

Development Steering Group Minutes

Wednesday 7th November 2018

Attendees: Lyn West (Chair), Mark Saunders (WOA), Juls Hanvey (NIOA), Andy Robinson (Board Liaison), Anne Hickling (SOA), Craig Anthony (British Orienteering), Pauline Tryner (England Rep)

Welcome and Introductions

Lyn welcomed Andy Robinson to his first meeting as board liaison for the Development Steering Group and the members introduced themselves.

Minutes of Last Meeting

Membership discussion

Pauline asked for further clarity on two areas with regards to dual club membership:

1. Competition – are dual members allowed to compete for both clubs in the same calendar year. Especially about those who are in closed (university) and open clubs.
2. Is there a way to explore options for dual membership to be better accounted for in the membership system and results?

Action – Craig to respond to the group on both these issues and look at how both are communicated to clubs and individuals

Craig explained that British Orienteering will be being more active in trying to retain members both from a national perspective and through communication with clubs. Also highlighted a slight change in the membership process where members will be moved to 'expired' at the end of March to enable better management and awareness of the lapsed member process.

Anne said that SOA has had a positive response to their SOA+Club membership offer with over 500 members joining on this basis. This is approximately 25% of all orienteering members in Scotland.

Development Coaching Conference

Difficulty securing dates and changes at Head Office led to this not taking place. Recognition that bi-annual offer in alternate years to the Coaching Conference is still the appropriate approach. Group to look at securing dates for January 2020.

Action – Craig to identify some dates for January 2020 and a lead person

Junior Development

Craig and Pauline described actions and work done on Junior Development over the past year.

The launch of Every Junior Matters strategy with the aim that 'By 2025 juniors will be a third of British Orienteering membership and participation'. The strategy identifies three key threads

1. Junior Club Development - Clubs will offer junior programmes that are active, local and fun
2. Improving the Sport for Young People - The overall provision of orienteering for juniors will become more joined-up
3. Fun, Friendship & Inclusion - The sport will be more social and accessible to all young people at all skill levels

Key actions from the strategy

Junior Framework Roll Out

Clubs working to develop a stronger junior offer

- WAOC – a bid to SE for funding to support delivery of the junior framework
- BOK – move from school's league to a junior club programme and offer
- SARUM – One year of recruitment and moving to a skills development focus

Clubs working to link closely with Xplorer

- LEI – young volunteers planning and organising Xplorer events
- SELOC – running a series of Xplorer events in partnership with the local council and NCT in the promotion of club event series
- LOG/SUFFOC – promotion of the club at Xplorer events

University Club Support

- Contacted all University Clubs at the start of the semester to offer support and advice
- Shared examples of good practice in university orienteering on the website
- University Orienteering Club Start-Up Grants (England Only) e.g. OROX – Exeter University
- Starting strategic discussions with UBOC/UDOC

Youth Board

The Youth Advisory Board (YAB) consists of young people between the ages of 16-21 years old, meeting online quarterly via the internet, to inform, advise and support British Orienteering on matters in orienteering that concern young people (juniors and seniors up to age 25 years).

Currently looking at 3 projects:

- “Calendar Clutter – Recommendations to make the junior calendar more practical”
- “Supporting Girls – How to recruit & retain more girls in orienteering”
- “Involving Juniors – What the sport needs to do to get more juniors planning, organising, mapping, coaching”

M/W15 Coaching Pilot

The aims and objectives of the pilot are:

1. Learn more about the coaching & training needs of this mid-teenage age group, placed within the context of youth retention
2. Understand in greater detail the value of adopting an athlete-centred, relationship-based coaching approach
3. Appreciate & learn lessons from the logistics of running a small coaching group

Happening October 2018 to February 2019

Wider discussion on a gap in provision for those 16+. Discussion regarding email to Pauline from SYO member in this age bracket who won't be renewing.

Action – Craig to share the email with the group

SOA Area Squads offer encouraging provision of intermediate coaching for those not in ScotJOS

Youth Camps

Objectives

1. Provide a social experience at the regional level for young people, aged 11-14 yrs
2. Enable new friendships, shared fun experiences with orienteering as a common interest

44 junior members from 10 different clubs were engaged across 2 camps. Overall good feedback but some considerations for the future. A report will compile the feedback and be shared with regions looking to improve sustainability.

SOA ran a youth camp in 2017 along similar lines and motivations which proved very successful. They have another planned for 2018/19.

Competition

Staff and Youth Advisory Group time spent working to improve promotion of the competitions to grow attendance and suggestions on how to improve the participant experience. Additionally, looking to get competitions scheduled with host clubs further in advance for better planning both from organisers and team managers perspective. Two achievements of note:

- Yvette Baker Trophy introduced shield competition for smaller clubs
- TioMila sponsorship for Peter Palmer Relays

World Orienteering Day

Recent staff discussion looking to improve what British Orienteering do around this. There is recognition that majority of clubs are doing something, so it is not about asking them to do something different or more but how British Orienteering can work across the UK for greater reach.

Ideas to help raise the profile and support clubs to engage people at a local level:

- Sending out easy to use resources for teachers
- Reaching out to national media
- Helping clubs to reach out to local media
- Facebook/social media advertising – possible profile photo/Snapchat filters
- Identify social influencers and invite to activities on that week

Question about links with uniformed groups. Mark commented about a specific example in North Wales where a member with links to cadet group has led to a resurgence in activity for ERYRI.

Volunteering

Volunteer Action Plan

Volunteer plan created from the consultation at the start of the year. The Volunteer Development Plan sets out to achieve the following objectives;

- To increase the numbers volunteering in clubs in all roles and positions,
- Improve the perception and understanding of volunteering,
- Improve the support and development of volunteers.

Three development areas

Support	<ul style="list-style-type: none"> • Improve the perception, understanding and expectations of volunteers. • Ensure processes and roles are simplified and clearly defined. • Establish a clear volunteer pathway.
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Training	<ul style="list-style-type: none"> • Implement a training portal available with access to videos and support tools when people want it. • Ensure all training tools are appropriate to the volunteer need. • Provide and share best practice from clubs and external to encourage embracing change. • Encourage clubs to train or coach it's members, ensuring they continue to 'Interact – Inspire – Influence' in order to have a positive outcome and more members getting involved.
Communications	<ul style="list-style-type: none"> • Ensure highlighting of best practice of clubs and members is efficient. • Implement an appropriate and valued recognition process. • Implement an effective system to communicate key messages to club committees. • Ensure the British Orienteering website is an easy portal for volunteers to use.

Action – share the plan with the group and possibly wider

Webinars

British Orienteering delivered 3 webinars on the following topics:

- Coaching Mixed Ability Groups – Hilary Palmer
- Planning for Light Green – Barry Elkington
- Developing Your Club – Pauline Tryner

In general, the feedback has been very positive with an NPS Score 39.29 (which is considered good but would like to get it over 50). Areas recognised needing improvement are around awareness, look and feel and access.

Feedback will be acted on as the intention is to deliver a series of webinars in 2019. Question for the group around what topics and who might deliver them. Suggestions include:

- Social Media
- Customer focused events
- Running a club night
- Planning
- Volunteer recruitment and retention
- Organiser training – challenge around making this detailed enough given a variety of approaches for clubs to deliver events
- Event Safety Workshop – need to look into this more as it is an insurance requirement
- Condes and/or Purple Pen Training
- CASC registering and make the most of it
- SI results

Action – Craig to feedback ideas and suggested deliverers to project lead

Volunteer Recruitment Project

The need:

Clubs need volunteers to run the club everyone's benefit and to ensure the club continues to provide great experiences. So, it's important that everyone plays their part. There is already a strong band of volunteers who either take on a committee role or take one of the key event day roles, but too often other club members rely on these people which could result in burn out and concern that no one will fill the void when they finish. We need to get everyone within the club involved, which in

turn may encourage them to volunteer more often when they realise that the little things can make a massive difference.

Idea:

Everyone at the club volunteers in some capacity within 12 months (calendar year). This could be as simple as helping collect controls or posting social media posts to filling a committee role.

Target:

A great target would be 100% of members volunteering in some capacity in the club at least once during a 12-month period. Realistically 80-90% would be a good start.

Group asked for feedback, potential challenges and what support would be welcomed from a club.

- Must avoid 'guilt tripping' people into volunteering.
- The 'ask' definitely needs to be done through the clubs rather than national communication to individual members.
- Need to make it very clear we are talking about all volunteer jobs and break a number of them down into small bitesize chunks.
- Guidance on how to ask both members and from outside the sport. From outside better to show examples of where it has been done than say this is what you can do.
- Needs to be a low key, low-pressure approach at an individual level.
- Ok to show club comparison but possibly difficult in ranking – maybe a comparison to averages (national, regional, similar size clubs)

Action – Craig to feedback comments and suggestions to project lead

Volunteer Awards

Group happy to take on the adjudicating of these again.

Action – Craig to confirm timelines and supply appropriate documentation

Confirmation of a volunteer of the year award for 2018. Request to add more categories especially planning given poor feedback about planning let's show off good examples. Potential categories senior, junior, vets, urban courses

Action – Craig to explore opportunities to add these

Competition Review

Current intention and appetite to complete a full review of rules and implement a review of the competition structure.

What features would the group like to see in the review?

Inclusion

pathway into regional/national competition for late starters. Currently excluded from some competitions that don't offer a competitive course for their age. Age categories can be prohibitive, and people left wondering how they can engage and not be excluded. There needs to be greater recognition for short/B classes.

Profile and Prestige of Competitions

A number of competitions don't mean much to the majority how can this be better embedded within the sport. Example UKOL – how can it be easier to compete?

Competition Offer for Older Teen/Young Adult Age Group

Reference to the prior discussion of a gap that exists in current provision that means many young orienteers look to other sports.

Club representation

Strong feeling that this can support engagement and retention of orienteers. How can this be better built into the structure?

There was a recognition that less, but higher quality may be part of the solution. But caution that we shouldn't remove too many opportunities.

How would the group like to see the review completed?

Must be inclusive – including groups that feel excluded. Not done solely through the traditional network and include groups like the Youth Board.

Need to understand orienteering but also a perspective that can be gained from other sports and other countries. Perhaps emphasise/encourage people from within the sport to apply.

Updates from Associations

Scotland

Launched the Club Accreditation scheme, providing a Scotland wide scheme for clubs to accredit. Orienteering focused rather than previously reliant on local schemes where they existed. Has three tiers, bronze, silver and gold. Currently, 5 clubs have bronze and 1 silver, a number working towards bronze. A target that all clubs have bronze by end of 2019, part of Regional Development Officers role to push it with clubs they are working with.

Launched Scottish Orienteering Young Leaders (SOYL) scheme, focused on encouraging young orienteers to get into volunteering and support delivery to younger members and in schools.

A number of staff changes with both Rona Lindsey (RDO) and Hilary Quick (Education and Training) moving on. Recruitment currently happening.

Excited about opportunities with WOC 2022, possible development funding from Edinburgh CC to support getting more people into orienteering as a legacy from the championships.

Northern Ireland

Juls recently returned from maternity leave, thanks to Susan Lambe for continuing the good work with hubs and taking them to the next level. 6 members that only started orienteering in May have now planned courses for hub activities. Next challenge is to support more of the hub members to make the jump into the club and competitive environment, linking them closer with club members.

Lots of funding applications to support continued work whilst role changes over to Sporting Clubs with a greater focus on member retention as well as growth.

Wales

Now have a chair so hopeful that things will start to progress/develop.

Focus on communication with a communication officer (Megan Carter-Davies?) producing regular Welsh newsletter highlighting what is happening including welsh league etc.

MWOC looking at links with Aberystwyth University to potentially set up a club.

Action – Mark to speak to Phil Conway about support process for University Clubs like OROX

North Wales ERYRI now more active in part due to close links with cadet force staff.

CROESO development opportunity in North Wales – possible support for development?

Planned volunteer training weekend for 2019.

A question was raised about British Schools Orienteering Association (BSOA) and their possible involvement in the group given that they appear to be keen to engage and grow their offer to schools.

Action – Craig to confirm the process for adding a representative and speak with BSOA to inquire about potential representation