



# Club Development Report 2021



The primary purpose of the CDO role, introduced to the club in 2021, is to increase the club's membership by attracting people in their 20s and 30s – including those with young families – to join the club and get involved in its activities.

The view is that in order for people to become sufficiently interested in orienteering to "get hooked" and make it one of their main activities:

- They need to be presented with frequent fun opportunities to experience high-quality orienteering activities.
- They need to have frequent contacts in an orienteering context with people they can relate to.
- They need to have a sense of making progress in terms of improving aspects of their orienteering performance. This can be either in terms of running fitness or (particularly) navigation.

To initially increase club membership we have introduced the **Couch 2 Green (C2G)** programme, which is currently running throughout October and November. It is the first comprehensive coached introduction to orienteering program for adults that we know of in the UK. C2G comprises of:

- 9 week program
- 1 online technical session per week
- 1 in person coached session per week
- 3 optional fitness and orienteering sessions per week

Participants are introduced to two races throughout the program where they complete an Orange and then a Green standard course.

Participants receive a free whistle to keep and have access to club compasses and SI dibbers to borrow.

Registration fee of £20 per 4 week block for non club members, £15 for students and £10 for club members. This includes entries to two Autumn Short Race Series events.

Participants receive 50% of one block's fees reimbursed if they become a CLOK member on completing the course.

Some information so far about C2G:

- Estimated cost to the club of £200 excluding cost of CDO role. This includes;
  - ~£90 map printing (predicted).
  - ~£70 compass and whistle purchase.
  - ~£40 Facebook advertisement. (Data is yet to be analysed to establish effectiveness, but we already know that a handful of participants signed up from Facebook referral.)
- Estimated revenue to the club of £400 before membership reimbursement.
- We have had 14 active participants registered and paid to this date.
- We don't yet have data on membership conversions. It is likely those that will join will do so after 1<sup>st</sup> November, when their membership will stay active until the end of December 2022.
- We concentrated the first course in the Darlington area and contacted roughly 50 leads to market the course. This was done via email, social media, word of mouth, limited postering and Tchimpes, with a good reliance on club members spreading the word to interested parties.

The intention is to run the course twice in 2022 – once in the Guisborough area and once again in the Darlington area – building on momentum gained from this first run. We hope to use these courses to increase membership throughout the year.

*/ continued*

We have also begun to provide frequent high quality orienteering opportunities for our new and current members, and will introduce more in December when the C2G program finishes.

- Weekly virtual orienteering challenge including the “Tour de France” League.
- Fortnightly virtual orienteering training with the CDO (from December).
- Fortnightly club activities (club night) (from December).
- Monthly club training (from December)
- Plus more ideas cooking which include incentive schemes, social activities and age group communications.

**Mary Fleming**  
**Club Development Officer**