



Case Studies on Converting Short Introductory Sessions to Courses

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RYA Training Conference 2015





Introductions

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







<u>Short video</u> Docklands Sailing & Watersport Centre

https://www.youtube.com/watch?v=dfy lEiwNKE





Knowing our customers

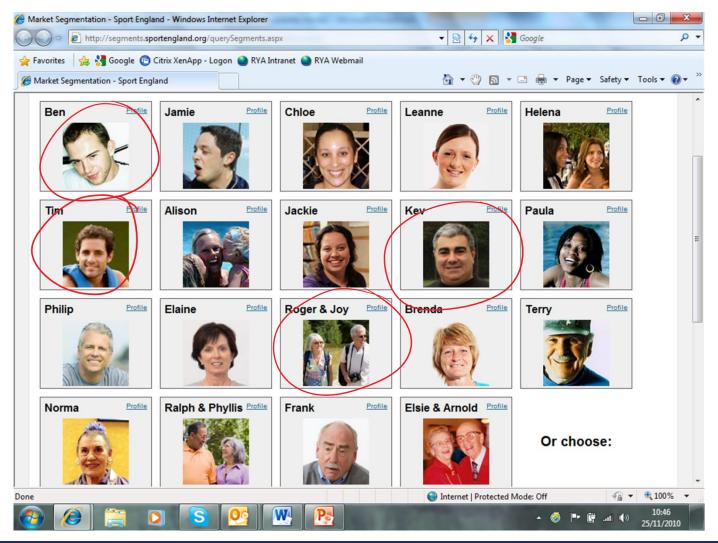
Market segmentation

- 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





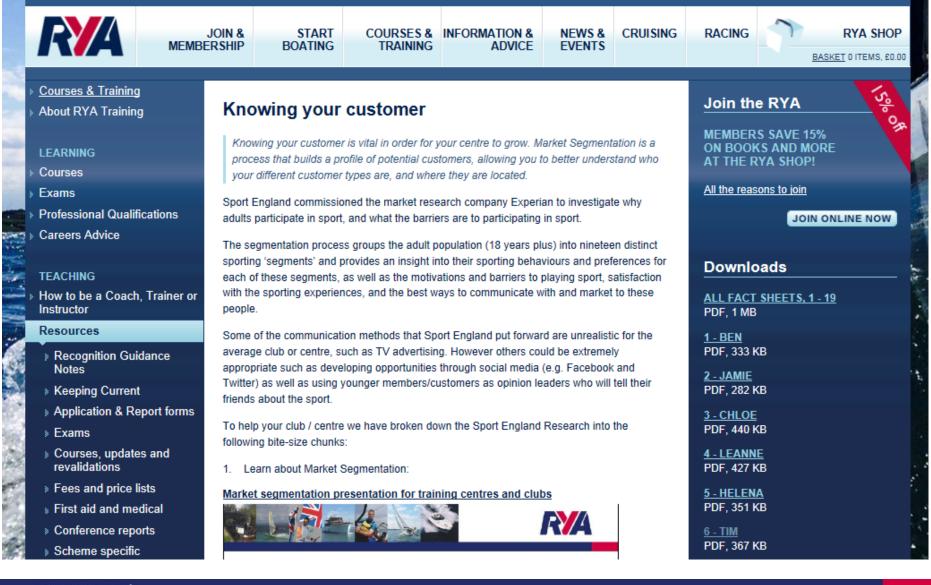
Knowing our customers



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Visit the web site

http://segments.sportengland.org

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How can we attract people to our taster sessions? RYA Push The Boat Out Day 9 – 17 May 2015

<u>2014</u>

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

<u>2015</u>

- Doubling RYA resources
- Partnering with local CSPs

Registration

http://www.rya.org.uk/programmes/pusies/pusies/posteryourevent.



aspx





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









https://www.youtube.com/watch?v=a N7It0CYwHg





Questions?

www.rya.org.uk

Protecting your Rights, Promoting your Interests