

# Association and Club Conference 2017 – Conference Notes

## Local Competition; Competition for the masses; 80% of competition

- If you get few juniors to a club night, what are you giving the parents to do (so it doesn't become a creche)?
  - Some clubs run a local league, one for juniors and one for adults
  - Some clubs award badges for participation
  - Persuade your parents to join the club/British Orienteering then use them at events and make them feel valued by the club
  - We know who comes to our club events and how regularly... how do we find out if they would prefer to come to something different? (frequency, day of week etc.) – without putting too much effort into a new series
  - Some folk talk to their club mates (i.e. someone with a club top, not just your 'besties')
  - Ask the question: do you want to go orienteering every fortnight, are you prepared to volunteer to put events on?
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- Survey or ask the questions face to face. i.e. at an event. Online surveys not working.
  - Ask the right questions
  - Should we all be asking the same question
  - Lead at national level, outside input into questions for survey
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- Using mail chimp/email addresses to contact groups letting them know of future events
  - Park Run?
  - Hilary – simple system/QR codes
  - Use focus group
  - Talk rather than tech
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- Spend time asking people what they want
  - Family membership not helping
  - Can't volunteer overload
  - Chat after run – gather feedback
  - Compare dates for different formats
  - Have one member of the club to meet newly interested /fast runners – follow up
  - Super simple events e.g. 16 control score (communication on Facebook)

- Cake and chat
  - Coaching opportunities
  - Mentor new members (hasn't worked well but could!)
  - Verbal requests for help
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- How do we know what local orienteers want from orienteering?
  - How do we retain them?
  - Talk to them
  - Need focal point – café the can come back to – to discuss
  - Make sociable
  - Need broad range of welcomers – welcoming, pro-creative, outgoing
  - 'ask me' greeters
  - Volunteer organiser oversee volunteers
  - Evidence suggests name put off by 'competition'
  - Feedback sheets for participants. Encourage feedback, prize draw, sweets etc. use social media to gain feedback
  - Regular weekly publications of what's coming up
  - Talk to participants in similar sports
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- ❖ What do local orienteers want? What can British Orienteering do to meet their needs?
  - ❖ Ask them!
  - ❖ Events that are easy to get to
  - ❖ Consider transport needs e.g.in London not everyone drives
  - ❖ Regular events
  - ❖ Should we network with neighboring clubs to ensure regular activities and avoid potential clashes or gaps in the calendar?
  - ❖ Informal Events
  - ❖ Simple for clubs to organise
  - ❖ Inclusive and not off putting – 'friendly'
  - ❖ Café to facilitate discussion
  - ❖ Weekend/weekday events
  - ❖ Complexity of events
  - ❖ How do we provide courses which challenge?
  - ❖ Provide a mixture of colour coded events and activities
  - ❖ Linking with other sporting clubs e.g. running clubs

Group notes:

Upload local results!

Local events – defined by event type OR distance to travel?

Use as basis for social 'away' weekends

Co-ordinate local events between clubs to increase **regularity**

Gather **feedback** from 'occasionals'

- a) **Capture at download**
- b) Email follow-up?
- c) Transport restrictions?

Display 'local' event information consistently

e.g. club websites to have **common** 'local' button with link to BOF diary postcode/GR/club/radius filters

Feedback points by other groups:

- Welcome pack
- Café style start/finish
- Welcome person – **talk to / ask people**
- Point to Facebook groups
- **Regularity between local clubs**
- Personalised and anonymous surveys
- Mails to non-members
- Links with other groups, e.g. running clubs
- Simple results to make ongoing connections, e.g. local numbers

Mass starts increase social interaction