

ANO ORIENTEERS – Development Plan

Priorities	Actions	Impact & Achievements
What are your development priorities & ambitions	What are you going to do to achieve these	What impact will your actions have
<p>2018 Club Enhancement Strategy</p> <p>(a) increase participation by existing members in club activities,</p> <p>(b) attract new members by enhancing what the club offers (e.g. holding regular training sessions and events, promoting our local spring event series to the local community, providing better information and follow up to newcomers, etc.) and,</p> <p>(c) increase Club visibility at club events.</p>	<ul style="list-style-type: none"> • Provide regular club activities (training, local events, hill running, etc.) for current members • Increase involvement of current members in providing club activities in order to spread the workload. • Work with SOA Development Officer as much as possible on publicity and new ideas that have worked with other clubs. • Put on a programme of club activities for 2018 that ensures activity ongoing throughout the year, and is sustainable by the club members (i.e. more club members volunteering). • More effective follow up with potential new members. • Create a new Committee role for volunteering (i.e. someone who gets to know how members would like to get involved with club) • Arrange joint Junior training with Club B <p>Achieved Ongoing Not achieved</p>	<ul style="list-style-type: none"> • SOA Development grant for kit to increase ease of putting on local events, club visibility and safety equipment • SOA Bronze Club Award achieved • Monthly training Saturdays held – Jan, Feb, July, August 2018 [Number of attendees ranging from * to * with * newcomers, plus * club coaches]. • Local Club Training Weekend held [* attendees, plus 2 coaches] • Spring Event Series Flyer and poster produced for the 2018 Series. These were distributed to local sports centres, members' work places and schools, and electronically to running clubs, scouts and guides. RDO provided the template and website info so we have updated the flyer for 2019 series. • * juniors attended Club B Junior Training in February 2018. • 1 new volunteer signed up for the 2nd Spring Event (registration) • 1 new planner (deputy at Local and Regional events) • Had * newcomers to spring events and / or training events during 2018, who have been emailed on regular basis on events/training coming up. None have actually joined the club or came to our September event • 2 club members joined committee (volunteered) in Nov 2018 • 1 new planner (& organiser) for Spring event 2019 • 2 new planners for Spring events 2019

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<p>2019 Club Enhancement Strategy - build on 2018 success</p> <p>(a) Provide regular and sustainable coaching and competition opportunities for all club members</p> <p>(b) Increase funds to support new maps and website upgrade</p> <p>(c) Upgrade website as on obsolete server and software [so may fall over anytime]</p> <p>(d) Increased visibility and marketing of club and events</p> <p>(e) Attract new members – better targeting and follow up of newcomers,</p>	<ul style="list-style-type: none"> • Develop a regular programme of orienteering coaching and events throughout 2019 and beyond (build on 2018) • Put on 2 big to raise funds • Look at opportunities and funding sources to map new areas • Identify new area(s) for mapping or upgrade and get mapped for 2019 season • Encourage and develop our team of UKCC level 1 coaches and UKCC level 2 coaches; support the development of members to become coaches UKCC level 2 or 1 – including subsidising First aid courses • Work with SOA Development Officer to better target potential new members and follow up process – need younger demographic to sustain club • Use new kit and A1 sandwich board to improve newcomer experience • Market our club as a family friendly and inclusive club but also a club with the capability to facilitate high performance. • Club SI IT workshop for interested club members – so wider talent pool • Encourage and support club members to map new urban areas • Maintain permanent course availability. 	<ul style="list-style-type: none"> • New members coming from new places with no previous history of orienteering. • Better retention of existing and new members by providing them with a clear vision and tangible benefits of membership. • Increased visibility of the club through the social media environment. • Website going down risk avoided • New maps for future events • Workload spread across members- “volunteer “fatigue” risk mitigated

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