



Pendle Forest Orienteers



# Club membership

- Juniors
- What do potential new members want/need?
- Where do we find new members?



# Aims

- Plan mid-week, daytime, park/café based events on 4 consecutive weeks using the same location
- Progress the complexity of the events to match the needs of the participants
- Encourage adults with no previous experience of orienteering to try the sport
- Identify possible new PFO members



## Format

- Free events based near to a café
- Use of punches rather than SI to minimise cost
- Progression of course complexity week on week

## Outcome measures

- Number of participants attending
- Number of returning participants
- Number of participants which become members of PFO



# Marketing

- Flyers to local voluntary organisations and GP practices
- Local press and radio
- Website
- Facebook
- Word of mouth



## Towneley Park, Burnley

Week 1

Yellow

Week 2

Yellow and orange

Week 3

Orange and light green

Week 4

Orange and 45 min score



# So what happened?

- A minimum of 23 participants (week 1) maximum of 31 (week 2). 21 participants were newcomers to orienteering. 21 participants completed 3 or 4 events.
- 1 family joined as a result
- 2<sup>nd</sup> 4 week series in Autumn attracted more home schooled families





# Things we didn't expect

- Home schooled families
- Social benefit to existing club members
- Lapsed members returning
- Marketing; flyers didn't attract anyone! Word of mouth and social media more successful.



# What next?

- Further similar events planned for this spring

Thank you



Any questions?