Participation Trends
Sport England Programmes

What have we learnt?
Profile

Number of people who report having taken part in orienteering in the last year

% of orienteering participants in the last year who have taken part in the last month

- Mountaineering: 64.1%
- Athletics: 29.7%
- Orienteering: 30.1%
- Cycling: 56.5%

71% reduction in members age class 21

Membership in age class 16 dropped by about a third

Massive growth of members over 60

British Orienteering
Events and Activities
Events and Activities

The number of events and activities have increased significantly in the last 5 years.
Trend continues into 2014.
Activities now account for ~60% of all clubs orienteering activity.
Increase in number of level C events – level B relatively stable over 3 years.
Growth in urban and park events.
Participant Runs

![Bar chart showing participant runs from 2009 to 2013. The chart includes data for EAOA, EMOA, NEOA, NIOA, NWOA, SCOA, SEOA, SOA, SWOA, WMOA, WOA, YHOA, and national levels.](image)
Participation at Events and Activities

Average attendance at activities has not changed significantly

Level D has seen a slight drop

Level C event participation has dropped significantly

Level A event participation remains stable (1050-1150)
"More people just want to orienteer at local events"

People are more time conscious than ever

More competition for leisure time

Continued financial pressure

Do you encourage people to change or do you react to their requirements?
Motivations
Barriers

- people
- knowledge
- events
- getting
- getting
- distance
- travel
- time
- involved
- local
- map
- event
- may
- image
- take
- information
- opportunities
- ignorance
- publicity
- difficult
- awareness
- knowing
- need
- transport
- cost
- sunday
- distances
- sports
- family
- school
- place
- transport
- cost
- sunday
- distances
- sports
- family
- school
- place
Reasons for dropping out
Sport England Programmes

Xplorer has been successful at engaging young families in navigational activities

Variety of delivery models with good buy in

Run Challenge has had a mixed response

Activity well received but not attracted numbers

Delivery partners limited understanding of planning requirements
Visibility and Positioning

Take the event to the people, target areas of high footfall

Be seen and be heard

Know who you want to attract and target them

Xplorer – Young Families
Customer Engagement

Meet & Greet

Someone to proactively engage with people at the venue.

People get involved because someone is proactively encouraging them to give it a go.

Families returning to events expect to see the same person as at previous events.
Xplorer is coming to lots of parks across the country again this weekend. A great fun activity that can be enjoyed by the whole family.

The events taking place in the parks this weekend are:

- **Saturday:** [See More (4 photos)]

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**Kylie Mapleton ➤ Xplorer**

31 July

Fab day in the park @biggleswade beds today thank you kids loved it

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**Jamie Rostron ➤ Xplorer**

20 August · Marlon

Had a fab day doing the xplorer event in blackpool yesterday! Here is the picture as promised! Fingers crossed we win some tickets!

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**Cheshire East Ranger**

Despite the 'interesting' weather hardy families are enjoying @Xplorer at Tegg's Nose with @EBLeisureDev till 3pm

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**Claire Darlington**

@DelamereCF

#DelamereForest #orienteering #activekids #outdooradventure 2-4pm today! 3-11yr @GBRorienteering @ActiveCheshire

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**Lisa Sigley ➤ Xplorer**

28 August

Explorers is so much fun!!

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**Cheshire East Council Countryside Ranger Service**

Cheshire East Council Countryside Ranger Service is using Eventbrite to organise and upcoming events. Check out Cheshire East Council Countryside Ranger Services events, learn more, or contact this organizer.
Local needs to be local

People unwilling to travel more than 15-20 minutes to access something that they aren’t committed to

Know when and where the next event is

Make it easy to come back and encourage them to do so
100% of Xplorer participants would recommend Xplorer to a friend.

63% of Xplorer participants would like to try an orienteering event.

93% of Xplorer participants plan on attending future events.
Participation Moving Forward

Clubs and specifically club events still form the majority of Orienteering in Great Britain

Need to continue to develop our offer to suit peoples lives and expectations for their leisure time

Embrace opportunities to engage new audiences and understand what orienteering can do for them

How easy is it for someone to organise an event?