

Club Development Officers



A few words about the Orienteering Foundation

- Registered charity with 6 Trustees and 6 Ambassadors
- Independent of British Orienteering
- Receives donations from a variety of sources; some “ring fenced”
- Makes grants to individuals, clubs or others applying for funding
- Initiate projects of our own
- In 2022 Swansea Bay OC received an award to support a CDO, and Karina will report on the success of that.

Club Development Officers



Why our interest in Club Development Officers?

- The OF is able to take a medium/long term view about the sustainability of our sport
- Ageing membership; reflected in club committees and volunteers are already stretched
- SYO and FVO have evidenced benefit from previously having a CDO
- We can see clubs having potential in various areas of club development

Club Development Officers



What we did

- The OF has funds available to support the engagement of CDOs
- Parallel funding is common/essential
- In 2020 we advertised for club applicants for a pilot project
- Two good applications were received and CLOK was successful
- We agreed to part fund the engagement of a CDO for CLOK for up to two years, subject to interim milestones being reasonably on track
- Over 3 years we have come to support 8 CDOs

Club Development Officers



CLOK (2020)

Aim: increase membership, particularly people in their 20s and 30s, including those with young families.

FVO (2021; CDO since 2017)

Aim: create three new hubs with new maps to support events targeted at newcomers. To increase members, especially their active members, and to increase the number of events they provide.

SBOC (2022)

Karina to report on this.

RR (2022; CDO already in place)

Aim: work with community groups and schools to raise awareness of the benefits of orienteering for HWB, to recruit and lower club's age profile.



Club Development Officers

LOC (2022)

Aim: introduce orienteering as an enjoyable family-friendly, health-enhancing outdoor activity - targeting families of Primary School age.

MOR (2023)

Aim: Focus on orienteering in five key community 'hubs' of Forres, Elgin, Buckie Lossiemouth, Fochabers, to capitalise on momentum created by Moray 2023.

SELOC (2023)

Aim: two projects – one targeting adults and one for families, to encourage more people to experience orienteering and provide a base from which increase membership and, in turn, provide more volunteers

DVO (2023)

Aim: rebuild the energy and the enthusiasm of the club, recruit and train new members and provide training for existing members

Club Development Officers



Ways and means ...

Find Your Way

Coaching, upskilling sessions

Dedicated webpage

Newcomer information

Families

Frequent local event series

Adult focused programmes
e.g. 20-40 year olds

Volunteer development

MapRun & POCs

Community partners, e.g. schools, youth groups

Satellites, hubs, or centres of population

Regular contact, with new members

Young ambassadors

Promotional literature

Club Development Officers



Promotional material, acknowledgements and reports



What is Orienteering?



Supported by the Orienteering Foundation

We're supported by the Orienteering Foundation

In 2023, thanks to a grant from the [Orienteering Foundation](#), our Club is focusing on offering training courses for newcomers and help at local events in the Derby Area and beyond, but open to people from across Derbyshire.



South East Lancashire Orienteering Club – Project Officers positions

Club Development Officers

Promotional material,
acknowledgements and reports





DERBY NIGHT MAPRUN SERIES

Learn to navigate *fast* with your phone using the FREE app



1 hour to find the controls
6:45 for 7pm Mass Start

No charge, but register at the meeting point before you start

	Venue	Meet at	Post code	Social
TWILIGHT SERIES				
20 & 21 SEPT	Darley Park	Cricket pitch car park	DE22 1DX	The Papermill
28 SEPT	Derby North	Furnace Inn	DE1 3BX	Furnace Inn
5 OCT	Mickleover	Western Road (near RBL)	DE3 9GB	Royal British Legion
12 OCT	Chester Green	Rugby Club (Haslams Lane)	DE22 1EB	Derby Rugby Club
HEADTORCH SERIES				
16 NOV	Chaddesden Park	Chaddesden Park Pavilion	DE21 6LN	Wilmot Arms
23 NOV	Allestree Urban	Bar 189 (Blenheim Parade)	DE22 2GN	Bar 189
30 NOV	Alvaston Park	Wickes car park	DE24 8WA	The Merlin
7 DEC	Markeaton Park	University of Derby	DE22 1GQ	The Markeaton


cjmillard@googlemail.com
dvo.org.uk/future-dvo-events/

LOC FAMILY PROJECT WHAT WE'VE BEEN WORKING ON SO FAR...

Club Publicity

- *Actively promoting the club
- *Gathering up-to-date news
- *Linked to the LOC website
- *Presenting the club activities in different ways to appeal to a range of audiences
- *Sharing the information across the platforms



Christmas Trails

- *Getting the name of the club known in the local area
- *Directing traffic to the LOC website
- *Involving families in "orienteering" without them realising it
- *Generating interest for our February workshops.



Background Work

- *Training - First Aid, Safeguarding, Clubmatters workshops...
- *Building links with different organisations and other clubs (SLDC, Active Cumbria, PFO, Westmorland Gazette...)
- *Developing mailing lists
- *Researching development ideas
- *Developing games and resources

February half-term Family Workshops

"Adventure on your doorstep"

- *Fun taster orienteering activities for families to experience together
- *Indoor and outdoor venue
- *Focus on accessibility
- *Town centre based - removing the travel barrier
- *Free - removing the financial barrier

March family-friendly event

- *An event on a less technical area
- *Attractive to beginners
- *Scope for more difficult courses to run alongside

Family Challenge Log Book and skills Awards

- *A personal record of achievement and awards
- *Giving sessions a sense of purpose
- *Encouraging repeat attendance to LOC sessions
- *Developing a sense of community



The Find your Way project

- *Funded by Sport England
- *Aimed at getting more people active in their local spaces
- *Primarily (but not exclusively) based around virtual orienteering
- *Can support many development areas based upon LOC needs



LOC FAMILY PROJECT: END OF YEAR 1 REPORT



Club Development Officers



What we have found

- The initial indications on CDOs are encouraging
- Typical aims: increasing participation and membership, especially young and families; increasing club volunteer capacity; coaching and upskilling
- A variety of ways and means to achieve these.
- A CDO raises the profile of development within the club; should be integrated into club's overall development strategy
- Recruiting and retaining CDOs is not easy; young people looking for career progression and/or security
- Takes time to build momentum, maybe 2 or 3 years, 2 or 3 days/week
- Potentially self-sustaining, but a plan for that is needed and thought through early in the project
- We/British Orienteering have started collating best practice tools from CDO projects

Club Development Officers



Best practice tools from CDO projects

Together with British Orienteering we are collecting these tools.

- Publicity: what is being used; example templates created by clubs
- Programmes: example of what is being used for sessions/events
- Programme materials created: games, newcomer materials, etc
- Feedback: materials used with participants to obtain feedback, examples of how clubs have then adapted
- Promotion: how and who you are working with are telling your success stories,
- Any other material/ideas the club may have that we can add to our web site we would welcome.

Club Development Officers



What do we look for when considering CDO applications?

- Each application is considered individually but some specific aspects are:
- Strong vision and commitment from the club
- Clear objectives including milestones
- A sound project plan
- The financial aspects
- The potential for benefits to the club sustainable beyond the end of the CDO appointment.

*A happy
CDO!*

