



WYA Rebranding Factsheet for Clubs, Centres and key Stakeholders

The Welsh Yachting Association is the RYA's Council for Wales and recognised as a National Governing Body by the Welsh Government and Sport Wales.

WYA was 50 years old in 2013 and in that time has played and continues to play a key role in developing and growing the sport and talented young sailors. Welsh sailors have represented Great Britain in major regattas all over the world including the Olympic Games.

Many clubs and individual are confused about the WYA and the relationship with RYA. People are often surprised to find out that there is a very close working relationship between both organisations and our colleagues in Scotland and Northern Ireland.

The WYA has been considering its branding strategy for some time to clarify the strategic relationship with the RYA brand across the UK. In October 2014 a resolution will be put to the AGM that we change our name to **RYA Cymru- Wales**.



The WYA Board believes that the time is right to rebrand and the main benefits will be:

- **Allows wider UK audiences to immediately perceive what activities & values the 'WYA' as 'RYA Cymru Wales' does & stands for that are already ascribed to the overall 'RYA' brand.**
- **Allows more commercial opportunities – including sponsorship, grant giving bodies, etc. – through the development of positive perceptions of RYA Cymru Wales as being part of a pan-UK organisation (all-be-it autonomous) with associated credibility, profile & 'safe pair of hands'**
- **Allows RYA Cymru Wales to move toward including – & being perceived to include – other water-sports activities than dinghy sailing, ie. yacht & motor boat cruising, windsurfing, etc.**
- **Allows attraction of more potential new members, both from Wales & the UK, as they can still be 'RYA members' but in the region where they do their boating – Wales.**
- **Allows a stronger voice to be developed when stakeholders perceive RYA Cymru Wales to be part of a pan-UK organisation yet maintaining its Welsh focus**

By undertaking this rebranding we will:

- **Not lose** our independence
- **Still be recognised** as a National Governing Body by Sport Wales, Welsh Government and UK Sport.
- **We will still** manage our own affairs and our own staff
- **We will still** develop our own programmes and activities as well as delivering the established RYA programmes
- **We will still** passionately promote and protect the interests of Welsh Boaters

Last year we launched a new four year strategy Sailing an Inclusive Sport for Life and our vision that “**Wales will become one of the best places in the world to be a sailor**”, changing our name will not detract from the work to achieve this vision and the challenging targets that we have set ourselves.

The Board of Directors have carefully considered all the associated facets to this proposition and have come to the conclusion that the benefits that we will gain far outweigh any negative issues.

Over the next few weeks we will be writing to all 85 RYA clubs and centres in Wales explaining the rationale behind this proposal and clarifying important issues around autonomy and the wider benefits of becoming RYA Cymru-Wales.

Consultation with all 3 Regional Committees will take place between April – June, giving clubs, stakeholders and individuals the opportunity of asking questions and getting a better understanding of why we are going through with this process and some of the costs associated with the rebranding.

To find out more about the work of the WYA, and how our staff can help your club grow and develop please visit www.welshsailing.org If you would like to find out more about the proposals to rebrand, please contact Steven Morgan, Chief Executive on 01248 670738.

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