

# Development Steering Group Minutes

12<sup>th</sup> October 2017

**Attendees:** Lyn West, Mark Saunders, Anne Hickling, Juls Hanvey, Craig Anthony, Pauline Tryner

**Apologies:** Judith Holt

## Welcome and Introductions

Lyn welcomed everyone and encouraged everyone to introduce themselves.

## Minutes of Last meeting

Taken as a true record. Outstanding points:

Development e-news – superseded by move to digital communications to all members. Aim to include a range of stories. Good feedback from the group on the mix of stories and clear change noticed by all.

Request to change junior membership rate to age 25 not taken on by the board. Group request for dual membership offer will be looked at again more closely to give a true reflection of student orienteers.

### **Action CA to raise dual membership with board/executive**

Wider membership conversation. 'AH spoke of the SOA request for rolling membership because of the difficulty of getting new members to renew in the winter, a very quiet period for orienteering in Scotland. PT highlighted issue of members joining in Sept then getting a renewal notice a month later. CA commented that he was aware of ongoing discussions to consider 1<sup>st</sup> year membership breaks quarterly during the year.

University club support action – carried forward as part of wider retention efforts. Whilst work with individual work has continued including EUOC and AUOC, there has not been opportunity to explore a nationwide project or process properly.

## Update on Junior Development

PT been a clear shift in number of clubs looking to implement the Junior Development Framework indicating that the message has got out there. CA provided examples of SARUM and DFOK investing in junior development. There are and continue to be issues with execution and misunderstandings of the needs of juniors and non-orienteers. There is a need for this area to continue to be driven and for members to communicate examples of good practice and successes.

Discussion regarding Youth Retention initiative as part of British Orienteering funding from Sport England. This is focused around the insight done over the summer and the resulting 4 C's.

- Communication – youth driven and targeted communication to engage, encourage and inspire regular participation in orienteering
- Community – helping our young people develop a strong social connection and sense of belonging in the sport
- Competition – providing regular appropriate competition for young people at all stages of the orienteering participation continuum
- Celebration – recognising achievement in the sport and generating a sense of pride

Phil Conway will take a lead on this in England.

### **Action CA to ask Phil Conway to continue to develop the junior development group**

AH commented that SOA conference raised some areas that match 4C's. Will be introducing a youth camp for those under SCOTJOS and looking at more area based coaching and representation in North, East and West areas.

Group discussed the role of Regional Squads in retaining juniors. Recognise the fact that Regional Squads can be a retention factor giving juniors the ability to develop a social connection to the sport. Clear need to replicate this for those not making the squad. Second drop-off point also highlighted at the upper end of Regional Squads where young people haven't made talent system and fall out of the sport. Similar age to making transition to university, how do we help these people stay in the sport? Questions from the group around consistency of squads engaging with juniors across the region if they aren't known to Regional Squad managers. Can Regional Squad managers help support transition into the other roles in orienteering if not a talent/elite athlete?

### **Action MS to raise agenda item at JROS AGM regarding role of Regional Squads in junior/youth retention**

Recognition of short courses for this age group important as M/W21 elite courses are, rightly, too challenging for many but need to provide a good competitive experience for these people.

### **Development Conference**

CA explained that the development conference didn't happen in 2017. Mistake to not recognise that many of the same people would have attended the coaching conference just a week or two earlier. New proposal to look at alternating coaching and development conferences each year in the spring. If the group are supportive there is a need to plan for a development conference in 2018.

Group were supportive and discussed potential topics and agreed on Retention. Key point for all nations, regions and clubs to keep as many members as possible and reduce the number only staying for a few years.

Group then discussed potential topics/workshop ideas within this theme:

Transitioning tryers to regulars – club ethos, appearance, experience, communication and marketing

Addressing key drop off points – Mid-teen, University/transition to senior, older adults (physical impairments)

Participant Experience – customer focus, participant feedback systems

CA explained that British Orienteering would be looking to work with a few clubs to implement a pilot of a participant satisfaction survey to support clubs to assess their provision as well as provide benchmark data nationally.

The group discussed the possibility of holding the conference on a Saturday alongside an event on the Sunday for those wanting to go orienteering the following day.

### **Action CA to look at possible dates for the conference and check with the group**

### **Action Group to look at theme and start to identify possible workshops/speakers**

### **Volunteering**

The group discussed the potential of better capturing the level of volunteering within the sport. Also, the potential to capture who does volunteer and recognise/support them. Group felt it

important to clearly recognise event officials and that this being done on a national basis wouldn't be rejected. The group did note the need to be sensitive to how things like this may be introduced given the level of volunteer support provided by long serving current members.

The group strongly advocated piloting this approach with a few clubs before implementing. It was noted the challenges this system faces for recording non-members including possible club/association only members such as those in SOA.

CA explained British Orienteering's position on non-member volunteers. All event officials are to be members however any other event volunteers do not have to be members so long as they are managed/overseen by a member.

**Action CA to keep the group apprised of plans in this area and seek feedback as appropriate**

### Strategic Plan and Role for Development

The group discussed the strategic plan. The group was clear in its current position:

- Advise the Board on strategy regarding the development of orienteering
- Support the development of key performance indicators and an implementation plan to meet the objectives which are embodied in the Strategic Plan
- Challenge the plan to ensure the needs of partners are being met
- Ensure alignment between the British Orienteering plan and the national association plans if possible
- 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

The group recognised that whilst development was not clearly referenced within the plan there is a clear role for the group to provide strategic guidance on the areas of participation, moving into competition, volunteers and working with partners. It was understood that some of these areas would be influenced by other steering groups.

The group enquired to their role regarding non-traditional orienteering. CA stated that it is his belief that the group should be advising on this as part of the wider participation remit.

The group noted the plan to review the steering group structure and asked that they are kept up to date with plans and that they were to be consulted during the process. CA stated that the review had not currently started and he was unaware of a proposed timeline at this stage.

**Action LW to feedback comments to the board**

### Any Other Business

#### Club and Volunteer Awards

CA confirmed that the group are happy to continue to act as the panel for the awards.

**Action CA to confirm timetable and distribute nominations when appropriate.**

**Action Group to encourage nominations over the coming months to ensure nominations are received in all categories.**

PT raised the role of communication and the effective use of social media in retaining members and increasing the regularity of participation. The group discussed the potential for including an orienteering specific workshop at the development conference and the need to share best practice

more effectively. PT reported on the Facebook group established by Mike Shires supporting members with social media communications.

**Action CA to look at how best to support clubs and members to access social media training and the value in orienteering specific advice or best practice**