

**Devon Orienteering Club  
Development Plan 2023-2025  
(Version 2)**

*“More participants, more volunteers, more club members for the next generation of orienteering in Devon”*

**Club Aims:**

**DEVON** aspires to be a vibrant, welcoming orienteering club, offering a range of orienteering events and activities across Devon for all ages and abilities; novice to national.

**DEVON** will have an active membership who volunteer as well as compete; planning, organising and controlling events, hosting training activities to help individuals improve and to help sustain the club in the longer term.

| Priority  | Action   | Timescale<br>(To be completed) | Lead<br>(To be completed)  | Resources<br>(To be completed) | Success Criteria<br>(To be reviewed and completed at a later time)   |
|---|--|--------------------------------|--|--------------------------------|--|
| <b>Membership growth</b>  |  |                                |  |                                |  |
| <b>Continually re-assess</b><br><b>1. Who does what and why? What makes a difference to membership numbers? Marketing, PR and media strategies.</b> | 1. Identify motives, perceived barriers and benefits associated with participation in different types of events, by age, gender, area of Devon.<br>2. Pilot initiatives to promote membership growth (eg, social media, website content, role models, event scheduling and sequencing a range of events/activities/coaching).<br>3. Assess effectiveness of initiatives (using various forms of information; |                                | Chair to work with<br>‘Participation Group’ including club captain, social sec, membership sec, to provide routine DOC update.<br><br>Club Secretary |                                | <b>Overall criteria:</b><br>Changes in membership figures over a rolling three-year period based on: <ul style="list-style-type: none"> <li>• Total, senior, &amp; junior membership</li> <li>• Male /Female membership</li> <li>• Nos of members in 21 -45 age group</li> <li>• Turnover year on year.</li> </ul> |

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|  | <p>surveys, interviews, etc) and log these on one-drive for future reference.</p> <p>4. Develop a co-ordinated and targeted approach to club publicity and marketing.</p>   |  |   |  | <p><b>Target: 5% increase in membership year on year.</b></p> <p><b>Increase in proportion of Juniors, Females and 21 - 45 year olds.</b></p> <p><b>Identify family members.</b></p>  |
| <b>Events and Activities</b>   |   |  |   |  |   |
| <p><b>2. Increasing opportunities to participate in orienteering related events/activities with quality experiences for all.</b></p> | <p>a. Focus on two complementary strands for the year's programme:</p> <ul style="list-style-type: none"> <li>September -February focus on colour-coded Devon League</li> <li>March -September flexible focus on one or two discrete programmes of activities /low key/ low resource/fun/ training or Maprun events</li> <li>Highlight multi-day events for Club socialising (eg, JK, Welsh, Lakes &amp; Scottish 5 days). Hold armchair training/social with past maps.</li> </ul> <p>b. Review our long term commitment to organising national and multi-day events:</p> <ul style="list-style-type: none"> <li>Tamar Triple, Caddihoe Chase and other Championships</li> <li>What do we take forward, when, and at what level</li> </ul> <p>c. Seek to make better links between "Events" and "Coaching"</p> |  | <p>Access /Fixtures/ Mapping Group</p> <p>Identify lead for programmes each year: Matt has agreed to co-ordinate 2023</p> <p>Committee</p> <p>Club Coach?</p> |  | <p><b>Overall criteria:</b></p> <ul style="list-style-type: none"> <li>Number of events per year</li> <li>Number of activities per year</li> </ul> <p><b>Target:</b></p> <p><b>Increase average participation rates year on year. (Within National, Regional and Local events).</b></p> |
| <b>Volunteers and Officials</b>  |   |  |   |  |   |

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| <p><b>3. Volunteers and officials are our most valuable resource for sustaining a vibrant club.</b></p> | <p>a. Encourage a wide pool of members to participate as volunteers in supporting club events.</p> <p>b. Provide, in conjunction with SWOA, BOF and others, and finance regular workshops and training for new and current Planners, Organisers, Controllers &amp; Mappers, and volunteers requiring ESW &amp; First Aid Training. (Both on-line and practical, face to face). Promote BOF on-line training and financially incentivise.</p> <p>c. Plan for succession with regard to key roles including; mapping, equipment management, event map preparation</p> <ul style="list-style-type: none"> <li>• Extend our use of external, bought-in, mappers.</li> </ul> <p>d. Develop ways in which events and activities run with less volunteer and officials input</p> <ul style="list-style-type: none"> <li>• Buy in Sportident and Fabian4 to reduce our time and volunteer commitment to large scale events</li> <li>• Consider low-key follow-up score events on terrain and control sites recently used for league and other events</li> </ul> |  | <p>Volunteer Co-ordinator?</p> <p>Committee</p> <p>Training Co-ordinator to oversee or ad hoc?</p> <p>Committee</p> <p>Mapping Coordinator?</p> <p>Fixtures Sec?</p> <p>Timing Lead</p> <p>Access /Fixtures /Mapping Group</p> |  | <p><b>Overall criteria:</b></p> <p>Numbers of qualified members re</p> <ul style="list-style-type: none"> <li>• ESW</li> <li>• Coach</li> <li>• Controller</li> <li>• Organiser</li> <li>• Licensed Planner</li> <li>• First Aid</li> </ul> <p><b>Target:</b></p> <ul style="list-style-type: none"> <li>• <b>Increase the pool of qualified members so that the club can reasonably deliver its events and activities programme</b></li> <li>• <b>Provide (directly or indirectly) one course as a minimum, within a 12 -24 month period, aimed at each of ESW, Planner, Organiser, Controller, First Aid, Mapping, SI team</b></li> <li>• <b>Every club member is also a volunteer</b></li> </ul> |
| <p><b>Club Identity</b></p>   |   |  |  |  |   |



*5. If we don't hold larger events, drawing participants from outside Devon, we may not have the resources to update maps or map new areas*