



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!

Training Centre to Club links

Aim:	Creating a clear route to continue in the sport.
Duration:	Ongoing
Run by:	Working in partnership with a full time member of staff from the centre and a committee member within the club
Example:	Instructor de-brief to advice of local opportunities to continue in the sport Notice board and flyers to distribute to candidates Consider hosting an open evening Invite to club member to remote club activity
Facilities / kit needed:	Up to date contact details and information Posters / flyers Website
Benefits:	Keeping people in the sport More members for the club Building stronger links More customers for the centre Beginner and advanced levels
Options:	1. Arrange and attend a meeting between centre and club representatives - agenda to include information evening where clubs can promote themselves to people that have done courses.
Long term actions:	Club and Centre to make sure information is up to date Centre ensure that instructors continue to promote the club Continued strong partnership (annual meeting)



Case study for training centre to club links

The Aim: Creating a clear route to continue in the sport.

Case Study: Wraysbury SC and Bray Lake Watersports.

Bray Lake Watersports initially started out in 1978 as a venue to 'learn to sailboard'. The centre has since established itself as a training school, hire facility, shop and members club, the lake is a perfect venue for a safe and friendly introduction into the world of water sports. They run courses through out the year for windsurfing, dinghy sailing, kayaking, canoeing, sports and safety boat driver and multi activity sessions, it is open to all, there is no requirement to become a member or to even own your own equipment.

Bray Lake Watersports is about nine miles from Wraysbury Lake Sailing Club. Wraysbury Lake SC was founded in 1956 and is committed to friendly family and competitive dinghy sailing, this focus enables those that have attended a course at the commercial training centre to continue there sailing activity at the club.

The benefits from this partnership for Bray Lake Watersports (Commercial Centre) include:

- Target marketing for Training and Retail sales.
- Opportunity for increased direct promotion to local community through the club for beginners courses. As the Club "Approved Training Provider" the club offer choice as to where / when a new member can learn to sail (Club course, often infrequently or Centre Course, often every weekend)
- Opportunities to roll over training fleet through promotion to clubs and club sailors (especially new ones)

The benefits from this partnership for Wraysbury Sailing Club (Local Club) include:

- Opportunity to increase its membership through increased Training opportunities at Bray Lake
- Opportunity to increase the choice of courses available and at a convenient time to the potential member.
- Opportunities to increase the skills and confidence of existing sailors by providing improver and more advanced training (courses and Private tuition), in turn making them more active within the club.
- Discounts for members on equipment purchases.
- Discounts for club on equipment purchases through buying power of Centre
- Possible financial "Kick Back" to Club.
- Club is promoted at the Centre and to all people coming off Learn to Sail courses

Basis of Partnership Agreement:

Marketing: BLWS and WLSC provide each other with marketing literature for display at their venues and via email to its members.

Financial incentives: WLSC members booking a course at BLWS will benefit from a 15% discount from the list price. In addition, BLWS will pay a "commission" to WLSC of 5% of the list price for each course attended by one WLSC member and 10% per person for each course attended by two or more members. WLSC members also benefit from a 10% discount on clothing or equipment purchased at BLWS.

Management: BLWS will manage all bookings direct from WLSC members, who will cite their membership of WLSC when booking. In order to benefit from the financial incentives, members will notify WLSC which will confirm their membership to BLWS (via email) and subsequently invoice for its commission (again via email).

Learning points:

- Easy access to new members and sailors wishing to advance their skills.
- Discounts available to all parties.
- Wide choice of courses with cost efficient marketing.

Need more advice? Contact your Regional Development Officer