



Life as a CDO

CLOK Development

Objectives of CDO

The main purpose of CLOK's Club Development programme is to increase the club's membership by attracting people in their 20s and 30s – including those with young families, to join the club and get involved in its activities.

The view is that in order for people to become sufficiently interested in orienteering to "get hooked" and make it one of their main activities:

1. They need to be presented with frequent fun opportunities to experience high-quality orienteering activities.
2. They need to have frequent contacts in an orienteering context with people they can relate to.
3. They need to have a sense of making progress in terms of improving aspects of their orienteering performance. This can be either in terms of running fitness or (particularly) navigation.

Barriers to achieving these objectives

- Relatively small membership size
- Large geographic spread of membership
- Aging membership
- Low interest in club activities (excluding races)
- Scattered image
- Low-ish community presence



Essentially we would be running activities for very small numbers - therefore it had been identified that we need to do something to increase the membership in the target age ranges before filling the calendar with activities.

C2G is born

An Adults introduction to Orienteering course - essentially what is says on the tin - to take someone from nothing to the navigational, and working towards the fitness, standard of a Green course. Ticks all 3 requirements to 'get hooked' into orienteering:

- 8 weeks of orienteering activities to then filter into club activities
- Mixes of relatable people of the same age and standard
- Teaches adults to orienteer - with an aim to capture and keep them long term as members, as they see progression in their abilities

Furthermore the course has allowed CLOK to unify its image and increase presence in the local community.



C2G Objectives

1. To increase membership, particularly in the 20-40 age range
2. To increase the longevity of those members by teaching them the skills to get hooked into orienteering
3. To mix current and new club members in a social setting as well as exercise setting
4. To provide frequent activities for club members and prospective members
5. To increase community profile through advertising and communication



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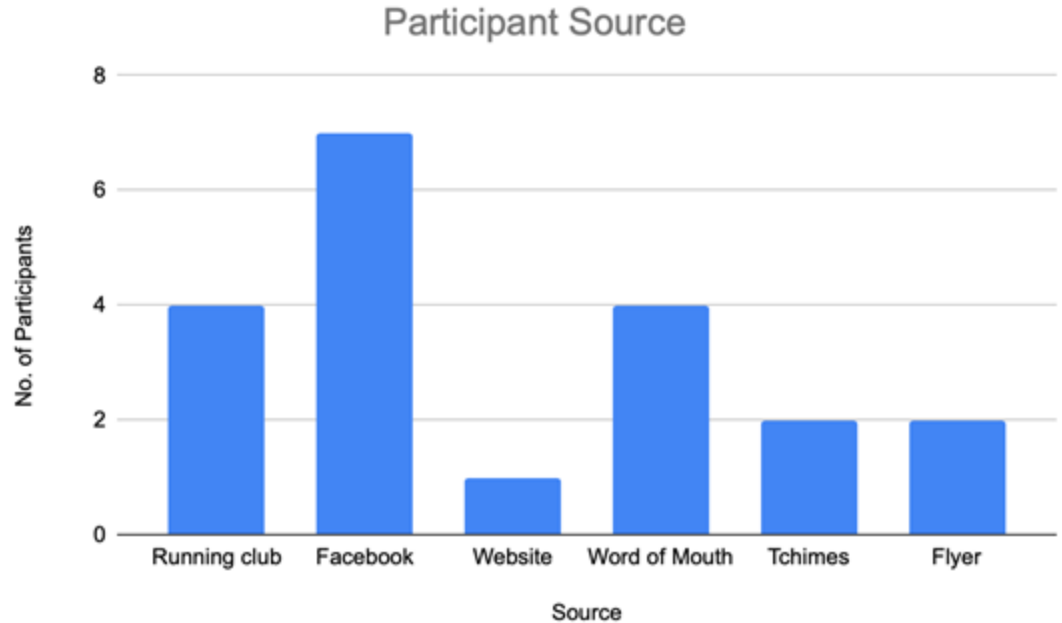
C2G Structure

- 8 week course broken into two 4 week blocks with a weeks break in the middle (spanned over 9.5 weeks)
- 2 coached sessions per week - 1-1.5hrs virtual and 1.5hrs in person each week
- On weeks 4 and 8 the in person sessions are a race (week 4 = orange course and week 8 = green course)
- 3 optional fitness sessions per week (provided in a planner) to encourage participants to practise orienteering and trail running outside of the sessions and increase fitness levels
- We charged £20 per part per non-member with £10 refundable on becoming a member

C2G Delivery

Started outreach/advertising about 1 month before the start of the course. Used a Facebook advert, as well as contacting all the local running clubs, stores and groups, councils, university groups and other relevant programs.

The Facebook advert was our most successful outreach tool and is perhaps something the club could utilise more in the future



C2G Delivery

Chose 8 logical weekly topics including;

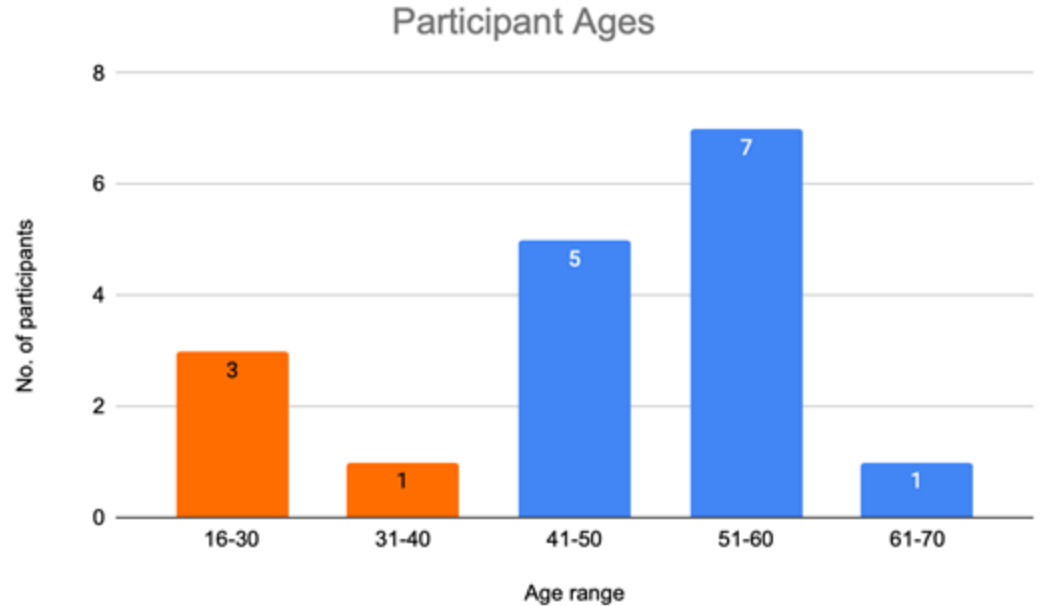
1. an intro to CLOK and orienteering maps
2. attack features and traffic lighting
3. compass bearings
4. navigating online tools
5. route choice and reading contours
6. Relocating
7. Simplification
8. improving speed and accuracy

- Created coaching focus group - 6 different coaches came up with in person session plans.
- I put together and delivered the virtual sessions - each one included online resources such as games and a suggested VOC to complete that week
- Created a volunteering team for each week, with the aim to have at least 1 coach per 5 participants.

C2G Outcomes

No. of participants:

- Part 1: 17 (age range = 21 - 64 years, average = 46 years)
- Part 2 : 15 same age range, similar average age
- 4/17 in the target age range
- 5/17 translated into members (2 of those 5 in the target age range)



C2G Outcomes

Feedback

- Positive feedback from all participants that completed the post course surveys
- Positive feedback from volunteer team

Cost to club

~ £260 profit, however if you factor in CDO payment ~ £740 cost to club



C2G - What went well

- Great club reception and volunteer offers towards a new idea - which made the planning and logistics easier
- Majority of feedback from both participants and volunteers was positive
- Majority of participants had the confidence and skills to complete a green course by the end
- Feedback told us that the course content was logical and well paced
- Including a virtual session opened a lot more resource avenues and meant the course could be delivered visually, audibly and by doing so there was a learning pattern for everyone. It also meant we could reinforce skills for a second time

C2G - Considerations for the next course

- Hoping for more sign ups
- Participation decreased each week as the course went on
 - Likely due to time of year, weather and covid illness - we will monitor and assess if there needs to be course structure changes after this years courses
- Weather disruption
- Some participants missed lots of sessions and therefore did not gain the confidence to complete a green course by the end
- How to increase translation of participants into members
- Ensuring all volunteers have a good understanding and capability to accommodate for differing abilities
- Ensuring the Leader understands the varying abilities of the volunteers and can plan and deliver the session with this in mind
- Accessibility of the course
- Ensuring there are enough volunteers week to week

C2G - what we're changing



- Location (rotating between two localities)
- Time of day - looking to create some presence at the end of Park Run
- Time of year
- Longer Facebook ad before the course
- Adding in some sort of incentive scheme or recognition of completing the green course

What's next for CLOK

CDO Activities plus more

- Next C2G course (10 participants signed up to date after 1 week of advertising) - Feb 9 - Apr 10
- Schools development program
- Club coaching days
- Virtual coaching sessions
- Weekly virtual challenges
- Potential partnership with Rooted in Nature program
- Involvement in BOF Find Your Way project
- Mid way through the process of creating/upgrading 7 maps which will allow for 3 POCs and ~18 VOCs in those areas following council grants
- 1 map/POC update grant still in processing



Positives (and essentials) of joining CLOK as the CDO

- Club has been really welcoming and receptive to new ideas and initiatives
- Volunteers have been keen to coach and get involved with activities - particularly C2G
- Chair and mentor very receptive to new ideas and brainstorming solutions
- Club overall seems very receptive to new ideas and a new direction
- Club has been understanding and able to accommodate my personal commitments and situation - from the offset the attitude was that the role cannot be somebodies primary job and therefore should not impede on other commitments so long as objectives were being met

Advice for clubs from a CDO's perspective

- Walk before you run - if you need to put systems or programmes into place to start encouraging more members before you put activities on then take the time to do this first
- Think about setting up systems for the longer term that are accessible by several members and will survive after your CDO moves on
- Always spread arms wide open to anyone who is interested to help or volunteer in any way. Avoid at all costs being negative about someone's skill level and therefore putting them off helping, as there is always a use for every skill level. Make sure your CDO or someone else in the club can communicate this



Questions?

And thanks for having me!



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