

LOC FAMILY PROJECT: END OF YEAR 2 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 (under 14s) who participate in events and who become members of LOC.

OUTCOME:

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

YEAR 2... IN NUMBERS

235

PARTICIPANTS AT OUR
LATEST FAMILY EVENT

70

NEW LOC BRITISH ORIENTEERING
MEMBERS (DURING THE TIME OF
THE FAMILY PROJECT)

77

JUNIOR MEMBERS TAKING
PART IN OUR EXPLORER
AWARDS

921

FAMILIES ON OUR
MAILING LIST

185

PERCENTAGE
INCREASE IN LOC
BRITISH
ORIENTEERING
MEMBERS AGED
UNDER 14

5

FAMILY
ORIENTEERING
WEEKEND/HOLIDAY
EVENTS

224

FAMILIES ATTENDING OUR SPRING
WORKSHOPS

6

SPRING FAMILY
WORKSHOP SESSIONS

15

NEW NOVICE MAPRUN
COURSES (MAKING A
TOTAL OF 31)

1600+

FOLLOWERS ON FACEBOOK

400+

FOLLOWERS ON INSTAGRAM

5

JUNIOR CLUB
COACHING
SESSIONS

61

PERCENTAGE INCREASE
IN LOC BRITISH
ORIENTEERING MEMBERS
AGED 21-50

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.
- Although popular, our analysis has shown that progression from town trails to other club activities is limited.

Christmas:

Kendal / Ulverston / Windermere

64 children - 37 email addresses

Ambleside Easter:

71 children - 38 email addresses

FAMILY WORKSHOPS

- Design, organisation and delivery of workshop programme
- 3 February half-term dates and 3 March Saturdays.
- Town centre focussed: spread geographically across South Lakes
- Design, organisation and delivery of Variety of different fun orienteering games in a workshop format followed by short courses - same format as 2023
- Lots of helpers available for support.
- Room available for indoor games and refreshments.

February

half-term:

324 individuals

133 families

March

Saturdays:

265 individuals

115 families

224 different families took part across the 6 sessions

FAMILY EVENTS

THEMED COME AND TRY IT

- Fell Foot (Oct 23) Halloween activities - 2 days

EVENTS WITH WHITE, YELLOW AND ORANGE COURSES

- Millerground (Feb 24, postponed from Nov)
- Wray Castle (April 24)
- Sizergh North (July 24)

Free events - Pre-registration via Google forms introduced to try to help with organisation - EOD also.

Fell Foot Halloween: 445 participants

Millerground: 184 participants

Wray Castle: 151 participants

Sizergh North: 235 participants

JUNIOR CLUB INTRODUCED

- Sessions for 10-14 year old members ready for some skills progression.
- Alongside club coaching sessions.
- Small group allowing for individual attention.

Blind Lane (Nov): 4

Tarn Hows (Feb): 17

Rusland Beeches (Mar): 13

Graythwaite (May): 4

Tarn Hows (Jun): 5

MAPRUN CHALLENGE AND MEETUPS

- More new courses added to our novice collection.
- Mixture of parkland courses and small fell trails
- PDF Maps available by email
- Lots of guidance of LOC website
- Promoted during school Summer holidays - meetups arranged for families wishing to take part socially or have some help. Mapruns will continue to be available

Number of families requesting new map packs: 56

Number of individuals attending meetups: 48

FAMILY CHALLENGE

- Course collector and BSOA badge Explorer awards badge series continues alongside selected LOC events
- To encourage attendance for junior members
- Points awarded for finding kites at events
- Colour skills awards introduced in 2024.
- Incentives used to encourage junior members to represent the club at regional events.

Number of junior current members signed up: 77

ONGOING SUPPORTING ACTIVITIES

Much of this is a continuation and consolidation of our Year 1 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
- SOCIAL MEDIA IS STILL KEY TO ATTRACTING NEW INTEREST

Family email addresses: 921
Facebook followers: 1600+
Instagram followers: 400+

NEWCOMER-FRIENDLY EVENTS

- All our regular events now have courses available for beginners
- Planners are becoming more familiar with novice courses: planning course for members being delivered in October
- Beginner information leaflets created.

OUTREACH

- LOC coaches have worked alongside various schools, groups such as Brownies and Guides and community events to deliver orienteering sessions.
- POC created for Fell Foot NT site.

FREE MEMBERSHIP OFFER

- Free membership to all Juniors
- Free event entry at LOC events for all LOC juniors.
- Free adult newcomer membership
- OUR INCREASE IN FREE MEMBERSHIP HAS NOW BEGUN TO TRANSFER INTO AN INCREASE IN BRITISH ORIENTEERING MEMBERSHIP

In the period Sept 22 - Aug 24

Increase in LOC British Orienteering junior membership (14 and under): 184.6%

Increase in LOC British Orienteering senior membership (age 21-50): 61%

VOLUNTEERING

The support of club members in attending and offering help at family project activities has again been absolutely invaluable to the success so far.

WHAT ELSE IS WORKING WELL (OR NOT SO WELL)...

A SECOND YEAR OF THE FAMILY PROJECT HAS GIVEN US THE OPPORTUNITY TO REPEAT, DEVELOP AND IMPROVE OUR FAMILY ACTIVITIES. WE HAVE BEEN ABLE TO EVALUATE THE IMPACT OF DIFFERENT TYPES OF SESSIONS AND FINE-TUNE OUR METHODS.

- We will continue to raise awareness of the club locally - promoting the sport as accessible for all ages and abilities - this is an ongoing process to attract new families.
- Providing activities free of charge / Free memberships / free junior runs - is still important to encourage families to try something that they might not have otherwise chosen in a world where there are so many competing activities.
- Town trails - Very easy taster orienteering but the number of families following this up with other orienteering activities has been low - we will invest less in this type of activity.
- Events and activities in familiar and easy to access areas have a significantly higher attraction level to families. Newcomers tend not to attend events in more remote areas - it will take time to build up their investment and confidence.
- Use of Maprun has advantages and disadvantages - we have found it works well for practice for families with some experience. For complete beginners, we've found it significantly better to have kites to find at the exact control site rather than a beep somewhere in the vicinity.
- Using colour-coding right from the start means that families/newcomers learn the level of difficulty that can be expected on courses at all our events.

HEADING INTO YEAR 3

As we move into the third and final year of our LOC Family Project, the focus will change.

PROJECT OBJECTIVES:

The primary objective of this proposed third year of the Family Project is to bring the responsibilities of the CDO into the normal spectrum of what the club offers to its members.

However, during the 3rd year, the club will continue to strive to meet the similar targets to Year 1 and 2:

- To run at least 12 events and activities during the year.
- To recruit at least 15 families to participate in the Family Project through the proposed events and activities.
- To attract at least 20% of those people participating in the Family Project to enter at least 3 LOC events during the year.
- The target to increase the number of LOC juniors under 15 and LOC seniors between the ages of 21 and 50 who are also members of British Orienteering by a further 10%

METHODS FOR SUSTAINABILITY...

Creation of new officer posts within LOC:
Development Officer,
Volunteer Coordinator and
Publicity Officer.

Develop a publicity team,
who will take it in turns
to promote the club's
activities on social
media.

The current Development
Officer's role will change from
organising the Family Project's
Events and Activities to
mentoring other club members
to take on those
responsibilities.

Organise 12 activities or
events, such as Come
and Try It events and
activity workshops,
annually to continue to
attract new people to
try orienteering.



The club's adult Junior
Representative should take on
the responsibility for continuing
to develop the club's range of
incentives, such as colour skills
awards to encourage
attendance, and give juniors a
sense of achievement.

Family events and
activities will be organised
by different club members
throughout the year,
mentored by the CDO.

The club will continue to
ensure that suitable coaching
activities are regularly offered
to all new members so they
can learn the skills needed to
be able to complete the more
technical courses successfully.

The club's Fixtures Group will
ensure that all events
continue to offer less
technical options by including
a yellow course for beginners
and an Orange course for
improvers.