



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!

Windsurfing within your sailing club

Aim:	To introduce windsurfing to your club, to increase membership and increase activity
Duration:	Ongoing
Run by:	Club Officer
Examples:	Club night Windsurf club membership Open day Link with windsurf TC/virtual club/shop Day tickets
Facilities / kit needed:	Rigging area, kit storage; open access
Benefits:	Appealing to a wider audience Funding opportunities through partnerships Increasing membership and income
Options:	<ol style="list-style-type: none">1. Regional Club Coach to discuss and advise2. RYA promotion opportunities
Long Term Actions:	Continued programme of windsurfing activity e.g. open days/training days/racing. Windsurf activity to be included in Club development plan.



Case study for windsurfing within your dinghy club

The Aim: To introduce windsurfing to your club, to increase membership and increase activity.

Case study: Covenham Sailing Club

Covenham Sailing Club is a dinghy and windsurf club based on a 218 acre reservoir in rural Lincolnshire. It is entirely managed by volunteers. At present the club has approximately 236 memberships. With the aim of increasing the number of memberships, the club introduced a windsurfing day ticket scheme in 1988. This has been successful as roughly 70 of their membership are now windsurfers.

It was decided that the Officer of the Day already had enough to deal with, so any Committee Member can collect the day fee and issue a receipt. The club charges £10/person/day and sells 4 – 5 day tickets per month. Day ticket windsurfers must sign to confirm that they have third party liability insurance. Whilst the income is useful, it is clearly not a cash cow. The aim has to be to convert the day ticket visitors into memberships. The club does this through spending the time to chat to the windsurfers and to show them the facilities. The club used to find that the day ticket windsurfers would still get changed in the car park as they did not realise there were changing room with hot showers. The club also allow up to three day tickets (from the same year) to be offset against the cost of membership.

The main problem that Covenham SC experience is that how do you identify a non member or someone who has not paid? Covenham ask for membership cards or once you have purchased a day ticket you place the ticket on your windscreen. Some clubs issue streamers that have to be tied to the boom. These change colour annually to prevent abuse of the system. Other clubs issue rash vests to be worn on top of your wetsuit to identify members.

Another issue has been how much to charge for a day ticket? Clearly it should be more cost effective to become a member otherwise day tickets would have a negative effect on the club membership. Across the country the cost of a day ticket ranges from £10 - £25 per person per day.

A less obvious advantage of inviting windsurfers to use your facilities is that it may increase your chances of receiving funding from external sources. This is because they will be able to see that the club is used by a number of users throughout the week.

Learning points

- Windsurfers and dinghy sailors can use the same facilities!
- Setup as robust a system as possible for managing the day tickets
- Ensure that the price is attractive without being cheaper than your membership
- Try to welcome the day ticket windsurfers as they could become members
- If your boat park is full, windsurfers are a great option as they normally take all their kit home
- Check your clubs insurance to see if windsurfers need third party liability insurance

Need more advice? Contact your Regional Development Officer