

SCHOOLS DEVELOPMENT OFFICER ROLE AND RESPONSIBILITIES

Purpose

To organise, promote and lead the delivery of activities that give school children in Cleveland Orienteering Klub's area enjoyable and educational orienteering experiences, while ensuring that these activities are self-funding during the first two years and thereafter generate a sufficient surplus to fully fund the Club Development Officer service contract.

Background

Over the last twenty-five years Cleveland Orienteering Klub (CLOK) has run a very successful Schools Development Programme. Highlights have including winning British Orienteering's Club of the year award in 2006, the Stockton-on-Tees Sports Club of the Year award in 2007 and being placed third that year's National Sports Club of the Year competition. The leader of the Schools Development Programme, Mike Hardy, also won the British Schools Orienteering Association (BSOA) award for Outstanding Service to Schools Orienteering.

Until a few years ago, the Schools Development Programme organised an annual programme of school orienteering events, although that was later reduced to two annual primary school competitions. The Middlesbrough competition typically has about 900 entrants and the Whitby competition typically has about 450 entrants, although both events had to be cancelled in 2020 and 2021 for obvious reasons. In the past, schools orienteering events were also organised in Darlington, Hartlepool and Stockton.

Over its life, the Schools Development Programme has delivered a total of around 500 school orienteering development packages, each including a map of the school, one or more coaching sessions and ongoing support for teachers. Over the last couple of years, the programme has only been delivering about a dozen packages each year.

A significant proportion of both secondary and primary schools in CLOK's area have already been mapped (the list includes about 460 schools, with about 12 being remapped each year), and requests from teachers still come into CLOK for further mapping updates.

At its peak, the Schools Development Programme delivered around 1,630 individual orienteering experiences each year (excluding CLOK's normal events), although this was reduced to about 350 in 2020 and 2021 due to the Covid restrictions.

Mike Hardy ran the Schools Development Programme on a voluntary basis, making use of other CLOK volunteers. For a number of years the programme also supported a part time paid contract role, with the contract holder providing mapping services and doing the bulk of the work to organise regular schools orienteering events.

Between about 2015 and 2020, the programme was scaled back, with Mike operating it reactively, focusing mainly on primary schools.

In 2021, CLOK appointed a contractor to revive and expand the Schools Development Programme. The contractor made good progress with re-starting the schools development activities, but in February 2022 he gave notice that he would be leaving to take up a full-time job. CLOK is now seeking a new contractor to pick up the work and take it forward.

The new Schools Development Officer will have the benefit of a strong network of contacts and the programme's good reputation amongst teachers and local authority officers. CLOK will also be able to provide support in terms of experienced volunteers (both for mapping and helping at events) and a large quantity of orienteering equipment.

The Schools Development Officer will need to operate an effective administration system to manage the Schools Development Programme in a co-ordinated manner with other CLOK systems.

In the past, the Schools Development Programme has provided support to special needs schools; for example, on one occasion for a group of blind children using raised maps. There may be opportunities to use smartphone technology to support these children's needs and give them some fun outdoor activities.

In order to continue to re-energise and develop the Schools Development Programme effectively, the Schools Development Officer will need to work in partnership with local authorities and other education-focused community organisations. The local authorities in CLOK's area include Redcar & Cleveland, the northern part of North Yorkshire (including Whitby, Hambleton, Northallerton and Richmond), Middlesbrough, Stockton-on-Tees, Hartlepool, Darlington and Durham.

Other relevant organisations include the Tees Forest, Tees Valley Sport, the British Schools Orienteering Association and British Orienteering.

The schools development activities must include all people whatever their physical and mental capacity, capability, and lifestyle. The Schools Development Officer will need to keep participation records consistent with those of Sport England and Tees Valley Sport, which might provide funding streams to increase activities to certain groups.

We believe that the Schools Development Officer's work will be complementary to the Club Development Officer's role. Although the required skills and competencies are very similar, each contract holder will have separate, clearly defined targets and objectives and a different target demographic. The two roles will also be focused on different time periods during the week (schools work during weekdays and club development work during evenings and weekends). We therefore believe that the two roles could easily be fulfilled by the same service provider.

It is worth noting that historically we have found that our extensive Schools Development Programme has not generated any significant additional membership for CLOK. However, through appropriate marketing and use of social media, it may be possible to change this in the future.

Objectives

1. Organise, promote and lead the delivery of enjoyable and educational orienteering-related activities in primary, secondary, tertiary, higher and special educational establishments in CLOK's area.
This will involve mapping school grounds (or arranging for them to be mapped), providing orienteering coaching sessions for school pupils, providing orienteering-related training for teachers, assisting local authorities and schools to integrate orienteering into the curriculum, etc.
An important indicator that this objective is being achieved will be "repeat business"; i.e. schools coming back and asking for more support / activities / coaching the following year, schools continuing to bring their pupils to the schools orienteering events, etc.
2. Organise schools orienteering competitions and encourage schools to participate in these events and to set up their own orienteering clubs affiliated to CLOK.
3. Identify and develop promising opportunities from previous Schools Development Programme initiatives and new opportunities to benefit from developments in technology (including, for example, using smartphone apps for virtual orienteering activities).
4. Coordinate orienteering coaching courses to meet the needs of educational establishments in CLOK's area, provision of Continuous Professional Development (CPD) courses for staff where requested.
5. Make effective use of CLOK volunteers, especially with mapping and helping at events.
Note, however, that it is expected that the Schools Development Officer will do the majority of the planning, organisation and delivery of activities themselves.
6. Ensure that CLOK is suitably remunerated for all these activities at appropriate rates.

7. Attract new schools and educational establishments into trying out Orienteering by using social media, information technology and other electronic communications in relevant ways to publicise the SDO activities, and also CLOK's activities and other local orienteering opportunities. Make full use of existing materials and, as and when appropriate and with the mentor's agreement, create, commission and use additional materials.
8. Network with other Junior / Schools Development Officers and other relevant organisations (both within orienteering and other outdoor activities) to identify other promising techniques and strategies to ensure that children enjoy their first experience of orienteering and are encouraged to continue to participate in it.
9. Identify (and take) opportunities to obtain additional funding to enhance and/or extend the activities that the Schools Development Officer and CLOK can support through this contract.

Targets

1. Build up school competitions again – at least three events in the first year, increasing to at least 6 events per year from the third year onwards – ensuring that a good income stream arises from these events.
2. During the first year, deliver orienteering development packages to at least 9 primary schools and at least 6 secondary schools. Thereafter, deliver packages to at least 15 primary schools and 15 secondary schools each year, with a stretch target of 18 primary schools and 18 secondary schools each year.
3. During the first year, encourage at least 12 new families to bring their school-age child / children to a regular (i.e. out of school hours) orienteering event.
4. During the first year, generate at least £6,500 of net income from schools orienteering activities.
5. From the third year onwards, generate at least £14,000 of net income from schools orienteering activities each year.

Note: The intention is that the income from the Schools Development Programme should be sufficient to support both the schools development and club development activities.

Timing

1 st April 2022	Closing date for tenders for the SDO contract.
Mid-April 2022	Selection process concluded and contract awarded (subject to having identified an appropriate service provider).
May 2022	Some schools development activities start when schools return after their Spring break.
Summer 2022	Some grant-funded 'Find Your Way' sessions could be run on Saturday mornings.
Autumn 2022	Main Schools Development Programme activities restart when schools return for the new academic year.

The start date will be finalised once a suitable service provider is identified and available.

The SDO service contract will be for two years. Either party will be able to end the contract on one month's notice period. After 18 months, CLOK and the contract holder will review what has been achieved and any learning points, after which CLOK will (a) decide whether to invite tenders for a follow-on contract and (b) the objectives and targets for the next two years.

Workload and payment arrangements

The SDO service provider will work on a self-employed, part-time basis, working at times that suit the schools orienteering activities.

The intention is that the contract for services will start at a level of about £6,000 / year. Delivering the activities will probably require the contract holder to work in schools for several half days per week

during term time, but it should be recognised that the contract holder will need to vary their working hours to meet the needs of schools and to deliver the overall project objectives.

The service provider will, in addition, be incentivised to obtain contracts to supply services (e.g. orienteering development packages) to new schools by a bonus of 10% of amounts invoiced for such services within the first year of a school's first involvement with the Schools Development Programme.

CLOK will make payments to the contract provider monthly in arrears upon receipt of invoices.

The contract holder will be responsible for ensuring that all work is covered by appropriate contracts with the relevant schools and that payment is received under those contracts. The contract holder will issue invoices to schools on behalf of CLOK, and payments will be made directly to CLOK's bank account.

See the separate Contract for Service document for more details, including travel expenses.

Management

The contract holder will report to a suitable mentor appointed by the CLOK Committee. Meetings will be held (via Zoom if appropriate) on a regular basis – at least monthly – to review activities, achievements, ideas, plans, need for support, etc.

The contract holder will provide a written monthly report to the CLOK Committee, and an Annual Report to the CLOK AGM, which is held in October each year.

Skills, experience and competences

CLOK is looking for a service provider who is self-motivated, proactive, organised, with a keen interest in outdoor sports and has excellent ability to work with young people. An ideal provider would be able to offer the following skills and experience:

Essential criteria

- High level of motivation and enthusiasm and ability to transmit that enthusiasm to make things happen.
- Excellent organisational skills.
- Self-motivated with a demonstrated ability to work both independently and in collaboration with others.
- A friendly, responsive and professional attitude towards teachers, children, CLOK volunteers, local authority officers, representatives of community organisations, etc.
- The ability to form positive relationships with teachers and enjoy working with children at both primary and secondary schools ages.
- Proven ability to share their enthusiasm for outdoor sports and encourage others to enjoy them as well.
- Good verbal and written communication skills, including making presentations using suitable visual aids.
- Ability to communicate effectively through a variety of channels, including social media.
- An understanding of young people and their needs, and familiarity with the current education system
- A working knowledge of the sport of orienteering, especially at beginner levels.
- A positive approach to competition, and experience of competition in sport, particularly at entry level.
- A full current UK driving licence and access to a car (suitable for transporting orienteering equipment). Note: The car will need to be insured for business use.
- Willingness to work flexible hours, especially during term times, and occasionally at weekends.

The successful candidate will also need to obtain (or already have) a DBS check. CLOK will assist in obtaining this if necessary.

Desirable criteria, or willingness to work towards fulfilling these criteria

- Experience of creating detailed maps (ideally orienteering maps).
- Experience of planning orienteering courses (particularly for less experienced orienteers).
- Marketing experience.
- A relevant sports development qualification (e.g. UKCC sports coaching qualification or orienteering coaching qualification) or the willingness to gain one.
- A first aid qualification. (CLOK will assist in obtaining this if necessary)
- Some orienteering experience or willingness to gain such experience up to Light Green course level.
- Leadership and negotiating skills.
- Experience of working in a sports development environment and in schools.
- Knowledge of the role of Local Authorities in the development of sport.
- Experience of coaching children in sports activities.
- Experience of initiating, developing and evaluating projects.

Selection process and criteria.

Informal enquiries and requests for more information can be made to Caroline Mackenzie (CLOK Chair).

To apply, please send relevant CVs and a covering letter to the CLOK Chair (Caroline Mackenzie) explaining how you would deliver the services described in this document and the separate Contract for Service and provide examples of the skills and expertise that can be drawn on.

Please provide contact details of two people who can provide references.

CLOK will evaluate the tenders against the Contract for Service, after which online interviews will be used to select service providers for a shortlist.

The final stage of the selection process will probably involve “in person” interviews.

Caroline Mackenzie
CLOK Chair