

WOC 2024 Development Opportunities

Background Info for BOF Development Conference Workshop 24th Jan 2022

Vision

The World Orienteering Championships is coming to Edinburgh in July 2024. Our vision is to use the opportunity of a world class orienteering event being hosted in our capital city to put youth at the heart of our sport;

- to inspire a new generation to take up the sport and
- to motivate and empower young people already within the sport to become more involved in its provision.

Aims

- Showcase the sport through visible activities and involvement of role models to act as inspiration and motivation for participation
- Create new opportunities to access the sport, especially targeting young people
- Remove and diminish barriers to participation through a focus on “sprint” in an urban / park context that is more accessible to many
- Provide new opportunities to involve young people in volunteering within orienteering and in developing their leadership skills
- Work with clubs to provide long-term opportunities for continued engagement, motivation and involvement in the sport
- Deliver this through working together with identified Club WOC Legacy Ambassadors

Background Discussions

The ideas below build on some suggestions and topics that were raised in a WOC legacy session at the SOA club conference in April 2021, as well as meetings of SOA and BOF development teams. Feedback on the ideas recently sought from SOA members and from the BOF conference session will help shape the direction of these or alternative projects.

Proposal 1. Regional summer camps - to be led by SOA development team

- Grassroots recruitment especially targeting urban populations
- Project led by SOA development team, working in collaboration with Club WOC Legacy Ambassadors
- Encourage and work with partner organisations (e.g. Active Schools) to organise summer camp “try orienteering” opportunities in 2022 using WOC 2024 as an inspirational tool

- Reward interest / aptitude through creating follow-on opportunities to participate in residential regional (2023) and national (WOC week 2024) camps
- Support camp attendees with participation in Scottish Schools Festivals where possible, and involve role models (WOC / international athletes) in the events. Use event to promote WOC and inspire participants
- Involve young adults / young leaders in coaching through offering training and paid coaching opportunities
- Nurture participants into clubs and mainstream orienteering through club provision of suitable follow-on activities (e.g. low key club urban leagues with young junior opportunities) with clear sign-posting
- Project will reach out to try and break down some barriers to participation, in urban areas especially

Proposal 2. Control Flag Relay - to be led by clubs?

- Relay tour of all orienteering clubs in Scotland (UK?) - on foot / cycle
- Transport a “control flag” baton (or similar) to connect clubs around the country showcasing some great orienteering areas (both urban / forest) in the process
- Opportunity for clubs to involve school groups or others - clubs lead on the plans for their “relay leg”
- Launch the relay at a key event - e.g. Scottish Champs or Scottish Schools Festival. And ending in Edinburgh at the start of WOC week
- Use WOC branded kit
- Create a “mega map” of the route
- Visible to media for publicity opportunities
- Fun event that can build and nurture club spirit as well as increasing visibility of the sport

Proposal 3. Incentivisation schemes for participation and volunteering - to be led by BOF?

- Develop a simple tool for self-logging participation in activities / events and / or volunteering hours
- Offer WOC branded kit as rewards for different levels of involvement once enough points have been logged and submitted to club / BOF or SOA
- Use this to encourage and motivate people to take part in orienteering events and activities, and to contribute to the sport through volunteering in different roles
- Would be an opt-in system, so it is there for those that are seeking motivation or like to be rewarded
- Scheme can make effective use of MapRun / permanent courses as well as regular club events to widen participation opportunities.