

Session 2: recruiting and engaging new orienteering – work from group set up following 2015 conference

Club A:

Club A covers a large rural area with 2 large towns with populations of 100,000 and 150,000.

Membership is currently around 75 with 25% membership being juniors. Many members are 50+ and are evenly spread across the club’s rural area.

The club has identified that they need to increase membership and specifically junior membership. The club are actively seeking support as to how to achieve this aim.

The club currently delivers 12 Level C events a year and works with a partner club to deliver a large level B event every 2 years. This fixture list has a strong tradition and the committee see no reason to change the format.

The club has a small selection of event officials who deliver 80% of the club’s events, the club has no active licensed coaches.

The club sends out a quarterly newsletter through the post to members and doesn’t communicate with non-members. The club doesn’t use social media and email is only used for personal communication.

Conference Feedback:

Problems	Solutions
Lack of coaches	CATI/Café
No introductory events (Level D & Activities)	School League Club Nights
Poor Communication	Better Publicity
No Social Media	Use Facebook & Twitter
Email – use limited	Capture email addresses
Small number of event officials delivering 80% of events	Encourage more members to volunteer
Quarterly newsletter	Consider how to develop both locally
2 large population centres	Coaching development programme
12 Level C Courses	Development officer to bring it all together Volunteer Co-ordinator Publicity Officer
1 Large event, every two years	

Club B:

Club B operates across a shire county with a central city with a population of 300,000 and 3 large towns with approximate populations of 100,000.

The club has a membership of 160 people with just 20% membership being juniors. The club has lost 25% of its membership over the last 4 years. The membership features a mixture of older members living in the more rural areas and younger members with families based closer to the city or one of the large towns.

The club offers a weekly Sunday events in a range of series with events across the whole county. In addition, the club offer a weekly club night in one of the larger towns. The club contributes regularly to the regions large event commitments.

A significant proportion of the membership feel that the club is doing well and the current offer suits their needs but a small group of young members with families would like to see more juniors involved for their children to orienteer with.

The club has a wide range of event officials with new people becoming event officials on a regular basis. The club has a lead coach, who is looking to step away from this role, and 5 experienced assistant coaches who help every so often at the weekly club night.

The club captures email addresses from participants and sends a monthly e-newsletter promoting the next month's events, club successes and other orienteering opportunities. The club has social media accounts but they are very rarely used.

Conference feedback:

Case study B: What would suit this club best?

- ❖ Encourage a focus on increasing juniors
 - Word of mouth (parental)
 - Establish a city based series/programme (club)
 - Publicise in regular places (club)
 - Increase the use of social media (targeted)
 - Email invitation/mail chimp
- ❖ Who produce what in the way of PR/info/newsletters
- ❖ Distribute fliers
- ❖ Club t-shirts initially, Club O-Top later
- ❖ Use freebie newsletters
- ❖ In Scotland rural recruiting outstrips urban

Club C:

Club C is based around a large city with a population of over 500,000 people, it has very little access to traditional orienteering terrain.

The club has a small membership of just 35 people with only 6 juniors. Much of the membership live 2 suburban areas to the east of the city.

The club runs a regular training session that attracts a small core set of adult members and accesses events put on by neighbouring clubs.

The club has several experienced orienteers who act as event officials for the few events the club runs and as controllers for other clubs. The club has an active lead coach and 3 assistant coaches all who

The club is determined to grow its junior membership and has developed links with local schools through local sport development support but current practices have not led to increases in membership.

The club is active on social media but doesn't use email communication except for club member's conversations.

Conference feedback:

Case study C: What can the club do to develop?

- Understand the needs of the younger families
- Encourage the younger members (parents as well as their children) to circulate information to other interested parties through use of social media
- Increased publicity (already doing a lot of events) to increase participants
- Converting participants to members

Look at their events and activities structure:

- are Sundays the best date for all events?
- are club nights targeted to newcomers? Do they attract newcomers? Is the format right?
- Needs Committee members to accept that the current position is not a sustainable long term position. Are older members a blockage?
- Is enough being done to target juniors?

Club D:

Club D covers a large part of urban area and some more rural surroundings. The urban area has a large population of over 1 million people leading to significant traffic issues meaning travel around part of the club's area is restricted during peak times.

The club has a membership of over 220 people with 35% being juniors. The membership generally lives on the outskirts of the urban area or in smaller rural towns and villages.

A significant proportion of the juniors are members as part of being part of a school club but transition from these members to membership after leaving school has been almost non-existent.

The club runs regular weekly evening events across the club's area, regular Come and Try introductory events, Sunday morning series in Autumn/Winter and Spring/Summer and an annual weekend event.

The club volunteer base feel stretched to deliver the current fixture list and the Fixtures Secretary is finding it difficult to find organisers to cover the number of events the club offers.

The club is proactive in communicating to members through email and social media and has a separate e-newsletter for non-members. They regularly attend school competitions and promote using flyers and posters on school sites.