

Lakeland Orienteering Club (LOC) Development Project

1. Project Proposal.

To actively target families of children with primary school aged children. The intention of the project is to introduce them to orienteering as an enjoyable, family friendly, health enhancing outdoor activity.

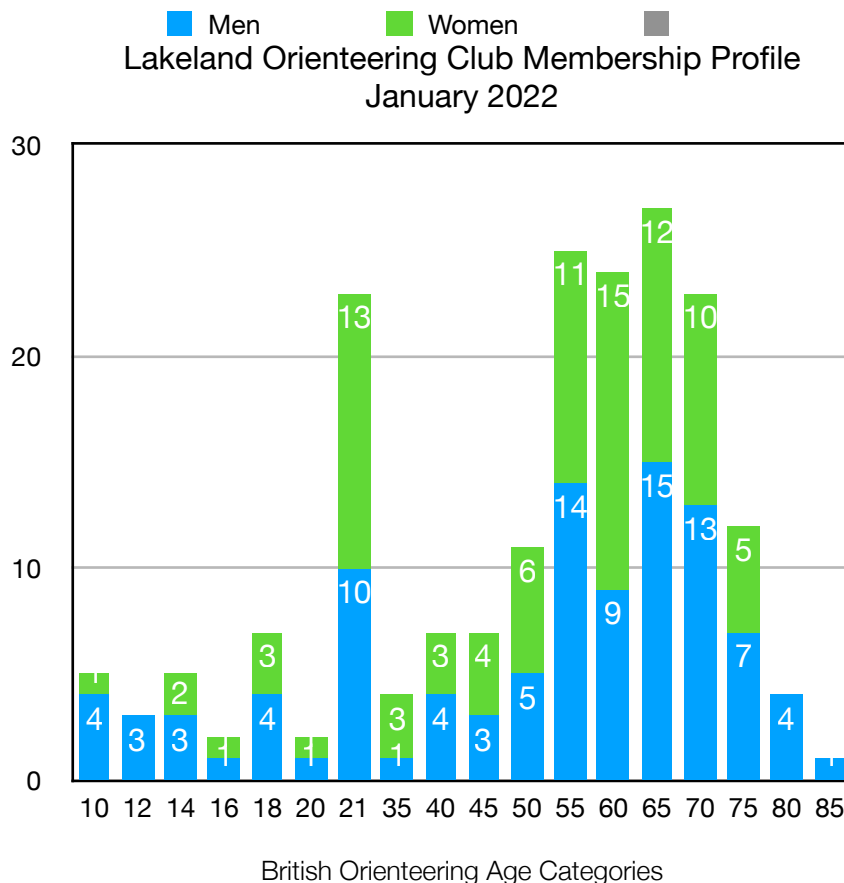
Primary aim:	To lower the demographic of LOC.
Short term objective:	To stimulate interest and improve the orienteering skills in all the family members who participate in the project
Longer term objective:	To increase the numbers of adults aged 20-50 and juniors who regularly participate in events and who become members of LOC.
Outcome:	To improve the performance and achievements of the Club and its individual members.

2. How will this be achieved?

- The proposal is to engage a Club Development Officer to manage the project.
- The club officials will continue to progress development work that is complimentary to the outcomes of this project.
- Members will support the project by providing assistance and helping with activities and events.

3. Background Information

Lakeland Orienteering Club (LOC) was established over 50 years ago and covers the South Lakeland area of Cumbria. It is fortunate in its location, having access to a range of excellent orienteering terrain. Over the years it has been able to organise a yearly programme of local and regional events as well as hosting major and national competitions. However its rurality poses different challenges. It lacks proximity to an urban conurbation with a large population that can be drawn upon when trying to attract new members. Its market towns don't have the parks and facilities that clubs in or near to cities might utilise when organising events that might be attractive to beginners.



At the end of January 2022 the club had 192 members although not all of these were regular orienteers. The age profile of the club mirrors that of the district in which it's based and like many other orienteering clubs it has a high percentage (47%) of members in the 60+ age category. A positive consequence of this is that there are many active retirees within the club who are able and willing to support its work. The club values its older members for the experience and contribution that they make especially with regards to the delivery of events. However reliance on an ageing membership is not sustainable and the club needs a bank of active younger members for succession planning.

In 2021 the club reviewed its priorities and agreed that it wanted to be proactive in changing the demographic of its membership to increase juniors and their parents (35-45 age categories). This decision coincided with the sharing of information from other clubs who had already started their development journey. (Ref the British Orienteering 2022 Development Programme: Creating a whole club experience. Supporting club development through the employment of a club development officer). Learning from these clubs' experience was particularly valuable and helped LOC to scope its project proposal.

The ideas were generated via a club meeting and subsequent to that all members were invited to share their suggestions and advice in relation to the proposal. In addition to the attendees of the club meeting a total of 25 members and 5 non-orienteering parents have contributed.

4. Rationale

LOC recognises that younger members would bring new perspectives and add a different dynamic to its membership. Rather than focus on a specific age range the aim is to change the demographic of the club. Specifically to increase the percentage of members in the 21-50 age range which currently is only 21% of its membership. To do this the project will target families of primary school aged children.

The project will use appropriate imagery, language and terminology to ensure that the project is accessible to all families. Publicity and marketing of the project will be explicit in defining and welcoming different family structures.

The project will seek to capitalise on the advantages that orienteering has over other sports and to highlight the assets that it has for families.

It will:

- market the family friendly nature of the sport which allows all ages to participate at a level that suits them.
- promote the attributes of orienteering which are advantageous for children who may not enjoy team based or other competitive sports.
- profit from the changes brought about by Covid which resulted in more people understanding the benefits of taking outdoor exercise and
- appeal to parents who want to do something with their children as opposed to watching from the sidelines.
- Appeal to families already involved in outdoor sports/activities.

5. Objectives:

- To recruit at least 10 families per programme. A family is defined as at least one care giver/parent and at least one child of primary school age. A programme is defined as 8 sessions in two localities
- To run at least 3 programmes over the 2 years of the project.
- At least 20% of those who participate in the project compete in at least 3 LOC events in the year following the project.
- At least 20% of those who participated in the project complete the 'Family Challenge'
- To increase membership by 20% of juniors (up to 14 years old) and adults aged 21-50 in LOC by January 2025

6. Learning and Dissemination

LOC would like learning from this project to contribute to the regional and national orienteering development agenda. The project proposal has incorporated the guidance and recommendations that other clubs have shared based on their experience (ref SYO and CLOK).

It will encompass elements of experimentation and innovation to see which approaches work best with the target audience and what incentives are most effective at retaining engagement.

Should this project proceed LOC will offer (if British Orienteering are amenable) to facilitate a learning and support network between clubs. The purpose of the network will be provide peer support to club development officers. It would also enable club officials who are overseeing projects to disseminate learning from their respective projects.

7. Sustainability

To ensure that the project doesn't become a stand alone entity it is essential that other areas of club development continue to be progressed. This is important because the implementation of ideas and activities will be dependent on the skills of the existing membership to support the Club Development Worker.

Coaching

Increase the number of coaches within the club.

In place: The Lead Coach for the club successfully acquired funding from the NWOA and the Orienteering Foundation to provide coaching for the region.

To do: Utilising the skills of the coaches increase and develop coaching opportunities for newcomers through adult, junior and family focused coaching programmes.

Mapping

Increase the number of mapped areas suitable for beginners and training.

In place: The Mapping Officer has recruited a group of mappers who are acquiring mapping skills.

To do: Source and map at least 5 new areas suitable for coaching and newcomers by the end of 2022.

Supporting Newcomers

Revise and extend the club's "Welcoming" strategy.

To do: Modifying the existing fixtures format to ensure that newcomers have access to the appropriate level of course. Create a 'Family Challenge' which will aim to provide an enjoyable competitive element for families.

Junior Development

Increase the numbers of Juniors who compete in events.

In place: Regular Junior coaching sessions. An annual series of primary schools events.

To do: Ensure that structurally there is continuity and progression pathways for juniors. Utilise existing schemes or create a club specific recognition award.

8. Project Delivery

The project will:

- Be managed by a dedicated Development Worker managed by the LOC chair
- Be overseen by a steering group who will monitor progress and outcomes.
- Operate in two areas (Kendal and Ulverston).
- Deliver a series of introductory sessions
- Have MapRun courses available between sessions to allow participants to practice the skills they are learning.
- Have games and challenges available throughout the programme to reinforce the knowledge and skills that are being learnt.

Included within the project there will be:

- Coaching sessions for juniors, seniors or specifically for families.
- Family friendly events with suitable courses included within the fixtures diary.
- A participation challenge with rewards.

9. Role and responsibilities of the Development Worker.

- To scope the project to include resources required, input from volunteers, and delivery methodology.
- To be responsible for all the organisation of the sessions to include planning, organisation and recruitment of helpers and liaison with coaches.
- To be responsible for the marketing and publicity of the project to include use of social media.
- To establish communication links with primary schools and other clubs/setting as appropriate for engagement with the target group (for example fell running and athletic clubs, brownies and cubs etc).
- To manage the application and registration process.
- To ensure effective communication is maintained with participants in relation to the project and for progression and future engagement.
- To maintain records to demonstrate progress in achieving the success criteria for the project.
- To provide verbal and written updates to the Club Chair and at club meetings.
- To work with the LOC lead coach and fixtures secretary in planning the progression opportunities.
- To be actively involved in the progression opportunities to include organising at least 3 family friendly events per year.
- To oversee the participation challenge and monitor participants' progression.
- To contribute to the evaluation of the project to include sharing the learning as per agreements with funding agencies and in the the production of a written report at the end of the project.

10. Project Costs.

Development Worker to be self-employed for a fixed term of 42 weeks per annum for an initial 2 year contract.

LOC to pay £18 per hour x10 hours per week.

Travel costs will be paid based at 45p per mile with a set mileage calculation of 100miles per week.

Risks and contingency plans.

In addition to the following risks a more comprehensive risk assessment will be created with funders prior to commencing the project and it will be reviewed every 6 months prior to the submission of progress reports.

RISKS	ACTIONS
Failure to recruit any families to the programme	<ul style="list-style-type: none">• Notify funders and seek support for refocusing and amending the scope of the project.• Potentially refocus the project to a primary schools based programme or different area

Failure to achieve any of the success criteria after 1 year of project.

- Incorporate a contingency plan in the terms of the Development Worker contract to allow for ending the project after 1 year if no progress is made against the success criteria.

PROJECT BUDGET YEAR 1

ITEM	Expenditure p.a	Income p.a
Development Worker	£7,560	
Travel allowance	£1,890	
Resources and equipment - to include initial set up costs	£1,500	
Marketing and publicity	£1,000	
Helper expenses	£500	
Hire of venues	£500	
x1 programme		£360
Total expenditure	£12,950	
Total income		£360*
TOTAL FUNDING TO SECURE (predicted expenditure less income)	£12,590	

*A nominal charge will be made for a family at £12 per adult and £6 per child for the 4 week programme. The actual figure will be included in the reviews with funders and adjustments made to funding streams accordingly.

YEAR 2

ITEM	Expenditure p.a	Income p.a
Development Worker	£7,560	
Travel allowance	£1,890	
Resources - to include family challenge related costs	£1,000	
Marketing and publicity	£500	
Helper expenses	£500	
Hire of venues	£500	
X2 programmes		£720

Total expenditure	£11,950	
Total income		£720*
TOTAL FUNDING TO SECURE (predicted expenditure less income)	£11,230	

Funding Applications.

YEAR 1

CDO costs total of £9,450
 Orienteering Foundation funding request for £4,000
 less 33% of income

NWOA funding request for £4,000
 Less 33% of income

LOC to fund outstanding amount.

YEAR 2

CDO costs total of £9,450
 Orienteering Foundation funding request for £3,500
 less 33% of income

NWOA funding request for £3,500
 Less 33% of income

LOC to fund outstanding amount.