

Development Committee Minutes

Saturday 4th June 2011



The Board is asked to note:

Item 5: There will be a new set of Service to Orienteering Award nominations sought in 2011

Item 8: The following Development Fund decisions were made:

- **Edinburgh Southern Orienteering Club have been awarded an additional £1,500 for their work in schools**
- **Lakeland Orienteering Club is awarded £1,500 for the continuation of their local mapping and events project**
- **Roxburgh Reivers are awarded £2,000 to support taster sessions in local schools**
- **The Regional Junior Squads are awarded £3,070 to support coach development at the Lagganlia Camp**
- **MV are awarded £745 for the development of club nights and a park try orienteering series**
- **Cleveland Orienteering Club – Decision deferred**

Attendance:

Ian Webb, Chair

Sean Cronin, SEOA

Steve Buckley, NWOA

Roger Scrutton, SOA

Scott Collier, SWOA and British Orienteering
Director

Liz Yeadon SCOA

Derek Gale, EMOA

Colin Best, YHOA

Peter Bylett, BSOA

Helena Burrows, WOA

Edward Nicholas, Development Manager

Apologies were received from the representatives of the following associations: NEOA, NIOA, EAOA, WMOA and from Steve Vernon, Richard Barrett, Natalie Shaw, Caroline Gay, Helen Errington, Caroline Povey and Mike Hamilton

1 Opening remarks
IW welcomed everyone to the Development Committee. IW noted that there is a busy agenda and asked everyone to contribute fully.

2 Declaration of Interest
Any outstanding forms should be completed and sent to the office. EN to email Sean Cronin a blank form for him to complete.

3 3.1 Minutes of previous meeting
The minutes of the meeting held on 29th January 2011 were accepted as a true record

3.2 Action List
All the Actions are all completed or in this meeting's agenda.

3.3 Matters Arising (to be covered under Any other Business)
The committee were asked to discuss the links from Community O to Clubs

4 Operational Matters

4.1 Development Fund Applications Pre Assessment

The committee discussed ways to ensure that the most efficient use of time was made when assessing applications to the development fund during meetings. It was agreed that a group should be established to check the completeness of incoming applications, and to request further information if necessary. All applications would still be assessed and approved by the committee as a whole. The committee also discussed whether the suggested check above could be carried out by national office staff.

The committee also requested that an overview of applications be created. The summary would include Name of club; amount applied; bullets point of what is applied for. Total cost; club contribution. Bank balance; Note of previous applications/historical applications.

Action EN to develop new guidelines for the Development Fund and also speak to Laura Martin regarding office time to be used for Development Fund applications

4.2 Committee Structure Review

The British Orienteering board is currently undergoing a review of the Committee structure of British Orienteering. The committee noted that this currently was specific to the Events Committee and also noted that the Development committee in time may also be looked at as part of this wider review. The committee agreed that any new Events Committee should include a member with a focus on development and newcomers, so that this important aspect of events was adequately represented.

The committee questioned whether the change of status of associations' representatives would be a positive position for the Development Committee. SCr suggested that any issues of communications could be resolved through better use of club links and online solutions. The Development Committee noted that it would be happy to engage with the Board when the review of the committee commenced.

5 Service to Orienteering Awards

The committee discussed the Service to Orienteering awards and agreed to run another series of awards in 2011, with a deadline for nominations at the end of October. An article will be written for the website and Focus asking for further nominations. The panel to review nominations: IW, SC, EN and CP.

6 Incentive Schemes

The committee discussed the current position of incentive schemes with particular focus on amending Appendix J of the British Orienteering rules to bring it in line with the new event structure. The committee agreed that the Championship Award, currently limited to long distance races, should be expanded to include all individual, open Level A events to provide an incentive for participation in all disciplines. In addition, it was agreed that Gold, Silver and Bronze awards could also be claimed at these level A events. Work continues to develop and implement incentive schemes for Levels B, C and D.

IW to take the proposed changes to Events Committee for approval.

7 Regional Input:

Good development news stories from the regions: See Appendix A

8. Development Fund

8.1. Development Fund Decisions

The committee ratified the following funding decisions that were made by email outside of the meeting.

a. Edinburgh Southern Orienteering Club

ESOC have applied for funding to support a programme of delivering orienteering in schools; a series of after school clubs;

mapping costs and resources costs (including Sport Ident). The committee recognised the excellent application from ESOC and its commitment to increasing participation and membership of the club. The committee received satisfactory information regarding how work done in schools will translate into regular participation, and agreed award of the second 50% of the original grant request.

ESOC is awarded an additional £1,500 to support its work in schools.

b. Lakeland Orienteering Club

After having received an update on the first stage of the project, and details of their forthcoming programme of activities and events, Lakeland Orienteering club have been awarded £1,500 as a payment for the second half of their local mapping and events project (see January 2010 minutes for initial application).

LOC is awarded £1,500 on the continuation of their local mapping and events project

c. Roxburgh Reivers

Roxburgh Reivers have been awarded £2,000 to support the development of taster sessions of schools orienteering in local primary schools in Kelso. The committee welcomed the application from RR and indicated that it was positive step forward to encouraging young people into the sport in an area which has had little exposure to orienteering.

Roxburgh Reivers are awarded £2,000 to support taster sessions in local schools

d. Regional Junior Squads

The Regional Junior Squads have applied to the development fund to support the development of coaches at their M/W14s summer training camp in Lagganlia. The committee welcomed the application and noted the work that the regional junior squads do. The committee received satisfactory information about the purpose of the camp and was happy to make an award.

The Regional Junior Squads are awarded a total of £3,070 to support coach development at the Lagganlia Camp

e. Mole Valley

MV applied for funding for the development of regular club nights and a park try orienteering series. The committee were very supportive of the application and recognised that the club had taken on board a number of the principles that have been developed through Community Orienteering. MV had detailed to EN the work that they intend to do and the committee was satisfied with the changes to make an award

MV are awarded £745 for the development of club nights and a park try orienteering series

8.2 Development Fund Applications

a. Cleveland Orienteering Klubb

Cleveland Orienteering Klubb has applied to the Development committee for funding to support their schools competition programme. The funding request is £2,500 per year for three years. The funding is used to support a coach who delivers

introductory sessions to the schools before the competitions. This is tied into a series of mapping work undertaken in the schools. The committee were very positive towards the work done by Mike Hardy and CLOK in the area. The committee did require more information on the application and deferred it to the next meeting and asked EN to support this new application.

Cleveland Orienteering Club have their decision deferred and EN will support them with a new application

8.3 Development Fund Reports

The committee were still to receive a report from City of Birmingham OC.

Action EN to ask the City Of Birmingham OC to report to the Autumn Development Committee meeting

9 Development Programme Update

9.1 Update

EN detailed to the committee recent changes made to the Development Programme.

i. Programme Focus

The Development programme is funded to increase and sustain participation within the sport of orienteering. The existing interventions have been reviewed to find the most effective methods of delivery to meet the aims of the programme. The review concluded that, currently, this would be best delivered by an increased programme of Community Orienteering – regular, weekly, local coached activity opportunities for both newcomers and club members. This programme has been developed since 2008 by Steve Vernon in his capacity as National Participation Manager and has been carried forward by Steve (now based exclusively in the North) and Richard Barrett (based in the South). The development programme has limited resources and in order to make an impact resource will now be focussed on Community Orienteering. EN detailed, that as part of this review, a set of Regional Development plans have been created to explain how the Community Orienteering programme will expand and be implemented over the next 2 years. It should be noted that the programme described above relates to the programme in England supported by Sport England. British Orienteering aims to use the understanding and resources gained from this programme to support the other home nations.

ii. Structural Changes

In order to ensure that the development team can deliver the focused programme the staffing structure has been reviewed. This structural review engaged all staff and all had an opportunity to contribute to the outcomes. The conclusion of the review was to move from a network of part-time Regional Development Officers, to four full time Participation Managers. This entailed two new Participation Managers, in the East and West, to complement the existing positions in the North and South. Additionally, a Regional Orienteering Coach in the North has been employed, along with a Regional Community Officer in the East Midlands, to support the large amount of activity in both of these areas. These changes have allowed programme funding to be released to work to support paid opportunities for coaches at a Community Orienteering level. EN noted the hard work that the Regional Development Officers have done, in particular around the work done in developing orienteering in schools.

9.2 Regional Development Plans

EN introduced the Regional Development Plans to the committee. The plans were organised into four regions – North, South, East and West. The North region contains the North West, North East and Yorkshire and Humberside associations; the East Region the East Midlands and East Anglia associations; the South Region the South East and South Central associations and the West region the West Midlands and South West associations. As detailed above, each of these regions has a full time Participation Manager working to support the development of the Community Orienteering programme.

The plans contain two key sections of information. Firstly, they detail the focussed approach the development programme now has in delivering the Community Orienteering programme, as well as explaining the work that will be done to deliver these projects. Secondly the plans outline where and when British Orienteering wishes to deliver Community Orienteering projects. The committee has the opportunity to look at the areas that they represented. EN detailed that the aspiration for the programme was to deliver 100 projects by the end of the funding in March 2013. EN also detailed that the places that the programme aspired to deliver in were determined using the following principles - Good support from the local club; Availability of volunteers; Availability of a coaching workforce; Accessibility to orienteering facilities (including urban complexes with reduced vehicle traffic);e.g. University campus, schools, housing estates, parks, woodland and open spaces/countryside; The demand for orienteering and outdoor leisure activities and Population centres.

EN explained that the locations detailed within the plans were open to change, dependent on the information and support that clubs are willing to provide to the Community Orienteering programme.

EN detailed that he would like the opportunity to meet with all clubs and associations regarding the regional plans and the impact that the plans have with the clubs.

The committee discussed certain aspects of the plans, and sought clarification in a number of areas. It was agreed that club chairmen should be informed of the proposals before their general release – EN to action.

EN noted that the plans covered areas in England at this time. EN detailed that he would welcome the opportunity to work with the other home nations to produce similar plans for their areas.

10 Sustaining Orienteering Participation

Due to limited time this topic was not discussed

11 Retention in Orienteering amongst Young People

Due to limited time this topic was not discussed

12 Publicity/Marketing

Due to limited time this topic was not discussed

13 Other Business

Due to limited time the AOB business could not be completed.

14 Reporting and Actions:

Report to the Board – see front page of minutes

Actions: see list over

15 Date and Venue of next meetings

The next meetings will be in Birmingham on the 24th September. This was changed to 1st October soon after the meeting.

All to note

16 Chairman's closing remarks

The Chair closed the meeting at 4.00pm by thanking everyone for attending.

Action List

Item No.	Action	Person(s) responsible	Status
2	EN to email Sean Cronin a blank Declaration of Interest form for him to complete.	EN	
4.1	EN to develop new guidelines for the Development Fund and also speak to Laura Martin regarding office time to be used for Development Fund applications	EN	
5	Article advertising Service to Orienteering awards to be written for Focus/website	IW	
6	Modifications to Appendix J to be taken to Events Committee for approval.	IW	
8.1	EN to organise Development Fund payments for the successful clubs.	EN	
8.2	EN to support CLOK on their Development Fund application	EN	
8.3	EN to work with City of Birmingham OC to get a development fund report for the September meeting	EN	

Appendix A: Regional good news development stories:

South East:

DFOK have been holding easier to organise local events this year, focusing on the populated areas of South East London. A combination of good pre-event publicity, a strong "sell" and offering free membership to those joining on the day has resulted in a total of 9 individuals and 2 families joining the club at the past 4 events - all different ages including several M/W21's.

Saxons have greatly increased their junior numbers by starting an Orienteering club at Tunbury Junior School. Parents drive their children to local Kent Orienteering League events which have junior and schools leagues, and Saxons coaches help the juniors on the day. Parents socialise whilst the children compete. A minority of juniors/families have become regulars since leaving the school and their participation has been helped by a large number of local events.

SO hold events almost every week and are efficient in many aspects of club development: publicity, coaching, mapping, management etc. Their weekly club night has further boosted membership and participation in the Brighton area.

HH have a long established and successful local league/schools league, and are the only club in the South East apart from SO to produce a full Yvette Baker team in recent years. They have recently started a summer evening series in a small part of Hertfordshire, using the same area for 3 weeks at a time before moving onto another.

4 London clubs, SLOW, CHIG, LOK and DFOK are working together on the London Park Race series. 11 easy orienteering events in London Parks within easy reach of several million people. There is a dedicated website and a mailing list to promote the events to occasional orienteers and non-members.

SLOW have continued their philosophy of marketing to younger people with street events, trail challenges and park events in South and West London. Their website is designed to appeal to younger people and they make good use of the social networking site Facebook (which also has a younger demographic). Their membership has increased and their age profile is the youngest in the South East.

HAVOC is starting regular club training evenings run by an elite orienteer.

Wales:

POW

2 schools liaison officers working in Powys & Ceredigion leading up to Croeso 2012 at Aberystwyth.

Organising schools festivals initially for primary schools but moving up to include secondary schools this year

Working closely with the local council's Sports Development Units and Active Young People programmes and because of this have been successful in gaining £9500 towards mapping for Croeso 2012

SBOC

Improved publicity resulting in increased participation, better attendance at intro and summer league events and 13 new members to club in the first 5 months of 2011 equalled the number for the whole of 2010.

Volunteer development: 6 UKCC L1 coaches qualified, 7 now first aid trained, 2 club members attended a planners course, mapping course being planned

WOA is planning a club development conference for the first weekend in October.

WOA grant funding for development is only available to clubs that have sent at least 2 club members to the conference.

Deadline for WOA development fund applications is 6 weeks after the development conference.

Scotland: Membership of SOA continues to rise, but we are behind a very tough target set by sportscotland to secure future funding at current levels.

As at 30th April membership has been:

2009 1370; 2010 1425; 2011 1450 (sportscotland target 1500)

2. Activities with schools continue to grow, both at the club level and through the delivery of Teaching Orienteering courses, as a result of the introduction of the compulsory Outdoor Learning component into the Curriculum for Excellence and the on-going work of the Active Schools Coordinators. However, clubs need to see reward for their efforts, which are becoming increasingly unsustainable as more and more schools make requests.

3. It was heartening to see 32 junior teams participate in the Scottish Relay Champs last weekend. 15 of these teams came from just three clubs (Moravian, MAROC and ECKO) in relatively remote areas of Scotland where schools are more at the centre of community life. In each case the large junior numbers have been recruited through school-club links.

North West:

Since 2009 the NW EXEC has been working hard to decide how to utilise the Funding received from the 5 Day. NW Clubs were asked to suggest ways of using the funds and after that given a range of possible ways of using the funds. Following their responses the EXEC have moved on to the two attached Developments for the NW.

1. NORTH WEST ORIENTEERING ASSOCIATION offer a course in MEDIA RELATIONSHIPS for orienteering club members wanting to develop links with local Press and other media

Saturday 24th September 2011 at Caton Village Hall, Lancaster

This course will equip those interested in publicising the sport through local newspapers and other media with the skills required to do so. The emphasis will be on practical matters, to help newcomers get started and allow experienced “correspondents” to exchange ideas. It will cover:

- Identifying local media – papers, radio, websites – and getting in touch
- What do the media want? How does that match what clubs can provide?
- What should the club be aiming to get from the media?
- Developing relationships with the local media
- Practical sessions on how to produce good, interesting, targeted copy, use of pictures etc.

If demand exists, the initial session will be followed up by a shorter review around two months later where participants can bring their work and discuss their successes, failures and experiences in using the skills they have acquired. Telephone support will also be available for those struggling to get started before then.

WHO SHOULD ATTEND?

- Club publicity officers
- Existing and aspiring club correspondents with local papers
- Anyone wishing to develop their ability to use the local Press and other media to increase the profile of their club and their sport

COURSE LEADER

Richard Catlow, a professional journalist, former editor of local newspapers and long-standing member of PFO, will lead the course. Richard is also the current Chairman of the Society of Editors in the North West. He is well placed to match the goals of orienteering clubs needing publicity with the requirements of the local media.

NEXT STEPS

The number of places on this course is limited to 20, so if you are interested in attending, please Email stephenround@msn.com by 31 August at the latest. Cost: Free to NWOA club members, £20 to members of other clubs if spaces available.

2. Orienteering Development - A Wider View **Workshop to introduce an approach aimed at helping clubs to be Vibrant, Visible & Viable**

Saturday 22nd October 2011 10:30 to 13:00 at Caton Village Hall, Lancaster

Many sports clubs are experiencing a decline in membership, particularly amongst adults doing recreational sport. The competition for people's shrinking leisure time and money has never been stronger with many new sports providers coming on the market. Sports clubs must become more innovative and flexible and place greater emphasis on customer service if they are to grow.

WORKSHOP LEADER

The workshop will be led by Svend Elkjaer who can draw on literally hundreds of best practice case studies from community-based, volunteer-run sports clubs from across most sports. He will introduce a way of widening the current development activities that clubs are currently involved in.

Svend is founder and Managing Director of the Sports Marketing Network. He promises a workshop packed with entertaining and informative ideas, help on how to welcome and retain new members and customers, and how to create great experiences which people will want to come back to. No boring theory ... just exciting, positive and proven action points drawn from best practice from sports clubs at all levels across the UK and abroad.

PROGRAMME

- What is a 'welcoming' philosophy and how to create it - welcoming is a culture first and a skill second
- How to identify target markets
- From 'my' club to a place for all the community
- See your club through the eyes of the newcomer - the way newcomers see you rarely tallies with the way you see you
- How to create really great sporting and customer experiences
- Use social and new media to inform and engage
- How to attract people by being 'out and about'
- Develop 'come & try' programmes for different sports

- How to listen to 'people's lives' and speak their language
- Develop great service and experiences aimed at different customer segments, identifying different types and their preferences
- Treat people as guests - as if they are coming to your house
- How to set the programme into action and see quick benefits

AFTER THE WORKSHOP

If, after the workshop, we decide to engage Svend to help us to apply this approach, he would seek to work with clubs to provide an experience where everybody is enjoying them, wants to come back and will recommend you to their friends.

NEXT STEPS

As this event will be part of an NWOA Club Delegate Meeting, it is assumed that the club delegates who normally attend such meetings will attend the workshop (please email as below if this isn't the case). We hope that at least one other member from each NWOA club will also wish to attend - if you are interested in attending, please email Sue Birkinshaw, NWOA Secretary on sueB@mdoc.org.uk by 30th September at the latest.