

BRITISH ORIENTEERING DEVELOPMENT PLAN

EAST



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 Natalie Shaw in her role as Participation Manager East. Natalie's contact details are nshaw@britishorienteering.org.uk and her phone number is 07891 091662.

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



Edward Nicholas

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.



EAST ANGLIA REGIONAL PLAN (2009 – 2013)



Location	Club Link
Colchester	Essex Stragglers
Chelmsford	Essex Stragglers
St Albans	Happy Herts.
Brentwood	Havering
Romford	Havering
Kings Lynn	Norfolk
Milton Keynes	South Midlands
Ipswich	Suffolk
Eye	Suffolk
Cambridge	West Anglia
Thetford	West Anglia

EAST ANGLIA REGIONAL PLAN (2009 – 2013)



Location	Club Link	Foundation Year	Established Year	County Sports Partnership
Colchester	Essex Stragglers	Autumn 2009	Autumn 2010	Sport Essex
Cambridge	West Anglia	Autumn 2009	Autumn 2010	Living Sport
St Albans	Happy Herts.	Autumn 2009	Autumn 2010	Hertfordshire Sport
Chelmsford	Essex Stragglers	Autumn 2010	Autumn 2011	Sport Essex
Brentwood	Havering	Autumn 2011	Autumn 2012	Sport Essex
Eye	Suffolk	Autumn 2011	Autumn 2012	Suffolk Sport
Kings Lynn	Norfolk	Autumn 2011	Autumn 2012	Active Norfolk
Thetford	West Anglia	Autumn 2011	Autumn 2012	Living Sport
Romford	Havering	Autumn 2012	Autumn 2013	Sport Essex
Milton Keynes	South Midlands	Autumn 2012	Autumn 2013	Bucks Sport
Ipswich	Suffolk	Autumn 2012	Autumn 2013	Suffolk Sport

OUTCOMES AND TARGETS EAST ANGLIA

	2010/11	2011/12	2012/13
Community Orienteering Programmes (Cumulative number of weekly programmes in Association)	4	8	11
New Adult Participants (Average attendance per month)	80	240	420
New Young People Participants (Average attendance per month aged under 21)	20	60	105
New Coaches Delivering Community Orienteering (Number trained per year)	8	16	22

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.



EAST MIDLANDS REGIONAL PLAN (2009 – 2013)



Location	Club Link
Buxton	Derwent Valley
Derby	Derwent Valley
Chesterfield	Derwent Valley
Matlock	Derwent Valley
Groby	Leicestershire
Corby	Leicestershire
Loughborough	Leicestershire
Grantham	Lincolnshire
Lincoln	Lincolnshire
Bassetlaw	Nottinghamshire
Broxtowe	Nottinghamshire
West Notts	Nottinghamshire
Rushcliffe	Nottinghamshire
Derby & Derby (Buxton) University	HE Programme
Nottingham & Nottingham Trent University	HE Programme
Lincoln University	HE Programme

EAST MIDLANDS REGIONAL PLAN (2009 – 2013)

Location	Club Link	Foundation Year	Established Year	County Sports Partnership
Buxton	Derwent Valley	Autumn 2009	Autumn 2010	Derbyshire Sport
Derby	Derwent Valley	Autumn 2009	Autumn 2010	Derbyshire Sport
Chesterfield	Derwent Valley	Autumn 2009	Autumn 2010	Derbyshire Sport
Groby	Leicestershire	Autumn 2009	Autumn 2010	Leicestershire Sport
Bassetlaw	Nottinghamshire	Autumn 2009	Autumn 2010	Nottinghamshire Sport
Broxtowe	Nottinghamshire	Autumn 2009	Autumn 2010	Nottinghamshire Sport
West Notts	Nottinghamshire	Autumn 2009	Autumn 2010	Nottinghamshire Sport
Matlock	Derwent Valley	Autumn 2010	Autumn 2011	Derbyshire Sport
Lincoln	Lincolnshire	Autumn 2010	Autumn 2011	Lincolnshire Sport
Derby and Derby (Buxton) Uni	HE Programme	Autumn 2010	Autumn 2011	
Loughborough	Leicestershire	Autumn 2011	Autumn 2012	Leicestershire Sport
Rushcliffe	Nottinghamshire	Autumn 2011	Autumn 2012	Nottinghamshire Sport
Nottingham and Nottingham Trent University	HE Programme	Autumn 2011	Autumn 2012	
Corby	Leicestershire	Autumn 2012	Autumn 2013	Northamptonshire Sport
Grantham	Lincolnshire	Autumn 2012	Autumn 2013	Lincolnshire Sport
Lincoln University	HE Programme	Autumn 2012	Autumn 2013	

OUTCOMES AND TARGETS EAST MIDLANDS

	2010/11	2011/12	2012/13
Community Orienteering Programmes (Cumulative number of weekly programmes in Association)	9	11	13
New Adult Participants (Average attendance per month)	180	400	570
New Young People Participants (Average attendance per month aged under 21)	45	100	165
New Coaches Delivering Community Orienteering (Number trained per year)	18	22	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 East:

- Norfolk Orienteering Club (Norwich and Norfolk)
- Suffolk Orienteering Club (Ipswich and Suffolk)

Club	Date Clubmark Accredited	Next Renewal Date
Essex Stragglers Orienteering Society	09 March 2007	08 March 2011
Leicestershire Orienteering Club	28 February 2008	27 February 2012
Nottinghamshire Orienteering Club	17 April 2008	16 April 2012
Havering & South Essex OC	16 September 2008	15 September 2012
Derwent Valley Orienteers	25 February 2009	24 February 2013
West Anglian OC	25 March 2009	24 March 2013
The Hertfordshire Orienteering Club	30 November 2009	29 November 2013
Lincoln Orienteering Group	17 March 2010	16 March 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 EAST

- The Participation Manager will lead on the delivery of the Community Orienteering programme in the East. 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.



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