



Ideas for increasing & developing adult participation

This information has been compiled to offer guidance to sailing and windsurfing clubs on how to increase membership, on water activity and income. Most of the ideas presented in these sheets 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!

Making racing more accessible and enjoyable for all

Aim:	To involve more club members in regular sailing through a diverse range of racing activities.	
Duration:	During the summer season	
Run by:	Club	
Example:	Fleet racing Rolling handicap Team racing Fun introduction to racing/novice Long distance racing Shorter races / sprint events More prizes Summer regatta	Scratch handicap Pursuit racing Buddy racing Novelty racing Mini series within series Personal handicaps Club race officer training
Facilities / kit needed:	promotional tools and prizes	
Benefits:	Getting more club members on the water More regular participation of racing Better quality racing in the short and long term More attractive to potential new members	
Options:	<ol style="list-style-type: none">1. Regional Club Coach to facilitate round the table discussion with key club members.2. Regional Club Coach to suggest further opportunities	
Long term actions:	To develop accessible racing programme and ensure year on year delivery and inclusion in club calendar. Method of reviewing the success of the changes that they have made.	



Case study for making racing more accessible & enjoyable for all

The Aim: To involve more club members in regular sailing through a diverse range of racing activities.

Case study: Priory Sailing Club

Priory Sailing Club is situated on a lake, formerly a gravel pit in Bedfordshire set in the 68 acre Priory Country Park and nature reserve. It is a small, friendly club run by the members.

The club has a 'Lazy Sunday' programme that runs once a month April – October usually on the last Sunday of the month for an hour. Priory SC was trying to find a way of introducing racing to those that did not race and to make them feel comfortable about racing. Lazy Sundays is a race transition process. Normally 3 short races no longer than 10 to 15 minutes around a very short course. There are lots of prizes, normally chocolate bars etc, it's not about racing to PY handicap as the races are very short. It is also not a series of races, though at the end of the season some overall results have been published. The objective is to learn something new from each race, at the beginning there is a small amount of time spent on:

Explaining a new rule	Something about the course
How those at the back could improve	Debrief at the end as to why the winner won, what they did right

The sessions require an hour at the end of the days racing. A small team of experienced racers are recruited, ideally a race coach if one is available. There are safety boats afloat and coach boats to offer encouragement during the race. Getting people to help out has been quite easy especially if you rotate the team around or have a number of teams to help out.

Example Race One

- Introduction to the course making sure everybody understands where they are going.
- Telling the participants how the sails are likely to be on each of the legs. It should be remembered that often this type of programme might be attractive to those having just passed RYA Level 1 or Level 2, that want to race.
- Short introduction to the start line and that if you are not at the front when the starting gun / horn goes it is unlikely that you will be in a winning position at the end.
- Lots of encouragement to the various helms during the starting countdown, Priory uses 10, 5,4,1 and in the last minute every 15 seconds. The race officers call out lots of timings, many people don't possess a stop watch.
- Somebody on the water in a coach boat to help people around the course also offering advice to the back markers on the 5 essentials.

Example Race two

- Talk about some basic rules e.g. Starboard & port- give some real examples possibly from race one.
- The course again if you decide to change, but unless you are changing it for reasons of wind we recommend that you use the same course for all 3 races. This allows one less variable and helps people measure their own performance.

When Priory started the sessions they had 10 boats for the first month, now they have in excess of 35.

Learning points:

- Difficult to implement at a coastal club or some clubs where it's not very easy to get ashore after each race.
- There has been an increase after the first season in people joining in the main racing which was the clubs priority.

Need more advice? Contact your Regional Development Officer