



Ideas for increasing & developing adult participation

This information has been compiled to offer guidance to boating organisations and clubs on how to increase on water activity, income and membership. Most of the ideas presented in these sheets have been developed and proved successful around the UK.

Cruising in Company

Aim:	To encourage boat owners to extend their cruising ground and use their boat more often.
Duration:	Day, weekend, week or longer
Run by:	Experienced Skipper, administered by designated person
Example content:	Cross channel cruise around the Channel Islands and France for first timers
Facilities / kit needed:	Boats owned by them or possibly chartered in for groups of non boat owners but in any event a minimum of two are required Committee or lead boat Classroom and white board etc Bookings of restaurants or facilities ashore
Benefits:	More new members, increased crew pool for skippers, more volunteers
Options:	<ol style="list-style-type: none">1. RYA Yachtmaster Instructor to coach skippers during cruise2. Clubs own management/experienced skippers put together a programme of activity and training.
Long term actions:	Run at least 1 cruise per year (in the school holidays marinas are much busier therefore groups must book). Organise follow on days throughout the season to help with progression. Ensure there is a system for skippers/ crew communication. Continuous training for skippers and crews to build on experience gained on the cruise



Case study for an introduction to yacht racing

The Aim: To encourage boat owners to extend their cruising ground and use their boat more often.

Case study: RYA Sail Cruise

Many boats are kept in the Solent and rarely leave this sheltered cruising area. The RYA Sail Cruise is designed to help people who have undertaken a few coastal passages, but are nervous about going out of sight of land and crossing the channel for the first time.

The RYA plans the route, books the berthing and puts together social activities along the way allowing the participants to focus on the navigation and the sailing. Each year the RYA takes 19 boats across the channel and helps 19 skippers and many more crew extend their cruising ground and increase their confidence.

The route is Gosport, Cherbourg, Guernsey, Alderney and home. The aim is to help first timers across and it is designed as a formal cruise in company. In the planning stage feasible dates are considered to take into account tides, passage times and any restrictions. The date is set and it is usual to get everyone across in daylight so a 4am start in June is the usual option. Reservations for both berthing and functions are made and the RYA advertise, send out fliers, manage expectations and collect booking forms with essential info. They assess the applications for suitability, as there may be boats that are too small or too large, send out newsletters and cruise notes for those who are accepted and booked on.

On the cruise, marginal weather decisions can be the hardest. The RYA stick to the route and itinerary if it is safe to do so but always consider people's time constraints as most have to get home on the stated day.

It is important to create a fleet that can cruise in company and a fleet of manageable size. Cruising speed should be discussed and different speeds can be catered for but the slower boats may need to leave early or arrive late.

There are no reasons why there are not a mix of motor and sail, you just need to plan accordingly – agreed groups & departure times.

Learning points

The RYA cruise is very prescriptive and a club or organisation cruise could have a little more leeway for free sailing. Fees should be agreed and paid for upfront to avoid the costs of no-shows being thrown upon those that do turn up.

Need more advice? Contact your Regional Development Officer