

Minutes

Meeting	Development Steering Group		
Date	Wednesday 14 th December 2016	Time	11am – 3pm
Attendees	Lyn West, Craig Anthony, Pauline Tryner, NIOA, Mark Saunders, Rona Lindsay		

Item	Title
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1. Welcome and Introductions

Lyn asked everyone to introduce themselves and explain one development success and a challenge facing orienteering.

Lyn West (Former British Orienteering Chair and SOS)

Success in her own club developing orienteering within a cluster of schools.

Challenge working with traditionalists who don't see how off putting some things can be to newcomers

Rona Lindsay (Scottish Orienteering RDO and ESOC)

Success FVO gaining funding for a part time coach

Challenge communication and sharing of best practice across the sport creating a joined-up approach

Mark Saunders (WOA Development Officer and BOK)

Success SWOC focusing on Cardiff accessing some local funding to deliver a regular park orienteering series with approximately 30% increase in membership

Challenge Size of population against size of area in Wales

Stephen Gilmore (NIOA Secretary and LVO)

Success part of the Active Clubs program Craigavon session has developed several members including ... who represented NI at the JIRCS

Challenge moving people from local park series WEE to forest orienteering

Pauline Tryner (SYO and England Representative)

Success SYO growth in participation and membership through local event series with regularly 400 runs

Challenge Clubs approach to develop, people with time to spare are less likely to focus on development due to age

Craig Anthony (British Orienteering and SELOC)

Success TVOC Run the Oxford Parks promotional approach to increasing attendance at local events

Challenge effective execution of best practice by clubs

Craig shared the minutes from the previous meeting which took place in September 2014 and the 5 principles which the group agreed should feature as part of the development strategy:

1. Positioning/Marketing

- i. Raising the profile of orienteering as a sport and how to engage with it.
- ii. Encourage specialisation of event series and or club activities (sport for all sport for no one)
- iii. Focus on local encourage engagement in smaller geographical areas

2. *First Experience*
 - i. Focusing on a high quality first experience for people of any age in any setting. This is not aimed at delivering orienteering at a particular technical difficulty but as a fun engaging experience that make people come back for more.
 - ii. Importance of the same approachable/sociable people (coaches/organisers/volunteers) being at activities/events
 - iii. Make it simple
3. *Regular social engagement with members/participants*
 - i. Providing coaching/facilitation in a non-competitive environment to engage members/participants in developing, improving skills.
 - ii. Research demonstrates that it takes at least 8 weeks continuous activity to generate enough affiliation to retain someone long term.
 - iii. Local means 15-20 minutes travel time
4. *Hi Tech options*
 - i. Orienteering on demand, utilising the developments of technology to provide a sport that is accessible at a time and/or place that suits the participant.
 - ii. Focus on reducing administrative burden on organisers, planners, coaches etc.
5. *Transitions*
 - i. Connecting the opportunities together building on the high quality first experiences.
 - ii. The sport needs to work together to attract people to whatever form works for them

Group endorsed these and will seek to continue to advocate for them in strategy moving forward.

2. Terms of Reference

Lyn reviewed the terms of reference for the group to ensure everyone was clear on the role of the group. Strategic focus to provide input to the board. The group is Responsible for:

1. Advise the Board on strategy regarding the development of orienteering
2. Support the development of key performance indicators and an implementation plan to meet the objectives which are embodied in the Strategic Plan
3. Challenge the plan to ensure the needs of partners are being met
4. Ensure alignment between the British Orienteering plan and the national association plans if possible
5. Monitor the delivery of the development aspects of the Strategic & Operational Plans and the achievement of key performance indicators and report back to the Board as required

Mark noted that there had been reference to realigning steering groups to the new strategic plan was there any concern that there would not be a Development Group moving forward. Craig stated that increasing participation through club development was a focus of the draft strategic plan and it is likely that there would be a Development Steering Group going forwards. Lyn commented that Development continues to need a louder voice within the sport and that Judith as Chair of the Board has a development focus.

3. Club and Volunteer Awards

Craig explained that the Club and Volunteer awards are awarded each year at the AGM and for the past few years the Development Steering Group had done the assessment before making a recommendation to the board. As there are a few new members on the group would the individuals around the table being willing and able to spare some time after the deadline for nominations on Friday 10th March 2017.

Craig outlined the process which consists of each person assessing the applications and scoring the answer to each question on the nomination form. The scores are then collated and a winner determined. Any significant differences would result in a discussion between the group to decide on the eventual winner.

The group discussed what constitutes a good nomination and Craig explained that all nominations are assessed in context so people should be encouraged to nominate.

Rona enquired about issues of conflict of interest and it was agreed that panel members should excuse themselves from scoring nominations with which they have a specific interest.

The group agreed to take on the responsibility for the 2016 awards.

Action Craig to distribute nominations and process at the appropriate time

Action Group to encourage nominations from all areas of the sport

4. Family and Junior Development Working Group

Craig gave an overview of formation of the Family and Junior Development Working Group for England. The group developed the Junior Development Framework which was then presented at the Club and Association Conference in October 2016.

Pauline then provided an overview of the framework. The role of local orienteering to transition people into 'regular' forest events is questionable. There is a need to support participants/members to make that transition.

This led to a broader discussion about spreading of best practice across the sport.

A discussion on the role of regional squads in providing the social engagement for juniors was questioned by the fact that selection inherently limits the number of juniors that can have a social connection in the sport. Regional squads have varied criteria for entry depending on the region and there was a suggestion that some clubs use them as a reason to not have a junior section.

Stephen explained that NIOA is testing a parent/child led approach to identifying dates for junior training.

Rona gave an overview of the SOA Development Conference coming up in April with a focus on schools and juniors. Conference will feature a Junior Panel of orienteers from across Scotland.

The group considered how can clubs could be encouraged to see value in junior sections?

Suggested ideas:

- Increasing the profile of junior competitions highlighting those clubs that are successful both in being regular entrants and producing good junior teams.
- More junior targeted events with an inclusive approach to competition e.g. Peter Palmer Relays would enable a better experience for those juniors who aren't talented/elite.
- Introduction of ethos or expectations statement – dismissed as being top down rather than bottom up approach
- Clubmark – valuable tool but only works for those who opt in
- Regular communication regarding development – people need to feel closer and better connected to British Orienteering
- Need for people with Development focus to spread the word – develop networks between clubs – role of conferences for volunteers other than committee members to create these networks

Action Craig to check development distribution list and set up development e-news

Action group to support development e-news with stories and encourage others to do the same

Action Group to champion role of conferences in spreading best practice across the sport

5. University Orienteering

University Orienteering is a topic that was raised at the Club and Association Conference this year. This was an important way into the sport for many existing members. Questions were asked about the support and guidance available for university orienteering clubs.

The group discussed the historical success of orienteering at university and the current challenges for orienteering in university.

Rona had done some prior research in speaking with some of the Scottish University clubs and members that highlighted 3 areas that are impacting on student participation and membership.

1. Cost
2. Support
3. Recognition

Cost

Cost of membership including the jump from junior to senior membership were a factor in feedback Rona had received. This was especially true for those new to or on the fringes of the sport. The cost of membership should be added to cost of joining a Student Union/Sports Union membership whilst at university. This cost varies across universities and can range from small amounts (£5) to well over £100. In addition, there was a lengthy discussion regarding junior v senior entry costs and levy. Students are not recognised within the British Orienteering system but some clubs offer student discount/junior entry cost to any students. The group discussed the nature of 'student' category being abused by some whilst not having a student category increased costs for non-junior students. Discussion regarding a Youth rather than Student rate for under 25's.

Action Inform the board of issues presented by membership and levy costs and ask them to consider the impact of a under 25's rate rather than Junior rate

Support

Support for university clubs was seen as crucial to enable clubs to continue given the quick turnover of committee and key volunteers. Pauline highlighted some of the challenges she had faced in liaising with the local university club. There is a need to link university clubs with their local club to develop a working relationship enabling more access to orienteering and better support to ensure clubs continue as students move on from university.

The group discussed support from local clubs, universities and the possibility of a national support system to help clubs retain club knowledge and information. The relationship between ESOC and EUOC was mentioned as a positive example of what can be achieved through clubs linking with university clubs where possible.

The group also discussed the promotion of the sport to this age group and what could be done to deliver on the 'promise of adventure' when designing club activities. Clubs need support to deliver higher quality experiences.

Action Rona and Craig to look at developing a system/process for supporting University Orienteering Clubs

Recognition

Two fold issue. Many regulars in the sport don't see much value in being a member of the University Club as it restricts their ability to represent their home club at events. This means they often don't encourage others to become members which reduces the visibility in the sport of university orienteering clubs. Outside of BUCS competition there is limited exposure for these clubs.

Action Look at feasibility/recognition of dual club membership

BUCS currently represents the only opportunity for student orienteers to experience orienteering in a way where the event is targeted and designed for them. Rona commented that feedback was that clubs would like some more formality outside of the BUCS structure.

Action Craig and Rona to discuss in more detail development of more student focused opportunities to orienteer

Finally, the group referenced the fact that a high percentage of juniors attend university but that there are only 10 university clubs across the country. How can we work better and smarter to identify juniors moving into university and support them through that transition so that they continue to participate and help to grow the sport? Further discussion on this is required along with feedback from existing and recent students.

6.	Volunteering
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Lyn highlighted the Volunteer Needs Working Group report from 2013. The robust research and subsequent report still has a lot of value but there has been limited work on the recommendations.

Stephen and Mark questioned the request for Volunteer Champion within the regions. Craig explained that due to low take up this had not progressed as planned but the aim was to connect people focused on developing volunteers with appointed Volunteer Coordinators where possible. The role was aimed at identifying needs of volunteers within the region in conjunction with Volunteer Coordinators in clubs to coordinate volunteer training and celebrate the role of volunteers in the sport.

The group commented that there was no support on this from the national office and that it is too difficult to become an event official. One idea proposed was the idea of a national Volunteer Development Day/Weekend with the events that took place that day/weekend restricted to encourage members to develop their volunteering.

Stephen explained the NIOA approach of monthly workshops on a Monday night to look at a variety of topics for volunteering. Latest one was on social media benefiting from contacts and using group learning to develop approaches that suit the sport.

Mark talked about the Volunteer Development Weekend he arranged for WOA, which was a combination of different workshops on a residential weekend covered by some of the proceeds from Croeso.

Discussion regarding the human nature of volunteer recruitment. The need to be asked and to be asked by the right sort of person in the right way is crucial to finding volunteers. This needs to be replicated in training and developing volunteers. The group discussed the role of the regions in taking on development of volunteers in a more practical way, this is done by some more than

others. The group expressed the need for a person slightly removed from the clubs to drive volunteer development.

Craig gave an overview on progress of the basic event organiser guide and associated training. The group made a request for a clearly signposted bank of volunteer training resources.

Action Craig to enquire as to where training resources are and how they are best distributed and promoted

7.	AOB and DONM
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Mark Saunders requested an update on participation programmes. Xplorer will continue to be used to generate participation in the young family market. Run Challenge will not continue as a 'product' but principles and learning will be used in discussions with partners about adult runner focused initiatives. Recognised Centre Scheme continues to grow although at a slower pace than we would like. The group voiced their support for the RCS in improving the quality of orienteering experience in outdoor centres.

Stephen Asked if people were aware of Beat the Street the physical activity intervention which is very similar to urban orienteering. Stephen explained how NIOA and LVO had linked to the Belfast version and encouraged others to do the same. Craig mentioned that some other clubs had done but that national links with Intelligent Health the company behind Beat the Street were proving difficult.