

## Key points from breakout discussions (Roger Scrutton)

### **Development, with respect to the benefit of the club and its members - Anne's group.**

- satellites (some sort of sub-division of the club) of clubs covering large areas would benefit the remote members
- coaches - more needed, more courses needed, perhaps share between adjacent clubs
- more events to create involvement opportunities for participants, but depends on mapping new areas and volunteers
- more simple events, ?Purple Thistle style
- create a happy membership with fun events, socials, training weekends

### **Schools, barriers and possibilities - Terry's group**

- a major barrier is the fear and/or lack of knowledge of orienteering amongst teachers
- costs are also a barrier since schools are hard up and families have lots of expenses
- possibilities: piggy back a school event on local events, provide clubs with the wherewithall to support their local ASC and school cluster, offer more Teaching Orienteering courses locally
- gather intelligence by carrying out a survey of orienteering in schools; and request sportscotland to promote orienteering at ASC conference.

### **Publicity, promotion and sponsorship - Christine's group**

- publicity should precede any request for sponsorship
- be as efficient as possible about an approach to a sponsor - give thought to the benefit for sponsor, specifics of request and use of the sponsorship
- give feedback to sponsors
- publicity - try several channels, and try to find out which is most productive - use plain English
- promote the sport by: welcoming and supporting new participants, asking existing members to bring a friend to events/activities, club members using corporate kit, and by not underselling the sport (charge a realistic fee).