

# BRITISH ORIENTEERING DEVELOPMENT PLAN

## WEST



# INTRODUCTION

Orienteering is a challenging outdoor adventure sport enjoyed by people of all ages, abilities and backgrounds. Competitions traditionally take place in local woodland, parkland and urban areas however, simple activities can be delivered in any number of places from local leisure facilities to school grounds.

The primary aim of the Development Programme and its team of Participation Managers is to work alongside clubs and local partners to increase participation. In this region the programme is managed by Caroline Gay in her role as Participation Manager West. Caroline's contact details are [cgay@britishorienteering.org.uk](mailto:cgay@britishorienteering.org.uk) and her phone number is 07891 091635.

A key component of this is 'Community Orienteering'. 'Community Orienteering' aims to provide weekly training and activities from a fixed location that will allow for skill development at a social and motivating level for people of all ages and abilities. The weekly sessions are known as 'Club Nights'.

This is a culture change for orienteering clubs as most clubs tend to focus their volunteer efforts on organising events across large geographical areas. The challenge is to support a volunteer workforce in delivering Community Orienteering.

We welcome our existing volunteers to coach and coordinate Community Orienteering, therefore it is important that we continue to support these volunteers as much as possible through a variety of mechanisms and resources. It is also vital that we increase our volunteer workforce to ensure the future success of both the existing 'club event' structure, their ability to attract new members and ultimately, the sustainability of the sport.

The substantial impact that external partners can have on the delivery of the Development Plan is key to ensuring that our work can be delivered in a timely and coordinated way. British Orienteering is committed to developing this support network and aims to work in partnership not only with our Clubs but also with County Sports Partnerships, Local Authorities Sports Development Agencies and School Sport Networks. We also recognise the potential positive impact of working with other sports and we will pursue local arrangements where there are opportunities.

The British Orienteering Development Plan details our strategy to develop orienteering opportunities in your area. Our aims, objectives, targets and delivery mechanisms are set out in this document.

**Edward Nicholas**  
**Development Manager, British Orienteering**



# DEVELOPMENT PROGRAMME OVERVIEW

The vision of British Orienteering is 'More People, More Places, More Podiums'

The aim of the Development Programme is to deliver the 'More People, More Places' aspects of the vision for British Orienteering. Our primary intervention is called 'Community Orienteering' to signify the relationship with local people.

**The aim is:**

1. To increase participation through recruiting newcomers to the sport.
2. To increase participation through increasing the frequency of participation of current orienteers.

A by-product of this focus will be to increase satisfaction levels of both newcomers and existing orienteers – this will in its own right, underpin both the Grow and Sustain targets that we have with our funding partner.

**How?**

By creating and resourcing an implementation plan that will enable staff and volunteers to deliver the programme successfully:

1. By establishing activity centres, where coaching is delivered to new participants. Key factors: local venue, lead coach, weekly sessions, marketing, access to new participants.
2. By establishing Club Nights, where training of mixed ability participants takes place. Key factors: local venue, experienced lead coach, weekly sessions, promotion to members
3. By increasing the number of local events staged to provide opportunity for participants to practice their skills. Key factors: low key, local, frequent, midweek and at weekends.

**Risk:**

We need to manage the supply of coaching. Coaching a group of beginners is relatively straightforward and the coach UK Coaching Certificate (UKCC) Level 1 can be well supported. However, coaching a mixed ability group of club members is far more challenging and inexperienced coaches may fail to motivate the participants. A supply of coaches with the skills to deliver the sessions is required.



# COMMUNITY ORIENTEERING PROGRAMME

Community Orienteering aims to provide weekly training and activities from a fixed location that will allow for skill development at a social and motivating level for people of all ages and abilities. Community Orienteering also includes local events and competitions that can provide a stepping stone into mainstream orienteering events.

Community Orienteering activities are aimed at attracting a broad range of participants from a wide demographic. The activities are accessible to all but are particularly popular with family groups. We are also fortunate that orienteering is taught in 60% of schools and Community Orienteering provides a perfect environment to progress from school orienteering to events.

The weekly sessions represent a culture change for orienteering clubs, as the majority of clubs traditionally focus their volunteer efforts on organising competitive events across large geographical areas. 50% of English clubs are now engaged in the 'Community Orienteering' programme and are providing more local, accessible orienteering opportunities in community settings such as parks and school grounds.

## Club Nights

Weekly Orienteering activities and coaching for club members from a fixed location [this can be alongside or separate to the newcomers sessions delivered at Activity Centres].

## Activity Centres

Weekly Orienteering activities and coaching for newcomers from a fixed location. This will enable newcomers to learn and develop the skills of orienteering for then progression to Club Nights and the Club events programme.

## Local Events

Simple and easy to organise local events that provide fun competition for both newcomers and existing club members within close [5 miles] proximity to the Community Orienteering base.



# COMMUNITY ORIENTEERING PROGRAMME

## CLUB NIGHT SUSTAINABILITY

In order to achieve sustainable 'Club Nights' there are a number of requirements to meet:

### Establishing a base:

A School site has been the most popular choice by clubs due to low hire costs, ease of access and friendly atmosphere. In addition to this, schools often have playing fields and recreation areas to use that are safe and non intimidating. Advice and support is given to clubs in selecting a venue in order to speak to the correct people and negotiate a deal that benefits both the school, club and local community.

### Publicity:

The initial success of the 'Club Night' is dependent on a wide reaching publicity campaign within the local community. School Sports Networks and local authorities support clubs to distribute publicity material effectively. British Orienteering has their own Print Portal for clubs to produce professional posters, flyers and postcards. Further support is required to inform the public of what orienteering can offer and promote its highly positive image.





# COMMUNITY ORIENTEERING PROGRAMME

## Coaches:

'Club Nights' cannot run effectively without a coach. British Orienteering is working hard to recruit and train volunteers and engage with potential partners to support the Community Orienteering initiative. 'Club Nights' provide a great opportunity for coach mentoring and training and we aim to deliver more of this in order to cater for large groups of differing ability. British Orienteering are able to pay coaches in some circumstances to lead 'Club Nights' but a focus of these coaches roles is to support, develop and mentor other coaches so that 'Club Nights' eventually become self sufficient. Other 'Club Nights' are volunteer led where the expertise exists.

## Funding and Charging:

British Orienteering is committed to supporting Community Orienteering by providing funding for coaching and for the initial set up costs. The funding offered is up to £4,000 in year 1 with up to £3k for a coach and up to £1k for the set up costs (to include venue costs; publicity; orienteering mapping). In years 2 and 3 there is up to £2,000 available annually to retain a coach. After 3 years British Orienteering will have worked with the area to develop volunteer coaches to deliver the programme with the aim of achieving sustainability. There is an expectation that Community Orienteering programmes should charge participants from the start to build up funds to pay for venue hire and coaching expenses from year 2 onwards.

The programme should aim to at least break even and shouldn't run at a loss. More detail on the delivery commitment can be found on Page 18.



# COMMUNITY ORIENTEERING PROGRAMME

## DEVELOPING COMMUNITY ORIENTEERING

There are a number of key factors that determine where a Community Orienteering programme can be developed.

### The following key principles were used to identify areas:

- Good support from the local club
- Availability of volunteers
- Availability of a coaching workforce
- Accessibility to orienteering facilities (including urban complexes with reduced vehicle traffic) e.g. University campus, schools, housing estates, parks, woodland and open spaces/countryside.
- The demand for orienteering and outdoor leisure activities.
- Population centres

The absence of any one of the above principles can hinder the development of the programme.

In order to ensure sustainability of the programme there needs to be a targeted approach to the delivery. The following maps and places indicated in pages 9 onwards show these targeted areas. Please note that the following maps are indicative and shows likely areas and stages of development based on current knowledge as of October 2010.

This document is subject to change based on local factors. British Orienteering will continue to consult with Clubs, members, volunteers and external agencies in order to ensure that this programme delivers successful projects in appropriate locations. Any clubs or volunteers not mentioned in this document who have an interest in the programme are requested to contact the Development Team via the National Office. Towns and Districts that fall outside of the scope of this programme will be able to gain support via online resources.



# COMMUNITY ORIENTEERING PROGRAMME

## PROGRAMME STAGES

The Community Orienteering programme has two defined stages of development, which require different levels of support. These are referred to as the 'Foundation' and the 'Established' Community Orienteering Programmes.

### Foundation Community Orienteering Programmes

This is the start of a new Community Orienteering Programme. This will include the preparation of the programme and the planning of associated activities to launch the 'Club Night'. Clubs will work with their Participation Manager in sourcing a venue and finding a coach. There will be a co-ordinated publicity drive to promote the Community Orienteering programme using a variety of local partners.

### Established Community Orienteering Programmes

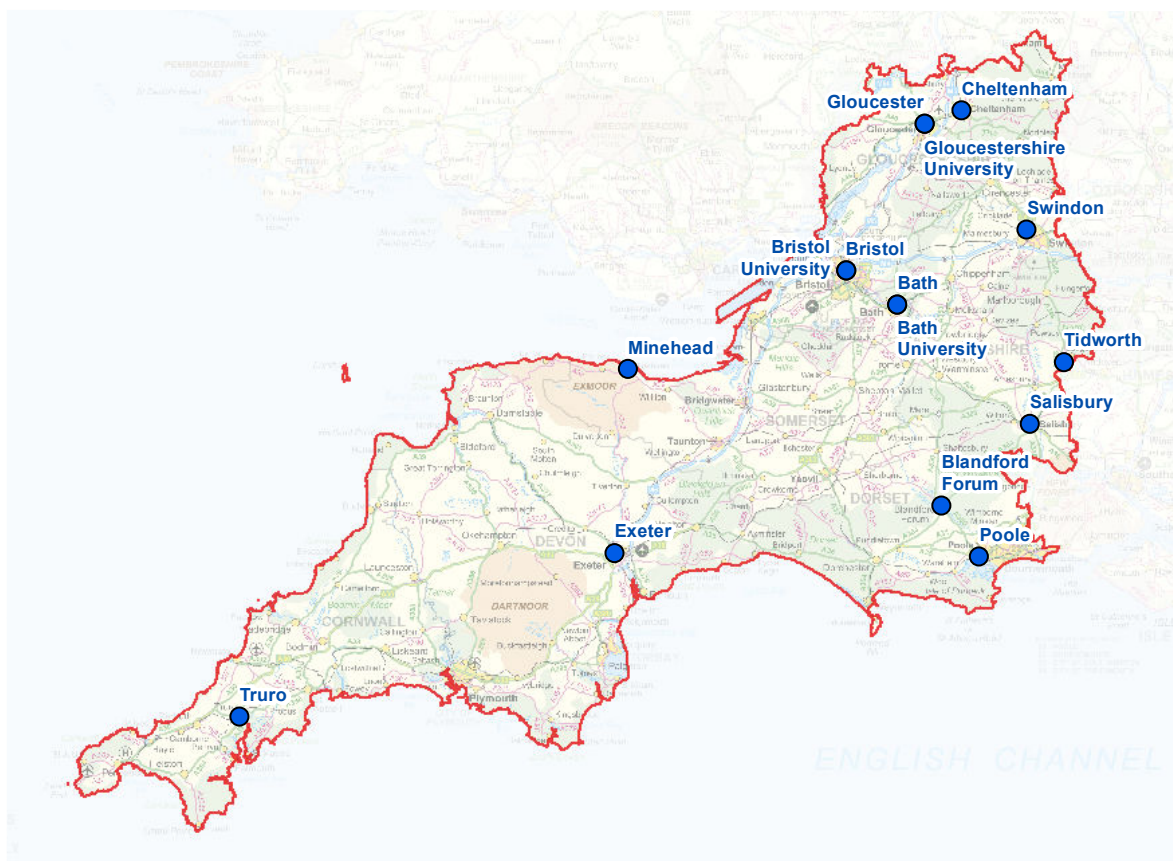
Established Community Orienteering Programmes will offer a full activity programme to those people who attend the weekly 'Club Nights'. It provides coaching opportunities and skill development to improve the orienteering experience of newcomers and existing club members. An established programme will also work towards offering simple fun events in parks, school grounds and small woodland area local to the Community Orienteering base.

British Orienteering will continue to support Established Community Orienteering Programmes to help clubs reach a sustainable platform.





# SOUTH WEST REGIONAL PLAN (2009 – 2013)



Location	Club Link
Bristol	Bristol
Bath	Bristol
Truro	Cornwall
Exeter	Devon
Gloucester	North Gloucester
Cheltenham	North Gloucester
Chippenham	North Wiltshire
Swindon	North Wiltshire
Minehead	Quantock
Tidworth	Sarum
Salisbury	Sarum
Blandford Forum	Wimborne
Poole	Wimborne/Wessex
Bristol University	HE Programme
Bath University	HE Programme
Gloucestershire University	HE Programme

# SOUTH WEST REGIONAL PLAN (2009 – 2013)

Location	Club Link	Foundation Year	Established Year	County Sports Partnership
Bristol	Bristol	Autumn 2009	Autumn 2010	Wesport
Gloucester	North Gloucester	Autumn 2009	Autumn 2010	Active Gloucestershire
Poole	Wimborne/Wessex	Autumn 2009	Autumn 2010	Active Dorset
Chippenham	North Wiltshire	Autumn 2010	Autumn 2011	Wiltshire and Swindon
Tidworth	Sarum	Autumn 2010	Autumn 2011	Wiltshire and Swindon
Bath	Bristol	Autumn 2011	Autumn 2012	Wesport
Exeter	Devon	Autumn 2011	Autumn 2012	Active Devon
Cheltenham	North Gloucester	Autumn 2011	Autumn 2012	Active Gloucestershire
Swindon	North Wiltshire	Autumn 2011	Autumn 2012	Wiltshire and Swindon
Blandford Forum	Wimborne	Autumn 2011	Autumn 2012	Active Dorset
Bath University	HE Programme	Autumn 2011	Autumn 2012	
Bristol University	HE Programme	Autumn 2011	Autumn 2012	
Truro	Cornwall	Autumn 2012	Autumn 2013	Cornwall Sport
Minehead	Quantock	Autumn 2012	Autumn 2013	Somerset Activity and Sport
Salisbury	Sarum	Autumn 2012	Autumn 2013	Wiltshire and Swindon
Gloucestershire University	HE Programme	Autumn 2012	Autumn 2013	

# OUTCOMES AND TARGETS SOUTH WEST

	2010/11	2011/12	2012/13
Community Orienteering Programmes (Cumulative number of weekly programmes in Association)	4	10	13
New Adult Participants (Average attendance per month)	80	280	500
New Young People Participants (Average attendance per month aged under 21)	20	70	110
New Coaches Delivering Community Orienteering (Number trained per year)	8	20	26

The table indicates the headline target areas that British Orienteering will be working to over the next three years. British Orienteering will employ methods of data collection to ensure accuracy of information.

Community Orienteering projects that are developing at a slower rate than expected will receive additional support. All projects will be reviewed annually by the Participation Managers.

UKCC Coach education courses will be prioritised in 'Community Orienteering' areas to ensure coach availability and expertise.



# WEST MIDLANDS REGIONAL PLAN (2009 – 2013)



Location	Club Link
Sutton Coldfield	City Of Birmingham
South Birmingham	City of Birmingham
Walsall/Sandwell	Harlequins
Kidderminster	Harlequins
Hereford	North Gloucester/ Harlequins
Worcester	Harlequins
Malvern	Harlequins
Stoke	Potteries
Cannock	Walton Chasers
Tamworth	Walton Chasers
Walton	Walton Chasers
Telford	Wrekin
Shrewsbury	Wrekin
Birmingham University	HE Programme



# WEST MIDLANDS REGIONAL PLAN (2009 – 2013)

Location	Club Link	Foundation Year	Established Year	County Sports Partnership
Walton	Walton Chasers	Autumn 2009	Autumn 2010	Staffordshire Sport
Sutton Coldfield	City Of Birmingham	Autumn 2010	Autumn 2011	Birmingham Sport
Hereford	North Gloucester/Harlequins	Autumn 2010	Autumn 2011	Hereford and Worcester Sport
Kidderminster	Harlequins	Autumn 2011	Autumn 2012	Hereford and Worcester Sport
Walsall/Sandwell	Harlequins	Autumn 2011	Autumn 2012	Black Country BeActive
Stoke	Potteries	Autumn 2011	Autumn 2012	Staffordshire Sport
Tamworth	Walton Chasers	Autumn 2011	Autumn 2012	Staffordshire Sport
Shrewsbury	Wrekin	Autumn 2011	Autumn 2012	Energize Shropshire
Birmingham University	HE Programme	Autumn 2011	Autumn 2012	
South Birmingham	City of Birmingham	Autumn 2012	Autumn 2013	Birmingham Sport
Malvern	Harlequins	Autumn 2012	Autumn 2013	Hereford and Worcester Sport
Worcester	Harlequins	Autumn 2012	Autumn 2013	Hereford and Worcester Sport
Cannock	Walton Chasers	Autumn 2012	Autumn 2013	Staffordshire Sport
Telford	Wrekin	Autumn 2012	Autumn 2013	Energize Shropshire

# OUTCOMES AND TARGETS WEST MIDLANDS

	2010/11	2011/12	2012/13
Community Orienteering Programmes (Cumulative number of weekly programmes in Association)	3	8	13
New Adult Participants (Average attendance per month)	60	220	450
New Young People Participants (Average attendance per month aged under 21)	15	55	140
New Coaches Delivering Community Orienteering (Number trained per year)	6	16	26

The table indicates the headline target areas that British Orienteering will be working to over the next three years. British Orienteering will employ methods of data collection to ensure accuracy of information.

Community Orienteering projects that are developing at a slower rate than expected will receive additional support. All projects will be reviewed annually by the Participation Managers.

UKCC Coach education courses will be prioritised in 'Community Orienteering' areas to ensure coach availability and expertise.



# CLUB DEVELOPMENT

British Orienteering is committed to the promotion and delivery of Club Development and uses the Community Orienteering programme to help move aspects of 'Clubmark' forward. Through the Community Orienteering programme British Orienteering has identified a number of focus clubs that it works with. The list of Clubmark accredited clubs that British Orienteering works with in this region is detailed to the right.

## Community Orienteering supports club development through:

- The creation of coaching opportunities.
- Development of volunteers.
- Supporting clubs in the duty of care to participants and the promotion of a fair and unbiased club environment.

## The following clubs are working towards accreditation in the West:

- Kerno/Cornwall Orienteering Club (Cornwall)
- Quantock Orienteers (Minehead/Taunton/Somerset)

Club	Date Clubmark Accredited	Next Renewal Date
Octavian Droobers Orienteering Club	12 December 2006	11 December 2010
Wimborne Orienteers	21 March 2007	20 March 2015
Bristol OK	28 March 2007	27 March 2015
Wrekin Orienteers	20 March 2008	19 March 2012
Potteries Orienteering Club	14 May 2008	13 May 2012
Wessex Orienteering Club	20 February 2009	19 February 2013
Harlequins Orienteering Club	31 March 2009	30 March 2012
Walton Chasers Orienteering Club	31 March 2009	30 March 2012
North Wiltshire Orienteers	04 March 2010	03 March 2014
Devon OC	14 March 2010	13 March 2014
Sarum Orienteering Club	29 March 2010	29 March 2014
North Gloucestershire Orienteers	15 October 2010	15 October 2014

# WORKFORCE DEVELOPMENT

Clubs and the Community Orienteering programme rely on a trained and dedicated volunteer workforce to deliver club activities. Coaching represents a key area where a workforce is required to support new participants in the sport. British Orienteering will support existing coaches and bring on board new coaches to deliver Community Orienteering.

An 'Activity Centre' or a 'Club Night' can be delivered by one UKCC L1 coach. Coaches at this level operate within British Orienteering's coaching safety guidelines. In addition they have support from their Participation Manager who can offer guidance on activities and resources.

Having one coach is a great initial point to get a programme started and British Orienteering is committed to increasing the numbers of coaches. The aspiration is for an 'Activity Centre' to have a minimum of 4 UKCC L1 coaches overseen by a UKCC L2 coach. The aspiration for a 'Club Night' is to build towards a minimum of 1 UKCC L2 and 1 UKCC L3 coach.

The Community Orienteering programme also requires the support of Volunteer Coordinators to support the scheduling for the coaching workforce. Further volunteer roles are also available in the Community Orienteering programme including someone organising the finances; booking the venue; publicising the activities and organising the refreshments.

Work to support the development of club officials is ongoing which empowers volunteers to lead clubs forward. Partnership support from Running Sports and County Sports Partnerships is important and has already resulted in a bespoke online volunteer coordinator course endorsed by Running Sports.





# PARTNERS

County Sports Partnerships (CSPs) have an important part to play in delivering the Community Orienteering programme. Our expectation of support from CSPs includes:

1. Active promotion of the Community Orienteering Programmes in the CSP area. For example the distribution of fliers to partners local to the CSP; access to local media outlets and information exchange with other sport deliverers (School Sports Network, Local Authorities).
2. Support to the current coaching infrastructure and recruiting and training the future workforce. For example identifying potential coaches, supporting the recruitment of coaches and developing the coaches through the provision of courses.
3. Helping to secure venues for Community Orienteering to take place. The criteria for locations is:
  - During the winter - affordable leisure facilities (school halls, leisure centres) for indoor activities.
  - During the summer – access to grounds and parkland to practise orienteering techniques.

British Orienteering also recognises the opportunity that exists with partnering other sports. We welcome the opportunity to link the Community Orienteering programme with other running/ walking initiatives such as the Community Athletics Network and the 'Run England'/'Run Britain' Programme and look to develop our Mountain Bike Orienteering activity with the MTB fraternity.



# BRITISH ORIENTEERING'S DELIVERY COMMITMENT

## RESOURCES IN THE WEST

- The Participation Manager will lead on the delivery of the Community Orienteering programme in the West. Responsibilities include liaison and support for the workforce, interactions with clubs and volunteers, support for the promotion of the programme and advocacy work with local partners.
- Funding to invest across the region. The breakdown of the funding is up to £4,000 in Year 1; up to £2,000 in Year 2 and up to £2,000 in Year 3. In Year 1 the £4,000 is split with up to £3,000 to pay for coaching services and up to £1,000 for facilities hiring; production of maps and equipment purchases. The funds for Years 2 and 3 are for coaching. The coaching funding is organised for a 40 week programme at 3 hrs per week (1.5 hrs delivery and 1.5 hr planning) at £25 per hour. In years 2 and 3 this commitment would reduce to 2 hrs a week with the introduction of volunteer coaches. British Orienteering is committed to ensuring that a Community Orienteering programme is financially self sustaining at the end of the three year period with participants funding facility hire; coaching expenses; mapping costs and equipment purchases from the money received at the door. British Orienteering indicates to Community Orienteering programmes to charge from the outset of a programme to build up funds for these purposes.
- Access to British Orienteering Community Orienteering resources. This includes the Activity Guide, Year in a Box, Coaching DVD amongst others.
- 'British Orienteering will run a series of supported coaching courses where demand is associated with the development of Community Orienteering programmes. The supported courses offer a reduced price for the UKCC qualification and in return there is an expectation of volunteer support to Community Orienteering programmes. This funding is separate from the financial offer detailed above. To further enhance the number of coaches British Orienteering will work with partners to utilise funding opportunities.



# BRITISH ORIENTEERING CONTACTS



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