birchen Edge event was cancelled due to the EM Champs being held at Eyam instead. There may be another event organised by LOG before the end of the year. The Spring Cottage event in April will now be held at Castle Hill and the Castle Hill event (December) will be held at Ratby.
- A level C controller for the Lincoln urban is required.
- 2020/21 – There is no suitable LEI area to host the British Long Champs, DVO are offering an area for the British Relay Champs.
- A regional development day and controllers course are to be held next year.

## **7. Events Sub Committee Report**

Please refer to the Event Sub-Committee Report February 2018 circulated prior to the meeting.

CP and Ranald are looking at options including jointly with another association.

YBT – there are now 4 teams entered for the event at Cademan.

UW – there are 2 Summer League slots available – Oadby Beauchamp and Burrough Hill.

Volunteers to UW please.

CP – we now have 70+ volunteers for the UKOL weekend.

EW – referred to the “over distance” courses at the EM Champs. An informal approach to the DVO chair should be a first step.

## **8. Development Team Report**

Please refer to the Development Coordinator’s Report and Development Coaching Plans Report circulated prior to the meeting.

SC to report on 2016 plans.

Additional first aid training is needed as qualifications expire shortly eg February. We need to improve our management of first aid courses for coaches. We need to aim for courses to be arranged early enough for coaches to maintain their licenses.

The Development Plan is to be added as an agenda item for the May meeting.

CP – to download a list of licensed LEI coaches for MH to check and cross-reference.

MH – volunteered to co-ordinate the proposed Monday night coaching session, which would consolidate all club nights.

## **9. Club Captain’s Report**

Please refer to the Club Captain’s Report February 2018 circulated prior to the meeting.

Club kit will be priced to cover costs so roughly a £5 increase arising from the fall in value of sterling (Byros tops will be long sleeved £36 and short sleeved £30).

RP recommended copying TVOC and making more use of new style media to make contact with newcomers.

### **10. Membership Secretary's Report**

Please refer to the Membership's Report February 2018 circulated prior to the meeting. Since the report was prepared, Ben Bishop has renewed so there are a total of 142 LEI members currently.

### **11. Any Other Business**

RD – we need to consider another venue for the annual club dinner, Kirby Muxloe Golf Club is difficult to deal with. BH has a contact at another golf club.

Meeting closed at 9:35pm

### **12. Date of future meetings:**

FULL:	FEBRUARY, MAY, AUGUST, NOVEMBER
Events:	JAN, APRIL, JULY, OCT
Minor events:	MAR, SEP, DEC
Mapping:	JUN
Development:	JAN, JULY
Coaching Forum:	MARCH
AGM:	OCT

## Treasurer's Report February 2018

We are breaking even on Other activities but currently have a shortfall of £5,200 on events. The year end out-turn will depend on the UKOL weekend!

Event accounts are below and include everything to date; plus committed equipment hire at Belvoir. It's the first time I can remember where we have had to pay such a lot out up front. We may have cash flow problems as I have not drawn enough down from the Mansfield Building Society. I am expecting to be rescued by our first Fabian4, early February, and the Cademan money on 1<sup>st</sup> March!

Sum - Amount	Data			
Event	Income	Spend	Total Result	
A Midlands Champs	£72.00	£4,152.00	£4,080.00	Access & equipment
B Irchester	£102.50	£10.00	£92.50	
C Burbage	£1,320.50	£787.20	£533.30	toilet hire
C Burrough Hill	£621.00	£251.60	£369.40	
C Cademan		£180.00	£180.00	room hire
C Outwoods	£1,094.50	£574.00	£520.50	
C Shepshed Urban	£861.50	£669.80	£191.70	
D Club Champs	£406.00	£547.04	£141.04	awards
D Hermitage	£22.50	£34.50	£12.00	
D Hood Park		£3.00	£3.00	
D Xmas Novelty	£206.60	£386.00	£179.40	low turnout
SL17 Bagworth	£158.50	£291.00	£132.50	presentat on
SL17 Bosworth	£171.20	£94.50	£76.70	
SL17 Bradgate	£221.65	£123.00	£98.65	
SL17 Castle Hill	£205.50	£88.65	£116.85	
SL17 Donisthorpe	£167.50	£87.10	£80.40	
SL17 John's Lee Wood		£10.80	£10.80	prior year
WL1 Western Park	£115.50	£88.00	£27.50	
WL2 Glenfield	£129.50	£98.60	£30.90	
WL3 Hicks Lodge	£186.40	£177.65	£8.75	students
WL4 Fosse Meadows	£46.50	£83.10	£36.60	low turnout
WL5 Sence	£106.00	£65.40	£40.60	below access fee
WL6 Donisthorpe	£160.34	£96.00	£64.34	
WL7 Outwoods	£160.00	£110.50	£49.50	est mate
WL8 Beacon	£0.01		£0.01	scheduled
<b>Total Result</b>	<b>£6,535.70</b>	<b>£9,009.44</b>	<b>£2,473.74</b>	
<b>not attributed to an event</b>				
Entry Dibber Hire			£20	refund
Equipment			£147	
Equipment Timing			£1,015	incl insurance
Insurance			£16	
Map Printing			£382	
Map Surveys			£413	
Publicity			£284	
Storage Rent (empty)			£460	
<b>Total Result</b>			<b>£2,736</b>	

Event comments: overleaf

Sence is a good example of the fine margins on small events. One more entry at Sence would have cost us a £50 access charge.

The event surplus at the winter league events at Hicks lodge and The Outwoods are adversely effected by full-time students, who pay us £1.50 and we have to pay out the senior £1.50 levy, map printing and extra access fees (where they are included in the Head count). It's indicating we need to revise Full time students fees upwards to say £2.50 or event match the Level C £3 fee. We could probably include free dibber hire as they don't hire much! Previously when we had £1 increase we did this in two stages.

**Increase Full-time student fees Level D to £2.50, in two stages, Summer League and next Winter League.**

### **Travel Scheme**

We have a handful of members claiming under the scheme. About a third of the Committee claim and donate fully as business mileage. If either of these were used my more willing members it would bring in significantly more at no direct cost to the member.

It's been suggested to me that the Treasurer should pay out claims and accept donations at all/ some Committee meetings. Would this help Committee members?  
Eg Distribute a set of "named" forms and suggested home to Groby mileages.

**What should be changed in the gift aided scheme to increase the number of members using the scheme? Do things needed to be different for the Business mileage and the travel scheme?**

I would like to increase the expenses allowed within the scheme. We currently have mileages at 45p per mile (50p if two in a car) flights/ferries and accommodation. Entry fees are necessary to participate at events and I would like to include these in our scheme.

**Include entry fees as an allowable expense within the Club's gifted aided travel scheme.**

### **Gift Aid enhancement**

HMRC have written to the Club advising us that as we now have a few years normal claims history we can now make use of the Gift Aid Small Donations Scheme (GASDS). This is for bucket collections (and other wheezes) and any money can be topped up by gift aid even if given by someone not paying income tax. Like any government scheme it is shrouded in rules. Eg £50 notes cannot be included as they are too large: A single £20 note is Ok!!

We did collect money for Woodland Trust several years ago at an event at Groby. If we did again we now could claim gift aid on the total sum. We did operate a small donations scheme at Donisthorpe and some money was handed to the Moira Furnace Trust for use of car park. We could probably use the scheme when collecting for Children-in-Need if money paid through the Club.

### **Club shop**

About £5 increase in price of club tops. Need to confirm future pricing.

Roger Edwards  
4 February 2018

## Report from Events Sub Committee.

### 1. UKOL Weekend.

Initial Details have been published and Final Details are expected to be available from mid February.

Planning and Organising for both events is well in hand.

Entries have been open since December and at this early stage are about the expected level.

More than 60 volunteers have been recruited to help at the two events, from club members and friends. Sadly one or two club members have declined to help.

The Belvoir event will host the Army Championships and will be a selection race for the Junior Home Internationals and several junior training camps and tours.

Perhaps for the first time, we have had very large up front cost for an event. Belvoir in particular has required significant expenditure. Roger will have reported on this as Treasurer.

### 2. Level C Events

As no volunteer to plan the April event at Spring Cottage was forthcoming, this event has been moved to Castle Hill (originally scheduled for December), for which a volunteer was available. It is possible that the December slot will be filled by an event at Ratby Woodlands.

To date three teams have entered the YBT Regional Heat which is being run in conjunction with Cademan Level C on 25th February.

### 3. Minor Fixtures.

The 2017/18 Winter League ends later this week.

Ursula only has two planner/organiser slots to fill for this year's Summer League. The two locations are Oadby and Burrough Hill. Volunteers please.

### 4. British Sprint Championships 2019

The appointment of the officials for the event has been approved by EMOA and their recommendation has gone to E & CC for confirmation.

The Officials are:

Organiser: Bob Haskins

Ast Organiser: Chris Phillips

Safety Officer & Arena and Event Centre Manager: Ursula Williamson.

Lead Planner: Iain Phillips

Ast Planner: Peter Hornsby

The controller has been appointed. He is John Britton. The IOF adviser is yet to be appointed.

The event officials have had a site meeting and identified likely start and finish sites and a building to serve as the Event Centre.

Outline and verbal agreement to hold the event has been received from the University.

It is intended to apply to IOF for the event to have World Ranking status. (We are running the event on world class sprint terrain at a world class sporting university).

Chris Phillips.

# Development Co-ordinator February 2018

## Coaching & Club Nights

See supplementary paper, requiring significant input from Committee members.

## Permanent Courses

Burbage Common course updated using the February 2018 map. Fosse Meadows courses to be updated using new map (Dec 2017). Coalville Park will be updated once plaques fitted to the agreed trees, permission from the Park authorities.

See Steve Chafer's paper requiring significant input from Committee members.

## Recruitment

### Park Series - Autum

BOF are providing Xplorer input; and we hope to involve juniors. Trying out something at Irchester

We should consider using the coaches after meet and greet. Likely to use Abbey Park currently being mapped by Julie Ferris and Watermead being mapped by John Marriott.

We need to establish a delivery team and copy ideas from DVO and NOC.

### Bradgate Saturday Afternoon series

Maureen Webb and Andy Portsmouth are leading this. All four Saturdays in April, will have a different offer each week so there is some progression



for those coming to more than one. A maze will be set up couple of 100 meters into park. (See picture). A POC course will be on offer if want to do a longer course.

## Schools

### NW Schools 20 March

There are over 600 expected, 200 up on last year. We bill for our costs but it takes up at least five volunteers. Current volunteers are Simon & Julie Starkey, John Marriott, Peter Hornsby, Kevin Bradley & Andy Portsmouth plus Roger Edwards.



# Development Coaching plans

Roger Edwards Development Co-ordinator

Mark Hardy Coaching Co-ordinator

(with contributions from coaches)

The senior coaches met at the end of January and considered the issues flagged up at the November Committee meeting, as well as other matters which had arisen since.

## Licensed coaches - First aid certificates

The need to have an up-to-date first-aid certificate was paramount in order to remain a licence coach. Our coaching activities are covered by both insurance if provided by licenced coaches. Despite having the first-aid training on 20 January at which there was only one coach; we have now a number of people, we think five, without an up-to-date qualification.

Unfortunately, this training was booked without sufficient concern as to availability of the coaches needing to attend.

We found that coaches were not putting their first aid certificate details onto their BO personal record and therefore were unlicensed coaches. Eg. Iain Phillips as his first aid was provided outwith orienteering. Iain has now updated his personal record.

We need to move forward on providing first-aid training as quickly as possible to bring all coaches up to speed. We also need to ensure that we manage this more effectively in future. Sorting out a course date considerably before certificate expiry dates.

## Increasing the number of licensed coaches

We have a substantial number of coaches, more than most clubs. We would like to increase the pool of coaches but we recognise that the two level 1 coaches who have provided No coaching have no planning experience. We believe it's essential that coaches are confident to put out technical courses and this is best achieved by planning an event. The obvious solution is to make sure they deliver level D events. They can of course be mentored to make sure this is achieved.

We need the Minor Events Co-ordinator and her supporters to increase volunteer planners so we have a pool to develop into coaches. – We can't find more coaches unless we have more planners. We should aim to add three new planners a year. We consider that we should change our approach so that events suitable for new planners are offered first, rather than fill up all the slots with experienced planners.

We believe there are opportunities for coaches to move from level 2 if they would like to. However most experienced orienteers are heavily committed with the various activities they currently undertake.

We discussed opportunities for juniors to take up coaching, and noted our last junior coach was Ben Windsor, who did a lot with EMJOS. We didn't come up with a way forward.

### Recommendation

**Increase the number of level D planners, try this by offering all/ selective events prior to open release of the event schedule.**

T

## Club nights

We looked at our club night provision and what steps we should be taking for the future. We were mindful that Birthe wishes to stop running Monday club night [once Imogen finishes school mid 2019](#). Neither the Ashby nor the Glenfield club night have reached a critical mass. Only Ashby provides some TD4+ training for juniors. Any juniors who come to Glenfield don't last very long as there are no friendship groups.

**Commented [IP1]:** Thought it was this year.

We consider that we need to combine all three club nights and that they should meet at the same location concurrently. However, to have separate sessions so that Juniors and experienced Adults are not receiving the same training at the same time.

Our preferred option is to move all club nights to South Charnwood High School (Markfield), it can provide the facilities, especially indoor Sports Hall during the colder months. We also have access to toilets and changing facilities, which are now in a self-contained area. South Charnwood High provides access to some terrain outside the school grounds. The school is mapped and has some permanent controls, probably not enough.

We see this solution as increasing the complexity of arranging club night as we try to have two levels of coaching. In particular, the white/yellow/orange with fun activities and the rest with technical and physical.

### Pros

- Makes best use for coaching resources because they will have bigger groups and will therefore need to do their activity less frequently.
- Helps with our resilience for catering for planned and unplanned absences.
- Ensures we've always got licenced coaches with up-to-date first aid certificates.
- Gives a chance for teenage juniors to stay and be coached and transition into coaching
- Increase the number of parent /adults who sit on the sides into participating.
- Improve the chances of ensuring the "fun" participants do actually go to an event.
- It should improve the social side because we have more people.
- Monday allows more post-race analysis, including informal, before Sunday's race forgotten about.
- Administration greatly reduced by having one location.
- Gives a better environment for level 1 coaches to contribute and for level 2s to progress towards level 3.

### Cons

- Any change results in casualties. Some people perhaps won't go because of location or day in the week issues.
- We still have a late finish for the very young juniors. But a 6.30pm start is really needed to allow adults to finish work and bring their families.
- We will need more coaches committing to prepare for a single night, but at the moment we have 3 coaches preparing each week for 3 club nights.
- We need to find a Club Night Manager to put the coaching programme together and book coaches.
- It reduces the total number of activities we run, so we don't appear as high on those league tables.

### Conclusion

We believe moving to Monday night is the best outcome. This has repercussions on our current meeting plans. Of particular concern would be the two main committee meetings and perhaps the AGM. Currently only two committee meetings are held which clash with club nights: November and February. The other two May and August are not affected. It's customary to hold other meetings small groups on Mondays too.

For the traditionalists, it wouldn't be out of the question for full committees to continue on Mondays. This would only affect two or three club nights a year. The AGM could be accompanied by a junior only club night, which would take a coach or two out, but allow parents to attend the AGM.

Quite some time ago committee meetings were held on Wednesday so it's not unheard of to use other nights. In fact other nights have been used this year for small group meetings. As Ashby and Glenfield club nights happen on Wednesdays and Thursdays and do get some attendance; these clearly could be used for some other meetings.

**Recommendation**

**From 1st September 2018 move all club nights to a single site, for example South Charnwood High School, on Mondays 6.30 to 8pm.**

**Away weekend**

We considered another an away weekend like the one organised by Chris Heaton last year. This did appeal to a handful of club members especially those not coming to club night and it would be desirable for this to continue. In view of the amount of effort involved it would be good if this was available to East Midlands clubs. We looked at dates and the first weekend in June when there is a West Cumberland Level C near Cockermouth - seems to be the best one to proceed with.

We need to find an organiser who would book a coach, arrange accommodation and take bookings. We are not sure if anyone round the committee might be interested?

We do have former LEI members in the Lake District and they might better help?

We could look at other areas e.g. NE, New Forest. Forest of Dean, etc.

**Recommendation**

**Attempt to sort out another Away Weekend at the beginning of June**

END

# LEI Permanent Orienteering courses Current status and the Suggestions for the Future

## Current Status.

LEI manage one of the largest number of POC areas and courses of any club in BOF, currently with over 35 sites, many with multiple start locations and courses\*. More than some regions!

The main route to accessing the maps and courses is now through the BOF POC site. We also provide printed maps to some landowners for resale (i.e. Brocks Hill, East Carlton Park, the Pavilion Huncote, Hicks Lodge and Bradgate Park who now do their own design, which is to a high standard). The format of these varies and tends to be the same as the very first map for that location. There is no LEI branding. Brocks Hill is the only fast seller, but only a dated map is available.



The majority of the LEI downloads on the BOF site are free. We charge for all maps downloaded where the landowner sells them, to avoid any competition. The charges vary from 50p- £2.00 for a

pack. British Orienteering gives us this income less about 20p a map. Our total income in 2017 was £151, compared with £57 in the previous year with £25 for sales to Brocks Hill.

Onsite publicity plaques are visible at all sites. Courses are available from White to Blue and Score, but with very few courses at the TD5 end. With so many areas, courses and control sites the question of maintaining these and the associated mapping is an area for concern. While Roger E is doing sterling work picking up many of these the long term ability to manage such a large number of areas is an issue and needs discussion. The availability of mappers is already an issue for the club. Changes to POC maps are driven by our events requiring the area to be remapped. There is no specific programme to refresh maps for POC areas.

While discussing the POCs we need to keep in mind what we are trying to achieve by making the courses available. The main objective must be to improve awareness of the sport, increase participation and as a consequence the membership of the club, as well as supporting our own club activities. As a club we currently make limited use of the courses ourselves, Club nights may use the odd course, some may be used as part of a summer or winter league event and some are used for training by individuals.

As a tool to generate more interest in the sport and to increase/maintain membership numbers they also have limited impact. Downloads from the BOF websites are significant (nearly 2000 downloads in 2017 and already 200 to date in 2018). Despite previous group emails (we are due another one) out to people who have downloaded maps the impact on membership and participation at a LEI events I believe is negligible. We currently have list of 100 emails addresses from the BOF downloads but we only receive this information if it is provided (it is not compulsory). We receive no information on those purchasing from visitor centres

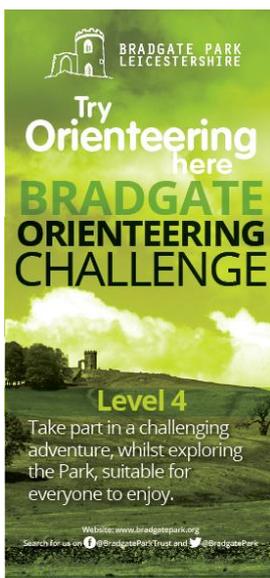
Many of the courses have been developed in partnership with the local land owners and the support from these continues. Recent involvement among others has included Bradgate Trust and The Forestry commission both keen to increase the use of their sites. As a sport we are dependent upon the good will of the landowners and it is essential that we maintain this where possible.

\* NB this does not include school maps that are not available to the public.

### **Suggestions on the way Forward**

Having had time to think about this I have a number of suggestions for a discussion on the future of the LEI POCs

- 1. Consistency of the offer.** Reduce number of courses (not the number of sites). Provide only a Beginners White/Yellow, an intermediate Light Green and a Score. (Where possible). As a consequence this should reduce the number of control sites and the maintenance associated with them. Given recent incidents with members of the public claiming injuries due to our POCs this may also reduce our exposure here. If we are approached about a new area think seriously about the long term maintenance and costs, before agreeing to set it up.



**2. Consistency of mapping and appearance of maps.** Create a standardized LEI product/ brand. Adopt a LEI graphical design. The brand and colour printing used at Bradgate looks very effective. Maps should include instructions if they do not already do so. Consideration will be needed for both printed maps (partnership with Landowners etc) and downloads.

**3. Focus on sites with visitor centres / where engagement with the landowner is good.** Other than where maps are readily available anyone wanting to use a POC needs to plan in advance, maps need to be downloaded and printed. Despite the advertising at each site this is not currently possible. Make maps immediately available to interested visitors this can only be provided via the centres/ coffee shops. This will require further discussions with a number of landowners including the upfront payment for the map printing. This may help to engage with new

members of the public, but we need to consider how we capture these people as a club. Those using the BOF site tend to be people familiar with the sport and POCs

**4. Revisit the volunteer list and have an appointed coordinator for each site.** I feel there is a level of volunteer fatigue with all the club is trying to achieve. Personally I think with the level/number of activities we currently commit to this will be difficult to maintain. However if we manage the number of control points and commit to a once a year check, providing each coordinator with a repair kit, this effort could be kept to a minimum. We receive regular feedback from users and this should be encouraged.



**5. Use of new technology.** There are a number of new technologies now being made available. Where maps cannot be purchased locally make them immediately available via Apps such as MOBO.

<http://mobo.osport.ee/> MOBO is smartphone app providing a 3-in-1 device for orienteers– map, compass and punching device all in one

package. Currently available at 19 sites in UK, we could use this or similar technology at sites where maps cannot be accessed locally. We need to ensure the product is well tested and sustainable.

**6. Rewards for completion,** Work with BOF as a possible route for this. E.g. Bring 3 completed course maps and or evidence of App completion and get free entry to an event.

**7. Charge for all Downloads** .There is a significant amount of time and effort required to maintain and support the POCs. Any funds received should be reinvested into the POCs/ mapping.

Happy to discuss.

Steve



## February 2018 Committee Report

### **Club Captain**

As of the 3rd of February, I was informed that entries into the CompassSport Cup Heat, 11th March 2018, will be via Fabian4 and the cost will be £11.50/ £4.50 up from what was previously advertised on the Norfolk OC website. As of the 4th Feb, Fabian4 entries are not online. This will take a little untangling.

The now annual Laser tag event for the LEI Junior Squad will have happened on the 5th Feb. Thanks to Birthe for doing the hard work this year, as all the team events are happening at once this year.

Also this month, the junior squad will compete in the regional heat of the Yvette Baker Trophy at Cademan Woods on the 25th February. As of yet, I don't have a full team.

I am hoping I can persuade a few club members to make some teams for this year JK Relays over in the West Midlands.

### **Club Shop**

New tops ordered from Bryzos (new name for Siven) at cost of ????. Due to the exchange rate, the treasurer has suggested the new pricing of ???

Club Championship T-shirt have been ordered at cost of ???

### **Social Media**

#### **LEI Facebook Page**

438 Page Likes (up 12 Likes)

- Monthly Average Organic Post Reach - 67 people

#### **LEI Facebook Group**

69 Club Members

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

LEI Twitter - 127 followers (up 1 follower)

- *Tweeter-in-chief Roger Phillips*

#### **Ashby Map Runners Facebook Page**

24 - Page Likes (up 2 Likes) - no other statistics available

- *Page Admin - Peter Hornsby*

*Note - AMR Facebook Page has recently started being used again and for Safeguarding reasons Wendy West should be listed as a page moderator for the Ashby Map Runners Facebook page. This was going to be actioned at the last meeting, I am unsure if this happened.*

Research from the Publicity group on Facebook, shows that we are not using our social media to our fullest potential. TVOC have a specific targeted Mailchimp for newcomers to events, based from their facebook page information.

*“Mike Shires ... , my experience at TVOC is that Mailchimp emails work very well for newcomers (those that have come to one, or a handful, of events), but is poor for club members. As an essential step of marketing is customer retention, and not letting those that have been to an event drift off and never come again, I regard it as an integral bit of my marketing mix for events, to retain newcomers' interest, and get repeat business by getting them back to future events. So the way I write our emails is targeted firmly at those that have been to events before, but are not regulars. .... “*

An example of TVOC's mailchimp

<https://us7.campaign-archive.com/?u=fa78c38823556cdc7b91f563f&id=c8a0fa1d06>

Year	Family	Seniors	Juniors	Units	Total		
2013	38	53	12	103	170		
2014	38	61	16	115	183		
2015	37	56	17	110	174		
2016	38	60	12	110	180		
2017	34	61	8	103	161		
2018		106	36		142	as at	6/2/2018

From January 2018, only the number of seniors and juniors will be recorded

**New members 2018:**

Di Read	Nov-17	
Dave Denness	Nov-17	
Jim Saville	Nov-17	Met JDM at Oxclose Wood, LEI member in the past
Alan & Jill Morris	Jan-18	

**Lapsed members (as at 02/02/18)**

Bishop (Ben)	Merriman (Darren)	Seaman (Anna)
Coates (Tracey)	Porter (Laraine)	Smith (Molly)
Cole (Roger)	Sanganee (Sarah)	Smith (Glynn)
Cole (June)	Sanganee (Sophie)	Thomson (Andrew)
Colton (Gina)	Sanganee (Harry)	Tory (Harry)
Cox (Hannah)		Ward (Andrew)
Czupryniak (Patrycja)		Wells (Ian)
Hamilton (Mike)		West (Simon)
Herd (Daisy)		Plaid Coalville
Marchant (Ben)		

June & Roger Cole advised they haven't orienteered in 2017 and do not intend continuing  
Reminder email sent 02/02/18