



# More Racers More Often

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# Dinghy Club Racing

The key focus of most dinghy clubs within England is Racing!

What is happening within the your clubs?

- Are numbers increasing or decreasing?
- What do you see as the challenges / Issues?



# What Constrains to delivering Racing

- The location of the club.
  - Size of water
  - Lake
  - River
  - Tidal/Open Water
- Race management
- Members time





# Racing - What are the essential elements?

- Please discuss





## Essential to Racing

- Fun
- Safe racing, patrol boats, size of course
- Good Race management
- Appropriate courses for the class
- Race length
- Clear understanding of the club rules
- Rules adherence
- Accessible
- Appealing to member



## Essentials (cont...)

### Communicating with current racers

- Si's are they simple?
- Easy to understand?
- Results
  - Publishing (systems)
  - Trophy series
  - How many sailors qualify
- Website
- Promotion



Social media – who's down at the club etc.



# What racing formats does your club use?

- Discuss the different race formats used by your club.
  - List them
  - What were the pros and cons
  - Any lessons learned



# What race formats have we got available

## Racing Formats

- Round the cans (Short vs. Long)
- Fleet
- Handicap
- Personal Handicap
- Pursuit
- Average lap





## What race formats have we got available (cont...)

- Turbo
- Match
- Team
- Buddy racing
- Series within a series
- Medal Races
- Shorter Series



# Introducing Different Race Format

1. Race Management has to be adequately informed.
2. Clear communication to membership
3. How do you measure if successful?



# Improving the conversion!

## Task

1. Identify the **stepping stones** from beginner to racer in your Club?



# Improving the conversion!

- Clear communication, Clubs Pathway
- Intro evening
- Easy racing during training
- Novice Starts/Targets
- Buddy Racing
- Train to race
- Break Down the “Myth”



# Understanding of the importance of good communication

## •Communicating with Potential Racers

### Simplicity

–What do I do, how do I get involved

### Club Procedures (complicated?)

- Do I sign on, do I sign off
- What do I write
- Where do I go
- ETC





# Coaching – is it important?

- Potential Racers
  - Coach out the myths
  - Coach during races
  - Crew Experienced Racers
  - Buddy Racing with experienced Racer
- Current Racers
  - Class sessions (Activate)
  - More skills more enjoyment





# The Membership/ Class Captains

- The fleet lynch pin! Communicator!
  - Understanding sailors / members requirements
  - Coaching/Training requirements
  - Promoting the clubs racing activities
  - Types of racing
  - Social events
- More information

[www.rya.org.uk/go/AYF](http://www.rya.org.uk/go/AYF)



**activate**

**YOUR FLEET**



## How else can we help

- Race Management Courses
  - Club Race Officer Course
  - GPS Course
  - Club Mark Layer
- Racing Rules
  - Rules advisor
  - Basic Rules Course
  - Going by the rules
  - Rule 42 Course



<http://www.rya.org.uk/racing/raceofficials/Pages/default.aspx>





# How do we get More Racers More often?





# More Racers More Often

## Summary

### Existing racers

- Variety
- Good race management
- Results
- Qualification series (reachable)





# More Racers More Often

## Summary

### New Racers

- Understanding
- Remove the myths
- Variety
- Advice (When Necessary)





# More Racers More Often

## Summary

- Do you have the essentials in place?
- What ideas can you use at your club?
- How will you implement any new ideas?



**RVA**

# Thoughts Questions?

[www.rva.org.uk](http://www.rva.org.uk)



## Useful Web sites

- VCC Web site
  - <http://www.rya.org.uk/VCC>
- Race Officials
  - <http://www.rya.org.uk/racing/raceofficials/Pages/default.aspx>
- Portsmouth Yardstick
  - <http://www.rya.org.uk/racing/Pages/portsmouthyardstick.aspx>
- Future Club Workshops
  - <http://www.rya.org.uk/infoadvice/clubsclass/development/Pages/Conferences.aspx>
- Activate your Fleet
  - [www.rya.org.uk/go/AYF](http://www.rya.org.uk/go/AYF)
- Club Development
  - <http://www.rya.org.uk/INFOADVICE/CLUBSCLASS/DEVELOPMENT/Pages/default.aspx>
- Cumulative points scoring System
  - <http://www.oceanhippie.net/content.php?Cat=2&Res=265>