



## Case Studies on Converting Short Introductory Sessions to Courses

Steve Mitchell – TV&L RYA Regional Development Officer  
Adam McGovern – NW RYA Regional Development Officer

RYA Training Conference 2015



# Introductions

- Reason for attending?
  - New ideas?
  - Enhance an existing programme?
  - .....



# Agenda

What does a taster session look like

Successful case studies

Knowing your customer

Attracting people to taster session



## What does a good Taster session look like?

- Short session
  - Consider the day/timing
- Possibly more than one session (?)
- Competent helm/instructor
- Correct dinghy/windsurf equipment
- All volunteers/staff briefed. Where are the *touch* points?
- Where next? - exit route/strategy
  - Further sessions
  - RYA Start Sailing course
  - RYA Better Sailing (They may be returning to sailing)
  - Exit route/strategy

Have I missed anything??





# Croydon Sailing Club

- Affiliated Club
- Used RYA PTBO day as their main drive
- Offered follow up sessions as part of their existing *Start Sailing* programme

## Outcome

- Increased membership by one third
- 12 people sign posted to local RTC for RYA Start Sailing L1 training
- Feeding into general programme
  - Wednesday evenings and Sunday Racing





# Docklands Sailing & Watersport Centre

- Commercial Centre
- RTC (Dinghy & Windsurfing)

## Product

- Twilight Sailing

## Delivery

- Short Session
- Competent helm/instructor option
- Jetty support
- BBQ/Bar. Social element

## Where next

- RYA Training
- River trips





[Short video](#)

Docklands Sailing & Watersport Centre

[https://www.youtube.com/watch?v=dfy\\_IEiwNKE](https://www.youtube.com/watch?v=dfy_IEiwNKE)



## Knowing our customers

### Market segmentation

1. Helps you identify who your customer/potential club member is
2. What they want - motivations and barriers
3. Best methods of communicating with them





# Knowing our customers

Market Segmentation - Sport England - Windows Internet Explorer

http://segments.sportengland.org/querySegments.aspx

Market Segmentation - Sport England

<b>Ben</b> <a href="#">Profile</a> 	<b>Jamie</b> <a href="#">Profile</a> 	<b>Chloe</b> <a href="#">Profile</a> 	<b>Leanne</b> <a href="#">Profile</a> 	<b>Helena</b> <a href="#">Profile</a> 
<b>Tim</b> <a href="#">Profile</a> 	<b>Alison</b> <a href="#">Profile</a> 	<b>Jackie</b> <a href="#">Profile</a> 	<b>Key</b> <a href="#">Profile</a> 	<b>Paula</b> <a href="#">Profile</a> 
<b>Philip</b> <a href="#">Profile</a> 	<b>Elaine</b> <a href="#">Profile</a> 	<b>Roger &amp; Joy</b> <a href="#">Profile</a> 	<b>Brenda</b> <a href="#">Profile</a> 	<b>Terry</b> <a href="#">Profile</a> 
<b>Norma</b> <a href="#">Profile</a> 	<b>Ralph &amp; Phyllis</b> <a href="#">Profile</a> 	<b>Frank</b> <a href="#">Profile</a> 	<b>Elsie &amp; Arnold</b> <a href="#">Profile</a> 	<b>Or choose:</b>

Done Internet | Protected Mode: Off 100%

10:46 25/11/2010



[JOIN & MEMBERSHIP](#)

[START BOATING](#)

[COURSES & TRAINING](#)

[INFORMATION & ADVICE](#)

[NEWS & EVENTS](#)

[CRUISING](#)

[RACING](#)



[RYA SHOP](#)

BASKET 0 ITEMS, £0.00

- › [Courses & Training](#)
- › [About RYA Training](#)

**LEARNING**

- › [Courses](#)
- › [Exams](#)
- › [Professional Qualifications](#)
- › [Careers Advice](#)

**TEACHING**

- › [How to be a Coach, Trainer or Instructor](#)

**Resources**

- › [Recognition Guidance Notes](#)
- › [Keeping Current](#)
- › [Application & Report forms](#)
- › [Exams](#)
- › [Courses, updates and revalidations](#)
- › [Fees and price lists](#)
- › [First aid and medical](#)
- › [Conference reports](#)
- › [Scheme specific](#)

## Knowing your customer

*Knowing your customer is vital in order for your centre to grow. Market Segmentation is a process that builds a profile of potential customers, allowing you to better understand who your different customer types are, and where they are located.*

Sport England commissioned the market research company Experian to investigate why adults participate in sport, and what the barriers are to participating in sport.

The segmentation process groups the adult population (18 years plus) into nineteen distinct sporting 'segments' and provides an insight into their sporting behaviours and preferences for each of these segments, as well as the motivations and barriers to playing sport, satisfaction with the sporting experiences, and the best ways to communicate with and market to these people.

Some of the communication methods that Sport England put forward are unrealistic for the average club or centre, such as TV advertising. However others could be extremely appropriate such as developing opportunities through social media (e.g. Facebook and Twitter) as well as using younger members/customers as opinion leaders who will tell their friends about the sport.

To help your club / centre we have broken down the Sport England Research into the following bite-size chunks:

1. Learn about Market Segmentation:

### Market segmentation presentation for training centres and clubs



## Join the RYA

**MEMBERS SAVE 15% ON BOOKS AND MORE AT THE RYA SHOP!**

15% off

[All the reasons to join](#)

[JOIN ONLINE NOW](#)

## Downloads

[ALL FACT SHEETS, 1 - 19](#)  
PDF, 1 MB

[1 - BEN](#)  
PDF, 333 KB

[2 - JAMIE](#)  
PDF, 282 KB

[3 - CHLOE](#)  
PDF, 440 KB

[4 - LEANNE](#)  
PDF, 427 KB

[5 - HELENA](#)  
PDF, 351 KB

[6 - TIM](#)  
PDF, 367 KB



Visit the web site

<http://segments.sportengland.org>



## How can we attract people to our taster sessions?

# RYA Push The Boat Out Day 9 – 17 May 2015

### 2014

- 24,000 people got involved in 2014
- Number of Centres/Clubs being support in 2015 has been doubled

### 2015

- Doubling RYA resources
- Partnering with local CSPs

### Registration

<http://www.rya.org.uk/programmes/pushtheboatout/Pages/Registryourevent.aspx>

**RYA** JOIN & MEMBERSHIP START BOATING COURSES & TRAINING INFORMATION & ADVICE NEWS & EVENTS CRUISING

RYA Dinghy Show  
RYA Sailability  
RYA Push the Boat Out

News  
How do I get involved?  
Why give sailing a go?  
**Let us know about your Push the Boat Out event**  
Weblinks  
RYA Push the Boat Out in your Region  
RYA Active Marina  
OnBoard  
Team15  
RYA Champion Club  
Honda RYA Youth RIB  
RYA Powerboat Racing  
British Sailing Team  
British Youth Sailing

## PUSH THE BOAT OUT

09-17 MAY 2015

Let us know about your Push the Boat Out event

You will then have access to information and resources to help make your event successful.

We will also publicise your event on the RYA PTBO webpages.

**Register your Push The Boat Out Event**





## How can we attract people to our taster sessions?

### Local county shows

- Do you have a local Show? If so, how many people attend?

### Working with your CSP

**Barts Bash** – 20 September 2015

### Social Media

– FB, Twitter, Meet Up

**This Girl Can** - Sport England





THIS  
GIRL  
CAN

<https://www.youtube.com/watch?v=aN7lt0CYwHg>



# Questions?

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