

Lancing Sailing Club development plan – season 2012

Who	Where we are now	What needs doing	Where we want to be in 2013
Within club membership	 Mainly junior and novice coaching Structured training plan in 	 Target specific groups with tailored days (see below) Motivate a broader scope 	 More adult club members sailing (partners / spouses / parents)
	the sailing calendar - Mainly attended by	of volunteers and encourage some members to become Sailing Instructors	- Encourage youngsters to sail with parents
	juniors but not restricted		
Within the community	- Bring-a-friend day	- Advertise open days early in the local press and radio	- Generate more members out of publicity and open
	- Have-a-go day x2		days (5 new memberships – families
	- Leaflets on the fence	 Devise a tighter structure to open days and provide 	if possible)
	- Banner	fun activities while on the water.	 Follow-up open days by sending email newsletter
	 Welcoming attitude from all members 		/ invites to visitors (better structure)

Where the RYA could help:

- More adults, already club members, to take part in sailing (partners, wives, mums).

We need to identify people who would like to have a go and encourage them to create a group. The RYA could help with suggestions of activities and one-day coaching to kick off the idea.

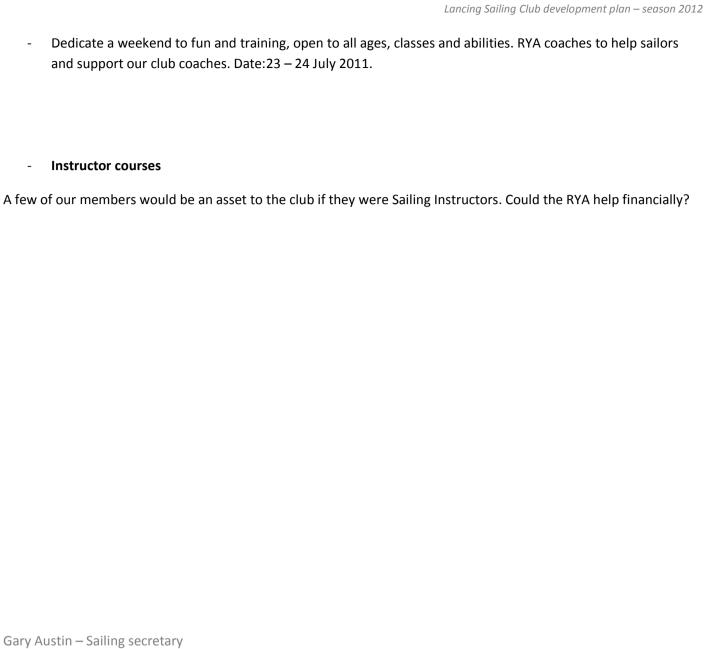
They would need a non-competitive, fun approach to the sport within their comfort zone.

We should integrate a social event (meal at the club, etc.) to knit the group together and encourage regular attendance.

- Life after Start Racing

Introduce a buddy system, not too formal but with suggestions and guidelines. This would be an ongoing scheme.

We could introduce Mentor times on Sundays before racing (ask safety boat to lay the course a bit earlier so pairs can sail one lap before the race). More suggestions to come RYA case studies and from Lancing SC members.



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