

Agenda

Meeting	Development Steering Group		
Date	Thursday 25 th September 2014	Time	11am – 3pm
Venue	Carrs Lane Church Centre, Carrs Lane, Birmingham B4 7SX		
Attendees	Judith Holt, Craig Anthony, Hilary Quick, Conor Fadian, Mark Saunders		
Item	Title	Actions	
1.	Welcome and Introductions		
2.	<p>Terms of Reference Terms of reference were accepted and agreed</p>		
3.	<p>Orienteering Development Development strategy to be focused on what we would like to see the orienteering experience be by 2020.</p> <p>The group discussed British Orienteering’s vision for 2020 of More People, More Places, More Podiums and agreed that the focus for development was More People and More Places.</p> <p>The group was presented with and considered a variety of data and insight to provide background on membership and participation.</p> <p>There is a need to understand and review what our current commitments to funding bodies are and how this might influence our thinking long term.</p> <p>BO to review current funding agreements and inform the group of any significant requirements from funding bodies.</p> <p>There is a need to better understand participation as it relates to the membership but also to pay and play approach. How does the sport embrace pay and play without losing the volunteer workforce it desperately needs.</p> <p>The group was interested to better understand membership churn and why people drop out.</p> <p>BO to conduct membership survey of returning members and also consider lapsed member survey which was last done a few years ago.</p> <p>BO to consider insight research into participation and understand the extent of the current pay and play market in Orienteering.</p> <p>The group recognised that the collation of this information is useful but only powerful if shared in a constructive manner with the people who can deliver change, clubs and volunteers.</p>	<p>CA</p> <p>CA</p> <p>CA</p>	

	<p>There was a request from the group to collate and promote good practise examples that demonstrate the type of approach that aligns with the strategic focus of the sport. There was particular interest in club night successes.</p> <p>BO to collate good practise case studies and to continue to share in Focus and through other mediums.</p> <p>The group agreed on 5 areas of strategic focus</p> <ol style="list-style-type: none"> 1. Positioning/Marketing <ol style="list-style-type: none"> i. Raising the profile of orienteering as a sport and how to engage with it. ii. Encourage specialisation of event series and or club activities (sport for all sport for no one) iii. Focus on local encourage engagement in smaller geographical areas 2. First Experience <ol style="list-style-type: none"> i. Focusing on a high quality first experience for people of any age in any setting. This is not aimed at delivering orienteering at a particular technical difficulty but as a fun engaging experience that make people come back for more. ii. Importance of the same approachable/sociable people (coaches/organisers/volunteers) being at activities/events iii. Make it simple and 3. Regular social engagement with members/participants <ol style="list-style-type: none"> i. Providing coaching/facilitation in a non-competitive environment to engage members/participants in developing, improving skills. ii. Research demonstrates that it takes at least 8 weeks continuous activity to generate enough affiliation to retain someone long term. iii. Local means 15-20 minutes travel time 4. Hi Tech options <ol style="list-style-type: none"> i. Orienteering on demand, utilising the developments of technology to provide a sport that is accessible at a time and/or place that suits the participant. ii. Focus on reducing administrative burden on organisers, planners, coaches etc 5. Transitions <ol style="list-style-type: none"> i. Connecting the opportunities together building on the high quality first experiences. ii. The sport needs to work together to attract people to whatever form works for them <p>The challenge with each of these areas is to identify some key performance criteria that enables us to assess progress and measure success.</p> <p>This work is closely linked to the work of the Coach Needs and Volunteer Needs Groups and as such recognised the important part that the workforce plays in all aspects of development. A</p>	<p>CA</p>
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	<p>commitment to improve the recognition of the role that volunteers and coaches play in attracting and retaining new participants/members is crucial.</p> <p>The group discussed and considered some ways that British Orienteering might encourage and motivate change within the sport. A recognition of providing good examples of success is a significant part but also potentially introducing new measures to encourage certain practices.</p>	
6.	AOB and DONM	