

**Moravian Orienteering Club's
Development**

By Mike Rodgers

Behold the lowly turtle

He only makes progress when he sticks
his neck out

Trouble at t'mill

- Declining membership
 - No new members
 - No new ideas
 - Club stagnating

It's not rocket science

- Put on more events
- Publicise ourselves
- Get schools involved
- Get new members involved
- If you've got a good idea

•**JUST DO IT!**

More Events and Activity

- Simple, frequent and regular. Monthly "Short O & junior events" all done in a morning and suitable for all. Simple events for new members to get involved.
- If it's a good one, don't be afraid to use the same area 4 or 5 times a year. Newcomers won't be bored of it and the stalwarts still get a hard run.
 - Orienteering doesn't have to be on a Sunday! We found Saturday mornings work really well. Leaves time to go to the Inverness Caley game after lunch.
 - Club league.
 - SOA Junior Badge Scheme (5/10/25/50/100)
 - Club meets and coaching.
 - Imaginative formats eg "Moray Mix"

Using the Press to Your Advantage

How to cultivate your local paper.

Top Tips

Find a publicity officer!

Get to know your local sports editor. Pay him a visit.

Read other sports articles. Learn what sounds naff and what catches your attention.

Make it exciting. White lies never do any harm!

Avoid O-speak.

- Include good resolution photos

Write your piece your way and let the editor tidy it up .

- Read the finished product and learn from it.

Keep the stuff coming regularly.

**The Press
Really do
want to
know!!!**

**Football
doesn't own
the back
page!!!**

**You write it
they'll print
it!!!**

Instant Results?

Don't expect that press coverage is going to pay instant dividends, but believe us, people do notice!

- Slowly but surely, your club will build a reputation, amongst the general public without you knowing it
- It's not just about publicity – it lets your club members know that somebody's proud of their achievements

Remember, Rome wasn't built in a day.

Getting runners into our environment

- The Moray Forest Runs Series
- A partnership between Moravian, Forres Harriers and local community groups
- Gets the Club name on the results list
- A captive audience for publicity!

And football teams too..

Schools Orienteering

Moravian and Active Schools – the story so far

ASGs

- Forres Area Schools Group was the area used for the trial
 - School maps of 2 small primaries produced
 - Sessions run in school time at each school
- Orienteering competition held at Alves for the 4 rural primaries in the area.
- Event was so successful that Active Schools agreed to staging a competition for all Forres schools in 2006.

Forres Primary Schools Competition

- Held in Grant Park 3 weeks after the start of summer term
- Taster session midweek using same map but different course (as part of a club 'local event') – very popular with school kids.
 - A & B courses.
- Boys and girls competitions with 4 on each course
- Pupils paired up but EACH had a map and EACH had a brikke.
 - Fastest 2 times from each course counted.

Forres Primary Schools Competition

- 4 schools (64 kids) in 2006
- 5 schools (80 kids) in 2007
- 6 schools (96 kids) in 2008
- 5 schools in 2009 but 2 apologies due to other commitments
- Within 3 years, 7 out of the 8 Forres ASG schools had experienced competitive orienteering!

Spreading Out

Separate competitions for Lossie and Elgin primary ASGs
in 2008 (Roseisle & Cooper Park, Elgin)

Held in September/October for the new P6/7 classes.

Moray-wide Schools Festival is April 2009 & 2010

Hosted by Gordonstoun

16 schools took part in the first event

Moray Schools Festival

- Run and administered by Active Schools Team
- Moravian provided tech support/maps/course
 - Same courses used from year to year.
- Pupils paired up, but with runner from a different school
 - Boys/girls A & B courses plus junior elite
 - 2 from each school on each course (team of 8)
- ALL finish positions added up to get final result
 - Guest stars (Oleg & Sasha)
- Printed results for schools to take away.

Active Schools EMIT Project

- Aim to equip Active Schools with a full EMIT suite so they can stage their own events in schools.
 - £2000 BOF development grant
 - £500 local sports council funding
 - £500 club contribution
 - Late bid to SOA

Active Schools EMIT Project

- Active Schools become part of the Club's junior section
 - Club owns the kit, Active Schools stores and uses it.
 - Active Schools given club CONDES access and taught how to make their own courses/print maps.
 - Map files for all school maps and relevant local areas provided.
- Each ASC is allocated their own club member to go to for advice

Active Schools EMIT Project

- Kit officially handed over at Quarrelwood on 8 May
- On 18 May 5 Active Schools Co-Ordinators were holding their own session for 120 kids at Lossie High using the Scottish Sprint Champs map from 2009
- 2 new mapping projects underway in parts of Moray new to orienteering – both driven by the schools not the club.
- Active schools promoting mainstream orienteering on our behalf.
- Electronic punching produces a MAJOR cool factor with the kids!

- Junior champs at Culbin combined with Regional event.

- Posters produced with £330 grant from Communities 2014 (Big Lottery)

- Provides obvious 'pathway' from schools O into mainstream O

- 150 juniors, 130 seniors plus the GB Junior Squad!

From yesterday's Northern Scot

“The event culminated in a star-studded awards ceremony. The majority of the GB Under-21 Squad had stayed behind after their race to mix with and congratulate the junior competitors. You could almost touch the sense of pride and excitement as the winners stepped up to the podium to receive their awards from young men and women who were competing at this level only a few years ago and have now gone on to represent their country on the world stage.”

What's gone not so well?

- Press- not much joy with regional paper (P&J). Keep trying!
- Some schools just don't get it. Accept the fact but don't give up! Look at Dallas School!
- Still a very limited number of kids making the transition from schools to mainstream O – but we've addressed that.
 - Transport costs is still a major barrier for schools.
 - Lots of local orienteers and new folk at events but still not many prepared to travel to bigger events.... but it's early days.
 - Difficult to get club members to commit time and effort to taking on committee posts.

What has gone well?

- Several new members now with planning experience from Sat events.
- Active Schools now much less dependent on club members and promoting the sport for us.
- About 20 schools/adjacent areas are now mapped in Moray
- Schools now wanting maps done at their own expense instead of us forcing it on them.
 - 3 years worth of primary kids with O experience now in secondary – and Active Schools now starting to work with secondaries.

What else has gone well?

- Modest increase in club membership.
 - Bigger attendance at events.
- RAF involved from the outset. Now both local camps mapped for sprint O and have their own set of EMIT kit... all made freely available to Moravian!
- Total of 100 extra brikkes and 60 extra controls available to supplement club's own kit.
 - Development work has been major factor in Moravian gaining Grampian Club Cap award.

Ambitions For the Future?

- No club “5-year plan” exists yet but.....
- Aim to have at least one junior in SCOTJOS by 2011
- Moray schools to take part in Scottish Schools 2011 at
Perth
- Expand ASG Schools events to Lower Speyside and E
Moray
- Expand the Moray Schools Festival to 20 schools.
 - Make Moray 2013 a major focus for everything!