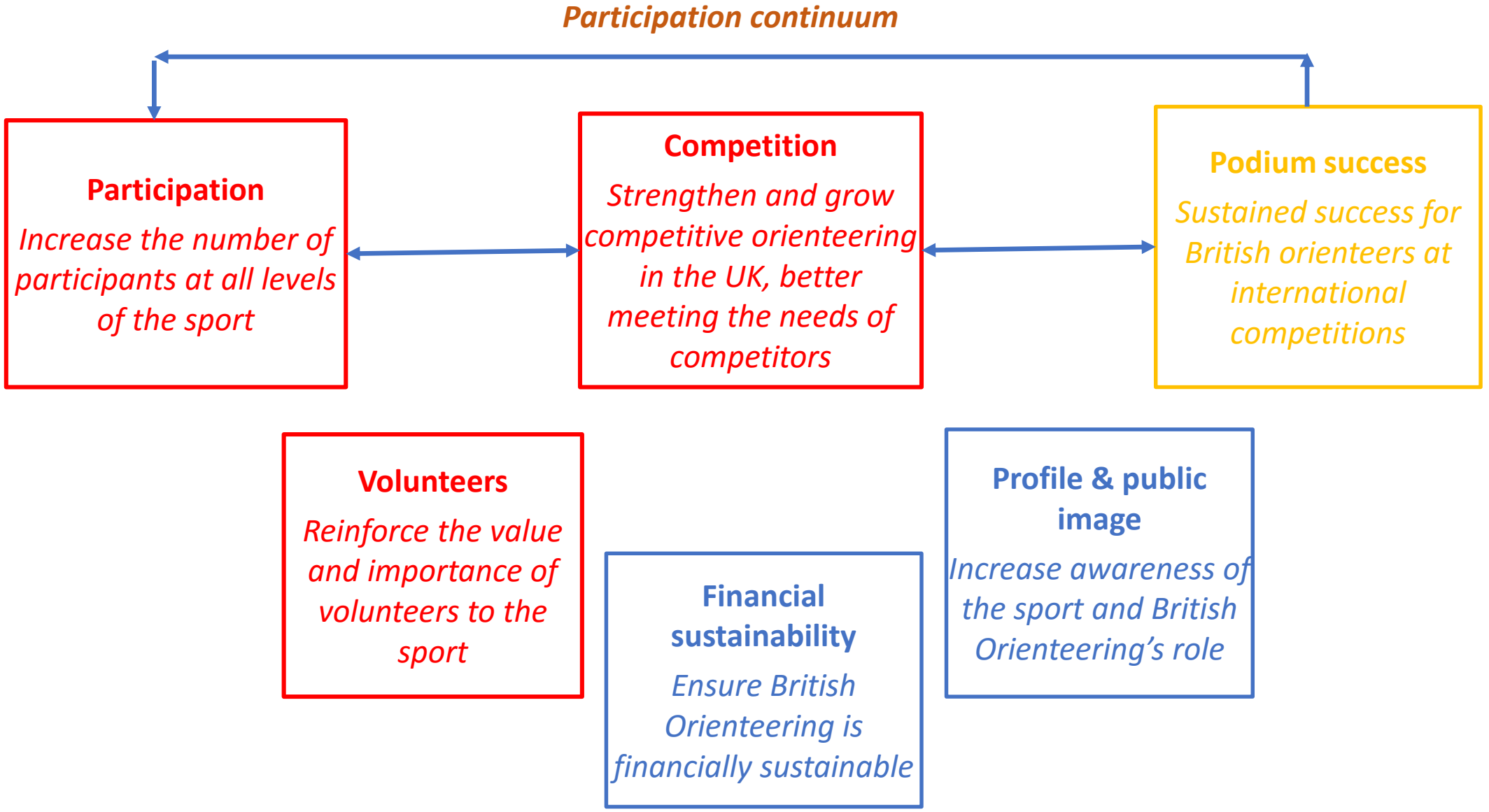
Association & Club Conference

14th October 2017
Leeds

Strategic Plan 2017/22

Strategic Plan - Overview



Summary of priorities

	Programme	Objective
1.3	Participation	*Offer support and advice to clubs to promote the sport to new participants*
2.3	Competition	*Ensure competitions are available for competitors of all abilities in a simple to understand hierarchy*
2.4	Competition	*Support clubs, to the extent they require, in putting on competitive orienteering events*
4.1	Volunteers	*Implement a formal recognition scheme for all volunteers to reward them and show that British Orienteering is appreciative of their efforts*

Strategic Plan Objectives

Categories:

- **RETAIN** – practices currently taking place and which should continue to do so
- **MODIFY** – changes to existing practices that will better help meet strategic objectives
- **NEW** – new actions not currently taking place

FOCUS PROGRAMME: Participation

AIM: Increase number of participants at all levels of the sport; KPI to increase participation p.a.

	Strategic objective	Actions	Performance measure	Timescale
1.1	**MODIFY:** Acknowledgement throughout the organisation that participation in introductory activities can be the first step on a continuum towards a lifelong participation and involvement in orienteering	• Ensure message regularly filtered down to members, clubs and associations via regular communication channels (Focus magazine, website etc.) as well as via new 'regional workshops' (see objective 7.8) • Possible dissemination via diagrammatic representation e.g. participation continuum on p.9	• Message included in all regular communication channels	Short term (action immediately)
1.2	**RETAIN:** Develop and promote introductory versions of the sport that are still rooted in traditional orienteering (e.g. Xplorer)	• Continue to promote Xplorer, supporting those staff members involved in Local Authority delivery on the ground • Statistics on Xplorer participation (and any other introductory levels of the sport) to be reported to Board at every quarterly meeting	• Number of participants in introductory level competition	Short term (continue)
		• Investigate ability to capture details of all Xplorer participants from Local Authorities. If possible, use follow-up communications (every 3 months) to keep participants engaged and on the 'participation continuum', hopefully leading to club/British Orienteering membership and competition	• Database of contact details of all participants in place • All participants to be contacted every 3 months post registration	Medium term (by 2018)
1.3	**MODIFY:** Offer support and advice to clubs to promote the sport to new participants	• Improve club engagement and alignment with strategic objectives – all clubs and associations to be regularly contacted by British Orienteering staff (in person or by telephone), separate to regional workshops, to discuss their needs and offer any resources available to increase participation in their locality	• All 108 clubs (89 open clubs) and 13 associations to be contacted at least once p.a.	Short term (from 2017)

FOCUS PROGRAMME: Participation, cont'd

	Strategic objective	Actions	Performance measure	Timescale
1.4	**MODIFY:** Use links with education providers to target new participants	• Clubs to be offered written guidance on approaching local schools/colleges/universities, including capturing parent/family participants	• All clubs provided with written guidance, mentioned in annual contact (see objective 1.3)	Short term (from 2017)
		• BUCS to be approached regarding possible partnership re university participation	• BUCS contacted	Short term (by 2017)
1.6	**RETAIN:** Continue to support promotion of POC ("Permanent Orienteering Courses")	• Maintain facility whereby permanent course maps available to download from the British Orienteering website • Ensure this facility is publicised to clubs and that all POC within their locality are publicised accordingly	• Facility to remain on website, maps of all POCs in GB to be available	Short term (continue)
1.7	**MODIFY:** Use marketing campaigns targeted at both core and under-represented demographic groups	• Use demographic insight data on participants to specifically target i) those groups most likely to become orienteers but also ii) those groups currently under-represented in the sport in the UK • Ensure demographic participant data communicated fully with clubs, members and associations	• Evidence of more targeted campaigning • Increase in membership numbers in targeted demographic groups	Short term (from 2017)
1.8	**NEW:** Trial more commercial versions of the sport	• Working with a selection of supportive clubs help them to develop commercial versions of the sport, providing a format that is still accepted as traditional orienteering • To appeal to non-orienteers/non-members	• 'Pay and play' options available in every region by 2020	Long term (by 2020)

FOCUS PROGRAMME: Competition

AIM: Strengthen & grow competitive orienteering in the UK, better meeting the needs of competitors

Master KPI: Number of competitions (defined as Local thro' Major) and number of competitive runs p.a.

	Strategic objective	Actions	Performance measure	Timescale
2.1	**RETAIN:** Maintain a comprehensive events database detailing all competitions (those categorised A-D) and activities	• Ensure website listing all competitions and activities is regularly updated and accurate • Ensure processes in place so that clubs can easily add and update their events • Training of club fixtures secretaries to use more descriptive language to support their fixtures and events	• Events database on website maintained	Short term (continue)
2.2	**MODIFY:** Develop and communicate a clear pathway linking participation (introductory level activities) to competition	• Linked to objective 1.1, ensure this pathway or continuum is regularly communicated to members, clubs and associations via regular channels • Engender consistency and alignment between clubs regarding how they integrate participants into competition	• Message included in all regular communication channels	Short term (action immediately)
2.3	**MODIFY:** Ensure competitions are available for competitors of all abilities in a simple to understand hierarchy	• Present the existing A-D event categories in an easier-to-understand 'pyramid' format • Hierarchy to be represented graphically (using pyramid) on British Orienteering communication related to competition • Ensure event categorisation is adhered to so that 'pyramid' structure is maintained	• Number of categorised events follows 'D > C > B > A' pattern	Short term (by 2017)

FOCUS PROGRAMME: Competition, cont'd

	Strategic objective	Actions	Performance measure	Timescale
2.4	**MODIFY:** Support clubs, to the extent they require, in putting on competitive orienteering events	• Linked to objective 1.3, clubs to be offered support and guidance (toolkits etc.), to the extent they require, in staging events • Toolkits and resources on staging events to continue to be made available to all clubs on website	• All clubs provided with guidance as they require when contacted annually (see objective 1.3)	Short term (from 2017)
2.5	**MODIFY:** Investigate, and where appropriate develop, competition in other forms of the sport that are still considered orienteering (e.g. Xplorer) and may provide commercial opportunities	• Set up, or incorporate into an existing committee/working group, an 'Innovation' sub-group specifically tasked with this objective • To regularly report to Board (minimum twice a year) with findings and recommendations	• Innovation group reports to Board twice p.a.	Medium term (by 2018)
2.6	**RETAIN:** Continue to develop and support the UK Orienteering League ("UKOL")	• Ensure UKOL is a meaningful competition, promoted nationally to the extent resources allow, that engenders competition and helps drive podium success	• Number of competitors and participant satisfaction ratings re quality and reputation of events	Long term (by 2020)
2.7	**RETAIN:** Actively look to host major international orienteering events in the UK	• Update Major Events Strategy (last version November 2009)	• New strategy in place and approved by Board	Medium term (by 2018)
		• Consideration of partnerships with event management organisations for the 'out of forest' aspects of major orienteering events	• Event management organisations consulted with	Medium term (by 2018)

UNDERPINNING PROGRAMME: Volunteers

AIM: Reinforce the value and importance of volunteers to the sport, helping clubs to increase the number of active volunteers
Master KPI: Total number of active volunteers p.a.

	Strategic objective	Actions	Performance measure	Timescale
4.1	**New:** Implement a formal recognition scheme for all volunteers to reward them and show that British Orienteering is appreciative of their efforts	• Building on the Annual awards given to a small number of volunteers, establish a recognition scheme that includes all volunteers • Scheme could potentially register volunteer points online (similar to system operated by parkrun), with rewards such as t-shirts (or equivalent) at different milestones e.g. 10/25/50/100 volunteering sessions	• Scheme in place • Increase number of total volunteers registered by British Orienteering	Medium term (by 2018)
4.2	**NEW:** Introduce a consistent and simple training programme/ development pathway for all volunteers, supporting clubs in its delivery	• Role-specific training content produced by British Orienteering to be offered to clubs to deliver to their volunteers • To potentially include online CPD learning to keep volunteers up to date with any changes to rules and regulations/legislation etc. • Training to be used as a mechanism for disseminating information to clubs via their volunteer pool	• Number of volunteers receiving official British Orienteering approved training	Long term (by 2020)
4.3	**NEW:** Establishment of a network of regional volunteer co-ordinators	• Engage with clubs and associations to gauge appetite for a regional network of volunteer co-ordinators • Potentially one for each region to help clubs work together and best utilise their pool of volunteers • Social media (Facebook) could be used to recruit volunteers if needed for specific events	• Establishment of volunteer co-ordinators • Examples of volunteer pooling for specific events	Medium term (by 2018)

Local Competition

Competition For Everyone

Local events make up

80%

of all events

30%

of members have not participated at regional level or above

55%

of respondents say they would go orienteering more often if events/activities were closer to home/work

55%

of respondents say they would go orienteering more often if there were more regular events/activities

Are you a local orienteer?

How do we know what local orienteers want from orienteering?

How can we better design local orienteering to meet the needs of local orienteers?

SPORTEERING

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Sporteering™ Platform

October 2017

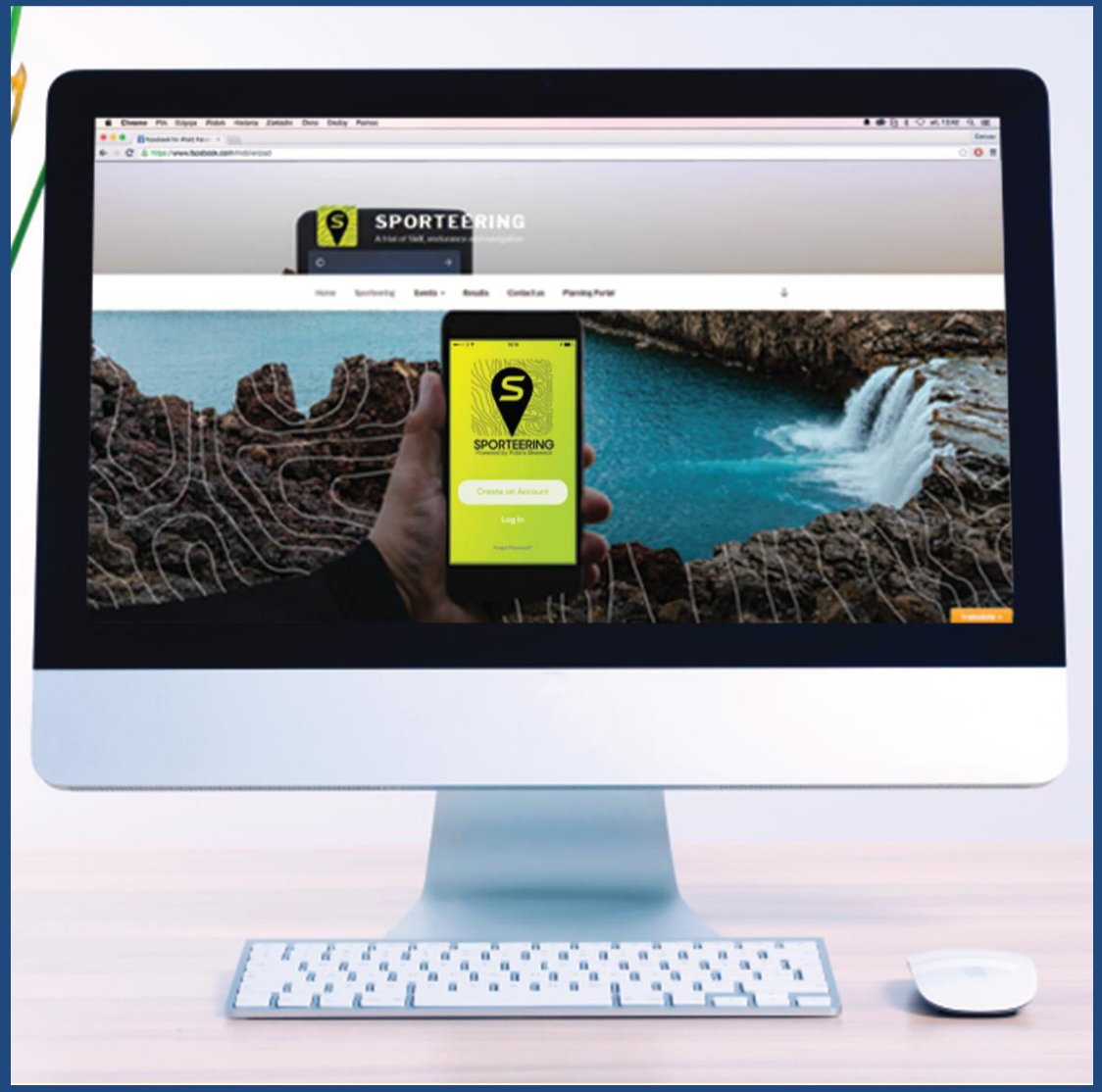
What is Sporteering?

The Sporteering™ Platform has been developed over that last 2 year.

It is split into 2 parts;

1. Phone APP working on iOS and Android

2. Planning Portal – web based so works on any web enabled device.



PHONE APP

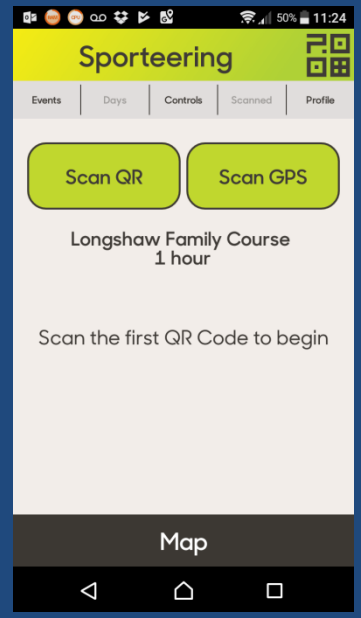
Phone APP working on iOS and Android

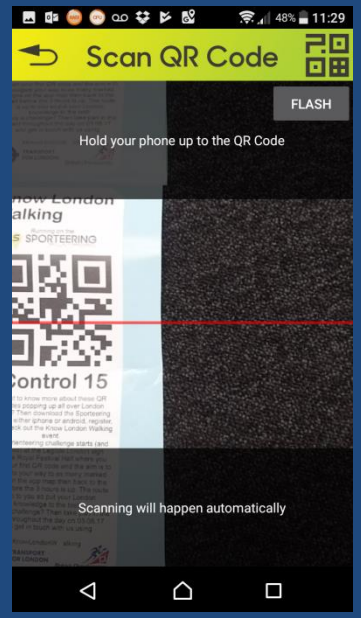
The APP is where we started this journey. The concept was to create a Scoring and timing system that recorded your location. There are 2 methods for recording position

1. By scanning a prepositioned QR code

2. By taking your current GPS location

Both have pros and cons.





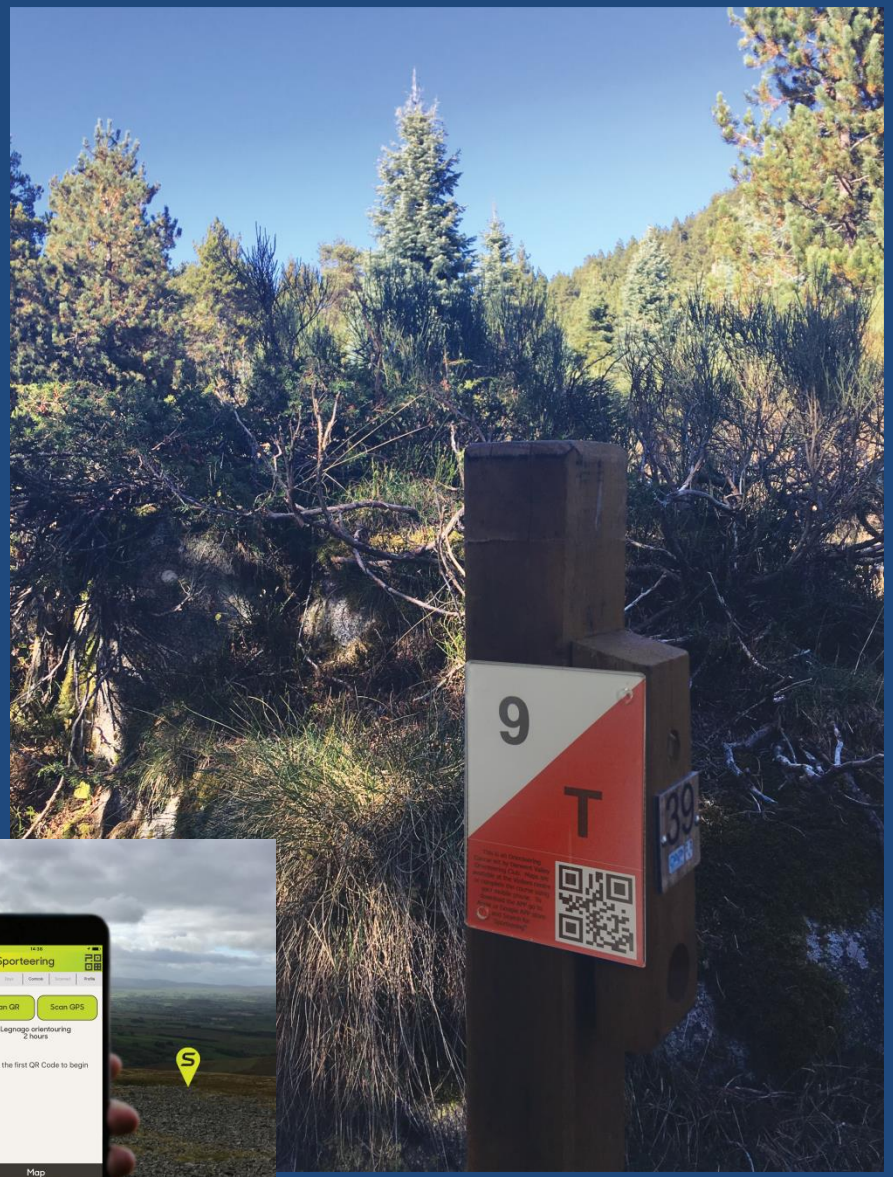
Scanning QR code

Pros-

- Location accuracy is guaranteed
- Quick to produce the QR codes
- Can be re-located if necessary
- Competitors are certain when they arrive at the control

Cons-

- Takes time to layout the course
- Controls , if in situ for long periods can be damaged or removed
- Visual and environmental impact
- Cost



Scanning GPS

Pros-

Quick and easy to create a course from the desktop – especially with good on the ground knowledge

Appropriate tolerance levels make it easy for competitors to achieve the control

No environmental impact – markers, clippers etc

No one can tamper with the controls

Available worldwide

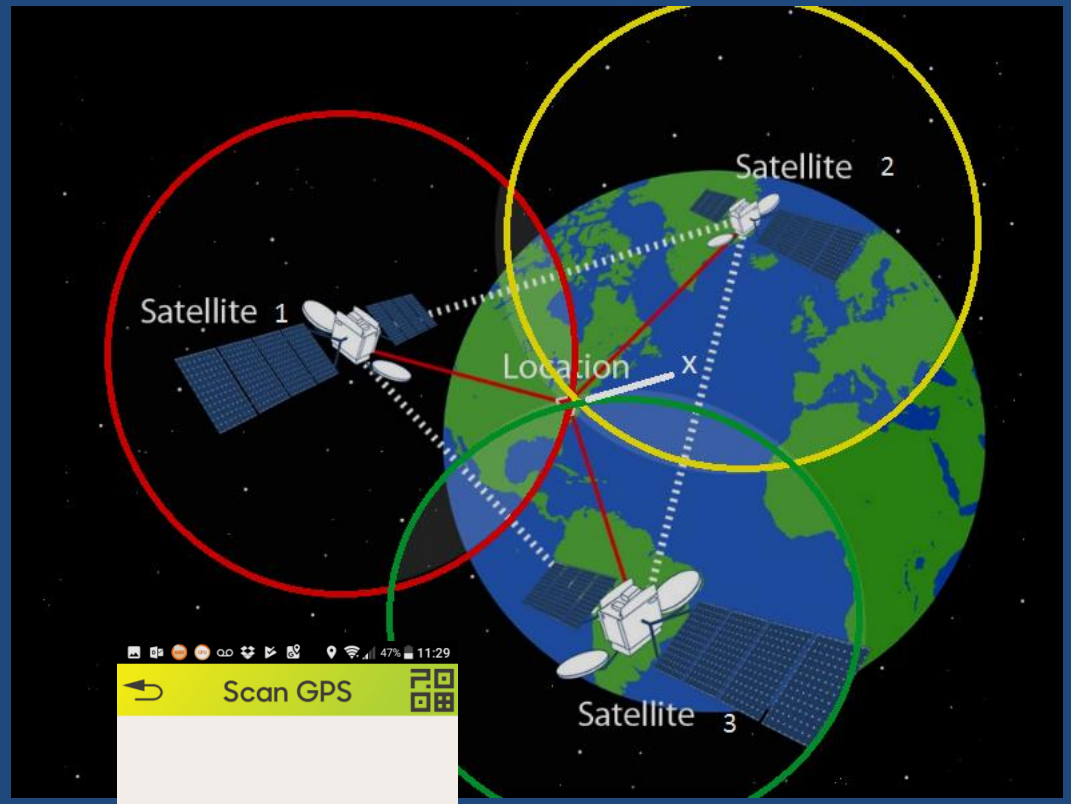
Cons-

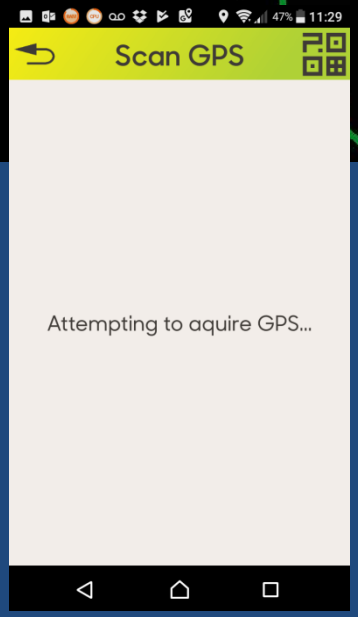
GPS accuracy varies from area to area

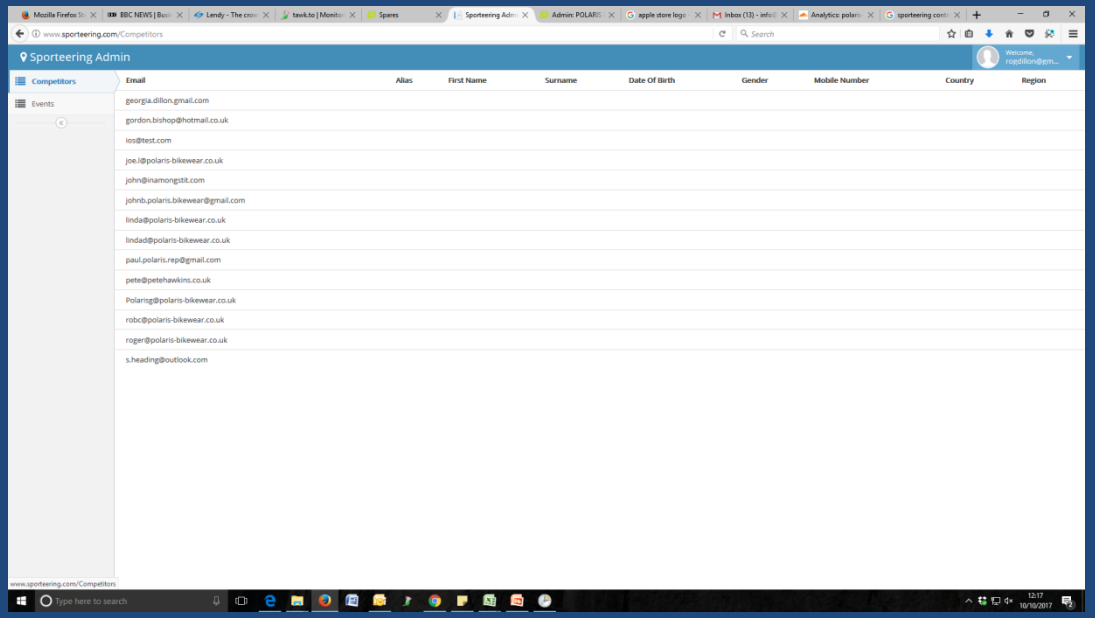
In steep valleys or under trees it can be very inaccurate

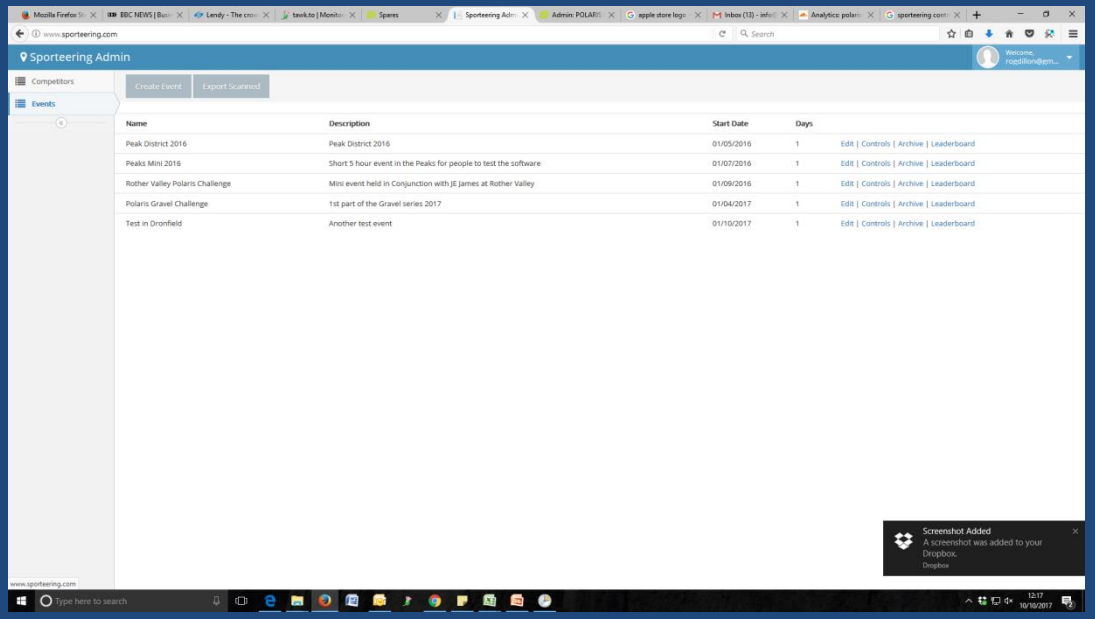
In cities accuracy can be variable

An understanding of the “Tolerance” is essential to a good course









Planning Portal

Planning Portal – web based so works on any web enabled device.

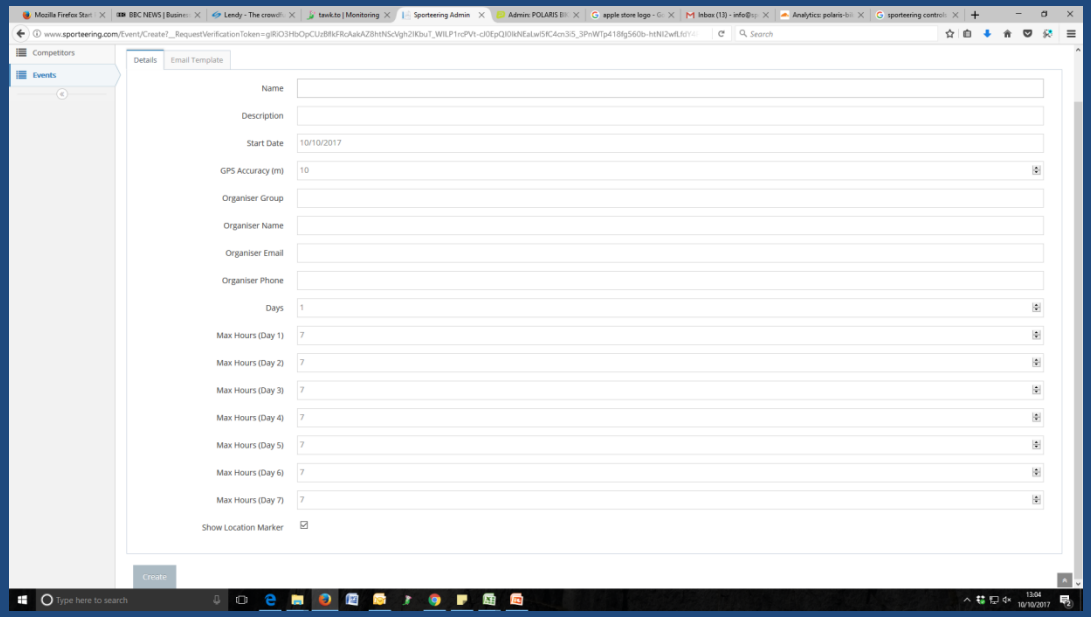
Two Screens;

Competitors (not covering)

Events (Event Planning)

Buttons: Events Export

Links: Edit | Controls | Archive | Leaderboard



Events

Create an Event

This is the Start point for any new event

Most of the details are self explanatory but a couple to be aware of;

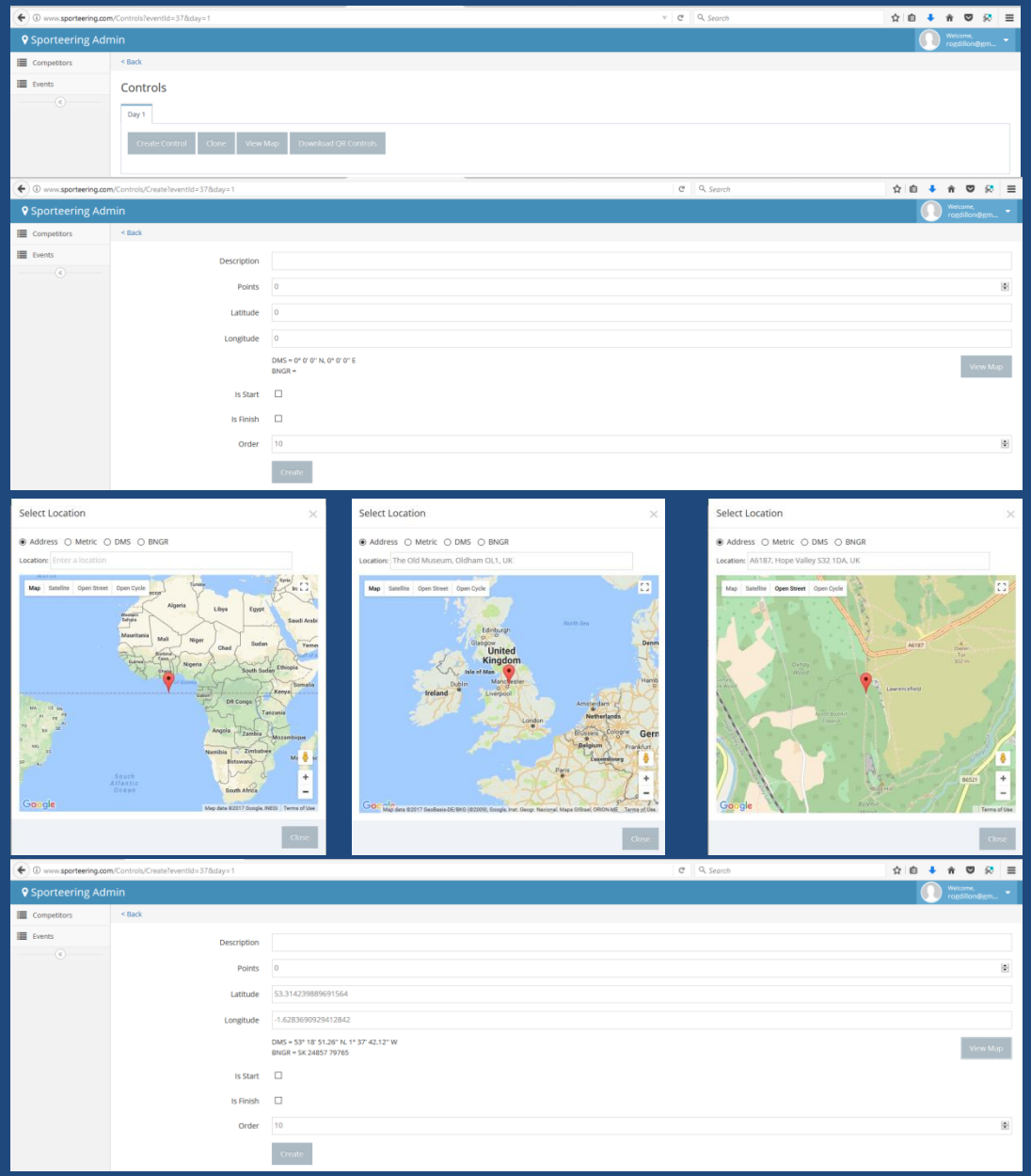
START DATE: This the date you want it to be available to people to download.

GPS Accuracy (m): This is the tolerance you want to set the GPS to, so at 100 = within 50 mtrs of the control point.

Days: the number of days for the hours set in the next section. This section is for use with multi-day events e.g. OMM or HTT550

Max Number hrs: The length of the event, if it's a permanent course then a reasonable time for a family to get around

Save



Edit | **Controls** | Archive | Leaderboard

Add (or edit) Controls

This is the heart of creating a course and has been created in such a way to make vey easy

First Control: Create Control

Control Page allows you to add all the required details

Description: As short but meaningful as possible

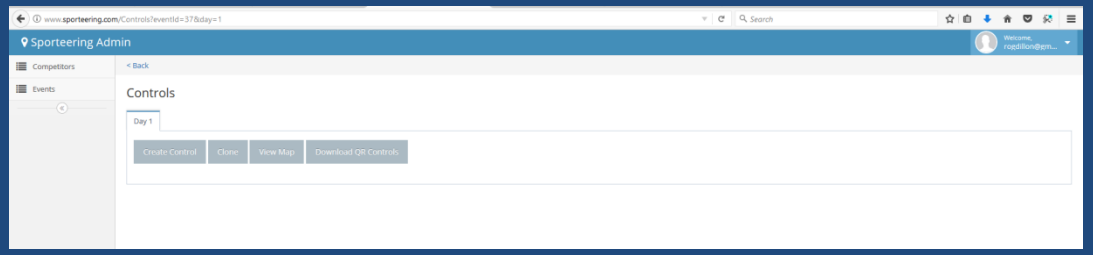
Points: Number of points but it must be greater than 0 to register

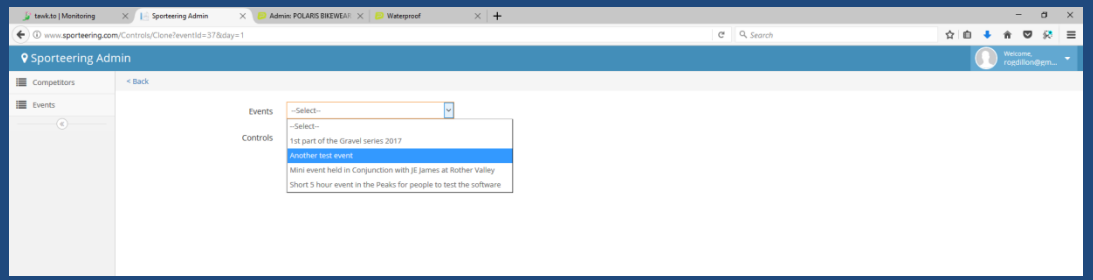
Lat & Long: If these are known just enter them or View Map

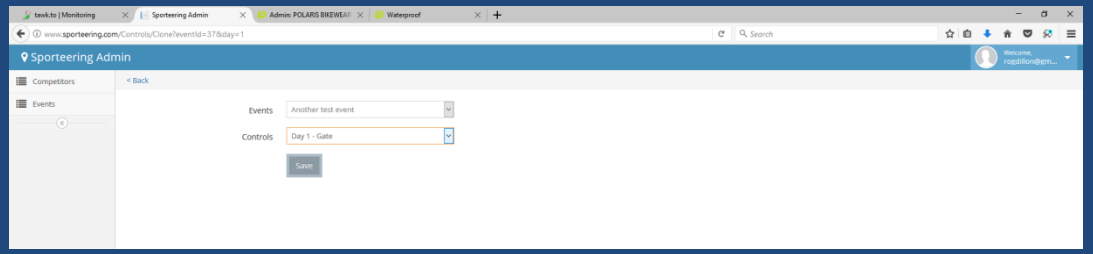
Map View: Move the Push-pin from the meridian to somewhere near your desired location. Zoom in and place more accurately. Save

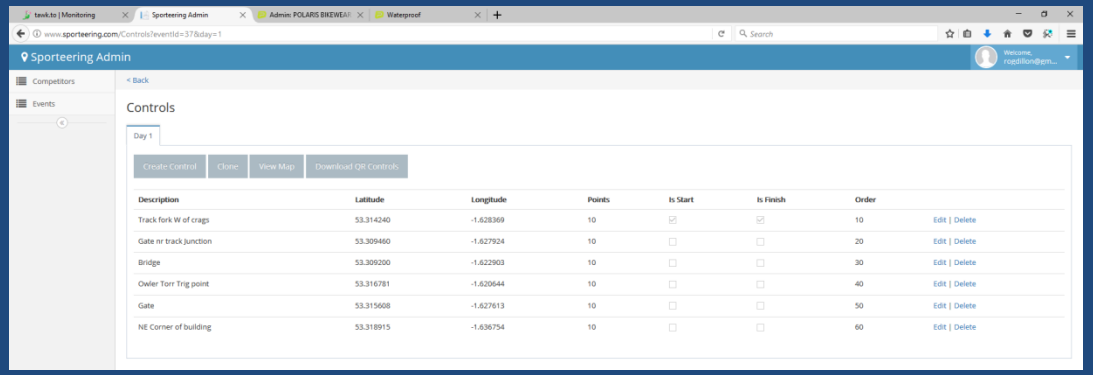
Start/Finish /Both: Tick the appropriate check box.

Create









Clone

Clone Controls

Rather than creating new controls it is easier to copy the previous one and then change is location, value and Start/Finish designation.

Clone

Events Dropdown: select which of your events to clone from, then.

Controls Dropdown: select which control to clone

Save

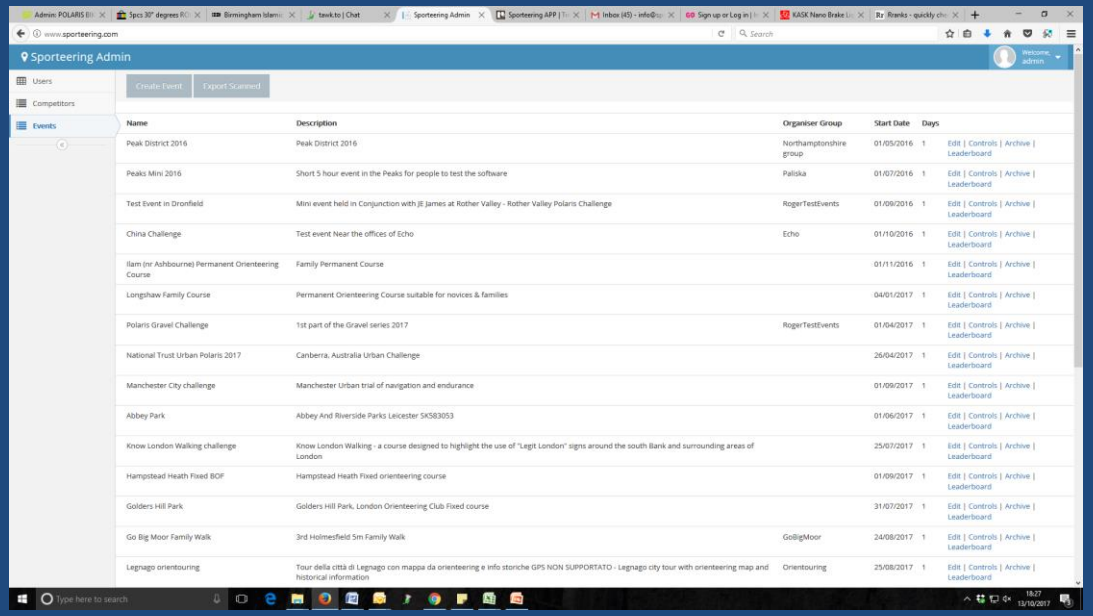
From Controls Page: Edit | Delete

Change the copied control to the correct location then

Save

Repeat until all the controls are created.

Basically that's it!



Publish Event

Once the course is complete it will be published on the events list and be open to users to find.

By leaving the start date empty the course remain anonymous until you are ready to publish it.

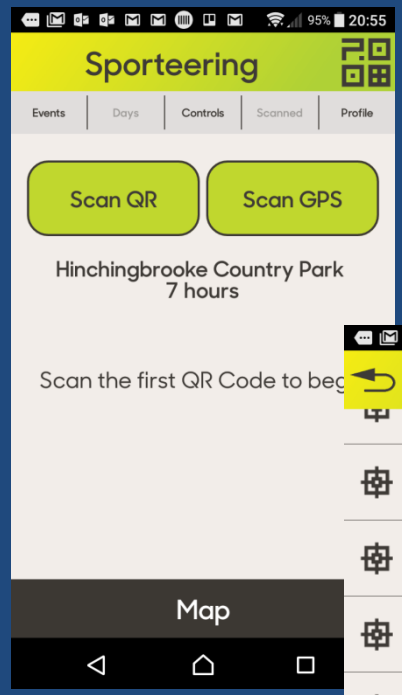
Over to the APP…

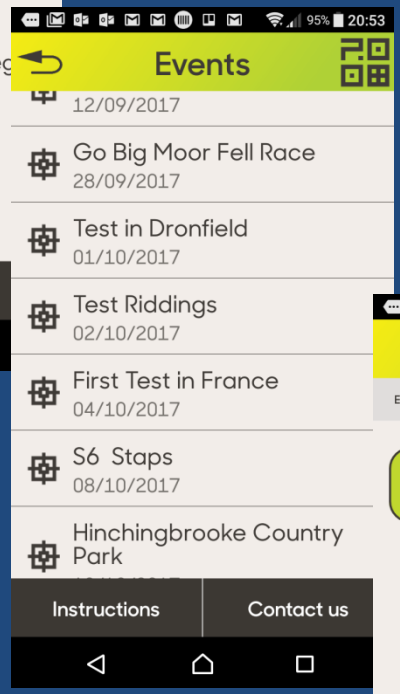
Events

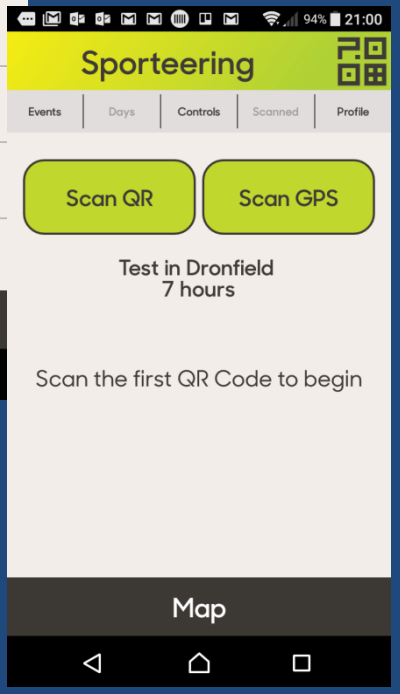
From the front screen of the APP;

Events: Takes you to the list of events currently available . About 15 minutes after creating the event is will appear in the list

Select Event: Simply click and it will automatically upload to your phone and be ready to use

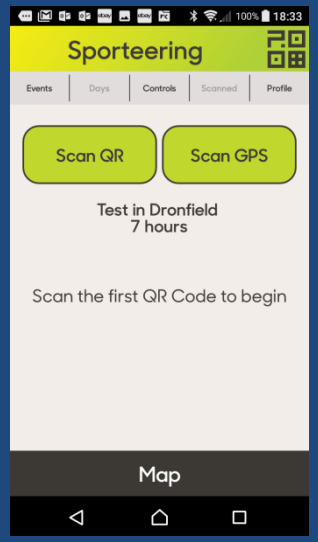




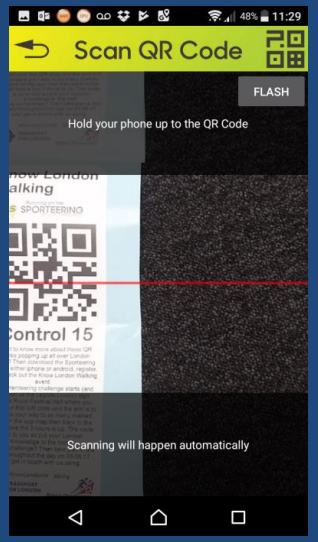


Completing a course

1. Arrive at the stat Control
2. Scan the START QR
3. This opens a list of controls and their values, and the clock starts running
4. Proceed to the next control and scan either QR or GPS
5. Carry on to each control , using the map as necessary
6. On arrival at the last control Scan the FINISH QR (or GPS)
7. Upload Scores
8. About 10 minutes later you will receive your scores and times back which you can check
9. The Scores are added to the leaderboard for that course and can be downloaded or added to another website.

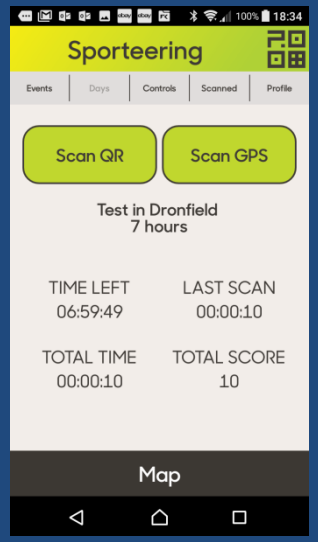


Scan QR

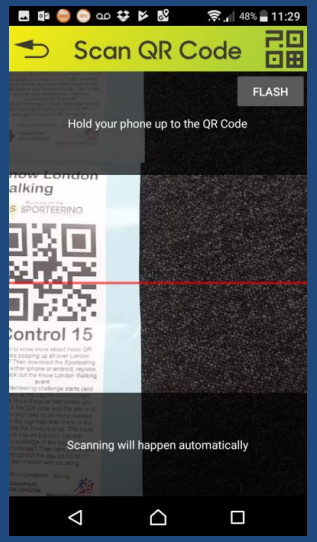


Start QR

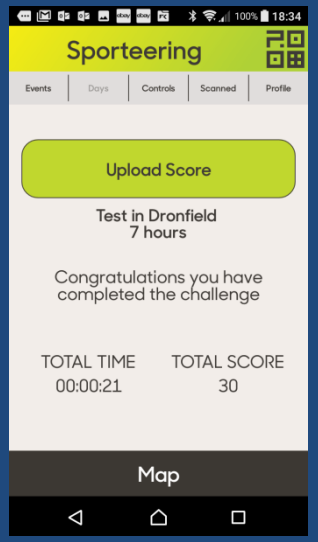
Controls to find



Scan QR



Finish QR



Upload Scores

Where to Next

As Technology advances there are greater opportunities to use this type of Application.

Control Markers will get smaller

GPS will increase in accuracy

Recording devices will get smaller, more compact and robust

And the most important feature is that the current generation who use these devices will be accept or maybe expect to use them in their sporting activities.

Where does it Fit into Orienteering

Currently there are some 700 fixed or permanent courses throughout the UK managed by local Orienteering clubs

Some are used a little and some a lot. Who knows?

If the courses were digitised on the Sporteering™ Platform then a steady stream of data will flow in;

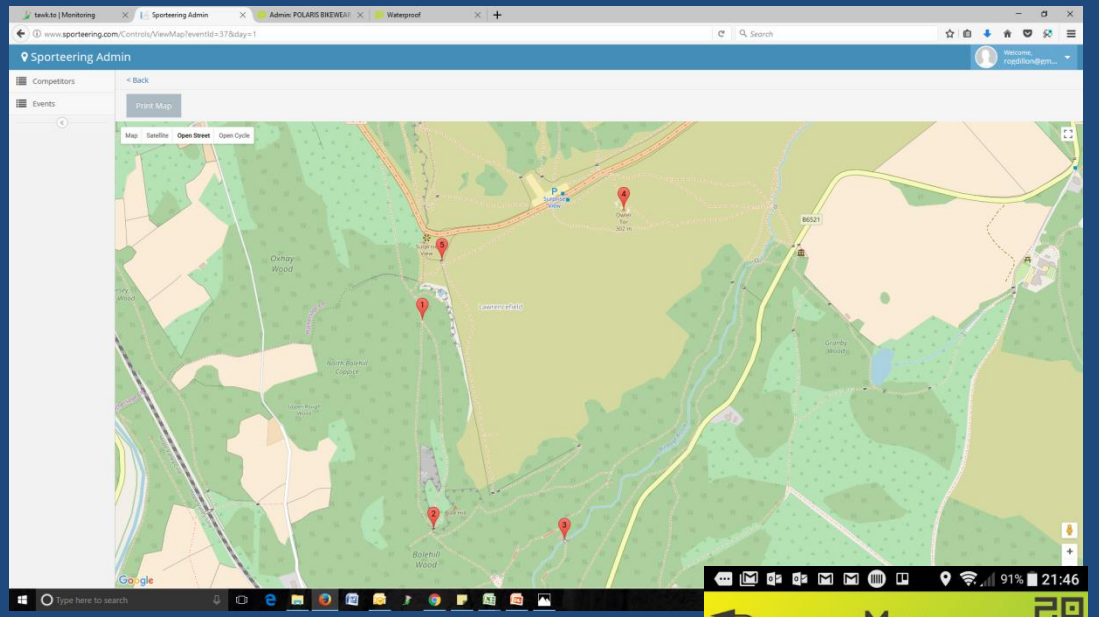
Age, gender, time of year etc

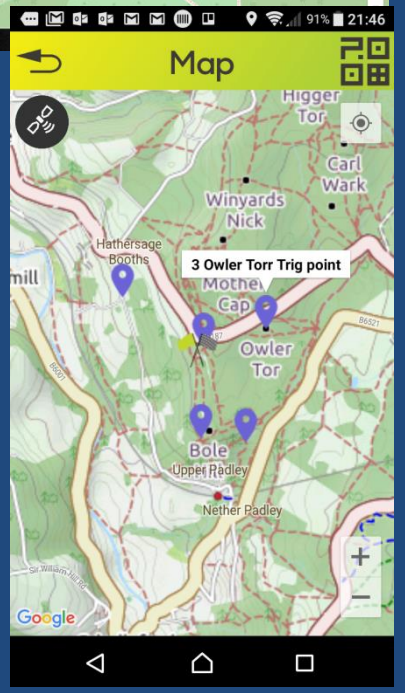
Also if a control goes missing it could be seen by its lack of use.

The APP can also be used to drive income streams to the clubs and the sites that adopt them.

With access to user data better courses can be created perhaps in more accessible areas – “Urban adventure trails” or inner city parks.

The list is endless and limited only to your imagination





SPORTEERING

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Sporteering™ Platform

October 2017

2.3 Ensure competitions are available for competitors of all abilities in a simple to understand hierarchy

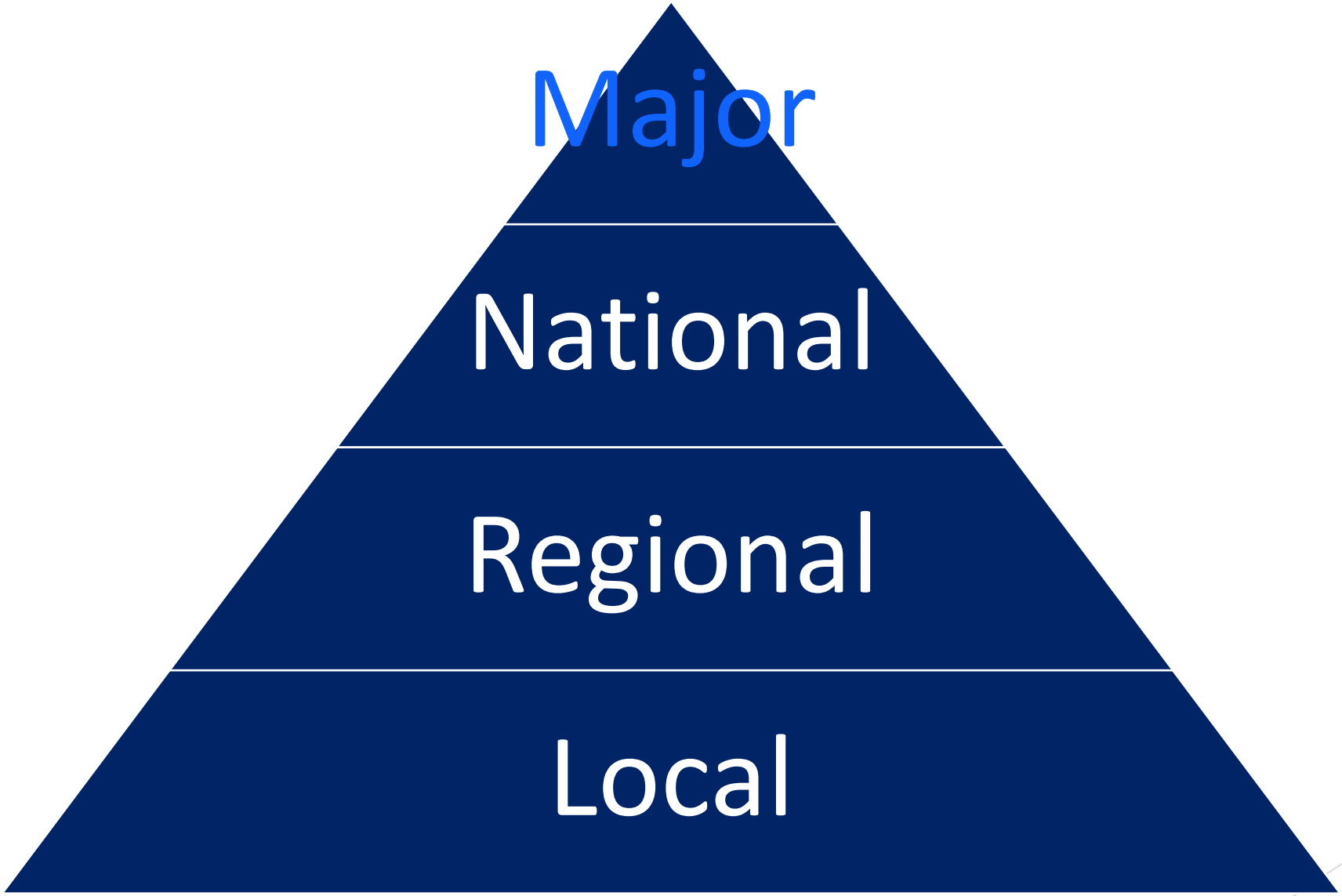
Types of Competition

- Format
  - Sprint
  - Middle
  - Long (Classic)
  - Ultra Long
  - Urban
  - Score
- Terrain
  - Forest
  - Urban
  - Semi-Urban

- Individual – Relay – Team - Club
- Day - Night
- Single Race - Multiple Races
- Open - Qualifying
- Age & Gender classes
  A & B (Jnr) - Long & Short (Snr)
- Club - Association – National Leagues
- Junior - Schools

Current Competitions

- British Long Distance Championships
- British Middle Distance Championships
- British Sprint Distance Championships
- British Night Orienteering Championships
- British Relay Championships
- Jan Kjellstrom Sprint / Middle / Long / Relay
- UK Urban League
- UK O League – Individual
- UK O League - Club
- Badge Scheme
- Ranking Scheme
- Area Championships
- Junior Inter-regional Championships
- Harvester Relays
- Yvette Baker Trophy
- Peter Palmer Junior Team Relay
- British Schools Championships
- British Schools Score Championships


Major
National
Regional
Local

Questions: about Club and Association Competitions

- Do you know which competitions or elements of competition encourage competitors in your club/region?
- Do you have successful new competition formats?
- Are there any competitions which don't seem relevant to anyone anymore?
- Are you aware of any group who feel undervalued by the existing competition structure?

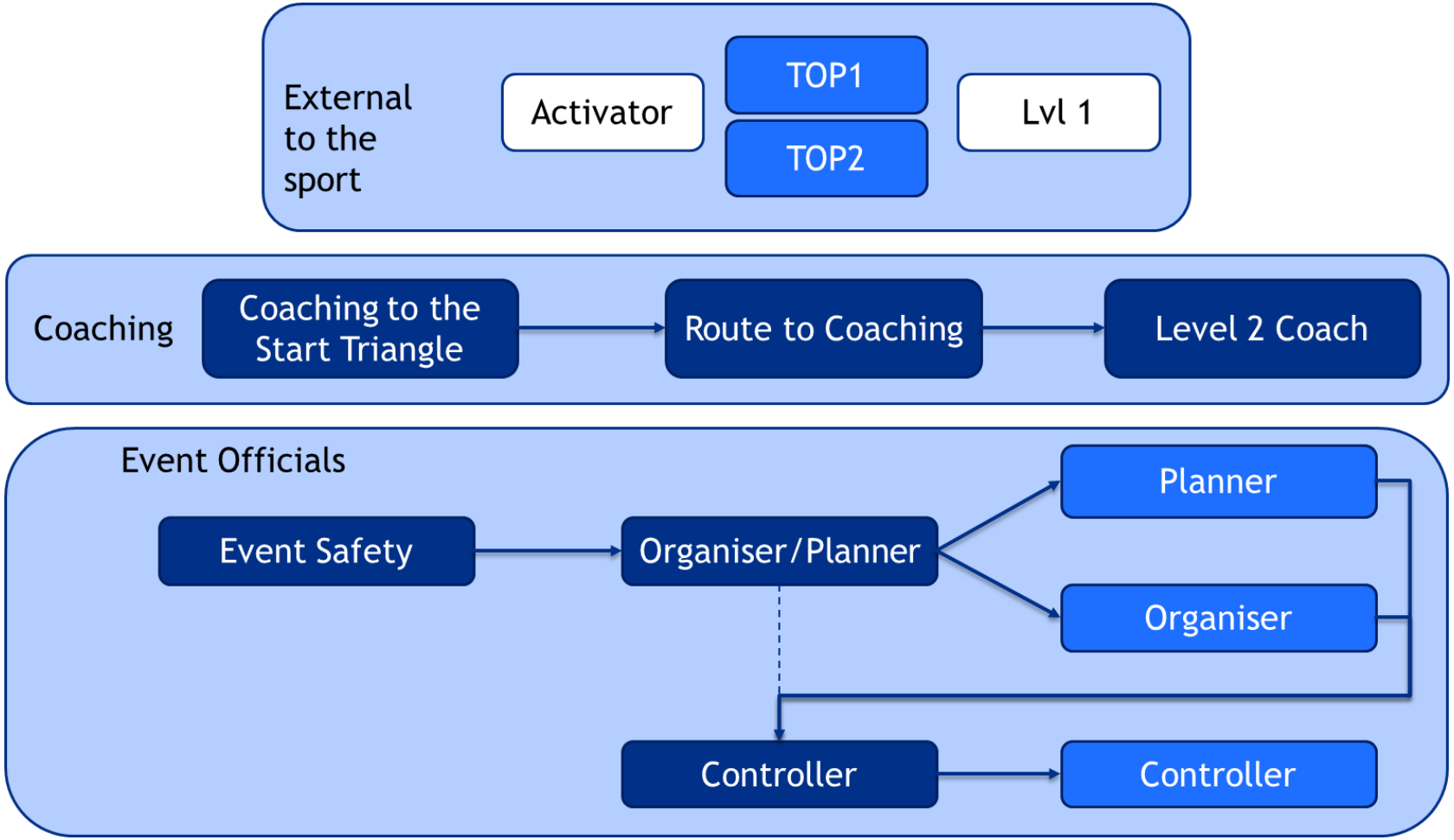
- What more information do we need to collect to answer these questions?

Questions: about National and Major competitions

- Do you know which competitions or elements of competition encourage competitors in your club/region to compete in National & Major Events?
- Are there any competitions which don't seem relevant to anyone anymore?
- Are you aware of any groups who feel undervalued by the existing National & Major Event competition structure?

- What more information do we need to collect to answer these questions?

Developing Event Volunteers


External to the sport
Activator
TOP1
TOP2
Lvl 1
Coaching
Coaching to the Start Triangle
Route to Coaching
Level 2 Coach
Event Officials
Event Safety
Organiser/Planner
Planner
Organiser
Controller
Controller

“Basic events are where potential orienteers first encounter our great sport, where new orienteers hone their skills and where experienced orienteers do most of their competing”

Organiser Training

Recommendation from the Volunteer Needs Working Group

- To review and simplify courses and content provided for volunteers
- Training for organisers to provide greater confidence and understanding

Deliver a training package that can be adapted by clubs to suit the needs locally

Event Guide & Workshop

- Guide created using best practice from across the country
- Outlines roles and responsibilities
- Provides guidance, links, lists and checklists
- Workshop can be delivered by anyone with a tutor or coaching background who has been an organiser
- Meant to start the process, give confidence and connect new organisers to mentors

Are you aware of the guide and workshop?

Has anyone used it?

Feedback and next steps?

Recruitment

- What are the main barriers to recruiting new organisers?
- What actions can we take nationally to improve recruitment of event officials?

Retention

- What are the main barriers to returning to organising at a local level?
- What can be done get more people organising/planning again?