



## **INTERLOPERS CLUB DEVELOPMENT 2024-25 – PROGRESS REPORT TO THE ORIENTEERING FOUNDATION**

December 2024 (end of Phase 2)

Author: Katherine Ivory, Interlopers Club Development lead.

### **Contents**

1. Project Background
2. Activities Undertaken
3. Achievements and Outcomes
4. Learning
5. Challenges
6. Next Steps

### **Annexes:**

- A. Club Development SWOT analysis
- B. Participation overview for tasters and events

### **SUMMARY**

- Interlopers Orienteering Club started club a development project in 2024, and is very grateful to the Orienteering Foundation and the Scottish Orienteering Association for grant funding to support this initiative. This additional resourcing enabled a new club development role to be set up in summer 2024, to lead exploratory work around widening awareness of and interest in orienteering within communities in Edinburgh and Midlothian. The project was scoped in three phases: in the lead-up to WOC (Phase 1, June-July), in the aftermath of WOC (phase 2, August-December), and then January-April 2025 (Phase 3) to continue work, consolidate learning to date and plan for a proposed second year of development activity.
- Development work around better promotion of the club's activities seems to be starting to show results in terms of the improved external visibility of our events and wider interest in them. It has been encouraging to have had good turn-outs for club events held this summer / autumn (Kinneil, Braidburn Valley, Vogrie score, Colinton Dell), suggesting that investing in publicity and outreach pays off
- However, it is still very early days in the club development journey, with consolidation and further on-going work needed to build up the foundations for sustainable success. The club now has some of the necessary tools in place to support work but needs to do more, especially on the club website as the 'shop front' for newcomers, and around engaging more club members as volunteers for outreach and support for newcomers.
- There would appear to be plenty of potential for growth now, subject to club capacity to support engagement work with new audiences. The project so far has generated plenty of learning and built capability e.g., in terms of club marketing resources that can now be

easily adapted for future events. In addition, late winter / spring is a good time of year to start initiatives with typically better weather enticing more people outdoors, and as the events programme gets fully underway.

- Greater coordination and collaboration with ESOC should be explored, for Edinburgh out-reach work to promote the sport to newcomers, to make the most of resources and avoid duplication or (unhelpful) perceptions of competition.

\* \* \*

## 1. PROJECT BACKGROUND

This report covers the period from 1<sup>st</sup> June (the official start of the initial club development contract) up to 14 December (the last outreach event of Phase 2). The club development contract enabled notionally a day a week of CDO time over the Phase 1 (June-mid July) and Phase 2 project periods (Aug – Dec), although it should be noted that a considerable amount of volunteering time by the current role-holder has also gone into developing and supporting this project.

The core aim of this first year of Interlopers' Club Development activity has been to promote orienteering as a relevant and enjoyable activity for all, across Edinburgh and the wider area, and consequently widen participation in club events. In particular, the project was to experiment with various different development activities that might help us reach newcomers and gauge potential for further productive development work. There were a few particular hypotheses to test, including:

- Better publicity would help – social media, local posters
- Tasters would help, at local events and via outreach to specific groups
- Better branding at events would help engage – pop-up banners, A board posters, flyers etc
- Other types of courses at events, especially Red and White courses, would help encourage newcomers
- Outreach to the running community could stimulate new participation.

This initial club development project was planned for delivery through three linked blocks of activity to enable learning to be harnessed as the project unfolded and so extract maximum development thinking from the project to inform next steps in the following year and beyond. Block 1 spanned June to mid-July as the pre-WOC period, then Block 2 spanned August to December, to continue to develop outreach activity, harness club local events to be held in the autumn, and build learning. Block 3, spanning January to March 2025, would allow further outreach activity but also evaluation, engagement with the wider club and development of a forward plan – potentially with further grant funding applications for Year 2 work.

Annex A contains a club SWOT analysis (perceived strengths, weaknesses, opportunities and threats). Annex B contains information on participation at taster sessions and at club local events between June and December.

## 2. ACTIVITIES

The main focus has been on developing better foundations for outreach to the wider community, through development around partnerships and materials for publicity and

marketing. In addition, there has been some practical engagement work in several areas, through taster sessions for a few different types of group. Activities are summarised by type below.

#### *Developing Local Partnerships*

- Investment in relationships with ESOC and SOA development officers, particularly around supporting efforts to increase the visibility of orienteering in the run-up to WOC and afterwards (under the 'Orienteering Edinburgh' brand)
- Engagement work with strategic partners within Edinburgh particularly the Council. Contribution of a Club response to the Council's physical activity and sport consultation and participation in the stakeholder event in June, leading to useful local contacts (e.g., Heriot Watt Uni sports centre, and the Council-run South East Edinburgh Community Sports Hub)
- Local networking for outreach and development, especially via the South East Edinburgh Community Sports Hub (with consequent links with other local interests – e.g., youth groups and the Police).
- Some early engagement around developing initiatives with running clubs, and at workplaces (e.g., Heriot-Watt university, and Natwest at Gogarburn)

#### *Developing our External Comms & Marketing Approach*

- Development of the club's online presence through harnessing social media better (especially Facebook, plus more on Instagram whilst continuing to maintain Twitter for event publicity at least)
- Creation of new promotional materials – social media, posters, event banners. Proactive publicity to local audiences to promote opportunities to try orienteering at our local events at Kinneil (June), Braidburn (October), Vogrie (November) and Colinton Dell (December), as well as a couple of Parkrun Takeovers with associated taster sessions (Holyrood and Vogrie).
- Support for OE events before and after WOC (joining up with SOA and ESOC), and promoting Sprintelopes and post-WOC Sprintelopes-Extra to a wider audience (e.g., raising awareness with running groups)

#### *Developing our Events for Newcomers and Delivering Bespoke Taster Sessions*

- Developing club local event (level D) format to ensure there are always good course options for beginners (Red added to Kinneil; White and Red added for BBV; Yellow added for Score Champs)
- Taster sessions for Cubs, Beavers and the Police-run Friday Fusion youth session
- Community-event taster sessions – Braidburn Valley Tea in the Park (August), Craigmillar Castle Park (June and October)
- Parkrun Takeovers at Holyrood Park and then Vogrie, with tasters for runners and anyone else interested in trying orienteering.

#### *Developing our Orienteering Areas and Resources*

- Review and re-invigoration of our two Edinburgh Permanent Orienteering Courses (POCs) into more valuable resources for supporting outreach and development work. The Braidburn Valley POC had a re-vamp in the spring, leading to a new set of course maps and active engagement this summer and autumn with the local Friends who have helped to keep posts vegetation and replace a rotten one.
- Successful grant application to the Council for POC reinvigoration at Craigmillar Castle Park. Thus unlocked additional resources of £2,060 to cover materials plus time for

course development by INT plus time for Edinburgh & Lothians Greenspace Trust (ELGT) practical delivery work around new posts (awaiting consents from Historic Environment Scotland given the Scheduled Ancient Monument status of the areas around the Castle) and subsequent community engagement in 2025.

### **3. ACHIEVEMENTS & OUTCOMES**

A good deal of new promotional material has been created, including posters, flyers; pop-up banners; and A board content.

The project also catalysed investment in other foundational things:

- New communications tools such as a new club Whatsapp group, to enable better connections for engagement around initiatives
- New maps – Gogarburn campus; Craigmillar Castle Park
- Canva skills to make better quality posters, flyers and social media images
- More proactive website content development to ensure a steady flow of News items to demonstrate to newcomers that we are a lively and engaged club.

Productive working relationships have been developed with local partners, particularly the South East Edinburgh Community Sports Club, Friends of Braidburn Valley, Edinburgh & Lothians Greenspace Trust, Vogrie Country Park rangers and Holyrood and Vogrie Parkruns.

We now have a much improved social media presence, with on-going development of collateral such as social media graphics cards, and a set of stakeholder contacts for engaging with. Boosting posts has been very cost-effective: a fairly small level of expenditure pays for itself quickly with additional entries, e.g., with just £5 over a few days in the run-up to particular events. Instagram is harder, with followers currently being mostly existing orienteers, and focused effort would be needed to widen reach (e.g., by investing in creating reels).

The two Edinburgh POCs now have a higher profile locally, following active promotion and usage at Braidburn Valley this summer, and a new grant-funded project with ELGT to reinvigorate the Craigmillar Castle Park POC for promotion and usage in 2025 (subject to Council and HES permissions for new / replacement posts and new markers).

Experience has been developed (and learning captured) from putting on tasters for newcomers with resources available for re-use / adaptation for other groups (stakes and pin-punches activities, short courses etc).

There is some evidence around increased in participation (compared to what might have been seen otherwise), which supported the viability of all of our events this summer and autumn. See the Summary Table in Annex C.

### **4. LEARNING**

Engaging with local partner organisations was productive: all of those spoken with (either at networking events or through bilateral contact) were generally interested in orienteering and could see its potential (e.g., for youth groups etc). There was interest in having taster sessions for various groups, underlining the need to be able to follow up on initial general interest with tangible opportunities.

A key observation was that really, we need to take orienteering to where people are already, rather than rely on them coming to find it. Particularly in Edinburgh, there is just too much

else competing for leisure time. Community events and youth groups etc are good opportunities for raising awareness at least.

Developing a social media presence is essential (Facebook, Instagram; Twitter less so given changes now). Facebook boosting in particular would appear to pay off. However, social media work (creating graphics, then tagging accounts and boosting posts) is resource intensive (needing time to research relevant groups etc) and needs to be sustained. British Orienteering and SOA image galleries have been very useful where there are quality shots of people of different ages and genders enjoying orienteering in different contexts (not just performance athletes racing). Building social media connections through engagement around balanced content (inform, inspire, educate etc) takes time but is worth it (e.g., we now have Whats-On-for-Families following us on Twitter – and accounts like that will help grow reach beyond the current orienteering community).

Printed posters on park gates etc are very worthwhile for raising awareness of forthcoming events (e.g., these led to some more on-the-day family entries for Braidburn Valley and Vogrie), and Friends of parks noticeboards where they can be persuaded. The Friends of Braidburn Valley Park has been very supportive (unfortunately there isn't currently an active Friends group at Craigmillar Castle Park). However, it's harder now to find suitable places to put posters with the disappearance of community noticeboards. There are few community hubs now through which to reach a wider audience of local people (just a few supermarkets, and local libraries, though boards at those are really only for free activities).

It is worthwhile working to develop a visible local profile through participating in local community events – so e.g., taking tasters to summer festivals etc (such as those in Braidburn Valley and Craigmillar Castle). Follow up publicity for subsequent events is then more likely to have impact.

It's important to have specific capacity at events though – newcomers need active support to understand what orienteering is about and how they can get involved.

For static taster activities, ones with stakes, kites and pin-punches were successful, and arguably are a better option than cones activities with words etc: the former are more obviously orienteering related in visible terms. Having kites around stalls etc too helps embed the association between the activity and the sport. 'Old school' works well – keep it simple! Pin punches for competition, mini kites and stakes / cones. Be mindful of course of variable reading levels, dyslexia etc for words on cones.

It's essential to make things fun for kids, with more practicality-based engagement for parents – ensure clear focused information on what they can do next if they want to do more (the goal is to get them along to a real orienteering event).

Fundamentally, it's all about progression. Always have clear progression opportunities – set out next events as well as POCs / mapruns. It is probably best to start tasters in late winter / early spring when the programme of events is unfolding quite fast (plus when weather potentially better and vegetation still down), so can more easily signpost to progression opportunities. NB The main things for juniors in the orienteering calendar are in June, though a push at the end of the summer might catch new juniors in time for the Inter Areas weekend (typically late October).

It's really important to capture participant contact information (with consent for the club to use it) in order to be able to follow up with them about future opportunities for them to enjoy orienteering (in addition to the necessary information gathering for safety / insurance requirements). The value of this needs to be underlined to club volunteers on registration duties. Ideally volunteers on download would also be briefed for active engagement with

newcomers around the next steps they could take. Flyers have been created for use; these need to be kept up-to-date of course, and used proactively.

## 5. CHALLENGES

Getting traction around interest in actual orienteering (not just skills games) and follow up is hard. People at taster events enjoy the activities but it's a big step from cones / stakes games or mazes to actual courses. Static activities might be fun but use skills but are somewhat abstract from real orienteering, so work still needs to be done to then sell the concept of going out into an area with a map (and also overcome barriers of time and travel). Experience at events has been that 'micro' orienteering activities go down well, but there is generally low take-up of 'macro' activities such as short courses that need a bit more time as well as requiring people to move outside the main event area.

Weather is always a risk factor! The Holyrood Parkrun Takeover was very promising, with good support from Parkrun and engagement with publicity in the lead-up to the morning, but unfortunately the actual event was then affected by bad weather so not many runners stayed on for the orienteering taster. We'll plan to re-run it – just need to keep trying.

Club engagement and capacity (particularly given WOC and subsequent volunteer burn-out) has been a challenge. What is the long-term sustainability of volunteer-based sport, given a seemingly growing preference of many for pay+play options. It has proven hard to engage wider club members, many of whom are more focused on competing and the higher technical levels of orienteering. Club members want more challenging events than we can put on locally given our map areas, creating tensions as few members attend our own events (so quite reliant on ESOC and the ESMS school group, for example, to support them)

One day (equivalent) a week of CDO time isn't enough to really get momentum around outreach work and adequate follow-up for interest to really get rooted (despite a lot of volunteering time around this being put in by the CDO too).

Working in a city with two clubs means it's essential to coordinate, but ideally there would be more proactive collaboration under a shared umbrella. This would avoid confusion for non-orienteers and (perceived if not actual) competition between ourselves when we are working to a shared goal of increasing participation in orienteering.

It is definitely worth investing in local working relationships with Council departments given strategic interest in promoting physical activity and access to networks e.g., youth groups that might come to events as well as potential for resources (grant funding – which we were successful in accessing for Craigmillar Castle Park POC redevelopment work)

Running groups have been harder to engage with (as someone commented, people in running groups like running in groups). However, there was insufficient capacity for much outreach to these, so perhaps untapped potential to follow up on. We have made a start with Parkrun Takeovers and Tasters and will look to do more in 2025 (Holyrood again, given poor weather on the day, and potentially Oriam.)

### ***Summary of Reflections on What Works:***

- Take orienteering to where people are – Tea in the Park, Family Forest Festivals, Cubs / Beavers meetings etc
- Make it a fun, welcoming, quality experience – have enough people around to actively help newcomers get going and follow up with them

- Keep it simple for activities, so easily understandable for newcomers
- Link in groups for events – schools etc (the ESMS group is now in its fourth year and becoming a regular fixture at our local events, with some pupils becoming club orienteers though not yet of Interlopers)].
- Running groups like to run in groups – so perhaps need to do more around mass starts / pairs at least??
- Have quality presentation – up to date posters, social media, websites
- Invest in social media and reaching new audiences by tagging, making relevant, building a relationship etc
- Keep trying with new products (e.g., Reds for runners)
- Ensure signposting for follow up (the next steps people can take if interested – focus on future events, not club membership)
- Have an engaging shop window – if driving people to a website, must invest in this so it whets their appetites to then participate.

## 6. NEXT STEPS

The end of Phase 2 is a good point to engage more widely around learning to date. This is being done through several channels:

- Participation in SOA-led CDO Network sessions and other discussions with the SOA Development team as well as ESOC counterparts
- Reporting to Orienteering Foundation and Scottish Orienteering Association as grant funders
- A proposed club discussion session this winter to seek engagement by wider members in forward development thinking now and shape a second year of activity.

For Phase 3 of Year 1 (Jan- April 2025; current budget for ten days of CDO time), work will include some or all of the elements below, subject to capacity and feasibility:

- On-going profile-raising for orienteering, and events publicity
- Completion of the Craigmillar Castle Park POC re-development project and planning for community engagement work this spring
- Another Parkrun Takeover – most likely Holyrood again given unused courses, and currently in dialogue with Oriam Parkrun about a taster session at the Heriot-Watt campus (linked to Level D events proposed to be held there in June)
- Planning for use of the new Gogarburn map to put on taster sessions for NatWest staff (lunchtime / after work)
- Developing holiday activities targeted at families (8-11s, 12+) for February / Easter breaks (Maprun challenges, perhaps with pop-up / meet-up sessions for those who want briefing / support with skills. Certificates / other incentives for juniors?)
- Potentially, more collaboration with ESOC under the Orienteering Edinburgh umbrella for public outreach activities such as holiday activities or spring tasters / social Maprun evenings (pre-Sprintelope)

The type of outreach developed as tasters for groups or at community events is now pretty much at event-in-a-box stage and so is easy to take along to similar community events for raising the profile of orienteering.

Phase 3 will also include work to scope out a proposed second year of club development activity, and associated applications for grant funding. There are a lot of possible practical delivery initiatives, but the effective delivery of any of these requires a robust core to club capacity and capability, and this merits some focused attention and investment now. If a bid was made for further grant funding to support Interlopers' club development work in Year 2 (spring 2025 onwards), this could perhaps be usefully focused on internal club development, to build the much-needed capacity to support further external outreach. Needs include:

- Building greater club connectedness (cross-generational engagement)
- Website review and development: we need a welcoming 'shop front' for newcomers friendly and help them navigate next steps. Use it to convey what orienteering and make it come across as more fun and dynamic – so positive events reports, photos etc, with more people focus (people like people)
- Developing volunteer capacity, to ensure a sustainable club

Possible community engagement initiatives for the future would ideally include more outreach especially to primary schools near POCs (or maybe to look at establishing semi-permanent courses in grounds if they have them, subject to mapping capacity) and / or local youth groups e.g., cubs/brownies etc [as per Moravian findings – better to focus on ore-adolescents and families <sup>1</sup>]

If there was sufficient club volunteer capacity, there could also potentially be pop-up skills sessions (after school or at weekends) for juniors in the run up to the Scottish Schools, and British Schools, marketed through schools. Edinburgh Council is known to be interested in training some of its Active Schools Coordinators (Gilmerton / Liberton) in orienteering, as follow up on WOC.

Other ideas for future consideration, particularly as collaborative activity with other clubs, include

- Developing adult short courses (weekends or evenings), to be delivered via the termly Council adult learning programme, or potentially through Edinburgh Leisure
- Offering Juniors skills sessions as routine before club local events, on a joint basis with other clubs, and market to all interested juniors (whether or not current club members).

---

<sup>1</sup> MOR learning (Will Hall, CDO): “We identified that getting as many young members involved would have the largest impact for uptake. We worked with local scout groups with limited success - by their teens, youngsters are less inclined to take up a new sport, especially if it's not supported and encouraged by parents. And so we found that the greatest successes have come from working with primary schools and community groups. The 9-11 age group was the most common one because the children can understand the concepts, able to put into practice a lot of what is required but will also require parental buy-in in order to progress. Family days were among the more successful events we ran - introducing the sport to families meant that both the adults and children were interested and likely to return to larger competitive events.”



## ANNEX A INTERLOPERS - CLUB DEVELOPMENT SWOT ANALYSIS

Strengths	Weaknesses
<p>A viable club currently, able to participate fully in the Scottish orienteering community and calendar</p> <p>Semi-regular club events, and a lot in the wider area (e.g., Big Weekend, as well as other level Ds)</p> <p>Park areas in accessible locations (near schools, bus routes etc)</p> <p>In-house skills – Canva, Condes, coaching</p> <p>Existing resources to use – equipment, digital, kites and SI etc</p> <p>Plenty of people in Edinburgh interested in running / outdoors activity</p>	<p>Club leadership capacity and a handover gap this autumn</p> <p>Lack of capacity to support initiatives (including routine club events, aside from outreach); core volunteers already overloaded. Need a lot of volunteers to give newcomers the individualised support they often want / need.</p> <p>Challenges for existing orienteers in seeing the sport from a newcomer perspective to meet needs effectively. Tendency to make things too complicated which puts newcomers off.</p> <p>Lack of good forest terrain areas</p> <p>Pay barriers and financial sustainability: free activities might get more take-up, but only sustainable if then drives participation in club competitions etc</p> <p>Ideally need advance sign-up to be able to plan sessions effectively, but general disinclination to commit.</p> <p>Wider challenge with a ‘thinking’ sport – general disinclination of people to invest in skills such as mapreading.</p> <p>Threats of disruption / vandalism to anything put out for a period (kites / markers for semi-permanent courses)</p>
Opportunities	Threats
<p>Learning from the initial CDO work</p> <p>Learning from other clubs’ development efforts (e.g., MOR)</p> <p>Connections made for marketing</p> <p>SOA now growing focus on raising awareness and development work, and good INT links</p>	<p>Other leisure activities in Edinburgh (busy families); disinclination to travel to events outside Edinburgh</p> <p>ESOC development work, and map ownership (e.g., Oriam - need to coordinate)</p> <p>Council permissions for holding events in parks can take considerable time, plus potential charges for use.</p>

<p>Club internal comms improving – Whatsapp groups now, to put calls out, share successes, photos etc and build community</p>	<p>Historic Environment Scotland statutory consent needs and so possible delays to getting the POC sorted</p>
<p>Council / wider interest in promoting outdoor physical activity</p>	<p>Weather – indoor areas good so back-up but cost money</p>
<p>On-going background interest by youth groups etc in (free) outdoor activities</p>	<p>Lack of future CDO funding from SOA / OF, jeopardising continuation and momentum building now that development work has been initiated.</p>
<p>Reinvigorating the POC at Craigmillar Castle for 2025</p>	
<p>WOC maps that would hold interest for club orienteers as well as be suitable for events geared to newcomers – e.g., Oriam</p>	
<p>Funding possibilities – Council sport and physical activity grants; University of Edinburgh Community grants</p>	

## ANNEX B - Participation in Tasters and Club Events

Event	Date	Participation	Observations, report links etc
ELGT Craigmillar Castle Park Family Festival taster	Sat 1 June	Nearly 30 children and parents	Mostly younger children with parents so needed very straightforward fun activities (cones games). They enjoyed these but many struggled with reading the simple cones map and only a few went on to do a short course (some parent interest but also a lot of 'maps aren't for me' perspectives) <a href="https://www.interlopers.org.uk/craigmillar_family_festival_20240601">https://www.interlopers.org.uk/craigmillar_family_festival_20240601</a>
Inch Park Friday Fusion	Fri 1 August	10 12-13 year olds plus six adults (police / youthworkers)	The Community Police led a 6 week project over the summer to help tackle youth anti-social behaviour in and around Cameron Toll and invited Interlopers to contribute a couple of orienteering sessions (one delivered by David Robertson, ESOC when I was away). This was in partnership with McDonalds and youth work partners. High interest in using Maprun (with tapes out as markers) for the activity (age appropriate); unlikely to follow up though at least now have had a positive experience of orienteering. Useful opportunity to chat with adults about what orienteering is and its wider relevance
Braidburn Valley Tea in the Park	Sat 31 August	Around sixty kids and some parents	Kids enjoyed the kites and pin-punches stakes activity (many doing it competently – quite a few upper primary age); some did the short courses but most were not wanting to go off away from the fair. Opportunity to chat with parents and raise awareness of orienteering and upcoming events around Edinburgh to try it, as well as POCs. <a href="https://interlopers.org.uk/bbv_taster_22040831">https://interlopers.org.uk/bbv_taster_22040831</a>
Gorebridge Cubs taster	Mon 9 Sept	Around 20 kids and 8 parents	Cubs and parents enjoyed the short courses (some would have liked to have done much more but out of time given dusk). Cones game useful for those who didn't want to go exploring too far. Just used the POC posts – good for future things to have kites so a more 'real' orienteering experience
Greenbank Beavers	Tues 22 Sept	Around 20 kids and six parents	Beavers enjoyed the courses; a predictably wide range of engagement given age though very keen and able. Used the POC with kites and pin punches which was good for participation and hopefully laying down an impression of orienteering

Kings Buildings Open Doors day	Sat 28 Sept	Around 200 kids and parents (>500 maze runs)	Lots of interest from passing families and high participation in the maze activity; less interest in the short courses (people had come for the open doors day and fun activities so didn't have time / inclination to explore the grounds but some took maps)
Holyrood Parkrun Takeover	Sat 12 October	15 (adults) went round the course (plus 5 leaflets / maps handed out)	Bad weather which had a big impact on interest as cold wet runners just needed to get home. Will look to re-run the taster in 2025 <a href="https://www.parkrun.org.uk/holyrood/news/2024/10/13/event-107-12th-october-2024/">https://www.parkrun.org.uk/holyrood/news/2024/10/13/event-107-12th-october-2024/</a>
ELGT Craigmillar Castle Park autumn celebration taster	Sat 12 October	16 children (several times each on the stakes / pun punches activity). Plus various leaflets / maps handed out	Less than ideal weather (wet but some sunny spells) but good interest from those who came along (high outdoors aptitude)  <a href="https://interlopers.org.uk/craigmillar_park_autumn_celebration_20241012">https://interlopers.org.uk/craigmillar_park_autumn_celebration_20241012</a>
Vogrie Parkrun taster	Sat 12 December	Around 15 participants in the taster (and awareness raised with around 100 Parkrunners and supporters)	Good weather (if cold) and those who tried out the short courses enjoyed them, doing additional courses in a number of cases, and taking information on future events (e.g., the ELO Festive Frolic). As busy pre-Christmas weekend though which may have precluded some from attending (especially families).

## Participation in Club Local Events, June- December

Where	When	Participation	Comments
Kinneil Woods	Sat 8 June	51 runners (incl a few ESOA juniors after training)	<p>More robust approach to social media publicity (though still mostly X rather than Facebook), reaching out to non-orienteering audiences and tagging local schools and running clubs etc.</p> <p>Five newcomers on the Red course which was added as an experiment (Lothian Running Club interest).</p>
Braidburn Valley Park	Sat 5 October	106 entrants / 94 on the day (incl ESMS group)	<p>3 on Red and 4 on White, and around ten Entry-On-the-Day families who'd seen local posters). Participation compared favourably to previous years (59 in 2022 and 46 in 2023). 2021 had 84 but also a linked ESOA juniors + EUOC training event for new members which was good – suggested to EUOC this year but no follow up as low interest in the area given low technical challenge]</p> <p>Facebook posts with paid-for boosting, and got publicity onto What's On Edinburgh webpages. Tagging local pages too  <a href="https://edinburgh.org/point-of-interest/interlopers-orienteering-club/">https://edinburgh.org/point-of-interest/interlopers-orienteering-club/</a>  <a href="https://edinburgh.org/event/orienteering-at-braidburn-valley-park/">https://edinburgh.org/event/orienteering-at-braidburn-valley-park/</a></p> <p>Worked with the Park Friends to get eye catching posters on their noticeboards, and also forthcoming event notices on gates which had impact. Local hard-copy publicity is well worth it – though ever diminishing active community noticeboards so search around</p> <p>Reinvigorated the A boards which had impact – people waiting for finishers (esp parents) want something to read</p> <p>Limited take up of White and Red courses despite marketing to families and runners – not much advance entry but walk-ups</p> <p>Good to have EOD (23) and extra maps, across ages and the courses but esp younger newcomers so extra maps should focus on Yellow and Orange over red for adults.</p> <p>People had heard about it via 'social media' (couldn't necessarily identify where / when / how – browsing different platforms etc)</p> <p>Need separate capacity to offer activities e.g., stakes / pin punching games alongside courses – potentially better to focus on briefing / de-briefing for the courses on offer.</p> <p>Be sure to signpost people to the next opportunity</p>

Vogrie Country Park (Score Champs)	Sat 9 November	Around 40 participants who would not have participated in the event otherwise.	Facebook posts (targeted at club competitors for the Score Champs and families etc for the come-and-try-it Yellow course) and paid-for boosts, plus got event publicity onto What's On Midlothian and What's On Edinburgh webpages. Tagging local pages too. Very good turn-out for the Score courses (compared to comparable events), potentially including some 'lurking' orienteers who had been enticed along.
Colinton Dell	Sat 7 December	99 runners (incl ESMS group, and the ESOA junior training group)	A very good number given the time of year, and then the bad weather on the day. Facebook posts and paid-for boosts, tagging local pages too Local posters NB Event attracted regular orienteers with a Blue course which was popular and perhaps worth considering for future Interlopers' local events in more urban areas, to keep club-orienteer interest up.