

City of Birmingham Orienteering Club Strategy and Development plan 2016-18

The plan will be reviewed and presented annually at the COBOC AGM

Last update: January 2016

Club Background	COBOC was founded in 1991 by Glynn Roberts then Head of Birmingham Outdoor Education Department following the dissolution of SOLOS (a Solihull based Orienteering Club). The Club founded the Peter Palmer Junior Night Orienteering Relay Championships which has become a national annual competition for Juniors.	Club Purpose	The purpose of COBOC is to promote and encourage participation in the sport of orienteering amongst residents of the City of Birmingham and surrounding areas. Its main focus is putting on small relatively low key events to attract newcomers into the sport of orienteering especially juniors.	
Strategic Objective	Development Area	Detail	Action	Status

Complete
Ongoing
Resource issue
Challenge

	Retaining existing members	Provide services for club members	Continue to provide coaching sessions on a regular basis from March to October	
	Attracting new members	Friendly welcome at events	Develop a welcome pack. Nominate someone at Registration who can help newcomers	
		Advertise events to non-orienteers	Identify different ways of targeting these people, e.g. social media, parkrun events.	
		Target different audiences (running clubs, families, schools, scouts, friends of parks)	Improved event advertising which provide event details. Work with Birmingham Open Spaces Forum and Active Parks Programme to promote orienteering in key parks.	
		Focus on juniors / families	As above - but we need different adverts aimed at different target groups. Attend British Orienteering Junior Development Meetings	
		Public visibility of web site	Links to and from other web sites. COBOC advertised on other sites	
		Advertise orienteering at our events when in public places	Advertising banners at events	

		Use of social media	Improve use of Facebook Events page to encourage participation. Use Twitter and BCC events advertising pages	
	Retaining New members	Convert new members to regular orienteering	Encourage new members to come to COBOC training sessions. Identify with them what training would be most useful. Offer access to training in organisation and planning	
		To provide orienteering activities at events where other activities are also taking place	To put on orienteering activities including Maze O at Sutton Coldfield Community Games, Highbury Park, Kings Norton Canal Festival, Cannon Hill Park Events, Xplorer in various Birmingham parks etc. Use BOSF newsletter and personal contact with Friends of Parks to find out when suitable mass events are happening	
		To provide level C and D local orienteering events	Continue to provide level C and D orienteering events for both existing orienteers and newcomers to the sport	
		To collaborate with other West Midland Clubs in putting on major events	Assist other WM clubs hosting events such as British Champs 2016/JK/Midlands Champs/Compass Sport Cup/Trophy/Peter Palmer Junior Night Relays/ West Midlands and British Schools Champs	
	Schools / Universities	Consider ways of encouraging and promoting orienteering in Schools, Colleges and Universities	To put on orienteering activities such as urban style orienteering events in schools, colleges and Universities in and around Birmingham. Attend British Orienteering Meetings re Junior Development	
		Establish school development officers	Dave Ellis will promote orienteering in Birmingham schools and create a network of development officers within Birmingham schools	
		Organise and promote school based events and championships	Organise and promote schools based events eg Sutton and Erdington Schools Championships	
		Establish links to local colleges/universities to assist in the development of University Orienteering clubs	Mick Sadler and Adrian Bailey will promote orienteering within local universities and create a network of development officers within local universities. Involve college/University students currently orienteering in this development.	

			Map Schools/Universities/College Campuses and put on low key orienteering events. Invest in software and provide training for mapping.	

2. Provide services for club members				
	Provision of Information	Continuous improvement of web site	Review at committee meetings	
		Use of social media - Facebook - for those who like it	Review at committee meetings	
	Events	Ability to stage events on more different areas	Dave Ellis Club Mapping Officer to keep OCAD files of all COBOC areas currently mapped	
			Identify and map new areas	
			Update existing maps as required	
			Review areas no longer in use	
			Train more mappers	
		Promote club and WMOA competitions	Continue to promote participation by COBOC members in Club Championships, WM League, WM Relays, Compass Sport Trophy etc.	
		Make putting on events easier	Use SI splits printer for local events	
			Well managed / easy to get hold of equipment	Dave and Ian are Club equipment officers
	Event officials	Increase number of Organisers, Planners and Controllers	Find club member to take on career planning for officials	
			Run or attend Local Event Organiser's Workshop	
			Run or attend other Local Event Planner's Workshop	
			Run or attend other Event Safety Workshop	
			Identify candidates to attend any WMOA/EMOA courses	
			Encourage club members to plan and organise events	
	Social Activities	Provide a range of activities to try and cater for everyone	Find out what is wanted - ask for suggestions	
3. Achieve Club Mark Accreditation				
	Meet requirements for Clubmark	Complete Clubmark Paperwork and submit to BOF	Dave, Ian, Ruth and Jenny have attended Child Protection training	
			Maintain up to date list of First Aid trained club members	
			Maintain up to date list of club members who have DBS clearance	
			Complete Clubmark Paperwork and submit to BOF	

3. Achieve success both locally and nationally				
	Coaching	More club members to obtain coaching qualifications	Encourage club members to attend coaching courses	
		Club members to improve performance through being coached	Specific coaching sessions now being run by Dave Ellis	
			Organise residential club coaching weekend	
			Attend BOF Coaching days / conferences /weekends (everyone)	
		Prepare members for major events	Arrange map geeking sessions prior to major events	
	Juniors	Consider ways to attract Juniors into COBOC	Need to find effective ways to entice Juniors and their families to join COBOC having taken part in taster sessions	
			Produce and run junior training programme	
			Promote orienteering to families via Xplorer locally	
			Promote participation in WMOA League and Colour Coded scheme	
			Promote WMJS as the next step	
	Winning	Target specific competitions	Encourage club members to take part in specific competitions	
		Maintain club team spirit	Promote wearing of club kit at appropriate events	
			Publicise successes on COBOC website	