



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!

Refresher course

Aim:	To get adults back on the water. Re-instil the confidence and competence of your clubs members.
Duration:	2 days or equivalent
Run by:	Clubs own experienced DI / SI and/or RYA Regional Club Coach (recommend high instructor to student ratio)
Example content:	Motivate group Discuss aims and objectives Rigging / boat set up Launching / landing and club facilities Joy ride Short fun sessions Clinics Fun games and races Capsize recovery
Facilities/kit needed:	Own/ club boats or boards Club house and facilities Safety boat
Benefits:	More people sailing on a regular basis and/or club racing More repeat memberships Adding value to members Ensuring the boat park is fully utilised Other revenue streams increased Increased potential volunteer base
Options:	<ol style="list-style-type: none">1. Clubs experienced DI/SI to run (option for Regional Club Coach to support)2. Regional Club Coach to run and Clubs DI/SI to assist
Long term actions:	Club to continue to identify when refresher courses are required and organise accordingly. Linking with other local and national windsurfing organisations.



Case study for refresher course

The Aim: To get adults back on the water. Re-instil the confidence and competence of your club members.

Case study: Bewl Valley Sailing Club

Bewl Valley is situated on a natural reservoir in Lamberhurst, Kent with over 700 acres of water. The club caters for both dinghy sailors and windsurfer's with the aim of promoting sailing and Windsurfing by providing training for members from beginners to the most experienced. Bewl Valley SC has around 2000 members with 1000 boat parking spaces.

The incentive to deliver refresher courses was to get the member's down to the club and get them out on the water with the aid of instructors in the boats to help build confidence. This also meant that the sailors had help with boat tuning and rigging as well as instruction / coaching on the water. This informal training would help the club start the season well.

The club found that it did not take long to organise a refresher course, however, they did advertise 3 months in advance in order to maximise members awareness of the course but to also allow people to put it in their diaries before other commitments took precedence. The Refresher course was advertised with the use of flyers in the clubs magazine and on the notice board.

The instructors involved helped and gave guidance and advice to the participants both on the shore as well as on the water. Any questions raised were able to be answered through out the course which ensured that the participants came away with the knowledge and confidence to feel competent enough to get sailing. The course was run using a variety of boats from the club and safety boats also manned by club volunteers.

A Barbeque was laid on at the end of day to generate a good social atmosphere at the club and all bar and catering staff where enlisted.

The Refresher course has meant that more members are sailing at the club during the year due to the confidence boost given through the experience and advice both on and off the water. It has also encouraged those who attended the course to get those members who did not attend out on the water with them.

The club has had a better summer with more money behind the bar and has had the influence of getting members out on the water earlier in the season.

Learning points:

- Was a worthwhile day and will be done again next year.
- The more Instructors the better.
- Good to organise in advance and advertise to make best use of the day.
- Running the course at the beginning of the year meant people were ready for the seasons training and racing.

Need more advice? Contact your Regional Development Officer