Permanent and Virtual Orienteering Course (POC) New Portal

Invitation to tender

We are currently seeking to create a website for hosting our Permanent and Virtual Orienteering Courses (held separately from our current British Orienteering website) and looking for declarations of interest. We have a budget of 5k + VAT.

If this project is of interest please reply to Natalie Weir nweir@britishorienteering.org.uk by Friday 19th Feb outlining which of the below essential and desirable elements you would consider to be able to deliver for our budget and suggested timescales. For discussion Tel 07891 091662.

Project Background & Overview

British Orienteering is the National Governing Body of Sport for Orienteering - an active, outdoor navigation sport that exercises mind and body where participants have to navigate between control points marked on an orienteering map. In competitive orienteering the challenge is to complete the course in the quickest time choosing your own best route.

Permanent Orienteering Courses (POCs) and Virtual Orienteering Courses (VOCs) offer a flexible and beginner friendly opportunity to take part in orienteering, particularly at a recreational mass market level. Participants download maps of courses and complete/take part independently and in their own time – therefore also a COVID19 friendly version of the sport. British Orienteering has identified POC's and VOCs as an asset to maximize and reach a wider audience.

The current Permanent and Virtual Orienteering Portal section of the British Orienteering website is at https://www.britishorienteering.org.uk/pocs

The current page lists permanent and virtual courses and users have to input their information to then 'download' the course map which is emailed to them. In the months since COVID19 lockdown and our education and campaign work – POCs and VOCs have seen a large increase in usage and many courses have been registered within the existing POC portal. During the timeframe June-Oct 2020 - there have been 11384 POC downloads, compared with 4182 in the same period in 2019; an increase of 172.214%. Participation has also risen June-Oct from 32005 in 2019 to 54683 in 2020, a 71% rise. There are now 863 (POCS & VOCS) listed on the portal compared to 574 in the Spring.

Project Aims

- To have a centralised online platform to make permanent and virtual orienteering more accessible to those not already in the sport
- Maintain a level of service to members – and link new portal to our database (where clubs currently upload the courses, and they would be pulled through to this new front end)
- Target active, outdoorsy, adventurous families and recreational runners who are newcomers/non-orienteers

The following lists outline the essentials and desirables we would like to incorporate:

Essentials

- Map and course listing page; see current website for set up

- A link to the British Orienteering database which holds the course information that is displayed – each course should be clickable to show more info
- An easy to use search function with interactive map (more modern version of what we have now) – map/listings/filters to look and feel slicker and friendlier (more beginner friendly, imagery and starter text)
- An intro guide/video, what are they/how to
- Updated participant sign up form (including what we ask people to fill in to download a course, communication preferences) and facility for participants to directly download map (currently has to be emailed to the downloader)
- Ability to charge/take costs and return to clubs/organisations
- Privacy statement and liability statement before download
- POC Manager administration panel (currently on British Orienteering database) linked to pull through to website
- User issue log – to be stored for us but diverted straight to the POC manager immediately - can be ticked as resolved
- Find a club activity/event listing tab - Pulled from our events/activities database
- Each POCs profile page to be better displayed e.g. with the clubs logo/colours, facts and information for participants
- The ability for landowners/ councils to register their interest in having a POC/VOC
- Standardised participant follow up survey
- Ability for users to Register via facebook/google and Social Media buttons

Desirables

- Some sort of user account created giving the ability for participants to register and create their own profiles, which will log all their map downloads
- If participants opted in:
    - The ability for the system to send follow up information of other maps/ locations they may be interested in,
    - The ability for the system to promote their local clubs/ events
- Automate comms to POC managers (they upload their courses to our database)
- The ability for participants to log their times on individual courses and add comments/ photos at each courses profile page
- Interactive comments/forum/Q&A function

Data
We also need to be able to access data to include:
    - Map downloads
    - User figures / Number of profiles created (if applicable)
    - Participation figures
    - Participation demographics
    - Where they heard about the courses from

*Additions and amendments made on the database will need to pull through to new portal.

Suggested Structure/Content
Home page – intro/ map/ search function / listings
Tab - What is a Permanent Orienteering Course
Tab - What is a Virtual Orienteering Course
Tab - Find an Orienteering club activity/event listing tab
Login (if appropriate if user profiles created) - name, age, email etc, what courses they have downloaded, user issue log
Newsletter? Sign up link to sign up for British Orienteering newsletter & Social Media buttons