

WCOC

development



Better events, bigger reach, stronger community.

BETTER EVENTS

Creating high quality and accessible events appealing to newcomers.

Town based 'sprint' style orienteering with a high emphasis on fun and route choice!



STRONGER COMMUNITY

KESWICK AC

Links with local running clubs, coaching sessions and a brand new Trail Runner's course for adult newcomers. New club WhatsApp community for existing and new members.

BIGGER REACH

Increasing orienteering's visibility with a boost to WCOC's social media presence. WhatsApp, Strava, Facebook and Instagram.



BETTER EVENTS

The key to getting new runners along has been the Rocket League - these are fun, accessible to newcomers and town based. They use the sprint format.



We have had 13 events in the year, blocks of 4 throughout the year between our winter, spring and summer series, plus one at the Keswick Mountain Festival in May. We have regularly had over 100 entries at the events, with a record 130 at our Keswick event.

We believe we have previously missed opportunities to socialise, and so we have tried to use indoor areas for registration and download including a local YHA, pubs and school grounds.

LINKS

Links with local running clubs

We have improved links local running clubs, especially Keswick Athletic Club and Netherhall AC. Our events are advertised on KAC's Team App and we write orienteering updates in their monthly newsletter and advertise our events on their club Facebook group and WhatsApp group.



Red Course

To encourage more runners to come to our events we have introduced a Red course. We have now renamed it the Trail course (to appeal to the local non-orienteers) - we knew that our traditional Easy course which can be 1-2km in length put some of the fell runners off, as it seemed too short. Recently we took a group of fell runners on a guided run on the Trail course - it was well received and we will repeat.



VISIBILITY

We are having an increased social media presence on Facebook, Instagram and Strava. A main feature of this is use of the app Canva - this has really helped us improve the look of our posts. We know that Instagram is used by younger members, so we are posting more there including stories, reels and videos.

We have created a WCOC WhatsApp group - this includes a Community group where we can announce events and other requests, a members group where anyone can post plus other subgroups which can be created for specific events including the recent Compass Sport Cup final.

After each event we generate the results that evening and send out a bulk email via Racesignup - very simple but this maintains interest with the results and Routegadget and provides a link to enter the following week's event.



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Has it worked?

We have met our development targets for Year 1. Attendance at our events is up 19% and membership up 21% in the 19-40 age group. Overall membership is the highest its been since our membership officer has been in post 😊

Our weekly Thursday night races and the new events format give people the opportunity to orienteer more regularly. Rocket League events give people easy access to orienteering without stepping out of their comfort zone too much!

Challenges?

Our reach hasn't been as widespread as we'd have liked. We need to explore other ways of communicating with people and getting our message out there!



YEAR 2 THE PLAN



What's next? We will continue with the Rocket League, enhance our links with running clubs and try and increase our social media presence. Getting the word out about our Trail runners (Red) course will be a priority.

KEY FOCUS FOR 2026: JUNIORS

We have great links with some local primary schools who have attended our long standing schools league - this is a series of events held in local areas where groups of primary school children attend. This is enjoyed by the children but doesn't translate to them attending our club events and the number of schools attending is reducing due to the cost of transport.

We will develop a brand new schools programme, backed up by coaching and events, that builds a pathway for children and their families to take up the sport of orienteering. This pathway already exists, but it is confusing and could be much more visible and accessible.

Our job will be to enhance and rebuild this pathway, offering young people and their families an exciting, viable and attractive route into the sport.

AIM FOR 2026:

A 20% increase in participation in the age groups up to and including M/W18