

Mike's eNews – 6 February 2015

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As always, feel free to forward this eNews to your members; it's going to be published on the eNews page at <http://www.britishorienteering.org.uk/page/enews> on Monday so if you would rather send them a link please feel free to do so.

Incentive Schemes and event results

We've had some communications from members who have children with an interest in our incentive schemes. Their kids love them but in some cases both parents and kids are frustrated that some clubs don't load their results into the British Orienteering web site leaving the parents battling to try to get the certificate of achievement. It will help greatly if clubs do upload their event results onto the web site using the correct course labels (the colours rather than using course numbers) as the schemes work automatically and certificates are emailed out to achievers. We recognise that not all clubs upload the colour coded course results but if you can it will certainly help the incentive schemes motivate kids in particular.

We're also looking for a way to help frustrated parents and their children by providing a way they can gain recognition using a paper form but this is more labour intensive for the parents, our admin team and you as clubs.

Club Matters

Sport England is launching a new one stop shop for clubs on 12th February, called Club Matters it brings together a range of different services that Sport England have previously offered separately. Some services will only be on offer to English clubs however given the wealth of information online clubs in Scotland, Wales and Northern Ireland will also be able to benefit. To find out more [click here](#).

Clubmark

After a recent consultation exercise, Clubmark criteria has now been finalised and details will be published on the website shortly. The criteria has been designed to incorporate the full range of club

activities and the number of criteria has reduced slightly. For clubs who currently have Clubmark, Craig, our Head of Development, will be in touch in the coming weeks and months to confirm processes for reaccrediting as appropriate.

Awards

It's that time of year again when we seek to recognise some of the great work being done across the sport of orienteering by clubs and volunteers both old and young.

If you want your club associated with some of the success or think one of your members deserves recognition why not make a nomination?

At the AGM on Friday 3rd April 2015 the following awards for 2014 will be presented:

Club of the Year

A proactive club that is an important part of the local community, demonstrates a commitment to development of the club, members, volunteers and coaches and provides a range of activities that promote the club and engage both members and the wider community.

University Club of the Year

A proactive university club that demonstrates a commitment to development of the club, members, volunteers and coaches and provides a range of activities that promote the club and engage both members and the wider student population.

Young Volunteer of the Year

A volunteer under the age of 25 who has demonstrated a commitment to supporting delivery of orienteering activity with passion, energy and enthusiasm.

SILVA Award

A person or persons who have made a very significant contribution to orienteering over a period of years, with an emphasis on 'field' activities rather than committee work.

Nomination for the Mapping Awards have now been closed.

The deadline for nominations is Friday 6th March to enable the panel to make decisions in time for the AGM. For more information on the awards and the nomination forms go to the awards page (<http://www.britishorienteering.org.uk/page/awards>).

LIDAR data for mapping

I've recently been in communication with the Environment Agency who hold the rights for LIDAR data through a holding company. I've agreed to inform you of the information which follows. If you have any club mappers please can you make sure they are informed?

"LIDAR data is available under licence at the 100% non-commercial discounted rate to orienteering clubs, as long as they do not charge for maps produced with LIDAR and the maps are freely accessible. The Environment Agency copyright statement must be included with any image based on the LIDAR data: '© Environment Agency copyright 2015. All rights reserved.'"

If the club is paying a consultant/mapper (even on an expenses only basis) to produce the map, this would be considered commercial use. However, an official representative of the club may request the

data as a non-commercial user and forward the data to the mapper. As regards the statement on commercial use, the National Trust are not considered commercial."

Talent & Performance

2015 is going to be an exciting time for the programme with a home WOC, an updated programme and new staff.

Jackie has returned from annual leave in New Zealand and is now totally embroiled in the programme. Over the next week we'll be updating the talent and performance web site pages and letting you know what changes there are to the programme. We've been through some extensive review and consultation processes during the last 4 months and after a meeting of the Performance Steering Group yesterday are now in a position to promote the programme.

So, if you are interested, keep your eyes open for a news item that will let you know the re-writes of the web pages have been made and of course let anyone in your club that is interested know as well.

Strategic Planning

We're now halfway through our current 10 year strategic plan and a review of the vision, plan and budgets is overdue. The Board started discussion about 12 months ago and, following a recent day spent with the staff, is moving towards a position where a wider consultation can be commenced.

The Board meeting to be held on Saturday 14 February will provide the guidance on how we implement the consultation(s) and on what the Board thinks the primary themes of the consultation will be.

The discussion day raised some key issues and highlighted the need for the strategic plan to be 'for the members' **and** for 'the sport'. The Board appreciates that these may be similar, may be different or even may be in conflict but is in agreement that the Strategic Plan must address these needs.

At a high level the Board is moving towards a position of thinking there are 3 key aspects to the strategic plan, participation, membership and performance. If you have other ideas start to rationalise them as it's not going to be long before we want to hear from you.

Once again keep your eyes on the news items!

Major Events Conference 2015

Early warning that Sally is now able to confirm the Major Event Officials Conference dates will be Sat 5th & Sun 6th September. The venue is still to be confirmed but is most likely to be around Derby/Nottingham. Places at the Conference will be limited to 55 delegates and priority given to key officials for JK2015, 2016 & 2017, British Championships; Long, Relay, Sprint, Middle and Night 2015, 2016 & 2017 and to Level B Controllers looking to progress to Level A Controllers.

British Orienteering Accounts

The Annual Report will be available shortly and you will be seeing the audited accounts for 2014. At yearend there will be a loss of approximately £15,000 which is considerably better than the budgeted loss of £43,000. With the guidance of the Board we are trying to move British Orienteering to a position where more commercial income is generated from activities that do not impact on our members. Not surprisingly this is challenging.

As we make cuts in expenditure and work to operate more cost effectively, such as the recent office relocation, it is clear that we continue to depend on government funding to a large extent. There is a general election in May 2015 that is likely to change the funding regime for sport, regardless of the parties that are in government.

Consequently we will need to talk with you at the AGM to see what options are available to us to generate more income and it is likely that we will need guidance from you about how additional income can be generated. If you have ideas other than increasing the membership and levy please let us know so that they can be considered.

There is no doubt that the era of sport being able to obtain sponsorship without obligation is past and even the large soccer 'sponsorship' is more often than not now based on sales produced. Modern day sponsorship is far more along the lines of 'we will match funding you with a percentage of kit sales' or 'we'll fund you a proportion of the viewings'.

Modern day sponsorship is more akin to a partnership where each partner benefits through the arrangement. We have several agreements along these lines in place now thanks to the hard work of our Commercial Manager and hopefully over the next year or so we will see the benefits. An example is an arrangement with Youth Sports Direct, a subsidiary of the Youth Sports Trust. We are working with them to put resources into primary schools with the profit margin being split between us. We have the technical expertise, they provide the upfront resource costs and distribution network – both of us, as partners, benefit.

So, we're looking to you for good ideas; how can we increase income? After all, the more income we can generate from 'external' organisations and members of the public the less pressure there is to cut our services or increase the cost to members. We need your help!