**Club development plan**

 ***Nottinghamshire Orienteering Club***

***date (2015 -2017)***

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| **Club BACKGROUND AND INTRODUCTION** |
| NOC is the countywide Orienteering Club in Nottinghamshire and has approximately 150 members both adult and juniors, although the latter are most often part of family groups. The club hosts around fifteen formal events per year including at least one level B competition.There are two coaching/satellite hubs, one in the Bassetlaw District in the north of the county and the other in the Rushcliffe District to the south of the city of Nottingham. There are very many experienced Orienteers and numerous coaches, organisers, planners and controllers, but it has to be said that there is now a preponderance of senior members with few individuals of school age. There is one member of the club competing at international level and the club helps to support this individual in contributing to his travel costs. There is a growing concern about the demographic of the club and its ability to continue to provide coaching, encouragement and enthusiasm for the further development of Orienteering in this area. In August 2015 there was a general meeting to address some of these concerns and this plan reflects those discussions |

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| **CLUB VISION** |
| **A picture of the club’s desired future or where the Club wants to be.**1. To provide continuing opportunities for participants to engage in the sport of Orienteering in the county of Nottinghamshire and beyond.
2. To recruit new members to the sport.
3. To re-define the nature of the club and encourage the membership to volunteer, participate in and promote Orienteering.
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| **CLUB S.W.O.T ANALYSIS**  |
| **STRENGTHS** | **WEAKNESSES** |
| *Members who are experienced event officials and keen team manager**Reputation for organising good events**Helper teams aids event organisation**Many up-to-date mapped areas – forests, parks, urban**Keen club coaches* *Good county coverage gives access to large number of areas**Inexpensive event fees for casual participants and membership**Healthy finances**IT resources**Wide range of equipment and ‘kit’**Some strength in ‘male elite’ classes**Active ‘hub’ clubs* | *Very few junior members* *Competition programme does not promote interaction between members**No social programme**Newcomers not nurtured as helpers**Level C and D events too similar and lack of competitors at national level**Web site development and social media expertise**Countywide coverage so not a ‘local’ club**No membership fee encourages a ‘pay and play’ sport?**Low profile in education sector**Many un-revised documents on web site* |
| **OPPORTUNITIES** | **THREATS** |
| *Extend use of web site and social media**Develop community clubs**Use mapped parks in Nottingham for promotional events* *New club jackets & hats**Develop sense of ‘belonging’ by charging membership fees?**Introduce ‘buddy’ system for new members in helper groups**Split committee tasks and/or hold an annual open meeting to encourage membership involvement**Encourage more club members to attend EMOA training courses**Publicise and extend use of POC’s* | *Membership drift to other clubs* *Insufficient volunteers to maintain club infrastructure and organise events**Inability to maintain ‘club mark’ status**Volunteer mapper ‘burn-out’ and need to use paid mappers – threat to financial stability**Younger people may be put off by numbers of over 55/60s**Complexity of Orienteering to organise and administer**Ageing officials* *Withdrawal of Sport England grant to BOF**Forest Access and Nottingham Wildlife Trust**Event fatigue*  |

**CLUB MANAGEMENT**

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| **Aim** |
| * To manage the club in an effective and efficient manner
* To develop a sense of club identity
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| **Objective** |
| * To improve communication with members and parents of juniors
* To create a ‘Welcome Pack’ for new members
 | * Engender a sense of ownership in membership
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**Action Plan**

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| **Objective**(what needs done) | **How**(how you intend to achieve objective) | **Who**(responsibility) | **When**(timescale) | **Finance**(cost - if any) | **Completion**(month & year completed) |
| *Re-model web site* | *Analyse copy and re-write* | *Committee, Publicity Officer & Web Master* | *November 2016* | *None* |  |
| *Extend use of social media* | *Join Twitter & utilise Face Book & Mail Chimp* | *Publicity Officer* | *On-going* | *None* |  |
| *Complete Clubmark* | *Analyse data, documentation and records of club meetings* | *Chair & Sub-Committee* | *Summer 2016* | *None* |  |
| *Adopt national policy guidelines* | *Create standing order motion for AGM* | *Chair & Sub-Committee* | *November 2016* | *None* |  |
| *Develop Club Loyalty* | *Social events, encourage use of club kit, entry to national events* | *Committee & Club Captain* | *On-going* | *Purchase of kit, entry fees, travel costs* |  |

 **COACHING**

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| **Aim** |
| * To provide high quality coaching for both new and existing membership
* To target Junior development and participation
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| **Objective**  |
| * To have a level 2 qualified coach for each club night
* Put a programme of junior coaching sessions
 | * Regular technique & physical training sessions for adult members
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**Action Plan**

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| **Objective**(what needs done) | **How**(how you intend to achieve objective) | **Who**(responsibility) | **When**(timescale) | **Finance**(cost - if any) | **Completion**(month & year completed) |
| *Junior development & participation* | *Provide regular coaching & club sessions* *Re-build relationships with schools* *Ask qualified L1 coaches to help**Identify other helpers and give them introductory training* | *Coaching Coordinator, Publicity Officer & Volunteers* | *On-going* | *Travel expenses, access fees, map costs* |  |
| *Provide regular technique and physical training sessions for adult members* | *Put dates & locations into the club fixture list which do not clash with local events* | *Coach Coordinator working with Fixtures sub- group* | *Initially 5 or 6 per year for first year*  | *As above* |  |

**EVENTS**

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| **Aims** |
| * To review nature of events on offer
* To provide membership with a range of high quality orienteering based opportunities
* To give the membership the opportunity to compete as part of a team at national events
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| **Objectives**  |
| * Deliver agreed number of regional events at C & D level
* Deliver one national level B event per year
 | * Promote the notion of competition at national level events
* Fund entry/travel costs for national events
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**Action Plan**

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| **Objective**(what needs done) | **How**(how you intend to achieve objective) | **Who**(responsibility) | **When**(timescale) | **Finance**(cost - if any) | **Completion**(month & year completed) |
| *Provide wide range of events* | *Attend meetings of regional events committee* | *Events co-ordinator* | *On-going* | *Travel costs* |  |
| *Identify officials for events* | *Use of officials database & personal contact* | *Fixture Secretary* | *On-going* | *None* |  |
| *Develop event officials* | *Mentoring & attendance at regional courses* | *Committee* | *On-going* | *None* |  |
| *Provision of first class maps of both existing and new areas* | *Review existing maps, Negotiate and commission new areas* | *Mapping Co-ordinator & Permissions Secretary* | *On-going* | *Use of professional mappers* |  |
| *Provide new Orienteering challenges* | *Review nature of existing event provision* | *Coaching Co-ordinator & Regional Representative* | *November 2016* | *None* |  |
| *Participation at national events* | *Encourage membership to enter as teams* | *Club Captain* | *On-going* | *Travel & entry fees?* |  |

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| **YEAR 2016 - 17 PRIORITIES** |
| * Complete Clubmark self analysis
* Establish dialogue with Nottinghamshire Wildlife Trust
* Enhance sense of club identity through events, purchase of club kit, use of social media and provision of coaching opportunities
* Include ‘Next Event’ notifications on all maps provided by club
* Review nature of event provision
* Development of informal event programme
* Complete update of web site
* Encourage use of social media in promoting club activities
* Increase attendance & profile at national events
* Review and rationalise membership database
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