

Mid Wales Orienteers' (POW) Development initiatives

2001: 16 members

2002: 20 members

2003: 37 members

2004: 72 members including 25

The club's catchment area is the sparsely populated area of mid Wales. Sporting opportunities for the local population are extremely limited. Public transport is limited.

What did POW do?

- The small but dedicated committee of six looked at areas for club development.
- They targeted families by offering two Family Orienteering Days which attracted six new families into the club.
- By mapping small areas close to centres of population they raised the profile of the sport, provided the opportunity to try out orienteering and attracted new members.
- New orienteering areas close to towns meant that people could walk to their first event
- Through personal contact with local authorities, schools and community groups, partnerships have been formed. A benefit is that now some events now coincide with "Outdoor Festival Weeks". They also linked in to a local Health and Fitness initiative which also proved to be profitable.
- Supporting publicity for all these events has been a priority. This has been achieved by using the local press, the tourism offices and by the club displaying posters in English and Welsh throughout their area
- A series of low key events, free to club members, has not surprisingly also attracted new members

Getting new members is one thing, retaining them is another matter

- The club now operates a new member mentoring system which helps people to settle in
- Training sessions are also available
- New members are encouraged to be volunteers
- OCAD one to one training for interested members is offered by the club mapper
- New planners and organisers are paired with experienced club members so that they have support and advice when needed
- POW took a coach for their team to compete at the 2005 Compass Sport Cup match at the POTOC/WRE - run event. Some of the team were new to orienteering outside of the POW areas.