

## May 2016 Committee Report

### **Club Captain**

Since the last the committee meeting, I can report that the club has competed in 4 national competitions, the CompassSport Cup, the Yvette Baker Trophy, JK Relays and the British Orienteering Relays with varying degrees of success.

At the CompassSport Cup we had 59 club members entered, which is down on previous years. Sadly the lack of quality adult runners meant we have failed to progress to the final. This probably reflects the lack adults taking the opportunities in the coaching the club offers, either BOOST or club nights.

However this is a very different story with the YBT, we had 25 juniors competing for LEI. The LEI junior squad were once again regional champions and the final will take place on the 3rd July at Wormley Woods, hosted by Happy Herts. Most of the LEI juniors attend (or have attended) the Monday Club Night. I believe the success of the juniors in the YBT is down to our juniors attending regular coaching on a Monday Night and the financial support of the club. However the club does have a long way to go to tempt these juniors to be regular members of the club and to take part in events outside of the YBT.

This year was the first year that Iain Tebbutt was unable to organise (on my behalf) the relay teams for the JK and the British Relays. Trying to get enough orienteers to make complete teams seemed an impossible task, but we managed to have 4 complete teams (12 club members) at the JK Relays and 2 teams (6 club members) at the British Relays. The club contributes 50% of the entry fees for Adults and 75% of the entry fees for Juniors.

We did have a second place in the Junior Ad Hoc at the British Relays on the 1st May, narrowly losing their 2015 title by 2 seconds.

The immediate future for club competitions, is the Junior Squad trying make it on to the podium at the YBT Final after 4 years making it into the top 5 and trying to retain the Joan George Trophy and win the Peter Palmer Relays on the 11th September. Myself and Ursula will be looking for volunteers to help with managing our teams and with running the event on the 11th.

### **Club Shop**

The club shop holds 6 different items of club clothing. Fleece, Hoodies, Short Sleeved and Long Sleeved orienteering tops and Warm Up Tops and Bottoms.

I try to keep stock levels to a minimum to keep costs to the club low, but if we are to promote the LEI brand and encourage our members to wear our colours when competing then this a cost the club must bear.

Currently I have ordered some new stock from Siven, for members who have requested new tops.

## Social Media

Facebook Page - 374 Page Likes, Weekly average Reach of 200 people

Facebook Group - 52 Club Members

Twitter - 74 followers

The facebook page is fantastic tool for targeted marketing to promote our events and the club to other clubs, those interested in orienteering and those we hope will become interested in the sport.

As an experiment in 2015 various level C events were promoted/ advertised on facebook with an average reach of 3000 people for £15 to discover the problems and benefits of spending both time and money on advertising.

There are two main issues with using facebook to promote events

1. Good quality images are required to engage the audience.
2. Information about the event needs to be on the website in good time, ie course lengths, where to park etc.

Those of you that read CompassSport will have seen various articles written about TVOC and the fantastic success in attracting new runners and new members to the sport.

[www.facebook.com/tvoclub](http://www.facebook.com/tvoclub) (You don't need a facebook account to view)

I have listed some of the images I have produced over the last 12 months to use on social media to promote various events we have been hosting.

Recent promotions on facebook have been:-

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**Peter Palmer Junior Relays 2016**  
Sunday 11th September 2016,  
Martinshaw Woods, Leicestershire

This lovely large ancient woodland can be traced back to at least the 13th century. There is an abundance of tree, plant, fungi and bird species, with a diverse range of habitats and archaeological features. The extensive path network links to nearby woods and the National Forest.

Expressions of interest to  
Chris Phillips: [onecp47@gmail.com](mailto:onecp47@gmail.com)

Further details:  
[www.leioc.org.uk](http://www.leioc.org.uk)

British Orienteering logo, Facebook icon, Twitter icon, Photo Credit: Roger Phillips, LEI logo

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**British Schools Score Championships 2016**  
Saturday 8th October 2016,  
Bagworth Heath Woodlands, Leicestershire

The heath has been transformed from scarred industrial landscape of Desford Colliery. Bagworth Heath Woodlands is made up of woodland, grassland, heathland, lakes and ponds. There is a network of grass and surfaced paths throughout.

Enquiries to  
Chris Phillips: [onecp47@gmail.com](mailto:onecp47@gmail.com)

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[www.leioc.org.uk](http://www.leioc.org.uk)

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