



Community Conversation

May 2023

Making the Most of WOC 2024

Orienteering is a thriving sport for all, for life, in Scotland



Why?



WORLD
ORIENTEERING
CHAMPIONSHIPS
SCOTLAND 2015



 Sprint **World Orienteering
Championships** Edinburgh

Aim:

Deliver a scoping study outlining a potential programme of activity associated with WOC 2024

Designed to:

Harness the potential of WOC leading to a greater awareness and increased participation in orienteering with a focus on young people aged 15 - 35

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- **Appointed November 2022**
- **Between November 2022 and March 2023**
 - **Conducted 1 to 1 interviews with 16 stakeholder across the UK – Local Clubs to National Governing Bodies**
 - **Undertook an online survey January to February 2023**
 - **April 2023 submitted final report**

- Promoted via direct emails, facebook and Instagram adverts directed at those with an interest in outdoor athletic activities
- 846 respondents
 - 549 (73%) were current members of an orienteering club
 - 26% had not participated in orienteering event in last 5 years
 - 26% of respondents lived in Scotland rest residing in remainder of UK or outside the UK (3%)
 - Age range from 15 to 55+ with majority in 36-55 category
 - 56% male, 42% female
 - All but 1 of respondents reported participating in some kind of physical activity in last 5 year

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- Primary avenue into sport perceived as friends and family with family involvement important for retaining young people
- School initiatives common but uncertainty about effectiveness
- Main exit point from sport aligned with life changes and for young people failure to make elite squads
- Orienteering viewed as fun, social and family friendly but complexity seen as a barrier to participation
- Most significant issue raised was external perception and lack of coordination/knowledge to promote effectively
- Travel, lack of support, poor first time experience, solitary nature and inconsistency of events were main barriers mentioned
- More support from governing bodies called for in events delivery, providing funding, coordinating ideas and guidance
- Broad recognition that costs low vs other sports but any increase must be justified

Non Orienteer responses

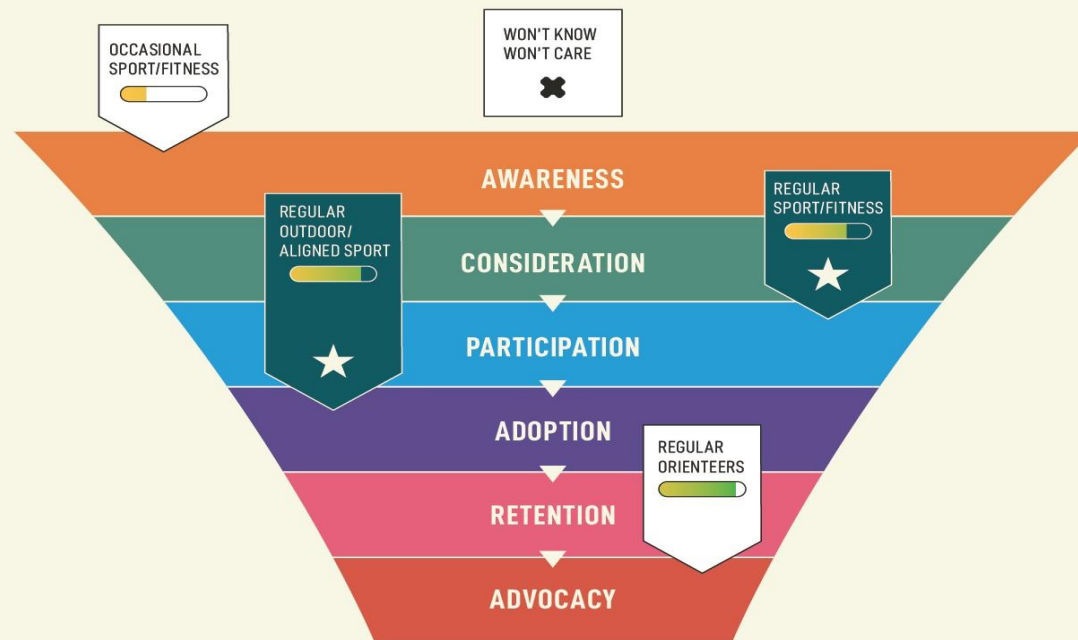


- Majority of non orienteering respondents had participated in a walk or hill walk and marathon or half marathon
- Similarly to orienteer respondents they prioritised physically challenging, fun, outdoor activities, event and challenges
- More likely than orienteers to prefer taking part in an activity in a friend/ family setting
- For non orienteers the most important factor was the length of time of the activity – least important for orienteers
- Non orienteers more likely to hear about a new activity through social media (67%) and less likely to hear about through a club or team (39%)
- 41% knew of orienteering but had never participated, 22% had participated a few times and 21% had participated once
- **Orienteering perceived as complex and abstract**

Participation Pathway

THE ORIENTEERING PARTICIPATION FUNNEL

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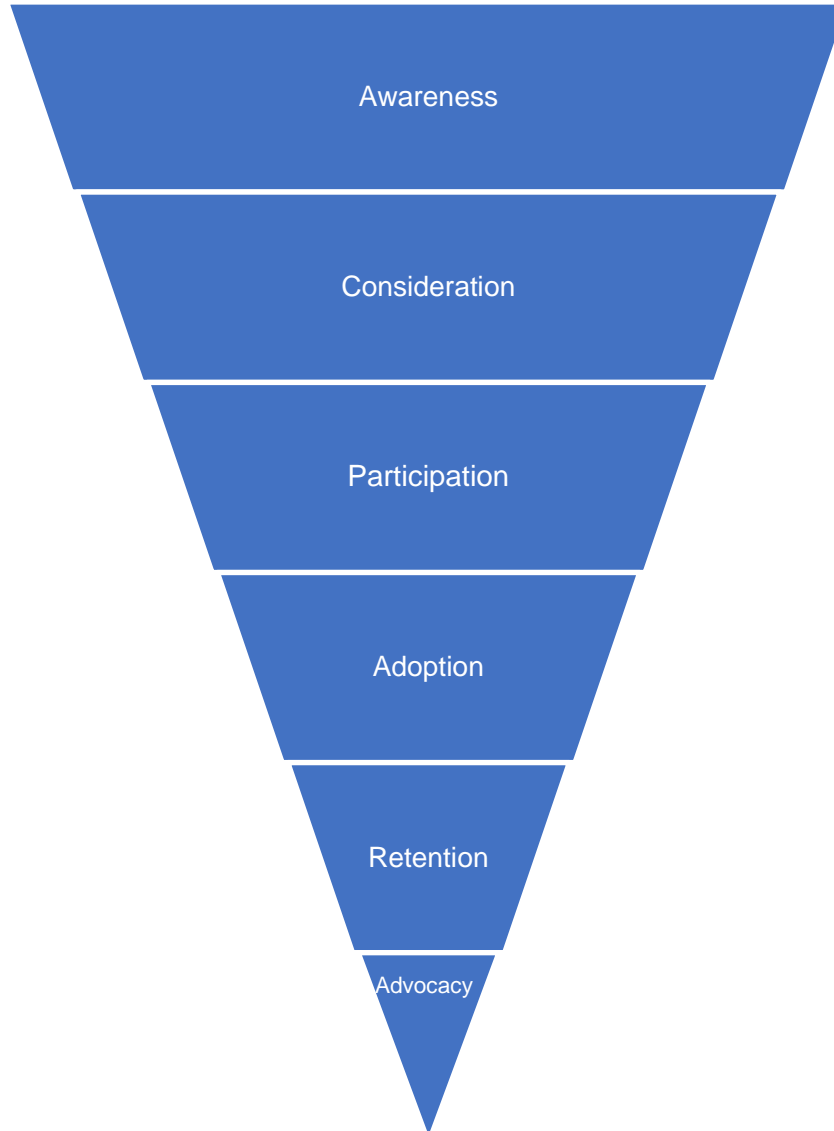


★ PRIORITY GROUP



PROPENSITY TO ENGAGE WITH ORIENTEERING

Recommendations for Increasing Participation

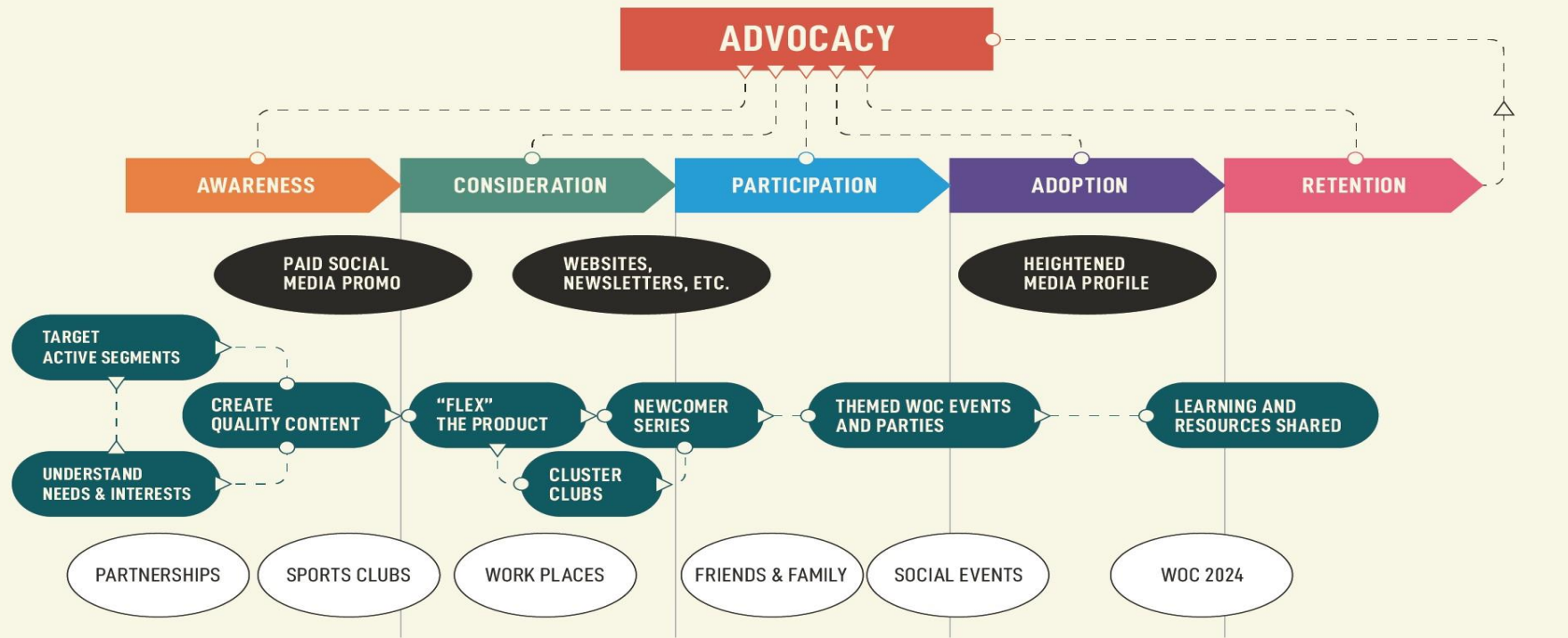


1. Market & promote more effectively – centrally commissioned resources
2. Focus on urban workplaces to target an already active segment
3. Support clubs with high quality content
4. Build partnerships with other sports/ athletic clubs – focus on running groups and initiatives
5. Support clubs to improve newcomer experience – don't make it complex
6. Progressive run up to WOC2024 – themed months
7. Support clubs or clusters to deliver WOC parties or regional events before, during and after WOC 2024
8. Support innovation to attract & retain a young demographic
9. Recruit focus clusters across UK to participate in Making Most of WOC 2024 project

Participation pathway flow chart

MAKING THE MOST OF WOC2024

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▷ - ○ DIRECTION OF FLOW

PARTICIPANT PATHWAY STAGE
 ACTIVITY
 TOUCHPOINTS (DIGITAL ABOVE, PHYSICAL BELOW)

Points - not covered but worth highlighting



- Declining car ownership among the young
- Majority of younger half of audience (15-25) have facebook accounts but both Instagram and snapchat may be viewed as more important. Ever Changing landscape – Tik Tok significant influence
- Responsibility for building partnerships with other sports/ athletic clubs should lie with both governing bodies (support and guidance) and individual clubs (identify and approach local clubs)
- Active non orienteers more likely to want to participate in events with a friend or partner – pairs
- Active non orienteers place more importance on duration of the activity, with a preference for longer events – offer longer less technical events for newcomers

Link into membership

