



Profiling a Permanent Orienteering Course

Arrow Valley Park, Redditch

NEWLY RELAUNCHED & REFRESHED: THE VISION

Harlequins Orienteering Club (HOC) based in the West Midlands sought to use the POC as a resource to raise awareness of, and encourage participation in, orienteering.

THE AREA

HOC felt it important to consider the potential offered by a location for a successful POC- for Arrow Valley it's something like 35,000 people who live within a ten minute walk of the start.

The park itself offers diverse though straightforward terrain within a well-defined area which is an ideal location for beginners.

THE OFFER

- ✓ Lots of posts to find (30 in total)
- ✓ Four new courses (8 in total)
- ✓ Socially-distanced fun and exercise
- ✓ All courses are on the free MapRun app
- ✓ Two brochures targeting different markets (the 'introductory' brochure with a larger scale map of more family-friendly sections and the 'challenges' brochure with a 1:10k map of the full course).



"Don't be afraid to adapt something to suit the opportunity; and take it to the target audience rather than expecting them to come to you"

Peter Rose, HOC



Partners & Relationships are key

HOC has got an excellent relationship with the council who manage the park (built up over many years) which means they both trust us and see value in what we offer.

*Hints and tips learnt from
Arrow Valley POC*

"Have a clear idea about who you expect to use your POC or VOC, how this use would be enabled, and how it would be promoted. It helps to be clear on the expected benefits to both club and landowner - this has evolved for us into an agreement on land access fees, and a level of mutual trust that is very useful during COVID restrictions. The challenge is to extend this approach across other POCs, some of which represent a very poor return on effort!"

Marian White (HOC)

Grow the profile with an event on your POC

On 31st Oct in partnership with a local community organisation - HOC ran a Halloween themed Orienteering event (socially distanced and with pre-booking) which included fancy dress and prizes and this contributed to building a positive relationship with the community, and enabled the club to promote the newly refreshed POC in the local park. Working in partnership also assisted us in raising local awareness and participation, and laying the groundwork for future high quality competitive events.

**Nearly 600
downloads since
relaunching
in July**

MEASURE YOUR SUCCESS

In the three months since we relaunched the Arrow Valley Permanent Orienteering Course, and because we have it registered on the British Orienteering POC Portal we can see the details of downloads and MapRun runs - plus we have many others picking up a free brochure from Arrow Valley Visitor Centre.

CELEBRATE PARTICIPATION

See if the partner can offer anything else - eg our participants can get 10% off a hot drink from the AVCC bar every time they use MapRun to complete one of the Arrow Valley courses.

Publicise the Benefits

An Arrow Valley Orienteering Facebook page, council and local paper publicity are all mechanisms HOC have used in the last few months to highlight benefits - here are some of the top selling points used;

- * Explore some of the less-visited parts of the park
- ? Bored kids? Try the *family-friendly* beginner courses
- ? Enjoy walking? Six options from a 1.2km stroll to a 6.5km hike
- ? Like a challenge? Try the *9km trail run* & The Beginners2 course is designed to be wheelchair accessible
- ? Like puzzles? Solve the anagram for every course
- ? Like technology? All courses are on the free MapRun app
- ? Feeling competitive? Add your run to the course records
- * Reward yourself afterwards with a delicious Kelly's ice-cream



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