



Product:

Women's Mid-Week Sailing Club/Course



Aim: A club offering on water activity that is social and offers exertion and fitness
Product aimed at Mother's with Children at school
Segment = Alison and Jackie.

Duration: Two hour sessions during school time allowing mother's time to drop off children and attend.

Run by: Female instructor.

Example: Club run at same time each week or a course delivered over a series of weeks.
Course linked to regular membership.

Facilities/kit needed: Good facilities/clean dry changing rooms.

Format: Social/club element key.
School gates great recruiting ground once you get a few people interested.

Benefits: Mid-week activity at your club or centre.
Regular income.
Opportunity to engage with whole family.

Longer term actions: Sustainable club.
Opportunity to engage with whole family.



Example of a successful Women's Mid Week Sailing Club

Bray Lake is a very active watersports centre in Windsor and Maidenhead. They traditionally provide learn to sail, windsurf, powerboat and kayak lessons for all comers. They are also active with schools and youth groups in the area.

During the summer of 2009, a lot of the parents brought their children to the centre for their activity weeks and when talking to the parents, it was recognised that there was a demand for activities for the parents who brought the kids on an on-going basis. The idea was floated and a group of 4 parents who were typically mums and dropped their kids off at school during term time or worked part time started attending on a Tuesday morning from 10-12. They were all active and wanted something to do in a group.

The main focus for the group was social, there were no formal "learn to" courses, it was sold as a group of people who all agreed to meet up and do something.

Activities on offer were Sailing, windsurfing, canoeing, kayaking, sit on tops and stand up paddle boarding. Where possible Bray put a female instructor on the group however not exclusively.

During 2010, Bray has a group of approx. 15 parents who would turn up and take part in the tuition available. The mood is very much a case of "if you can do it then I can do it" as opposed to people feeling intimidated and not trying it. It has increased in size purely due to word of mouth rather than any specific advertising that Bray has done.

All participants swap e-mail addresses and keep in touch over winter. The group very much choose their activities depending on weather conditions and equipment available.

Watersports Clubs - Windows Internet Explorer
http://www.braylake.com/clubs.html#watersports4women-club

Watersports club just for ladies

Watersports 4 Women

Come and give water sports a go with other ladies only, no guys involved. Try your hand at dinghy sailing, learn to balance on a stand up paddle board, find out how to handle a rig when windsurfing as well as discover how to handle a kayak. You'll never be stuck for something to do on the water and you'll tone up whilst having fun.

- AGES: Open to all aged 16 year and above (non-members welcome)
- WHERE: Tuesday mornings from 1000-1200 run in 6 week blocks.
- WHERE: Meet at Bray Lake Club House.
- DISCOUNTS: Book up a whole block of 6 sessions and get one session free!
- BOOKING: Limited space - call the Centre to book now and get ready to discover an exciting world of water sports.

You will work with a female qualified instructor wherever possible and you will try something different every session. The perfect way to get into water sports!
Next series starts TUESDAY 4th MAY - Book your space now!

Price: £30.00 per session (discounts for block booking sessions) [Book Course](#)

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