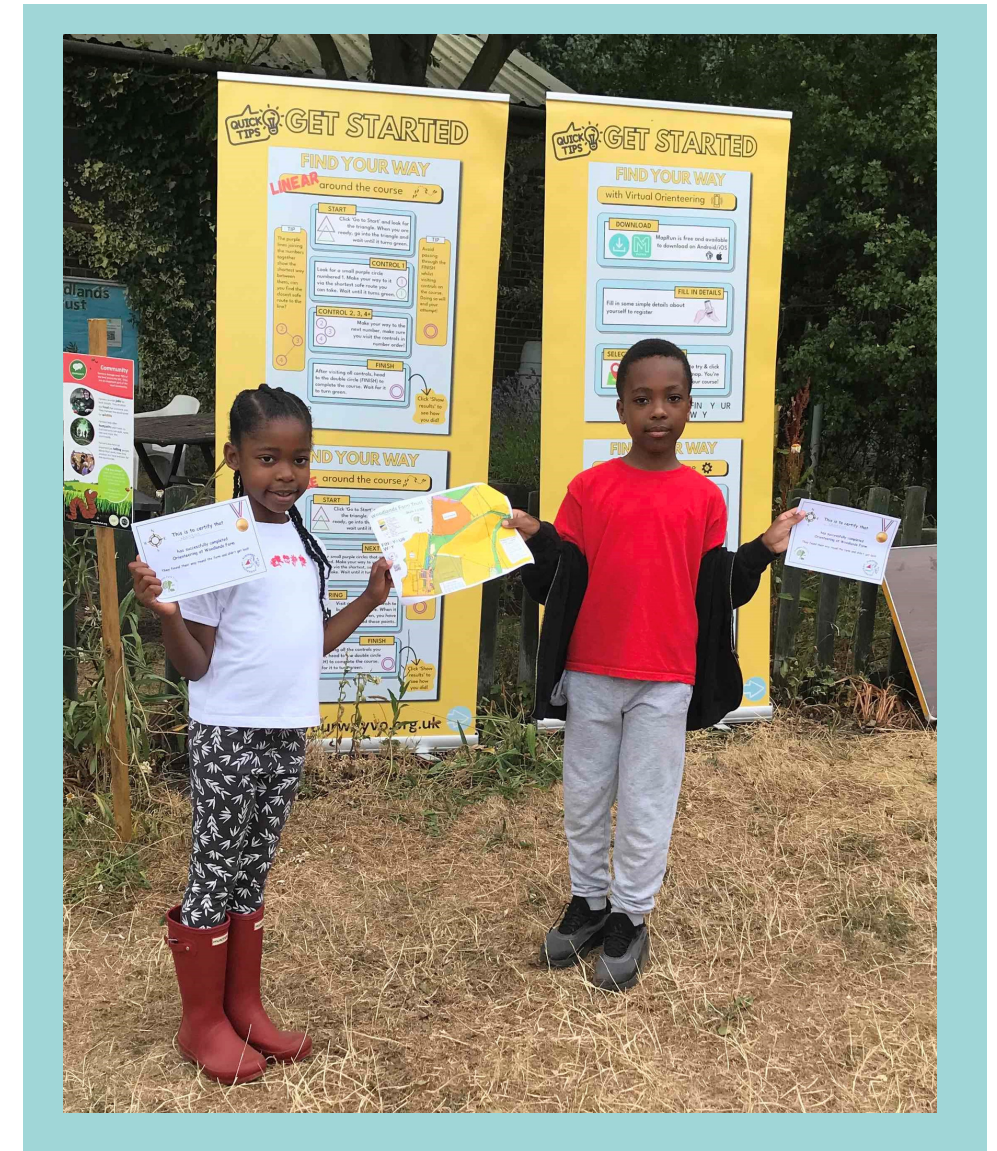


# FIND YOUR WAY PROJECT

The Find Your Way Project began in November 2021 after funding was successfully granted by Sport England to provide positive virtual orienteering experiences to children, young people and families in hard to reach communities. The funding bid was on the back of successful work Pendle Forest Orienteers undertook in 2020 in introducing many Maprun activities with their local communities in conjunction with School and Active Partnerships.

British Orienteering are embarking on a new 5 year Strategic Plan with two themes being 'Changing the Perception' and 'Creating Engaging Experiences'. We believe that technology and sport/activities 'on demand' are becoming an important part of peoples increasingly busy lives and a more attractive option for activity to the younger generation than traditional timetabled sports. The Find Your Way Project aims to capitalise on the appeal of the virtual orienteering courses being instantly available, requiring no permanent infrastructure and their ability to be placed within specific targeted areas. It is a great opportunity to showcase the sport as an exciting, technology led opportunity for people of all ages to access.

Funding for the Project continues until July 2024, by that time we are hoping for a legacy of orienteering participation and development in our affiliated clubs, their members and the communities we have previously found difficult to reach. We wish for virtual orienteering to be in the forefront of the public's mind when they are choosing an activity to take part in, and for those who are taking part to be confident at, skilled in and excited by virtual orienteering activities. We wish to remove the notion sometimes associated with the word 'orienteering', that the sport is difficult, 'not for them', or happens in locations away from the public eye, and raise awareness that orienteering is an achievable exciting adventure sport, and everybody has a place within it, regardless of age, fitness level or experience.



For clubs, we wish to raise the club's profile within their communities, offer funded training to develop club members in skills such as event safety, social media and marketing, mapping, and how to build relationships with influential local bodies such as Sport/Active Partnerships, schools, local councils and health providers. We will have more areas mapped, more courses available, more volunteers trained and on hand so that at Project end, the clubs have a lasting legacy which will benefit them in the long-term.

Current club members are actively encouraged to become involved and participate in the Find Your Way Project and its activities such as the courses set or the Come and Try It events clubs are holding. We do not wish for the Project to be British Orienteering templated, rather, clubs are encouraged to develop their own offering with community partners with the full support of the Project Lead. That role varies between the clubs with some clubs preferring a more hands-on approach to relationship building with community partners, and some clubs confident to lead discussions with support when required. Marketing materials for clubs, social media templates and suggested activities are provided within the Project in addition to funding for member CPD, new mapped areas and VOC course creation.

# FIND YOUR WAY PROJECT

We hope our members see British Orienteering's commitment to the Find Your Way Project as just the beginning of systemic change for the better. We are committed to the future of the sport, not only for our current clubs and members, but also for those we have yet to attract. We wish to have thriving clubs; membership growth and a shift change in how our sport is seen in the public eye and look forward to a bright future for what is ultimately (and probably a biased view) the best (and undervalued) sport in the World.

**'WE FEEL RESPECTED'**

**'IT HAS GIVEN US THE KICK WE NEEDED TO CHANGE'**

**CLUB VOICE**

**'WE'RE ON THE MAP!'**

**'LOOKING BACK WE WERE SO OLD FASHIONED'**



Kay Hawke  
Find Your Way Project Officer

**FIND YOUR WAY PROJECT**

