

# Development Conference 2024

## Stakeholder relationships

- How the Find Your Way project has assisted.
- Why the benefits can apply to all clubs.

# Stakeholder management pre-FYW

- Allocation of responsibilities
- Several club members
- Detailed records kept

<b>Map Location</b>	<b>Main Landowner</b>	<b>Club Member</b>	<b>Page</b>
Westerham	Private/National Trust	Andrew Evans	3
Mereworth	Private	Andrew Evans	7
Chelwood Vachery	Conservators	Andrew Evans	10
Brasted Chart	National Trust	Andrew Evans	13
Chalk Wood	LB Bexley	Geoff Goodwin	15
Danson Park	LB Bexley	Geoff Goodwin	15
Hall Place	LB Bexley	Geoff Goodwin	16
Foots Cray Meadows	LB Bexley	Geoff Goodwin	16

Caption

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London Borough of Bromley (managed by Idverde)

Contact is:

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We were charged £60 in 09/16

<b>Chelwood Vachery</b>	Llama Park	RH18 5JN	425312
	Cats Protection	RH17 7DE	414304
<b>Brasted Chart</b>	Emmetts	TN14 6JU	482523
	Toys Hill	TN16 1QG	469517
	Nr Octavia Bunkhouse	TN16 1ND	463529
	Valence School	TN16 1QN	462546
<b>Shoreham Woods</b>	Shacklands Road	TN14 7BD	503619
	Polhill Garden Centre	TN14 7AD	498613

# Permanent Courses



10 AREAS WITH  
MARKER POSTS






MAP/POSTS KEPT  
UP TO DATE

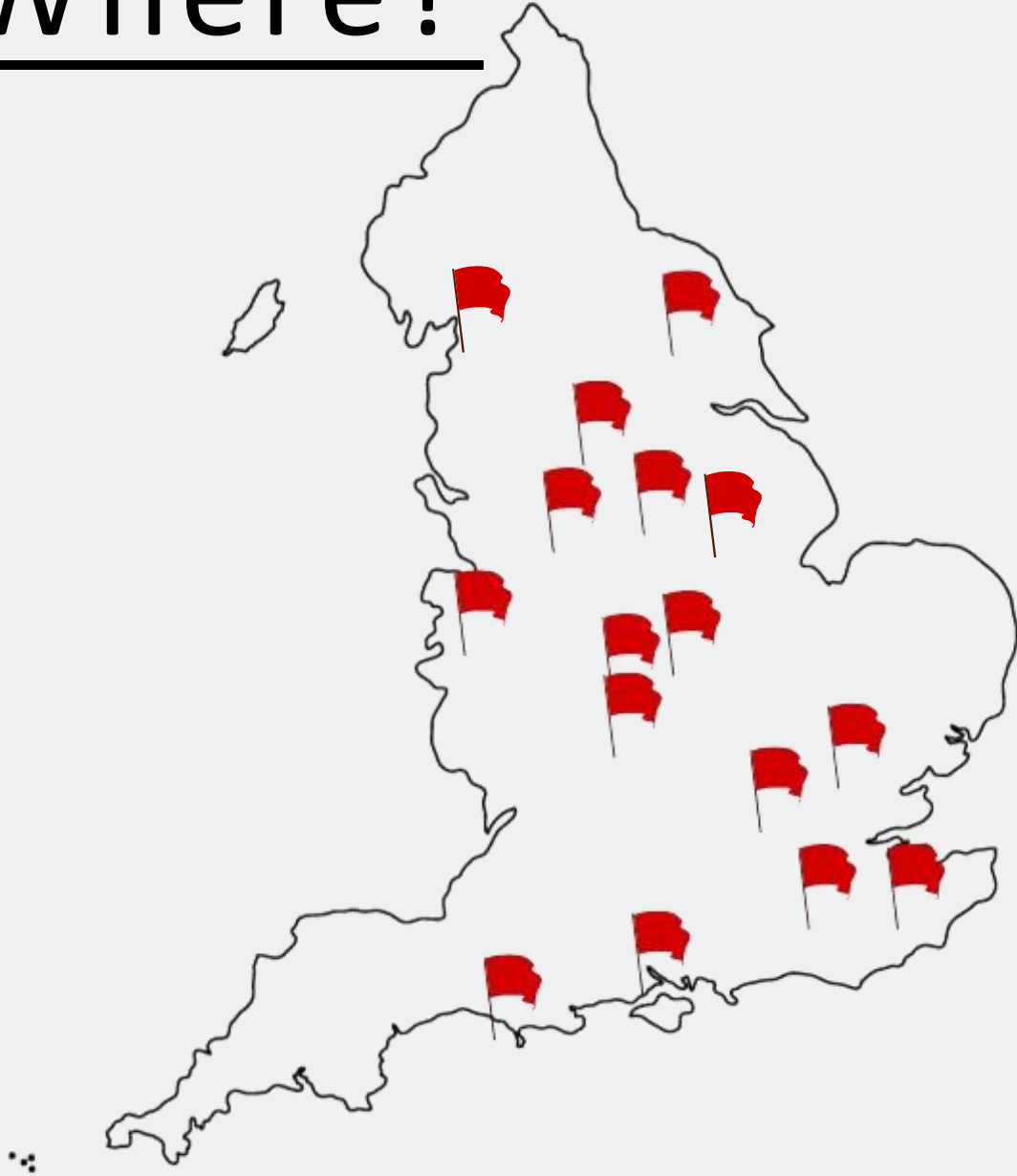


NO PUBLICISING  
OF THEM

# What are the aims of the Find your Way project?

-  BRITISH ORIENTEERING/CLUB LED PLACE-BASED COLLABORATION WITH LOCAL TRUSTED PARTNERS
-  INTRODUCE NEW FULLY FUNDED ORIENTEERING ACTIVITIES RIGHT INTO THE HEART OF LOW SOCIO-ECONOMIC AREAS
-  TRAIN LOCAL COMMUNITY LEADERS AND TEACHERS HOW TO ACCESS VOC COURSES FOR SELF DELIVERY

# Where?



## 16 AREAS

- Birmingham
- Berkshire
- Bradford /Leeds
- Cleveland
- Coventry /Midlands
- Cheshire
- Cumbria
- Dartford /Kent
- Derby
- Dorset
- East Lancashire
- North Manchester
- Southampton
- West Yorkshire
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### new y3 possibilities

- Yorkshire
- Devon
- West Lancs
- Lincolnshire
- South London
- Hertfordshire



Find Your  
Way Benefits



# Stakeholder perceptions

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## Feedback

- App demos well received

## Common objectives

- Get more people active
- Innovation
- Low cost



# Enhanced Publicity



OTHERS PROMOTING  
WHAT WE DO



SOCIAL MEDIA



BRITISH  
ORIENTEERING INPUT



Enhances profile of orienteering



# examples

## DARTFORD ORIENTEERS

### UPCOMING EVENTS

MON 29TH AUGUST 11AM	FYW BEACON WOOD (NEAR BLUEWATER) COME AND TRY IT
SAT 17TH SEPTEMBER	MOTE PARK MAIDSTONE

ENJOYED TODAY? THERE ARE THREE FURTHER VIRTUAL COURSES ON THE MAPRUN6 THAT TAKE YOU FURTHER INTO THE COUNTRY PARK!

ALL AGES & ABILITIES ARE WELCOME TO ORIENTEER AT A CLUB EVENT. THERE ARE COURSES TO SUIT EVERYBODY & FULL GUIDANCE IS GIVEN!  
SEE [WWW.DFOK.CO.UK](http://WWW.DFOK.CO.UK) FOR DETAILS



### VIRTUAL COURSES TO EXPLORE!

USE YOUR PHONE TO EXPLORE COURSES IN YOUR AREA! SIMPLY DOWNLOAD THE FREE MAPRUN6 APP & DOWNLOAD THE MAP YOU WANT TO EXPLORE!

**LIVE** ON THE FREE MAPRUN6 APP

FIND THEM IN THE APP FOLDER:  
UK - FIND YOUR WAY - KENT  
FYW BEACON WOOD  
FYW JESKYNS COMMUNITY WOODLAND  
FYW SHORNE WOODS COUNTRY PARK



ORIENTEERING IS A GREAT WAY TO HAVE AN ADVENTURE! NAVIGATE YOUR WAY TO CHECKPOINTS USING A MAP OR ON YOUR PHONE WALK/RUN YOU DECIDE!

### PERMANENT COURSES TO EXPLORE!

(PERMANENT POSTS IN POSITIONS ALL YEAR ROUND)

BEACON WOOD  
JESKYNS COMMUNITY WOODLAND  
SHORNE WOODS COUNTRY PARK

DANSON PARK, BEXLEY  
JUBILEE PARK, PETTS WOOD

TO FIND OUT MORE ON PERMANENT & VIRTUAL COURSES NEAR YOU VISIT



FIN YOUR WAY PROJECT [WWW.FINDYOURWAYVO.ORG.UK](http://WWW.FINDYOURWAYVO.ORG.UK)

MORE DETAILS AVAILABLE AT - [WWW.DFOK.CO.UK](http://WWW.DFOK.CO.UK)

## MABLEY GREEN

### SATURDAY 26TH NOVEMBER

11AM-12PM

LOOK FOR OUR FLAG BY THE EASTERN SIDE OF THE GREEN! 1.5KM/2.5KM COURSES

RUN

WALK




FIND YOUR WAY AROUND VIRTUAL COURSES WITHIN THE AREA!

Download the free Maprun6 app




WITH YOUR FRIENDS

RACE THE KIDS

FIN YOUR WAY [WWW.FINDYOURWAYVO.ORG.UK](http://WWW.FINDYOURWAYVO.ORG.UK)






## SAXONS ORIENTEERING CLUB

Saxons Orienteering is a thriving and friendly Orienteering Club covering Kent and East Sussex. Orienteering is an exciting outdoor adventure sport suitable for all ages and fitness levels that exercises mind and body.

The aim is to navigate between checkpoints or controls marked on a map - walking or running. There is no set route - the skill and fun come from finding the best way to go. Is a path quicker or a shortcut through the woods? Go around individually or as a group, pair or family.

You can orienteer at a club event, on a permanent course, or virtually using your phone



### Upcoming Events

including Dartford Orienteers events, (Dartford Orienteering Club for Dartford and St Leonards)

Sat 23 Sept	Milton Creek	Sittingbourne - ME10 2DE
Sat 7 Oct	Milton Creek	Sittingbourne - ME10 2DE
Sat 21 Oct	Foots Cray	Bexley - DA14 5EQ
Sun 19 Nov	Kings Wood	Challock - TN25 4AR
Sat 25 Nov	Scotney Castle	Lamberhurst - TN38 JN
Sat 9 Dec	Beacon Wood	Bean - DA2 8AR
Mon 1 Jan	New Years Day Event (Venue TBD)	
Sun 14 Jan	Westerham Chart	Westerham - TN16 1PP
Sat 20 Jan	Hargets	Tunbridge Wells - TN39 JR

All of our events have courses for adults and junior beginners. Guidance will be available to newcomers and novices before the start.





### Permanent and FYW / Virtual Courses

"how to" guides and how to get involved

Kent University Campus (Canterbury) - P / (FYW Late 2023)  
 Betteshanger Country Park (near Deal) - P / FYW  
 Whinless Down (Dover) - P / FYW  
 Mote Park (Maidstone) - P / (FYW coming soon)  
 Brockhill Country Park (Near Hythe) - P / FYW  
 Milton Creek Country Park (Sittingbourne) - P / (FYW coming soon)  
 Trosley Country Park (near Vigo) - P / FYW  
 Manor Park (West Malling) - (FYW Late 2023)  
 Bedbury Pinetum - P

P - Permanent Course. FYW - Find Your Way / Virtual Courses

More info & EVENT details available on - [WWW.SAXONS-OC.ORG](http://WWW.SAXONS-OC.ORG)

# our partners around the country



## Find Your Way

### Learnings

- set up where there is high footfall
- have a pushchair/wheelchair friendly course
- MapRun app received positively
- certificates for completion appreciated
- publicising follow on opportunities good but little evidence of usage

Train  
the  
trainer

## **Sustainability examples**

- children not able to be taught in classrooms
- children on free school meals
- Scout and Girl Guide Camps
- ranger led activities



# training the trainers



# promoting the courses





# POC development



## Liaising with local rangers

launch events and Open Day participation



## Adding simpler/easy access courses

for optional use with the MapRun App



## Courses to highlight features

tree trail leaflets for use with MapRun

# Financial benefits



## New areas mapped

including an area for club event usage



## Contributing to member retention

providing regular O opportunities



## Reduced land access charges

BSOC 2024 and Teach O course hire charges

Stakeholder liaison  
Find Your Way Benefits



## PROMOTING YOUR ORIENTEERING EVENT

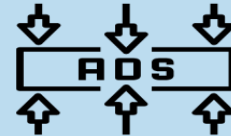
Begin to post on social media 3-4 weeks before your event and try to post at least once a week about your event. Remember to tag any local groups, parks, active partnerships etc

Post into any relevant local Facebook groups or pages about your event from your orienteering clubs account



Set up a paid for ad on Instagram and Facebook to advertise your event. remember to customise the location and target audience depending on the event.

Contact the “friends of“ group for the area your event is located in and ask them to share any promotional material



Contact your local active partnership and send them any promotional material that they can share or promote themselves. Also do this with any local active charities etc.



If your host venue is a park and this park has a parkrun, attend and volunteer at this park run a few weeks prior to your event and hand out flyers for your event



# Promoting your orienteering event

