

CITY OF BIRMINGHAM ORIENTEERING CLUB

Beginners, Families and Schools Events
2017-2019

By Ian Gamlen

BACKGROUND INFORMATION

- ◉ COBOC is a very small club - 20 members 18 adult 2 junior
- ◉ Only 8 members have BOF ranking points
- ◉ Club aim - to promote orienteering in Birmingham particularly to juniors
- ◉ In Sept 2017 started Beginner, Family and Schools Events held monthly events on Saturdays 1pm in local parks in Birmingham

BEGINNERS, FAMILIES AND SCHOOLS EVENTS

- ◉ White, Yellow, Orange, Long Orange, Maze O and String
- ◉ Schools League developed for Juniors
- ◉ Years 0-2 and Years 3-5 - White
- ◉ Years 6-7 - Yellow
- ◉ Years 8-9 - Orange
- ◉ Years 10+ - Long Orange
- ◉ Winners allocated 50 points, 2nd place 49 points etc

NUMBERS OF PARTICIPANTS SEPT 2018-JUNE 2019 (TOTAL 9 EVENTS)

Participation	Senior	Junior	Subtotal
BOF Members	39	24	63
Non Members	30	208	238
Totals	69	232	
Average per event	7.6	25.7	

LESSONS LEARNT SO FAR

- ◉ Effective promotion is key to success
- ◉ Collecting email addresses from participants and regular reminders about events
- ◉ Location, location, location
- ◉ Families are key to success
- ◉ Need to promote effectively in Schools
- ◉ Time of year
- ◉ Need to attract and retain volunteers