ACTIVE CLUBS
Northern Ireland
REPORT

URBAN-O EXPLORERS

CONTENT

INTRODUCTION 01

BEAT THE STREET
How did LVO link with BTS 02
BTS; A Snapshot 04

URBAN-O EXPLORERS
Who are the Urban-O Explorers? 05
Explorers: A Snapshot 06
Word on the Street 07
Social Media Success 08

THE PEOPLE: THE STORIES
Kirsty and Mia 10
Wendy 11

FINDING OUR WAY
Moving Forward 12

INTRODUCTION

The Urban-O Explorers are a Community Satellite Hub of Lagan Valley Orienteers (LVO).

They Adventure into areas of North and East Belfast on Sunday Afternoons with Orienteering maps to #getoutside and #exploremore.

The Hub is a multiple partnership story; Funded by Active Belfast and delivered by Sport Northern Ireland's, British Orienteering, Active Clubs Programme and LVO.

This is how the Urban-O Explorers came to be; their initial involvement with Beat the Street (BTS) Northern Ireland, the success of the hub and a look at what might be next for this inspiring local project.

01
BEAT THE STREET

Beat the Street could best be described as a huge, semi-permanent Orienteering Course. The course is out for a 7 week period with 400 controls (Beat Boxes) placed in Urban Environments. Each Control visited is worth ten points. Freely available cards are used to record travel between controls which are linked to the Beat the Street website where all activity is recorded. You can play as a team or individual.

How did LVO link with BTS?

The Club recognised BTS as a pathway to orienteering. They were granted funding from Active Belfast to map Areas of High Social Need, engage with members of the community throughout the duration of BTS and to set up a legacy programme once the game was finished - The Urban-O Explorers.

Playing along as a registered Beat the Street Team - the club used the game as a training method and ended up coming 2nd overall in the average points table.

Inviting members of the community to play along with the club on Sunday Afternoons for the 7 weeks of Beat the Street Activity. Alternating between North and East Belfast each week for an informal Score Event (a mass start where participants headed off into the streets to see how many Beat Boxes they could hit in a set time - usually 45 minutes)

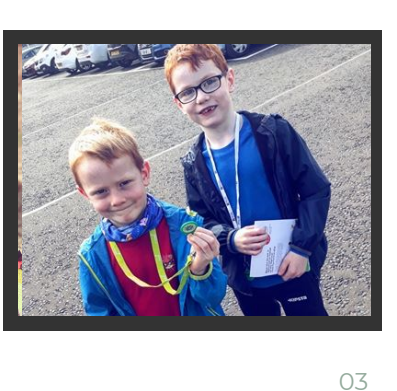
Tap here
Beat the Street
178
174
24261

"It was brilliant to see people who have been orienteering for over 30 years poring over the Beat the Street Maps with young people from the local communities; discussing route choices and the sights they saw along the way..."

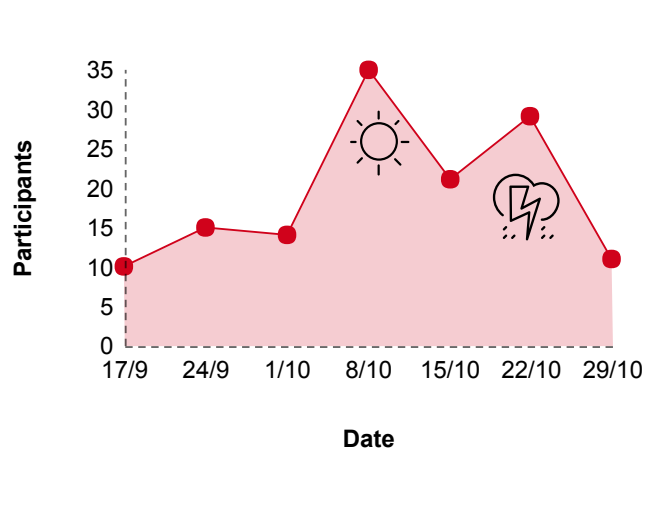
Active Belfast

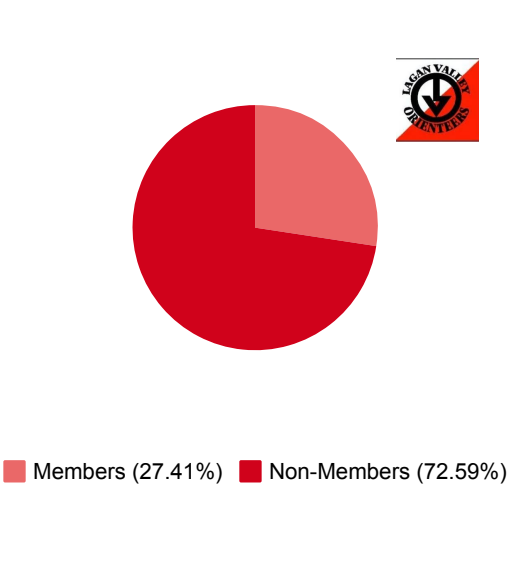
Beat the Street with LVO

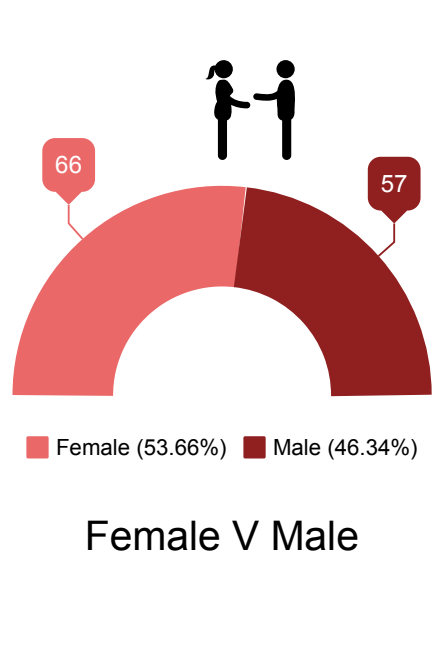
Initial Sunday Sessions



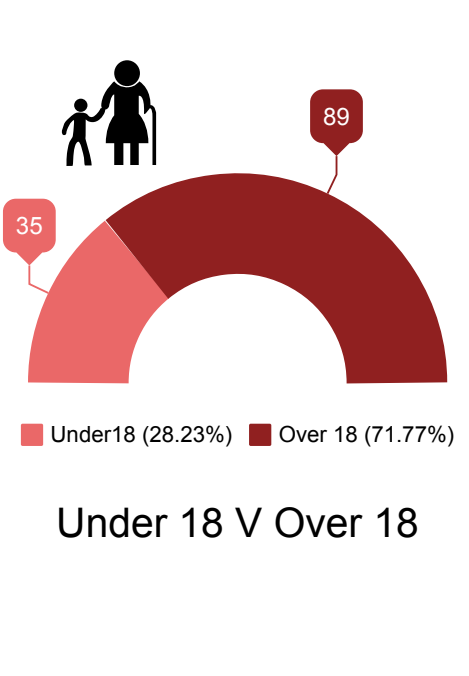
Beat the Street with LVO: A Snapshot







Female V Male



Under 18 V Over 18

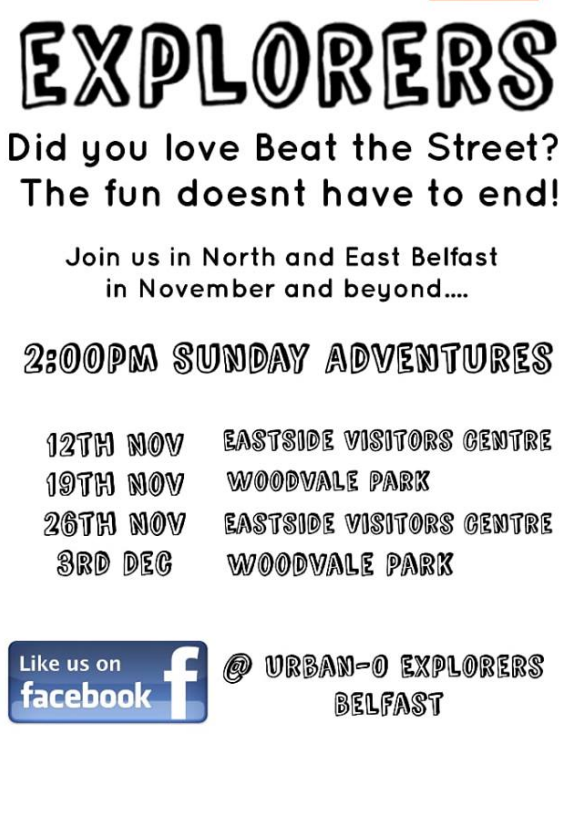
72% of Participants came to play from Areas of High Social Need

02
URBAN-O EXPLORERS

Throughout the Beat the Street Activity, mappers from LVO had been busy behind the scenes preparing new Urban-O Maps in order for these successful Sunday Afternoon sessions to continue post BTS.

For continuity it was decided that the format would remain the same, meeting on Sunday Afternoons, alternating North and East Belfast for the Beat the Streeters to have their first go at Urban Orienteering. The Urban-O Explorers was born.

Active Clubs supported this intiative by building community relations,driving the social media site and supporting the club to meet funding requirements.



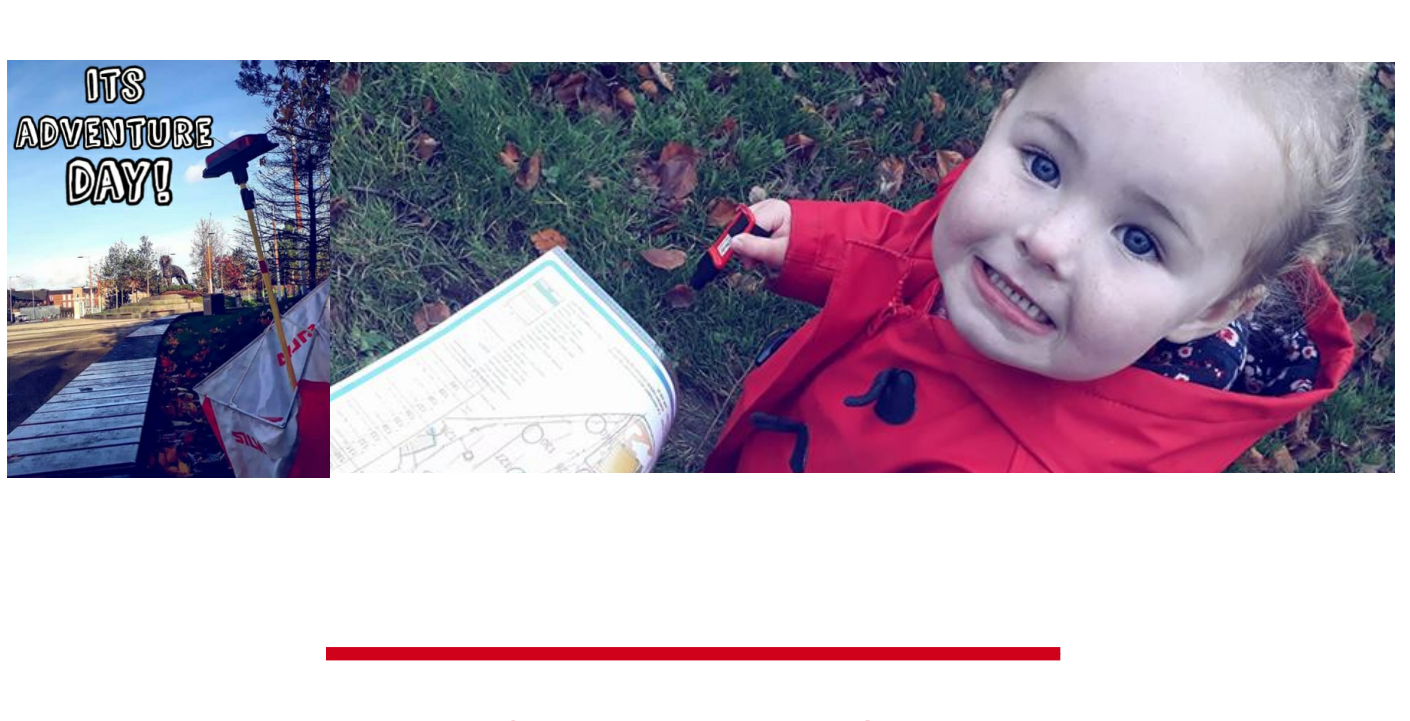
URBAN-O EXPLORERS
Did you love Beat the Street?
The fun doesnt have to end!

Join us in North and East Belfast
in November and beyond....

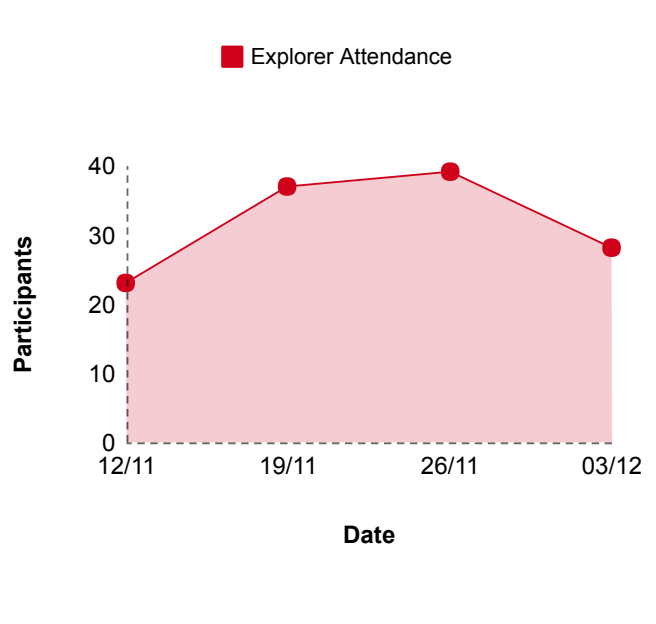
2:00PM SUNDAY ADVENTURES

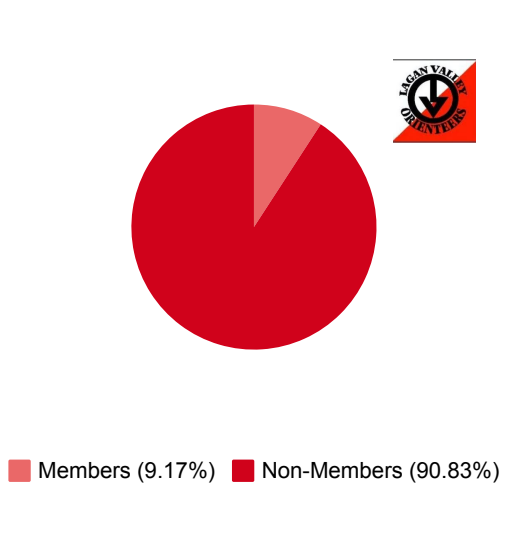
12TH NOV EASTSIDE VISITORS CENTRE
19TH NOV WOODVALE PARK
26TH NOV EASTSIDE VISITORS CENTRE
3RD DEC WOODVALE PARK

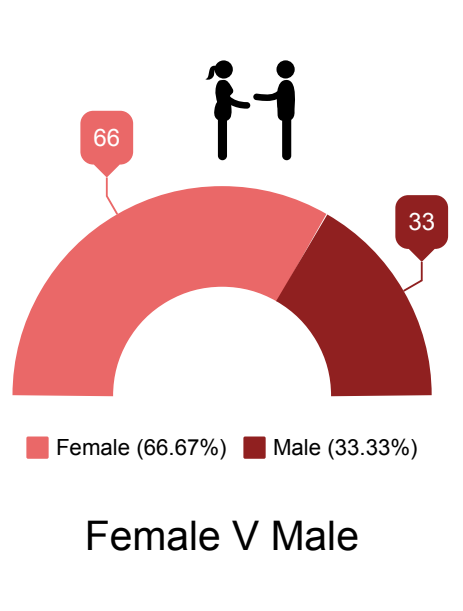
Like us on facebook @ URBAN-O EXPLORERS BELFAST


ITS ADVENTURE DAY!

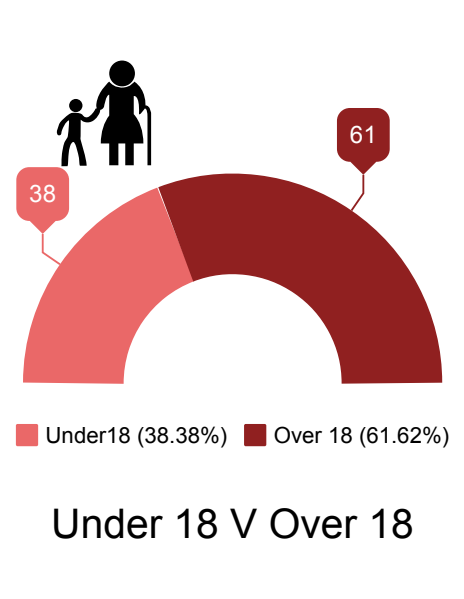
Urban-O Explorers: A Snapshot







Female V Male



Under 18 V Over 18

89% of Participants came to explore from Areas of High Social Need

"Lagan Valley Orienteers have capitalized on the opportunity to engage a new audience but also to be part of the creation of a legacy of long-term activity. Urban-O Explorers has created a fun, vibrant and inclusive way to engage Beat the Street Participants from across the game area, regardless of age, ability or background."

Dianne Whyte, Beat the Street Engagement Manager

"Urban-O Explorers have turned our boring Sundays into fun-filled Sundays... getting the family together (even the teenagers), having lots of fun while getting fit together and meeting some new friends along the way. Thank you all so much!"

"Don't know where to start. Fun, friendly, fab people and last but not least getting fit. Thanks to everyone for all their hard work."

URBAN-O EXPLORERS

Social Media Success

Facebook has been an invaluable tool for the project so far and will continue to be moving into 2018. The hub has achieved this by;

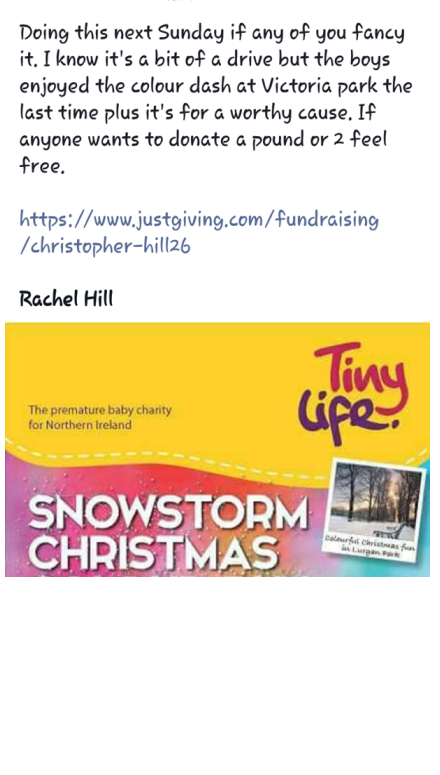
Creating and fostering an informal and friendly place for the Hub information and photographs to be shared

Continuity with hashtags and language for familiarity and branding #urbanoexplorers #getoutside #sundayadventures

Interaction with other local Community Initiatives through tagging and sharing. Examples Include; Shankill Women's Centre and Eastside Community Partnership

Encouraging Participants to like, tag and share photos and posts of themselves and the project to increase awareness in the Greater Facebook Community

Staying Engaged - responding to messages and comments in a timely manner and with the same informal and friendly feel of the Hub.



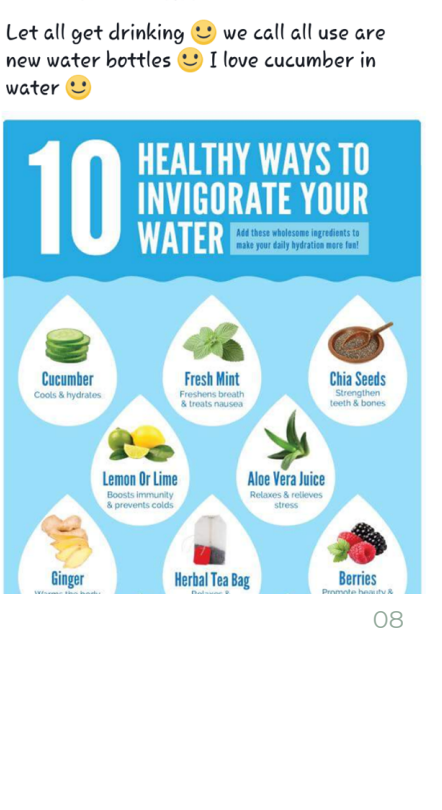
Chris Hill ▶ Urban-O Explorers Belfast
3 Dec at 19:36 ·

Doing this next Sunday if any of you fancy it. I know it's a bit of a drive but the boys enjoyed the colour dash at Victoria park the last time plus it's for a worthy cause. If anyone wants to donate a pound or 2 feel free.

https://www.justgiving.com/fundraising/christopher-hill26

Rachel Hill

The page has also given participants a platform to communicate; encouraging the community feel of the hub. Participants often use the page to share information and ideas - all family friendly and health conscious.

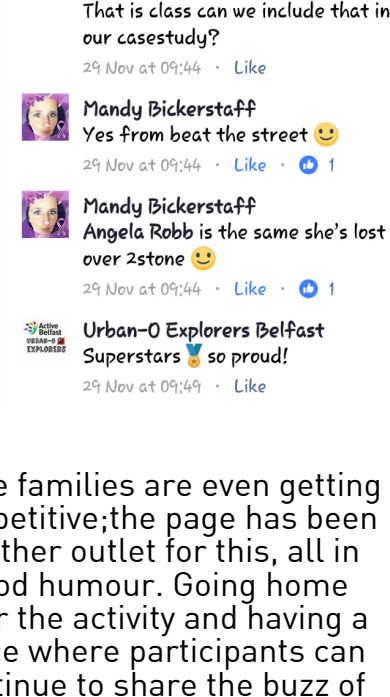


Mandy Bickerstaff ▶ Urban-O Explorers Belfast
19 Nov at 17:37 ·

Let all get drinking 🙂 we call all use are new water bottles 🙂 I love cucumber in water 🙂

URBAN-O EXPLORERS

Social Media Success



Mandy Bickerstaff
I have lost over 2stone from it all 🙂
29 Nov at 09:43 · Like · 1

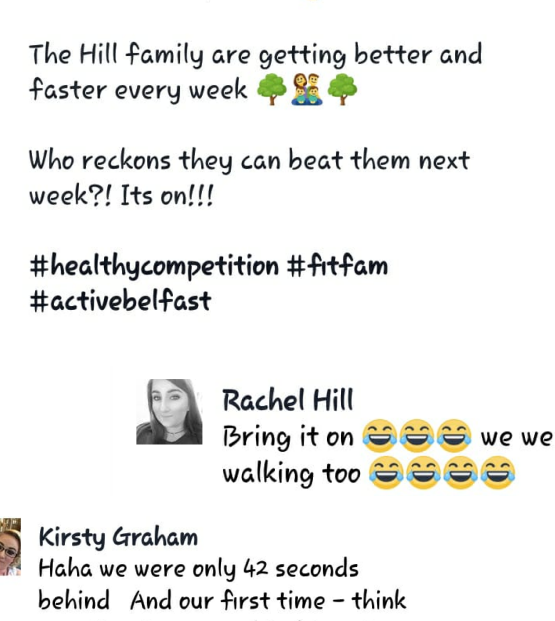
Urban-O Explorers Belfast
Since the start of Beat the Street? That is class can we include that in our casestudy?
29 Nov at 09:44 · Like

Mandy Bickerstaff
Yes from beat the street 🙂
29 Nov at 09:44 · Like · 1

Mandy Bickerstaff
Angela Robb is the same she's lost over 2stone 🙂
29 Nov at 09:44 · Like · 1

Urban-O Explorers Belfast
Superstars 🏅 so proud!
29 Nov at 09:49 · Like

It's also a place to share good - news stories throughout the week and not just on "Hub Days". For example, Mandy and her Sister who are using the Hub to develop a healthier lifestyle as a family.



Urban-O Explorers Belfast
19 Nov at 18:14 ·

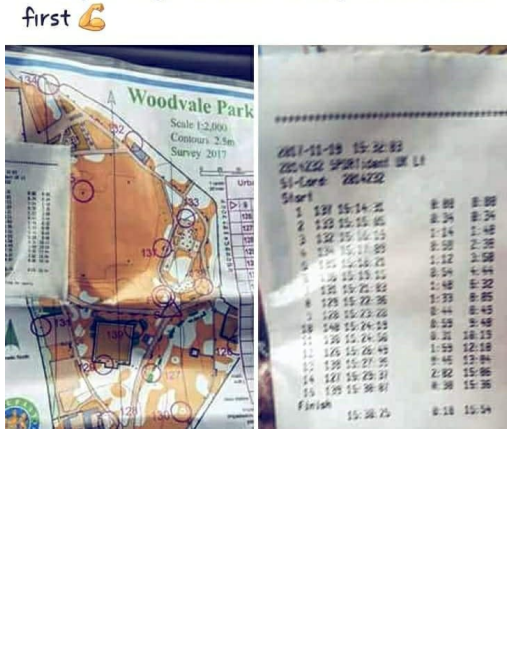
🏅 It's all getting a bit competitive over at the #urbanoexplorers 🏅

The Hill family are getting better and faster every week 🌳👫🌳

Who reckons they can beat them next week?! Its on!!!

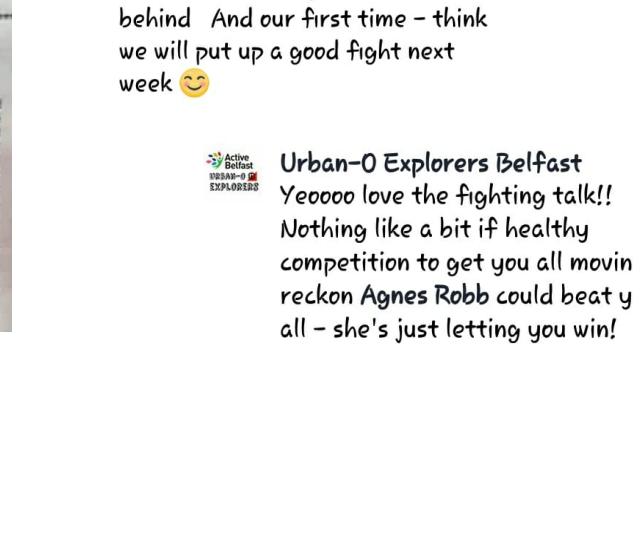
#healthycompetition #fitfam
#activebelfast

Some families are even getting competitive;the page has been another outlet for this, all in good humour. Going home after the activity and having a place where participants can continue to share the buzz of the day has been important.



Rachel Hill added 2 new photos — with Chris Hill.
2 hrs ·

Great wee afternoons orienteering done 😊 managed to get them all today and finished first 💪



Rachel Hill
Bring it on 😂😂😂 we were only walking too 😂😂😂😂

Kirsty Graham
Haha we were only 42 seconds behind And our first time - think we will put up a good fight next week 😊

Urban-O Explorers Belfast
Yeoooo love the fighting talk!! Nothing like a bit if healthy competition to get you all moving. I reckon Agnes Robb could beat you all - she's just letting you win!

The People URBAN-O EXPLORERS The Stories

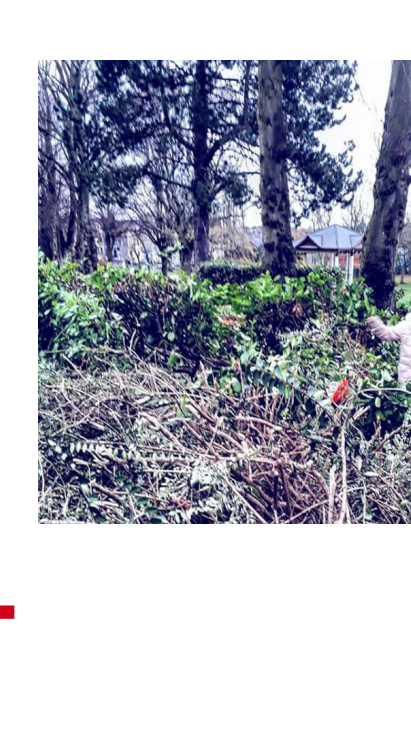
Kirsty & Mia

Relationship: Mother and Daughter
Age: 27 and 8

Kirsty and Mia love the Urban-O Explorers, they were not involved in Beat the Street with LVO but since finding out about the hub through social media they have not missed a session. Kirsty's dad even joins them when possible so we have had 3 generations exploring together. Urban-O Explorers is currently their only form of physical activity and has given them the motivation to make healthier lifestyle choices.

Kirsty says"We love the fact that its so much fun you don't even realise you are exercising! I've always said I'm so unfit and can't walk the length of myself but yet me and the child ran around the park and East Belfast like I was so healthy and fit! And of course we love the competition..."

Mia says "My favourite bit is exploring new places, even places we already know!"



The People URBAN-O EXPLORERS The Stories

Wendy

Wendy played along throughout the duration of Beat the Street both with LVO and as an individual. She is looking forward to continuing with the Urban-O Explorers and hopes to progress further into orienteering with LVO in both navigational skills and fitness. She is delighted to have found something the whole family can do together and loves the challenge.

Wendy says"I've lost 1 st 2 lb and have loved getting fitter (running in increasing amounts each week to beat my sisters!) On a Sunday when I would have been sitting at home it's organised, family friendly, local areas, and we have got together as a group, now walking down and back to the areas where the events are on which is giving us even more exercise. Juls is so friendly and makes everyone feel like a well-known friend and all the other guys who come down and help out or take part make us all feel more than welcome and offer advice"

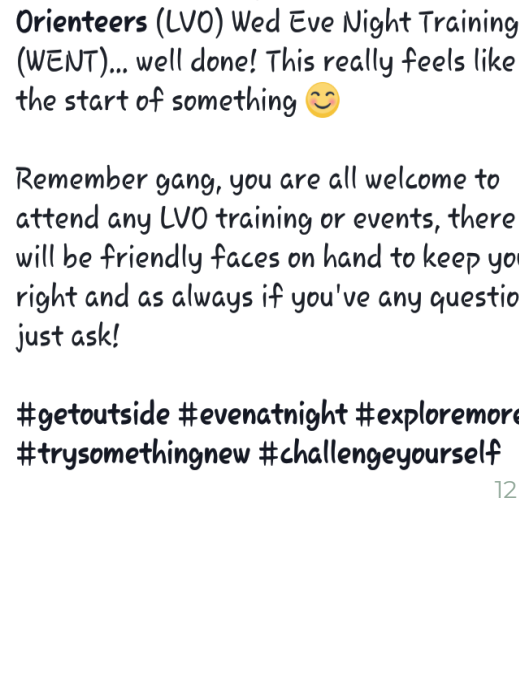
Finding Our Way:
Whats Next for the Urban-O Explorers?

The Active Clubs Programme and Lagan Valley Orienteers are delighted with the success of the project so far. This family and community friendly orienteering across North and East Belfast has allowed local people to come together and experience the sport and what it has to offer. The hope for 2018 is that these participants will transfer into club Orienteering.

The challenge for organisers will lie in maintaining the Hub ethos within this more competitive environment. Course Planners will need to be made aware when the Urban-O Explorers are being invited along to club events to ensure appropriate and achievable courses.

Above all, ongoing communication with Hub participants will be vital throughout this transition - preserving the Urban-O Explorers person-centred approach which has worked so well to date.

A few brave souls have already started this transition having attended LVO's Night Training and are hoping to do more...



Urban-O Explorers Belfast added 4 new photos — 🙂 feeling proud at Ormeau Park.
29 Nov at 21:54 ·

5 of our #urbanoexplorers at Lagan Valley Orienteers (LVO) Wed Eve Night Training (WENT)... well done! This really feels like the start of something 😊

Remember gang, you are all welcome to attend any LVO training or events, there will be friendly faces on hand to keep you right and as always if you've any questions just ask!

#getoutside #evenatnight #exploremore #trysomethingnew #challengeyourself

Active Belfast
URBAN-O EXPLORERS