

## North Gloucester Orienteering Club Development Plan

The plan is reviewed and presented annually at NGOC AGM

Last update: April 2015

Strategic Objective	Development Area	Detail	Action	Status
---------------------	------------------	--------	--------	--------

Ongoing / Complete

Achievable

Resource issue

Challenge

1. Increase active membership	Retaining existing members	Provide services for club members	See Strategic Objective 2	
	Attracting new members	Friendly welcome at events	Need to formalise what is done so it isn't reliant on one individual	
		Improved web site for newcomers	Review and refresh website design	In hand
		Advertise events to non-orientees	Need to modernise advert design	
		Focus on juniors / families	As above - do we need different adverts to target different people ?	
		Social media	Look at use of Facebook	
		Introduction to orienteering sessions	See coaching in section 3	
		Convert new members to regular orienteering	How do we do this ?	
	Schools / Universities	Links to local authority development officers	Establish who local authority development officers are	
		Links to school development officers	Identify someone willing to take on the role of schools liaison officer	
		Links to university development	Appoint University liaison officer	Gary Wakerley in contact with University
	Publicity	Public visibility of web site	Links to and from other web sites. NGOC advertised on other sites	New links are identified on an ongoing basis
		Target different audiences (running clubs, families, schools, scouts)	Improved event advertising vs. provision of details	Greg and Caroline suggestions being followed up
			Newspaper articles	
			Information posters	
			Advertising banners at events	
2. Provide services for club members	Provision of Information	Legend magazine	Agenda item at committee meetings	Already on the agenda
		Continually improve new web site	Agenda item at committee meetings	Needs to be put on the regular agenda

		Social media	Use of e-mail tree, Facebook, etc.	
	Events	Ability to stage events on more different areas	Continual review of areas by mappers	
			Identify new areas	
			Review areas no longer in use	
			Train more mappers	New OCAD licences purchased
		Clear fixtures structure	Twice yearly Fixtures meeting	Fixtures sub committee developing fixtures list
		Promote club competitions		
		Make putting on events easier	Simplify use of SI system for local events	
			Well managed / easy to get hold of equipment	Equipment already well maintained and accessible through Pat
Development Of Volunteers		Volunteer Coordinator appointed	Identify candidates to attend any courses. Assist event officials with volunteers for jobs.	Hils appointed early 2015
	Event officials	Increase number of Organisers, Planners and Controllers	Find club member to take on career planning for officials	Controllers course run.
			Handbook for Organisers - update, check safety aspects	
			Run Organiser's Workshop	
			Handbook for Planners - update, check safety aspects	
			Run Planner's Workshop	
			Run Safety Workshop	ESW tutor training in hand
			Identify candidates to attend any courses	
	Social Activities	Provide a range to try and cater for everyone	Find out what is wanted - ask for suggestions	
		Specifically target Juniors	Find a junior squad coordinator to arrange	
	ClubMark Re-certification	Satisfy ClubMark requirements	One person needs to have attended Equity in Coaching course	
			Two people need to have attended Child Protection training	Do we make their names public ?
			More club members to be First Aid trained	Club coaches FA trained
			More club members to be CRB checked	Level 2 coach only needed to be CRB checked under new guidelines
3. Achieve success both locally and nationally	Coaching	More club members to obtain coaching qualifications	Find club member to take on career planning for coaches	

			Produce Handbook for Coaches (to include role description)	
			Club members to attend coaching courses	
		Club members to improve performance through being coached	Beginners coaching at events	Club Training programme incorporated into fixtures schedule
			Attend BOF Coaching days / weekends (everyone)	
	Juniors	Continue to build club Junior Squad	Find club member to take on role of club Junior Squad coordinator	
			Produce and run junior training programme	
			Look at use of BSOA eXplorer Challenge award scheme	
			Promote SWOA League and Colour Coded scheme	
			Promote SWJS as the next step	
	Winning	Target specific competitions	Advertise them	
		Maintain club team spirit	Promote wearing of club kit at appropriate events	New Club Kit on sale
			Publicise successes	Done so through website