



Planning and Understanding Your Membership







Welcome Back!

- Good Season
- Workshops now from HQ
- Unsure on Funding
- Unsure on ITD





Why 'Planning & Understanding your Membership'?

- Review
- Plan
- Grow membership
- Increase activity

Club action plan





RYA News

Sail For Gold – Olympic Legacy



 Sport England & RYA Sport Development Focus 2013/17





Regional News...

- Opportunities
- Challenges
- More adults sailing more often
- OnBoard
- T15
- Volvo Champion Clubs
- Honda Youth RIB Challenge
- Sailability





Regional Committees

- Who are they and what do they do?
- People you need to know
 - County Reps
 - Lease Advisor
- Regional Fleets
 - What is available?
 - Cost?
- Development Plans





What have you done that has got more people sailing regularly?

- Why is this important?
- Activity
- Write down 1 idea you would like to implement at your club





Break





Who is your member?







Increasing activity and membership

- Who is your member?
- What do they want from your club?
- Who is your potential member?
- How can your club become more customer focussed?





Facility Development

- Do your facilities cater for the needs of your membership groups?
- New revenue and membership streams?
- Funding + Finance Workshop





Your Committee

- How to decide if you need to make some changes...
 - Who are your members does your committee represent all membership group?
 - What skills do you need to run your club?
 - Does your committee structure enable you to manage and develop your club?





What next?

- Use your action sheet
- How does this fit into your Club Development Plan?
- Why we need a copy of your plan
- Keep in touch





Dates for your diary...

Other Winter Workshops

- More Racers, More Often
- Funding your Facilities and Equipment
- Marketing (focus on Social Media)





SATURDAY 16 AND SUNDAY 17 MARCH











AVAILABLE TO ALL RYA AFFILIATED CLUBS

DORSET

SUSSEX

ALL WORKSHOPS START AT 7PM UNTIL 9.30PM

MON 5 NOV

WED 7 NOV MON 12 NOV

TUE 13 NOV WED 14 NOV

THU 15 NOV

MON 14 JAN

WED 16 JAN

THU 17 JAN

MON 21 JAN

NOVEMBER 2012



JANUARY 2013



FEBRUARY 2013



HAMPSHIRE	SOUTHAMPTON SC
IOW	MEDINA VALLEY CENTRE
KENT	CHIPSTEAD SC
HAMPSHIRE	CHICHESTER SC
DORSET	EAST DORSET SC
SUSSEX	NEWHAVEN & SEAFORD SC
IOW	MEDINA VALLEY CENTRE
HAMPSHIRE	SOUTHAMPTON SC
KENT	CHIPSTEAD SC
HAMPSHIRE	CHICHESTER SC
DODGET	EAST DODGET SS

EAST DORSET SC

NEWHAVEN & SEAFORD SC

WED 23 JAN THU 24 JAN DORSET MON 18 FEB EAST DORSET SC SUSSEX NEWHAVEN & SEAFORD SC WED 20 FEB IOW MEDINA VALLEY CENTRE THU 21 FEB HAMPSHIRE SOUTHAMPTON SC MON 25 FEB KENT WED 27 FEB CHIPSTEAD SC HAMPSHIRE CHICHESTER SC THU 28 FEB

BOOK ONLINE www.rya.org.uk/go/winterworkshop BOOKINGS CLOSE ONE WEEK BEFORE PUBLISHED DATES.

Hayling Island Sailing Club

SAT 16TH MARCH 10AM - 5PM £12 INCLUDES LUNCH

 ON WATER coaching and presentations from a leading coach.

Curry & Band Night ONLY£10 SUN 17TH MARCH - ATTENDANCE OPTIONAL -9.30AM - 3PM **£7** INCLUDES LUNCH

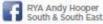
- Discussion workshops.
- RYA Update & Funding 2013 to 2017.

BOOK ONLINE FROM 1ST DECEMBER 2012. BOOK EARLY TO AVOID DISAPPOINTMENT.

FROM £15 P

ACCOMMODATION

WWW.SAILRACER.ORG









Dates for your diary - National

- RYA Club Of The Year Closing Date 19th Nov 2012
- RYA Dinghy Show

2nd/3rd March 2013

RYA Volunteer Awards Closing Date

May 2013

- Push the Boat Out Weekend 18/19th May 2013
- Zone Championships 28/29th September 2013
- Champions Cup

October 2013





Dates for your diary – Regional

Regional Instructors' Training Days????





Regional Communication

- Facebook group/page
- Twitter
- eNewsletter
- Regional website
- Phone, email, face to face





Thankyou!