



# **Cleveland Orienteering Klub (CLOK)**



## **Club Development Officer**

Experience with employing a Club Development Officer (CDO) with support from the Orienteering Foundation.

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## Overview

- CLOK situation in Summer 2020
- Analysis
- Finding a CDO
- CDO contract
- Final thoughts



## CLOK situation in Summer 2020

- Club with 50+ year history.
- Recently involved with preparing for the 2020 JK (cancelled due to Covid).
- Expertise mapping, planning and controlling.
- Large geographical area with no central city or university base.
- Gradually shrinking membership and aging membership profile.
- Healthy bank balance.
- Decades-long history of attempts to attract new members, without any significant impact.
- Historically very strong School Development programme going into decline.
- Very supportive, positive Committee willing to try out new ideas.



## Analysis

- Parkrun and Adventure Racing doing very well.
- Significant money being spent on these other running sports,
- Need to try something different ..... but what?
- Saw the Orienteering Foundation offer of support for club development.
- Not about lack of coaching expertise. More about needing a new approach and fresh ideas.
- Belief that we needed to (a) provide newcomers with frequent, high quality orienteering experiences, (b) treat our sport as a 'product' and (c) use social media to create a sense of community.
- **CONCLUSION:** Apply to the Orienteering Foundation for support to employ a CDO.



## Finding a CDO

- Summer 2020 – Developed objectives, analysed risks and drafted a roles and responsibilities document.
- October 2020 – At the AGM, CLOK members voted unanimously to use club funds for this initiative.
- Q4 2020 – Grant application to the Orienteering Foundation was successful.
  - Agreed the contract between CLOK and the Orienteering Foundation.
  - Finalised roles and responsibilities document and drafted a CDO contract.
  - Designed job advertisements for the CDO and a Schools Development Officer.
- January 2021 – Started advertising in the belief that Covid restrictions might relax by Easter.
- Spring 2021 – Readvertised ready for a Summer start. **Success!**



## CDO contract

- Contract for supply of service rather than employment.
- Two-year, fixed term contract. Option to renew after review of whether the project is still addressing CLOK's objectives.
- Payment against delivery of activities. (Schedule in an attachment to the contract.)
- Inclusive of expenses, including mileage.
- CDO required to arrange relevant insurance.
- CLOK provides orienteering equipment; e.g. SI kit, maps, etc,
- Volunteers carry on running orienteering events as usual. The CDO is additional to, not instead of, existing volunteer efforts.



## Final thoughts

- We're just at the start of this journey. Watch this space!
- Any questions?

