



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.

Virtual Clubs - Internet forum organised events

Aim:	To pull together boaters from different local areas and organise on-water events, cruises and socials.
Duration:	Ongoing
Run by:	Needs a kingpin to initiate the idea. It can be run on an existing club website or via other web based forums or on a specific forum or blog set up for the cause.
Examples:	<p>A river has many hundreds of moorings but the mooring holders do not often meet or see each other because they arrive at different times and live in different places. A forum could be set up to help organise a cruise and a social to pull everyone together.</p> <p>A yacht club with dwindling attendance could create a virtual clubroom where members can talk to each other and organise events, cruises and socials. As it is internet based, it can even reach and enthuse the armchair sailor.</p>
Facilities / kit needed:	Computer and access to a marine forum or ability to create a forum. A moderator.
Benefits:	Reinvigorate existing boaters and create a communication platform. Allows opportunities for crew and people who want to get involved, to take part. Low cost.
Options:	<ol style="list-style-type: none">1. Regional Club Coach to come in and help show how the forums work and assist in with the strategy and possibly with the implementation.2. The organisation or clubs own management/develop a forum on their website and inform their customers or members.
Long term actions:	Keep momentum by arranging further events on the back of the first one. Review and evaluate what works and what does not.



Case study for an introduction to yacht racing

The Aim: To reinvigorate existing sailors and create a communication platform for boaters

Case study: Yachting and Boating World Internet Forums

Many people may not want or have the time to be part of a formal club or be in an area where there's a club that's right for them. However, the internet has produced its own club room in the form of internet forums.

Over the last few years many of these forums have grown, some of them being very large indeed. Probably the largest in the UK is the Yachting and Boating World (YBW) forum. YBW is run by IPCmedia who publish most of the popular marine titles, including Motor Boats Monthly, Yachting World, Classic Boat, Yachting Monthly, Practical Boat Owner and Motor Boats and Yachting. YBW is split up into many different sections, some directed to the magazines themselves, it has its own online magazine and there's also a multi level forum section. A part of the forum section is dedicated to forum member events.

Thread Title	Author	Date	Replies	Views
retention of the current rate of duty on UK-supplied marine diesel. Read more here.				
Cherbourg 2004 cruise A forum for registered users who want to take part in a Cherbourg cruise on the last weekend in September.	Shut Down? by duncan	30-09-04 15:15	69	532
MDL Mercury Marina forum weekend 7-8 May 2005 A forum for those who would like to attend the annual Mercury Marina forum gathering	Out of power? by Brendans	31-07-07 01:03	9	92
Scuttlebutt Cherbourg cruise 2005 A forum for the planning of this year's Scuttlebutt Cherbourg cruise	Paying the price by dralex	04-11-05 17:08	65	604
Scuttlebutt Cherbourg cruise 2006 A forum for the planning of the 2006 Scuttlebutt Cherbourg cruise	Come on peeps, a vote of... by graham	29-09-06 22:26	25	340
Cherbourg 2007 cruise A forum for registered users who want to take part in a Cherbourg cruise on the last weekend in September.	Meal by GeeGee	27-09-07 14:05	29	292
Mercury meeting 2009 A forum event at Mercury Marina, Hamble in May 2009.	Mercury Meet - Photo Album by mavbb1	31-05-09 06:57	22	654

As you'll see from the above 'screen shot', there are lots of events happening and they range from a marina gathering to watch the fireworks at Lake Windermere, to cross channel cruises. The last meet was in the River Hamble to which 50 people turned up in motor boats, sailboats and cars.

A virtual club is an affordable way to allow mooring holders and sailors to communicate with each other from the comfort of their own armchair. It is possible to run this type of forum from an existing club as part of their website, to establish a new club formed around a set of moorings or a location, especially if it is remote or for a group to join into an existing forum to make new contacts.

Link to YBW forums <http://www.ybw.com/forums/index.php>

Learning points

- A moderator is required to ensure the forum does not get used improperly.
- A set of guidelines maybe required on the subject matter that is uploaded.

Need more advice? Contact your Regional Development Officer