

Holding Sail for Gold 'have a go' sessions



Sail for Gold 'have a go' sessions will be a great way to attract new members and build awareness of your club or centre in the local community.

Here we offer you some useful tips on what to consider when planning your Sail for Gold 'have a go' sessions. Although all clubs and centres vary, most of these ideas have been developed and proved successful by sailing clubs and centres around the UK so there is a good chance that they will work for you too.

We will be sending all clubs and centres who sign up to the Sail for Gold programme a Games inspired Sail for Gold kit that can be used to enhance your day and there will also be downloadable poster and press release templates available on our website soon.

Aim: To raise awareness of your club or centre and to attract new members and customers.

Duration: Morning, afternoon, evening sessions or all day

Run by: Dinghy/Windsurf Senior Instructor or a Club Officer

Things to consider

When?

- The 'have a go' day should feed people into your club/centre courses and therefore should give them the chance to use their skills before the winter. Why not hold them on one of the Sail for Gold key dates in 2012:
 - When the Olympic Torch relay comes to your area: May – July 2012
 - Skandia Sail for Gold medal race day: 9 June 2012
 - During or directly after the Olympic or Paralympic Games
 - Or any time that works well for your club or centre

Who are you targeting?

- Be clear about who you want to attend. Are you targeting families, school children, students, singles or just the local community?
- Encourage members to bring a friend, family or colleagues.

Advertise your Sail for Gold ‘have a go’ sessions

- Complete the event form by going to www.rya.org.uk/go/sfgevent to get your ‘have a go’ sessions or open days listed on the RYA Sail for Gold website next year.
- Use the downloadable poster (available soon) to advertise your ‘have a go’ days and distribute locally.
- Contact the local press/radio or write a press release (template provided).
- Follow this up with another press release with a photo of the event.
- Contact your local school and advertise there.

How?

- Plan your day in line with your target audience. If you are inviting children/families to come along organise games, face painting etc.
- Offer on-the-water sessions – either a small instruction session or a trip in a club member’s boat.
- Let people get a feel of the club. Offer tours of the clubhouse and facilities so that they can see what facilities you can provide.
- Create a social atmosphere; provide lunch, refreshments etc. BBQ’s are always great fun.
- After their taster session arrange for a member to meet them at the jetty and talk about the club’s learn to sail course/club membership.

Logistics

- Allocate roles for the day, such as safety boat drivers/cover, Instructors and suitable supervision.
- Does the club have sufficient and suitable clothing and equipment?
- Give all volunteers a briefing including the emergency action plan.
- Ask club members and staff to talk to visitors or give a tour of the club, etc.
- Setup a registration desk. Ensure you take down name and contact details, enabling you to follow up enquiries and offer them other RYA courses.
- Give visitors membership forms to complete or take away.
- Make sure you have a contingency plan if the event of bad weather!

Plan for any contingencies

- Make a list of areas that are out of your direct control such as illness, wet weather etc. and plan alternatives. For example, in case of bad weather there needs to be plenty of rain cover - are there enough rooms for the estimated number of visitors? If not, arrange for tents/marquees to be erected.
- Provide alternative activities (which you may like to provide anyway) such as bouncy castles, competitions, face painting etc. to keep the children entertained, and don’t forget the adults too!
- Plan to make the day as much fun for everyone – new and existing members alike. BUT remember that safety and legal considerations need to be taken into account at all times – please see [RYA website for more details](#).

Insurance

Check that your club policy will cover you to run an event like this.

Benefits

- Raise awareness of the club/ centre
- Gain new members

- Improve community relations
- Possibly boost club finances

Long term actions

- Follow up communication with all who attended, inviting them to either join or attend the club's learn to sail course.
- Run at least one 'have a go' day per year.

Open Day and 'Have a Go' sessions Legal Aspects:

As with all activities undertaken at clubs, holding 'have a go' sessions and open days may expose the club to liability risks and therefore all legal implications should be carefully considered.

The basic principle to remember is that in addition to the club's duty of care to its members, where it invites visitors onto the premises, the club has a duty of care for the safety of those visitors whether ashore, afloat, or at the water's edge. In practical terms, this means that the event should be carefully planned, organised and any required paperwork in place. Competent members should be available and carefully briefed for each of their tasks. Premises, boats and all equipment should be well maintained and inspected for defects. Those deemed unsuitable for the event should be locked away.

Before organising the open day, the club should check that the insurance policy covers all the activities of the day as well as any boats that are being used (whether club-owned or privately owned). If there is any doubt, the insurance broker should be contacted for clarification.

Risk Assessments are normally required by bodies such as, Water Authorities, Harbour or Local Authorities, even if the 'have a go' sessions or open day falls outside their remit. Therefore, we recommend you carry out a risk assessment as a matter of good practice. Further information on writing risk assessments, child protection and safety management are available on the RYA website at <http://www.rya.org.uk/infoadvice/clubsclass/dutyofcare/Pages/default.aspx>

It is recommended that visitors are asked to sign a Registration Form on arrival. The Appendix (below) reproduces a suggested Registration Form.

For more information on the legal aspects of club operation, readers should visit the [RYA website](#) where various documents are available to download. You could also contact Celia Edgington at celia.edgington@rya.org.uk or call 02380 604107.

Appendix 1

Suggested Registration Form.

Registration Conditions

1. TheClub/ Centre reserves the right at all times to cancel bookings in the event of bad weather, or if any of the equipment becomes unfit for use or dangerous to participants.
2. All participants MUST wear a buoyancy aid.
3. All children under 8 years of age must be accompanied by a responsible adult.
4. Participants with a medical condition must notify the organisers.

5. All registrations are accepted on the understanding that regulations made by the club for the safety of participants must be followed. Participants are asked to respect all the equipment that is provided.
6. The..... Club/Centre reserves the right at all times to refuse or restrict the use of facilities. The right is also reserved to evict anyone who refuses to comply with the conditions as stipulated, or who misconducts themselves, or in any way causes damage or annoyance to other persons.
7. No animals are permitted on any of the boats. No alcohol shall be taken or consumed aboard the boats.

DISCLAIMER

You hereby agree and acknowledge that you take part in the [event] of your own free will and at your own risk and that the organiser shall not be nor be deemed to be responsible or liable whether in contract or in tort or under any statute for:

- (a) Any personal injury (including illness) which may be suffered by you or any damage sustained to your personal property during the [event], unless it arises as a direct result of a deliberate or wrongful act or omission of the organiser or as a result of its negligence; or
- (b) Any other loss or damage suffered by you as a result of your participation in the [event].

Provided that nothing in this clause shall operate to exclude liability of the organiser for death or personal injury caused by its negligence.

I confirm that I have read and fully understand the above Registration conditions and I agree on behalf of myself and members of my party to comply with them.

Signed.....Date.....

Age (if under 18 must be signed by parent/guardian).....

Name.....

Address