

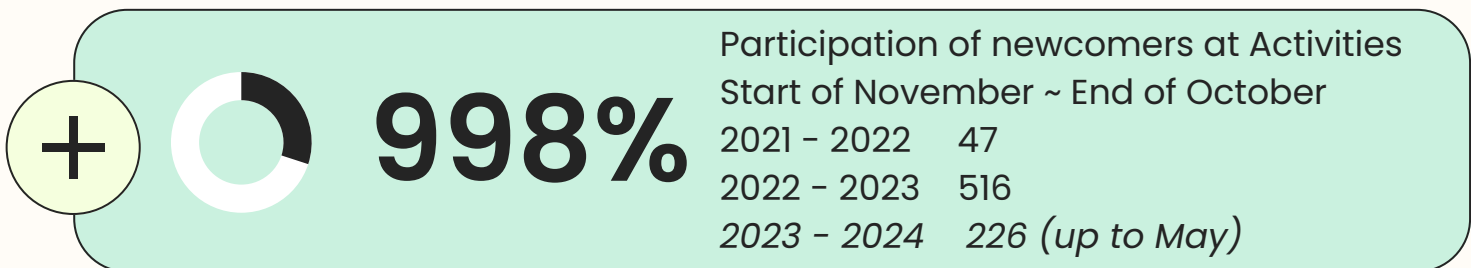
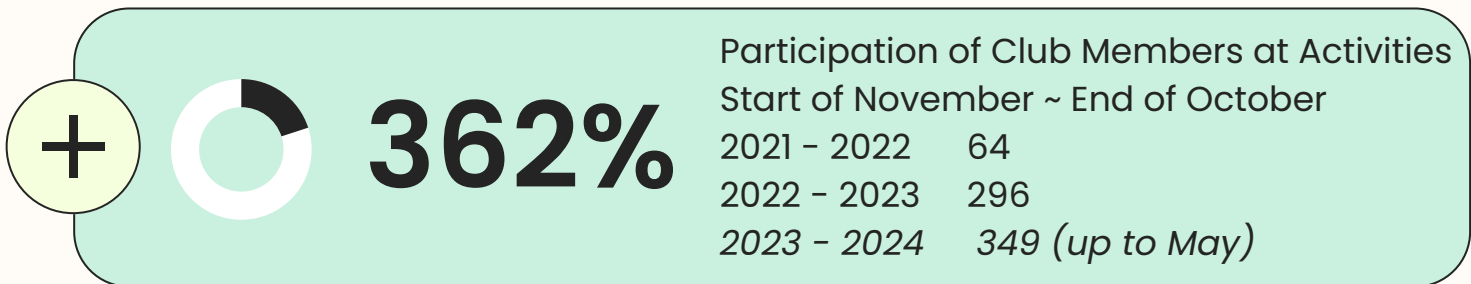
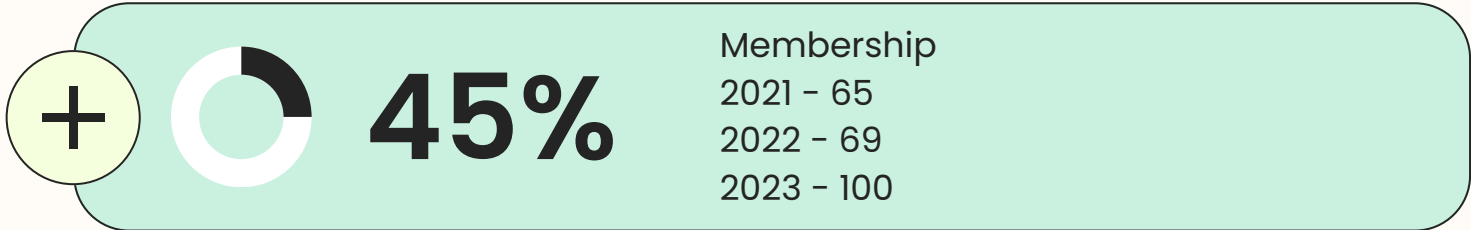


**Swansea
Bay OC**

Club Development Officer Year 2 Report

In post since May 1st 2022 Previous report dates:

- November 2022
- May 2023
- November 2023

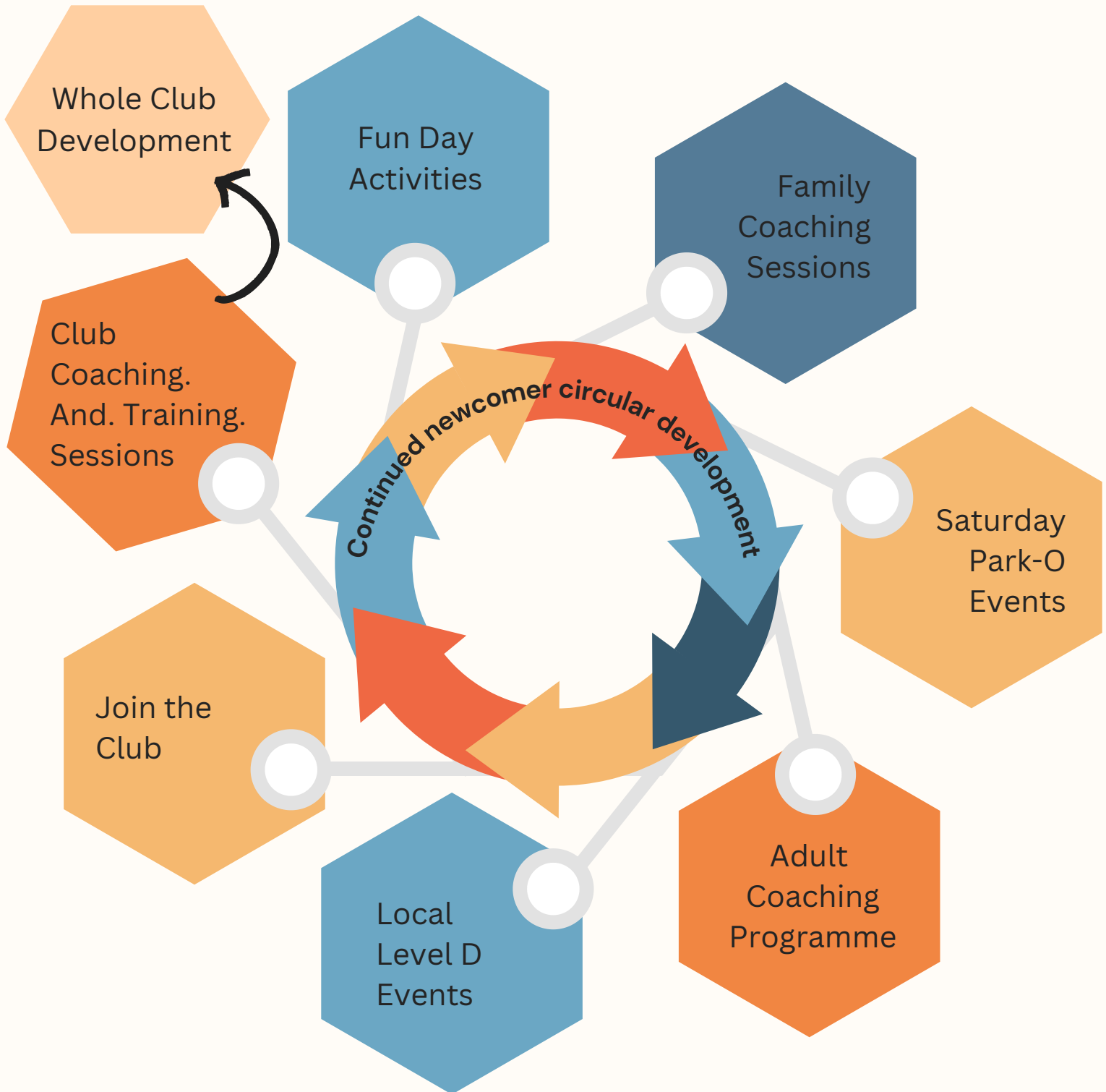




**Swansea
Bay OC**

Club Development Officer Year 2 Report

Development of fixtures to put on events and activities to create a pathway for the development of newcomers to the sport.



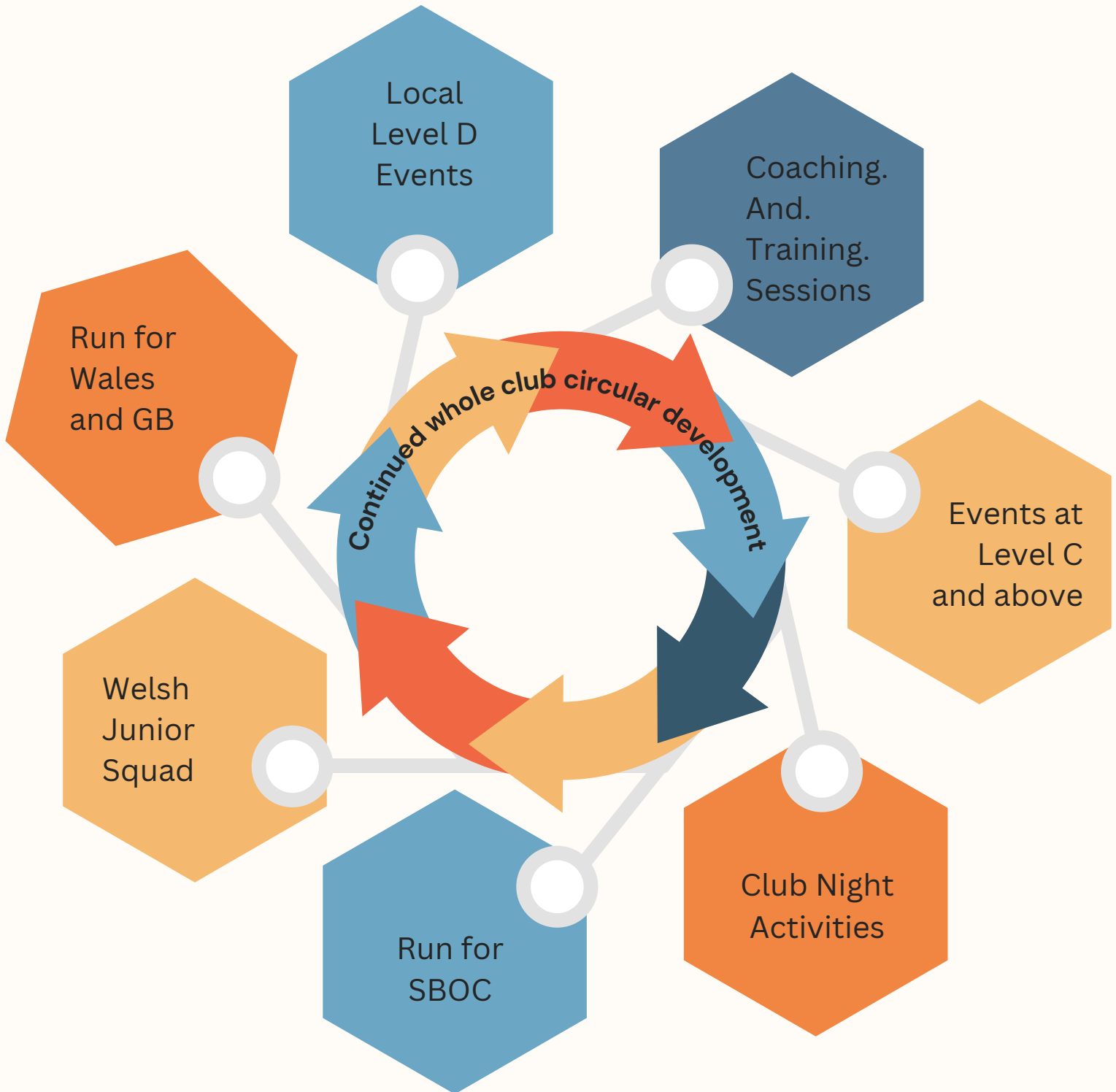
Newcomer Development



**Swansea
Bay OC**

Club Development Officer Year 2 Report

Development of events and activities to create a whole club experience and a pathway for the development of club members.



Whole Club Development



**Swansea
Bay OC**

Club Development Officer Year 2 Report

What I've been up to over the last 6 months.



Building partnerships, creating links with community organisations, and putting on introductory sessions.



Translation of the Welsh Orienteering Association Junior Award Booklet into Welsh.



Grant applications to Swansea Council and setting up a Crowdfunding campaign to cover the costs of this years Schools project.



Creation and promotion of the Swansea Schools League and tweaks to the Saturday Park-O format.



Development and delivery of the Coaching And Training Sessions (C.A.T.S) and Fun Day activities.



Creation of new promotional material, and building the clubs online presence through social media.



**Swansea
Bay OC**

Club Development Officer Year 2 Report

The next 12 months.



Continue to build partnerships and links with community organisations, and put on introductory sessions which are inclusive for all.



Continue the Crowdfund campaign and look out for other grants which will be beneficial to the club.



Further develop and deliver the Coaching And Training Sessions (C.A.T.S) and Fun Day activities.



Create an adult coaching programme for delivery in the Autumn, including the creation of the Welsh Orienteering Association Senior Award Booklet.



Continue to develop event formats and encourage participation from road, trail and fell runners, as well as families and juniors.



Build stronger links with Scouts Cymru, Girl Guiding Cymru and find an inroad to better links with the Swansea University.



Difficulties faced by the club

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Engagement - Getting proper engagement from newcomers to the sport is hard work. There is a fine balance between providing opportunities which are appealing and not too overwhelming for newcomers and keeping the existing members happy, without exhausting the resources available within the club.

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Traction - Getting people to pick Orienteering over other sports. To join the club, participate regularly, engage in the whole club experience and to volunteer when needed to keep the club running.

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Saturation - There will potentially come a point where the sport is known across our core area of Swansea and take-up of activities/events tail off. At this point we will need to look at expanding to other key areas and we'll need resources to do this.

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Sustainability - The club is still in a precarious position in terms of long term sustainability. Orienteering is a volunteer hungry sport, and it is becoming more difficult to find people to fill roles. Time is precious, and the pay and play options available through commercial enterprises are appealing as they come with no strings attached.



Difficulties faced by the club

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Satellite Club – This comes with a number of difficulties. Due to our peripheral location, we struggle to get members from other Orienteering clubs attend our events.

In the 2022/23 year we had just 503 participants from other clubs attend our events. Events which included the Welsh Champs, CSC Heat and Midsummer on the Gower.

A result of this is that our income is incredibly low, this limits what we can spend money on, and the club relies on finding grants to fund projects, so we can keep entry fees as affordable as possible.

Small numbers of participants at events above level D is demoralising and costly to the club. The resources put into these events, compared to a Level D event, is far greater and we often see little return for the time and effort put in. It makes us very wary of holding bigger events as they have to not only cover their own costs, but fill the coffers to allow the club to survive. Poorly attended events also loose the buzz that you get when there are more people around.

To be part of the competitive orienteering scene, there is a lot of travel involved. Especially for our juniors wanting to attend selection events. It is costly and at this time of austerity, it puts a lot of people off heading to events further afield.



Difficulties faced by the club

— South Wales OC is now our only neighbouring club as Mid Wales OC are no longer active. The number of events currently held within a reasonable distance of our more Westerly and Northern members - outside of ones put on by the club, is low. Keeping them engaged in orienteering is difficult as more accessible sports are available.

As an association WOA have 3 active clubs, with a combined membership sat at just over 200 for the past few years. This comes with it's own issues of having enough volunteers to put on not only local club fixtures, but to host WOA's share of Major Events. In the last 3 years WOA have hosted JK 2022, SHI's, VHI's, JIRCs, CSC Heat as well as a Welsh Championships every year. Looking forward over the next 3 years, SBOC itself will be hosting 2 days of the Croeso O'fest, British Schools Score Champs, British Orienteering Champs and the British Night Champs. A lot of work for any club!

— Transition - This is my final year as a paid development officer, and one of the biggest jobs this year will be transitioning over everything that I have been doing, so that the momentum created can be continued, but in a way that will not overwhelm volunteers in the club.