

LOC FAMILY PROJECT: END OF YEAR 1 REPORT

PRIMARY AIM: To lower the age demographic of LOC

SHORT TERM OBJECTIVE:

To stimulate interest and improve the orienteering skills in all the family members who participate in the project.

LONGER TERM OBJECTIVE:

To increase the number of adults aged 20-50 and juniors who participate in events and who become members of LOC.

OUTCOME:

To improve performance and achievements of the club and its individual members.

3

SEASONAL
TOWN TRAILS

464

FAMILIES ON OUR
MAILING LIST

6

FAMILY WORKSHOP
SESSIONS

3

SERIES OF
EXPLORER AWARDS
CHALLENGE

114

NOVICE MAPRUN
PACKS SENT OUT

4

FAMILY
ORIENTEERING
WEEKEND
EVENTS

8

NEW NOVICE MAPRUN
COURSE LOCATIONS

170

PARTICIPANTS AT OUR
LATEST FAMILY EVENT

51

JUNIORS TAKING PART IN
OUR EXPLORER AWARDS

1200

FOLLOWERS ON FACEBOOK

90

FAMILIES ATTENDING OUR
FEBRUARY WORKSHOPS

YEAR 1...
IN NUMBERS

2

LOC PRESENCE AT
OTHER EVENTS

KEY ACTIVITIES AND IMPACT

CHRISTMAS AND EASTER TRAILS

- Simple Trails using street maps.
- Picture clues to find.
- Reward at the end in a local shop.
- Email addresses collected on answer sheet.
- Based in Kendal (and slightly different format in Ulverston)

Kendal Christmas:

50 children / 31 email addresses

Kendal Easter:

153 children

FAMILY WORKSHOPS

- Design, organisation and delivery of workshop programme
- 3 Kendal locations and 3 Ulverston locations - town centre focussed
- February half-term: 6 mornings
- Design, organisation and delivery of Variety of different fun orienteering games in a workshop format followed by short courses.
- Lots of helpers available for support.
- Room available for indoor games and refreshments.

Kendal:

218 individuals

64 families

Ulverston:

118 individuals

35 families

FAMILY WEEKEND EVENTS

COACHING

- Great Tower (March)

EVENTS WITH WHITE, YELLOW AND ORANGE COURSES

- Stony Hazel (March)

Find Your Way Project:

- Fell Foot Park (June)
- Sizergh Castle (September)

Free events - No pre-registration

Great Tower: 18 Juniors / 13 Adults

Stony Hazel: 100 participants

Fell Foot Park: 100-150 participants
(not all names recorded)

Sizergh Castle: 170 participants

PRESENCE AT LOCAL EVENTS

OMM / Grasmere Gallop (June)

- Town Trail, Field Course and Maze

Kendal Torchlight Festival (September)

- Town Orienteering and Tabletop map games

Grasmere: 54 participants

Torchlight: 86 stickers given out for
completing the course

MAPRUN CHALLENGE

- New Novice Maprun courses designed at 7 different locations (Sizergh added later)
- Mixture of parkland courses and small fell trails
- PDF Maps available by email
- Lots of guidance of LOC website
- Promoted during school Summer holidays - will continue to be available

Number of families requesting
map packs:

114

EXPLORER AWARDS CHALLENGE

- BSOA badge awards series developed alongside selected LOC events
- To encourage attendance for junior members
- Points awarded for finding kites at events
- Badges/Certificates awarded at the end of each series (Spring / Summer / Autumn...)

Number of juniors signed up:

Spring: 37

Summer: 40

Autumn: 51

ONGOING SUPPORTING ACTIVITIES

PUBLICITY AND MARKETING

- Eyecatching promotional materials created using Canva
- Active Facebook and Instagram accounts
- Family email addresses captured through events and activities
- Regular promotional mailings through schools and other partner organisations
- 3 Local radio interviews
- Articles in local newspapers

Family email addresses: 464
Facebook followers: 1200
Instagram followers: 243

FREE MEMBERSHIP OFFER

- Free membership to all Juniors
- Free event entry at LOC events for all LOC juniors.
- Free adult newcomer membership

2023 Increase in Junior membership:
105 (362% increase)

2023 Increase in Adult membership:
84 (44.5% increase)

NEWCOMER WELCOME

- Supporting new families to engage with club activities
- Newcomer welcome at events
- Support getting started with the map
- Coaching games at Park Series events
- Availability via email to answer newcomer questions

MAPPING

Updates and Mapping of new beginner and family-friendly areas eg.

- Fell Foot update and georeferencing
- GSK Extension
- Serpentine Wood (Kendal)
- Rothay Park (Ambleside)
- Millerground (Bowness)

VOLUNTEERING

The support of club members who give up their time to help support family project activities has been absolutely invaluable to the success so far.

WHAT ELSE WORKED WELL...

- Raising awareness of the club locally (we are now being approached by local attractions and event organisers) - promoting the sport as accessible for all ages and abilities
- Providing activities free of charge / Free memberships / free junior runs - encouraging families to try something that they might not have otherwise chosen.
- Town trails - raising awareness of the club with very easy taster orienteering
- Workshops near residential areas - easy access for families in school holidays
- Events at National Trust properties - supportive staff, easy permissions process, locations familiar to families, refreshments and play areas on site
- Variety of course difficulty levels suiting families and individuals - some taking part in more than one course - building confidence
- Use of Maprun - training families to access courses in their own time for practice, reduced workload for SI team, longevity of courses
- Certificates and stickers - extra motivation for children, something to take home along with map
- Family mailing list (email addresses collected through activities and events) - easy promotion of club activities
- Novice courses at all LOC events

HEADING INTO YEAR 2

PROJECT OBJECTIVES:

- 10+ families per programme of activities
- 3 programmes over 2 years (Programme 1 - Feb Workshops, Programme 2 - Maprun Orienteering, Programme 3 - Spring 2024)
- 20% compete in at least 3 events in the year following the project
- Increase membership of LOC by 20% juniors and adults 21-50 by January 2025

SUSTAINABILITY

Quoted from the Family Project Proposal

To ensure that the project doesn't become a stand-alone entity, it is essential that other areas of club development continue to be progressed. This is important because Implementation of ideas and activities will be dependent on the skills of the existing memberships to support the club development worker...

JUNIORS

Increase the numbers of Juniors who compete in events.
Regular junior coaching sessions.
Annual series of primary schools events.
Ensure that structurally there are continuity and progression pathways for juniors.
Utilise existing schemes or create club-specific recognition award.

COACHING

Increase the number of coaches within the club (funding was acquired from NWOA and Orienteering Foundation to provide coaching for the region).
Utilising the skills of the coaches,
Increase and develop coaching opportunities for newcomers through adult, junior and family-focussed coaching programmes

THINGS TO CONSIDER...

- Retention of new members - training and activities for developing skills and technique
- Continuing to provide novice courses at all our events - consider extending the range in line with coaching activities and improving skills of this group
- Further develop incentive scheme
- Develop newcomer welcome strategy and newcomer section of the website
- Developing further links ie. through junior running clubs, Brownies/Cubs, ...
- A second programme of Family Workshops
- Continue programme of regular family events - balance out Maprun with more SI
- Recruiting different planners for family events



WINTER
EXPLORER AWARDS
SERIES

MILLERGROUND
FAMILY EVENT
SUN 3RD DECEMBER

DEVELOP
FAMILY CHALLENGE
INCENTIVES
AND LOG BOOK

SPRING 2024
FAMILY
WORKSHOPS