

What is Club Development?

- Club Development can mean the development of the club for the club's sake, but equally the use of the club and its associated activities for the development of the community – the club as a social instrument.

- Elements of development

People: members, officers, coaches and volunteers

Events and activities, i.e. opportunities to participate, compete, progress (individual development)

Places: mapped areas, the "club hut"

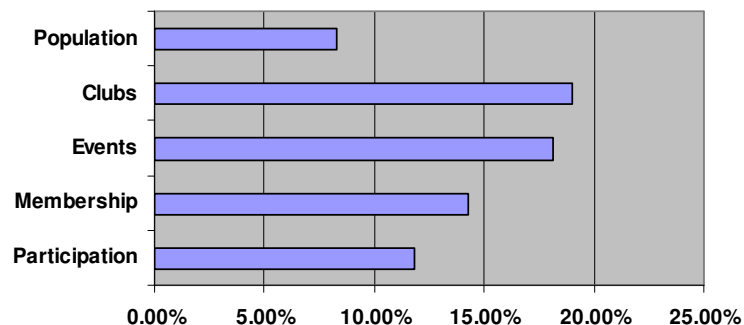
Procedures: management, finances, ethical policies

Profiling and publicising the club and the sport

Support: SOA, BOF, **sportscotland**, other partnerships

Where are we right now?

SOA, as percentage of BOF activity, 2009
(excluding 6 Days)



Trends and Strategies in Club Development

Quality

- Introduction of electronic timing
- Expansion of coaching
- Ethical considerations
- Rewards for significant volunteer contributions
- Orienteering 5th in Sport England survey

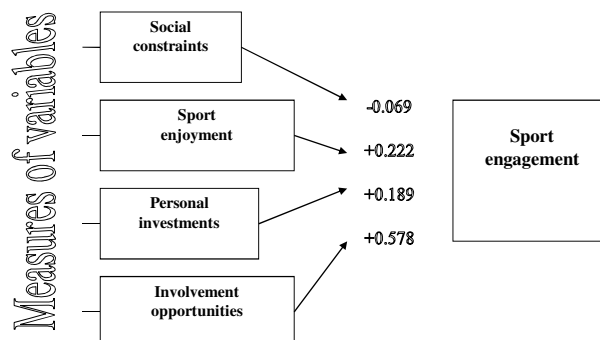
Quantity

- Growth of membership
- More mapped areas
- More local events
- Increase in participation
- More links with schools

Have these trends just happened or have they been planned?

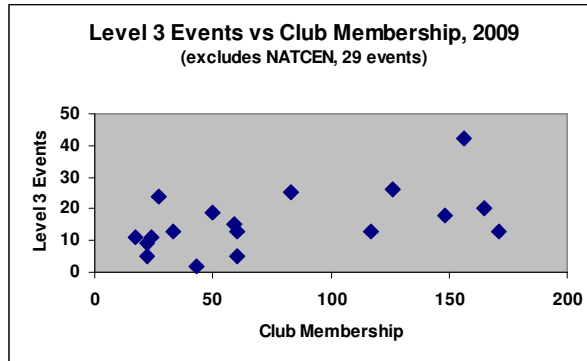
Quality versus Quantity

What encourages people to engage with sport?



An example of involvement opportunities at local level

324 Level 3 events; 19.5% of all UK
 But, average participation 35 versus 58 for all UK



Trends in BOF Development Fund Awards

Purpose of Award ¹	2008	2009	2010 ²
Mapping – urban	1	1	2
Mapping - schools	2 (2)	1	1 (1)
Mapping – rural		1	
Electronic punching	1	1	3 (2)
Courses – coaches		1	1
Courses – other	1		2
Establish satellite	1 (1)	1	
Not known	1		
Total	7 (3)	6	9 (3)

¹ Some awards are multi-purpose

² February round only

Numbers in brackets = awards to Scottish clubs

Strategic plans: basic questions

Four basic questions:

- **Would it help** to have a plan with aims, objectives and milestones?
- Where are we starting from and what are our resources – **what's realistic** in a club of our size; could we attract funding?
- Should a plan be **all-encompassing or targeted** at specific projects?
- What would create **the most benefit** for the club and its members; what would create most benefit for our community and the sport in general?

Strategic plans: some areas for development

Four possible areas for development:

- **Development of the club itself**, for example: provision of training courses, coaching, club nights, incentive schemes, accreditation.
- **Events and activities**, for example: CATIs, competitions, POCs, school links.
- Development of the **infrastructure of the sport**, for example: a “club hut”, essential equipment, a mapping programme, a satellite of the club.
- Partnerships with local authorities, outdoor learning bodies, etc. to **publicise and promote** orienteering.

Trends in BOF Development Fund Awards

