

Club & Association Conference

Conference Agenda Notes

Session 1: Vision for orienteering – background & scene setting (Mike)

Presentation is available pages 1-20. Key note input regarding the 'big picture'

Session 2: Thoughts/views from Chris James, Chair E&CC presented by David; moving into...

Competitive orienteering – the focus of our vision and strategy (David)

'Fireside' discussion Ed & David – another perspective

Group work – tables, if 2 members of same club/association please move to another table

Theme: We'd like your views on **how we can develop, strengthen, grow the competitive part of orienteering.**

1 person to take notes on a flip chart and present one key point at the end of the session

Flip chart sheets to be 'stuck up'; we'd encourage you to wander round and read them during the lunch break.

Come back together at 12:45 for each table to present 1 strategy they think will be significant.

Please mix the tables up after lunch so that the group work is with different people.

Session 3: Q&A – opportunity to raise any matters and question a subset of Board members

Subset to be: Martin, Judith, David & Mike.

Martin may redirect questions/comments to appropriate people probably, Bob (finance), Craig (development)

Scott to take notes please

Timing can be flexible, with a maximum of 1 hour ie through to 15:00

Session 4: Simplifying events - Judith

Key note from Judith to set the scene and raise issues

Group work – tables; please can you make sure the tables have a different mix of people from this morning.

Theme: We'd like you to look at **how we can simplify the organising of events – making it easier to stage events and develop/support event volunteers**

Same process as this morning: 1 person to take notes on a flip chart and present one key point at the end of the session

Flip chart sheets to be 'stuck up'; we'd encourage you to wander round and read them during the lunch break.

During this session we'll break for afternoon tea & cakes (15:15) and then continue with the discussions.

Come back together at 16:00 for each table to present 1 strategy they think will be significant.

16:15 Core support – moving with the time - Recoup of vision

Session 5: Summary of the day - Martin

To summarise the significant points made during the day.

Scott to take notes please

Some questions the conference should consider to help the development of the strategic plan:

- a) How can we target events or competitions at our target audiences?
 - b) How can we make access to orienteering easier?
 - c) How can we make orienteering more sociable for those that want it?
 - d) How can we structure club level competition?
 - e) Can training/support for event volunteer be simplified?
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Session 1: Vision for orienteering – background & scene setting

Presentations included pages 1-20

Session 2: Competitive orienteering – the focus of our vision and strategy

Presentations included: Chris James views as Chair of Events & Competitions Committee pages 21-32. David & Ed's 'fireside chat' introduction leading into a discussion between the two.

Theme: We'd like you views on **how we can develop, strengthen, grow the competitive part of orienteering.**

BELONGING / TEAM / CLUB - 'MATES'

TOUGH MUDDER - COOL / HYPE / PHYSICAL SOCIAL MEDIA
- REDBULL ROBIN HOOD SHAME EXPERIENCE

PARKOUR 'O' - WYEVENT - PARENTS HAVE TO BE INVOLVED.
- OBSTACLE COURSE ORIENTEERING.
STUFF AROUND THE EVENT.

✓ ARE WE GOING TO GET SOMETHING OUT OF IT?

ME I DON'T KNOW WHAT 'THEY' WANT? - INSIGHT NEEDED.

LESS BUT BIGGER? → COLLABORATION FOR BIGGER EVENTS.

EVENT STRUCTURE?

How to judge how we are doing as individuals?

How much do people want to compete for club?

Reducing requirements / workload for big events.

Organising support for organisers.

Emphasise competitive structure of main events

→ certificates, prizes, winner publicity

Instil the importance of competition

To grow, we also need to keep what we've got.

Find what attracts people and use them.

- info, excitement, family-oriented

- Condense the Start period / mass starts
→ more sociable. Provide soup/cake

Special occasion events e.g. Christmas
handicap events → creates buzz

Competition needs clear structure

develop extra competitive structures
e.g. "houses", intra-club, club O ladder
head-to-head

different opinions - what attracts you
doesn't attract me.

people don't know what O is

- that it's a sport

using different words/terms to attract
different groups

→ backfires as mixed messages?

emphasise it's tough, challenging

people enter races even if not running

How to raise the profile?

- schools, scouts, guides (counterproductive?)

Can O be all things to all people?

HOW TO DEVELOP COMPETITIVE O.

Top-down strategy of special events.

Ranking points not a selling point

Too much choice sometimes - clash of B's.

Level B's bring clubs income

Professional organisation

Charity events - incorporate other activities

Prizes for winning. Sponsorship?

how to we make it attractive
for sponsors

Post-event evaluation.

Choice of UKOL events

Qualify to run in British champs - by invitation

Club identity - club results as well as individual

Club spirit - share transport, outings.


GROWING COMPETITIVE ORIENTEERING

1. WHAT DOES IT MEAN?

- WHAT COMPETITION? ^{QTY}
- HOW MEASURE? ^{QUAL}

2. TARGET MARKETS

DIFFERENT MOTIVATORS FOR
DIFFERENT MARKETS

-  3. SEEING ^{IMAG, QUAL} PROGRESS/MAKE MORE VISIBLE
- PERSONAL PERFORMANCE
 - TECHNICAL SKILLS GAINED
 - REWARD/RECOGNITION (ESP. for kids)
 - PRIZES (funds via sponsors or entry fees raised)
 - COMPETITION

4. UNCOOL IMAGE A PROBLEM ^(PART OF)
- LINK TO RIGHT SPONSORS ^(BRANDING)
 - IMPROVE IMAGE IN SCHOOLS
 - HIGHLIGHT 'NEW' TECHNOLOGY

5. RANKING FOR under 16's

6. COMMUNICATION - AS A GROUP e.g. FACEBOOK

Session 3: Questions and Answers Notes

Mike Forrest – Fixtures Structure, Chris James commented on staging less events at Level A. There are fixture constraints as some fixtures clash with other events within the same association.

John Woodall – this is a local geographic issue.

Judith Holt – do we need to review the pattern of fixtures?

Martin Ward – Level C's might become less economically viable.

Tony Biggs – it is the regional responsibility to approve Level C events. Losing events.

Kyla Da Cunha – in 2025 10-year olds will be 20, so we need to concentrate on the junior membership as they are easier to get involved with orienteering. WYEVENT have introduced a programme for junior level.

Martin Ward – What attracts the juniors to the programme?

Kyla Da Cunha – Parkour O, a mix of military training and obstacle courses.

Rebecca Quick – Parents Volunteer at the Parkour O. Could Volunteers be accredited? What skills do orienteers need? Could an accreditation programme be set up for volunteers?

Mike Hamilton – Volunteers are an amazing resource, take away British Orienteering's funding and we would be in a deficit of £100,000 so would only be able to do work in one or two areas; from experience we are massively successful with kids and families but will that continue to have an impact on orienteering? If the main thrust is to engage with kids and families we wouldn't be able to concentrate on other things, would this impact competitive orienteering?

Craig Anthony – lots of variety to orienteering, if Sport England funding was lost there would need to be a structure, how do we flex the direction towards what vision? Which areas do we need to work on? Xplorer is not driving the transition; audience doesn't meet the club's needs.

Jacky Dakin – SYO have been looking at youngsters and a local schools league to encourage youngsters and manage transition leading to further coaching. Bigger competitions, B courses classed as non-events, they attract teenagers but do not recognise the winners, they need proper recognition or scrapping.

Kyla Da Cunha – different clubs have different ideas so would be good if the ideas could be shared.

Peter Archer – more recognition for older juniors in local press but isn't always easy.

Rebecca Quick – youngsters do not read newspapers so maybe social media would be a better idea.

Rob Woods – recognition is valuable; what comparisons have been made to orienteering in other countries?

Mike Hamilton – looked into other countries and very few are funded the same way. Denmark does work on Talent, very few look at participation as a strategy. Other countries look at UK for 'go to' strategies as we follow good practice. Other countries are market driven/government led. The challenges for orienteering is the competitive structure as this is too complicated and unique, orienteering is a sport that can meet a lot of people's needs. Being 'a sport for all' is the sport's biggest strength but also a significant weakness as it makes orienteering difficult to market to target groups. School leagues work well; where in British Orienteering are we making competition more accessible?

Terry Smith – reference to Rebecca's question about volunteer accreditation – a lot of companies look at the life skills on CVs more than educational qualifications. So accrediting volunteers would enable their CV's to look good. If we want to have a good event structure, we need volunteers. British Cycling go into schools asking children 'who wants to be the next world champion'.

Ian Gamlen – Olympic sports, what is British Orienteering doing about Olympic status?

Martin Ward – The IOF lobby bids for orienteering to be an Olympic sport, British Orienteering Express their views to IOF.

Liz Yeadon – referring back to the schools' question – we need to do things at a local level, not saying adopt regional development. It would be good for Clubs and Associations to share views, ideas and best practice together. Accrediting volunteers is a good idea and can't see it costing a lot. Could we have other clubs and associations email addresses to share good ideas? Might be able to get people to join the clubs and stay in the clubs.

Martin Ward – what would be the best channel for Clubs and Associations to communicate?

Karin Kirk – use various methods, school liaison officers, getting teachers out to events works.

Liz Yeadon – possible forums, Facebook, meetings?

Judith Holt – British Schools Orienteering Association specific role, separate work for comparing ideas. The development steering group are focussing on volunteers and the issue of sharing ideas is very important.

Jacky Dakin – The focus is not on schools but on juniors and their parents.

Mike Forrest – are organiser courses accredited?

Mike Hamilton – It is inevitable that volunteers will be accredited as the insurers see organisers as valuable and a key part of our delivery mechanisms.

Craig Anthony – concerned with accreditation outside of orienteering as it will increase the cost and process.

Tony Biggs – read in the board minutes about Sally's new role regarding events and their structure.

Martin Ward – Sally was introduced to help with Major Events; the board agreed to look at better ways to use Sally's time and her role moving forward is to introduce exciting new events for example based on the Red Bull experience.

Tony Biggs – Nationally?

Adrian Bailey – What is non-competitive orienteering? The badge scheme seems to have been replaced, can we go back to the old system or create a new one? As the badge scheme has helped with progression.

Craig Anthony – Orienteering is competitive and takes place in other places. Non-competitive orienteering is club lead orienteering and linked to activities.

David Maliphant – my age group doesn't see orienteering as competitive.

Judith Holt – in France, medical forms are needed to compete in competitive events, sold on the idea that orienteering is competition at different levels.

Martin Ward – the badge scheme still exists as part of the incentive scheme.

Mark Webster – have British Orienteering targeted other companies?

Craig Anthony – Sport England segmentation report based on characteristics whereas the Outdoor Industry Association bases their segmentation reports on motivation.

Jacky Dakin – good friends that have done orienteering for 10 years, there is a block of the image of orienteering and there is not many activities where all generations can take part at the same time like orienteering.

Mike Hamilton – We have a lot of evidence that shows that many teenagers do not want to go where their parents go. Xplorer has generated good marketing. Being a 'sport for all' means that orienteering can't target markets easily, other sports have focused markets but orienteering is a challenging market place.

Jacky Dakin – my kids think that orienteering is a social event.

Craig Anthony - there is a difference between juniors and young adults.

Jacky Dakin – I don't think that we have the 12+ category in our membership.

Diana Smith – one of the marketing things that isn't written is that all orienteering events are different and I think that there is a market for people wanting something different.

Session 4: Simplifying events - Judith

Presentation included, pages 40-46 leading into group work.

Flipchart notes from the group sessions follow.

Simplifying Level A & Level D
→ different ways

① Start and finish together
(at registration)

Event helper teams under
team leaders. ← Organising
made easy!

Organiser file with info on contacts,
loos, areas, permissions etc.

Equipment checklist. Mentors.
Back-up.

Non-generator SI kit.

Major events - co-operation between
clubs and associations.

B.O. guides specific to types of event

Use R.A. as event guidelines.

Recognition for organisers.

Reducing start window, no. of courses
etc.

Have one course (score?)

Registration | in a building | car.
near toilets | no water

Call courses short, medium, long.

Dispense with committee decisions.

Event winners have to organise next event!

SIMPLIFYING EVENTS.

- ✓ 1st Aid - provision? facilities?
 - clarity of requirement for insurance purposes
- ✓ rules appropriate to competition level
- better define characteristics for each level of event
 - differentiate event levels
- colour coded system is nonsense / confusing
 - a simplified guide is required
- ✓ do we need 4/5 different event levels?
- clear signs | helpers to assist
- simplify costs of entering

EVENT SIMPLIFICATION

1. SPECIALISATION OF TEAMS
 - PRO'S & CON'S
2. PUNCH STARTS ONLY / SELF START
(for lower level events)
3. ASST ORGANISERS
 - SPREAD LOAD
 - DEVELOP NEW PEOPLE (£)
 - INCLUDE JUNIORS / INCULCATE VOLUNTEER ETHIC
 - REWARDS
 - REDUCED FEES
 - LEAGUE POINTS
4. MORE SCORE EVENTS
 - FEWER COURSES
 - FIXED LENGTH OF TIME
5. DETERRENTS TO ORGANISING
 - LACK OF INCENTIVE
 - LITTLE APPRECIATION / MUCH CRITICISM
- *6. RE-USE OLD COURSES (OR CLOSE VARIATION THEREOF)
7. MORE JOINT EVENTS WITH OTHER C

STARTS

too complicated!

GUIDELINES (LEVEL D)

USER FRIENDLY
BRIEF!

KEY VOLUNTEER ROLES

- computing
- 1st access
- packing
- equipment

⋮

RULES : much simpler for LEVELS D+C

Martin Ward's Summary of the Day Notes

Martin Ward – We've now gained a better idea of what should be in the strategic plan, focus on doing one thing well.

Dave and Ed's session went well and was interesting, are some rules constraining orienteering? We do need organisers and clubs to have a go at some exciting events.

There is a need to share good practice, there is no need to re-invent the wheel. Simplification of events, rewarding volunteers and recognise all participants. Organising is the biggest issue for volunteers.

Try selling the sport to target markets rather than as a 'sport for all'.

Is this conference valuable to clubs and associations and individuals? As there is a small cost to put the conference on, should it be moved?

A question was raised about local authority funding, is it possible to get funds?

Michaela Da Cunha – Are clubs aware of how/where to get funding?

Mike Hamilton – Every area/council has different methods of funding with different amounts available and many clubs do not find money the issue. Most are target driven and need matched funds, these funds also take time to obtain.

Craig Anthony – General templates won't work as every region has different targets.

Tony Biggs – Do the board also get value out of the conference and the questionnaires?

Martin Ward – Yes, the board do get a lot of value out of the conference and the questionnaires.

Martin Ward - Thank you to everybody that was involved with the conference, to Scott and Jannette for organising and setting-up; the speakers; Mike and Judith, NFU Mutual and Blanche and to everybody that has given up their time to attend the conference.