

DVO Open Meeting Notes

20th January, 2015

Held Family Tree Whatstandwell

Present

Sal Chaffey, Dave Chaffey (minutes), Roger Keeling, John Hawkins, Christine Middleton, Michelle Mackervoy, Rex Bleakman, Val Johnson, Graham Johnson, Ranald MacDonald, Viv MacDonald, Ian Hodson, Liz Godfree, Mike Godfree, Jen Gale, John Hurley, Judith Holt, Stuart Swalwell, Richard Parkin, Paul Wright and Tony Berwick.

Ranald MacDonald, Event co-ordination

New BO Appendix C for Events

Ranald summarised the implications of the revised BO Event Officials guidelines. Appendix C.

For Level D events and above, the Organiser and Planner – ‘must’ have done the ‘Event safety and welfare’ workshop. The merits of this change were discussed (at length). However this is now the national BO policy and as Judith Holt said it will be a requirement for insurance purposes and ‘peace of mind’. Ranald said he will arrange workshops for event officials as needed.

For Level D events, if it is impractical for new organisers or planners to attend, then a member who does have experience will have to act as responsible in this role, overseeing the new event official.

John Hawkins – Secretary

John summarised current membership levels and members who had lapsed

- Membership is at 256, similar to the previous year.
- Now in renewal period, members will be lapsed at end of January. Currently 192, plus with total members at the end of January predicted to be around 210-215.

Liz Godfree, Club Captain

- 13th March CompassSport – now [Haywoods Warren](#), a Walton Chasers area – “all club members expected to attend”.
- Members interested to run in the JK and British Orienteering Championships should let Liz know

Sal Chaffey - Newstrack

- Next copy for articles and news: date 31st January 2016.
- For distribution at Hardwick at the rescheduled event on 6th February.

Sal Chaffey - Marketing and Publicity

Sal summarised what the 'working group' have been working on. The aim is to use Calke (and two preceding Level Ds which Ned Needham is doing additional publicity for) as a model event for promoting orienteering, before, during and after the event using different online and offline options to raise awareness about the event and then engage about it. Rex Bleakman explained that he has had lots of offers for help with his 6 South Derbyshire 'O' Championship events and he is liaising with South Derbyshire Sports Development officer who is going to produce free posters and flyers for these events.

Val Johnson said she was going to buy two A-frame boards to help promote orienteering during the event.

Sal also presented different forms of more visual 'Invitations' to attend and explained about the multi-event flyer which had been printed for distributing at our events and at work, leisure centres, etc.

Dave Chaffey mentioned that the group is looking at different audiences with differing levels of engagement with orienteering so they can be targeted differently.

Later, Dave Chaffey and Richard Parkin discussed the use of printed 'flyers' distributed at events. Dave said he felt they still had value in alerting orienteers about upcoming events, since when distributed alongside registration/results they are still picked up and other clubs use them for the same. There was a bit of handbags / heated discussion, but eventually it was established that it wasn't the use of printed flyers that Richard was questioning, but the format. He stated that his preference was for an engaging invitation, e.g. postcard format showing the benefits of attending rather than all the details which are on the website. So the aim of the flyer is to gain interest which can be followed upon on the DVO or BO website.

Presentation – Facebook for orienteering

Richard Parkin gave an introduction to how DVO use Facebook to generate and share interest in our events from amongst club members, orienteers from other clubs and non-orienteers who see our events in their newsfeed.

Presentation – improvements to the DVO website

Judith Holt presented some option suggested by John Cooke to improve the fixtures listings on the DVO website to make it easier to find events.

She said there were two main reasons behind John making an update:

- 1. The current fixtures page isn't appealing and doesn't enable filtering by types of event.
- 2. There are two separate databases with differing amount of fields. Some are missing which other clubs use e.g. day, grid reference, links to map.

It was discussed whether informal club events like Wed and Monday runs should be included, it was agreed they wouldn't.

John Hawkins summarised that there was general agreement that the new approach would be effective. Mike Godfree, Richard Parkin, Stuart Swalwell and Stuart Wicks would work with John Cooke and review the options.

Ian Hodson noted that events aren't publicised far enough in advance. Mike Godfree explained that Stuart Wicks has been asked by Jen Gale to update the relevant database on the website.

AOB

Jen Gale – control unit programming

Derek Gale has programmed the DVO control units for event timing so that they are compatible with the new contactless 'Air' Sportident dibber. This will mean that people with the new dibber could get an unfair advantage of potentially over one minute on an urban event since they wouldn't have to dib directly and so slow down as much. This was discussed (at length) and it was felt this would give runners with the new cards an unfair advantage

John Hawkins summarised that the view of everyone at the meeting was that this current setup potentially gave an unfair advantage, so we should revert back before Longshaw on 6th March, but review within one year.

Jen will ask Derek to reprogramme the SI boxes back to the previous state. John Hurley said he would raise this with Chris Phillips @ EMOA and in future John Hawkins said he would raise this with the relevant BO Technical committee.

Mike Godfree – new club jackets

Mike said he has club jackets available: "*Look Smart, Feel Good, Promote the Club*"!