



Product:

Adult Evening Course or Club



Pic: Paul Wyeth

- Aim:** A club/course offering enjoyment, keep fit and socialising.
Product aimed at adults aged 26 - 50 years.
Key segment = Tim, Helena, Phil and Elaine.
- Duration:** Evening mid-week sessions.
- Run by:** Similarly aged, same instructor each week. Experience with Facebook, maintaining contact with participants helpful.
- Example:** A club that is run at the same time each week or a course delivered over a series of weeks. Course linked to regular club membership, some form of competition, aiming for end goal e.g. challenge at the end.
- Facilities/kit needed:** Modern equipment, opportunity for a release and diversion.
Good, clean changing facilities.
- Format:** Sessions are well planned; start on time and very active.
High quality experience, good if called club but involves challenge.
Keep theory to a minimum, sessions should be challenging.
Avoid cancelling sessions wherever possible, have alternative activity.
Social event at end linked to club.
- Benefits:** Mid week activity at your club or centre.
Activity throughout the year (if move sessions to weekends in winter).
- Longer term actions:** Sustainable club.
Develop social aspect of club, linking into encouraging their friends to get involved.



Example of a successful adult evening course/club

Wimbledon Park Watersports Centre offers a range of activities for the whole community. The centre is run by Merton Council in London. In 2011 the Centre used the Sport England Market Segmentation tool and identified a very strong presence of the profile Tim (male aged 26 - 45) followed by Ben (male aged 18 - 25) within the local area. As a result the Centre established a club aimed specifically at adults wanting to get active and afloat in the summer evening.

The clubs offers:

- Thursday evening sessions over a ten week period. Times 6.30pm – 8pm
- Flexible arrival time for session
- Range of boats available. Single hander dinghies (Pico's, Toppers), double handers (Wayfarer, L2000) and Access 303.
- Group go for a curry at the end of the session (something the staff would do and then invite others to join – eight or so people would join this meal)

Outcome of the session:

- The weekly session became popular very quickly. By the final session sixty new individual sailors were registered.
- An average of twenty sailors attended the weekly sessions each Thursday.
- The sailors were a mix of male and female.

Follow on:

- Linked to Saturday sailing session and the planned winter racing series
- Encouraged to undertake training courses

Cost of sessions

- Annual membership for the Centre £50
- Members session fee £5
- Non-members session fee £10

Duration: May through summer period, Thursday evenings 6.30 – 8pm

Promotional video: used to promote sessions: <http://tinyurl.com/3c4k62w>