

Harlequins Orienteering Club (HOC) – MADO Initiative

Year	Membership
2003	296
2004	294
Development Initiative launched September 2005	
2005	333 including 103 juniors

57 new members including 38 juniors in 2005 were specifically associated with the MADO Initiative.

Background

HOC is a large Orienteering Club based in the southern part of the West Midlands. The MADO (Malvern and District Orienteers) initiative was set up as a division of the club by a member family who live in Malvern

What did HOC do?

- A series of eight small events, including one street night event and one night event, was organised in autumn 2005. Many helpers were available at each event to mentor newcomers through the pre-start, start procedures and to debrief after their courses.
- All events were local to Malvern using one of six areas already mapped by HOC
- Publicity was obtained through the local newspaper that ran features on orienteering and advertised the events and through a local major employer's internet newsletter. These two avenues were the most effective.
- Flyers were distributed to parents of children in local schools through the schools. The flyers used the theme of orienteering as a "whole family lifestyle, adventurous activity".
- Charges at events were low , especially for families.
- Goody bag was given to all finishers with contact details.
- Early events had just white, yellow and orange/red standard courses and a string course.
- Later events introduced score courses and light green standard courses.
- Events were held at approximately two week intervals to ensure continuity.
- Grants were obtained from BOF, HOC and Wye and Malvern Hills District Council. Awards for All, Sport Relief and Malvern Town Council were obtained later for electronic punching equipment which could be held in the Malvern area and for follow up work.

Retaining Members

- Many of the new participants were encouraged to join the club.
- In 2006 MADO is organising one event a month on a Saturday in the early afternoon to fit with family commitments.
- Each event is to be followed by a coaching session.
- Prizes have been offered for individuals and family groups.
- It is planned to map a number of new small areas to support the initiative so that events can offer new challenges but still within the local area.
- Those who have joined the club are being supported to assist with event organisation.