



Planning and Understanding Your Membership

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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?

Ben Profile 	Jamie Profile 	Chloe Profile 	Leanne Profile 	Helena Profile
Tim Profile 	Alison Profile 	Jackie Profile 	Kev Profile 	Paula Profile
Philip Profile 	Elaine Profile 	Roger & Joy Profile 	Brenda Profile 	Terry Profile
Norma Profile 	Ralph & Phyllis Profile 	Frank Profile 	Elsie & Arnold Profile 	Or choose:



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)

WINTER WORKSHOPS

2013 RYA INSTRUCTOR TRAINING DAY

SATURDAY 16 AND SUNDAY 17 MARCH



AVAILABLE TO ALL RYA AFFILIATED CLUBS

ALL WORKSHOPS START AT 7PM UNTIL 9.30PM

NOVEMBER 2012

Planning

JANUARY 2013

Funding

FEBRUARY 2013

Marketing

DORSET	EAST DORSET SC	MON	5 NOV
SUSSEX	NEWHAVEN & SEAFORD SC	WED	7 NOV
HAMPSHIRE	SOUTHAMPTON SC	MON	12 NOV
IOW	MEDINA VALLEY CENTRE	TUE	13 NOV
KENT	CHIPSTEAD SC	WED	14 NOV
HAMPSHIRE	CHICHESTER SC	THU	15 NOV
DORSET	EAST DORSET SC	MON	14 JAN
SUSSEX	NEWHAVEN & SEAFORD SC	WED	16 JAN
IOW	MEDINA VALLEY CENTRE	THU	17 JAN
HAMPSHIRE	SOUTHAMPTON SC	MON	21 JAN
KENT	CHIPSTEAD SC	WED	23 JAN
HAMPSHIRE	CHICHESTER SC	THU	24 JAN
DORSET	EAST DORSET SC	MON	18 FEB
SUSSEX	NEWHAVEN & SEAFORD SC	WED	20 FEB
IOW	MEDINA VALLEY CENTRE	THU	21 FEB
HAMPSHIRE	SOUTHAMPTON SC	MON	25 FEB
KENT	CHIPSTEAD SC	WED	27 FEB
HAMPSHIRE	CHICHESTER SC	THU	28 FEB

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

AT 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.

ACCOMMODATION
FROM £15 pp

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

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!