



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?
  - •





## 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**

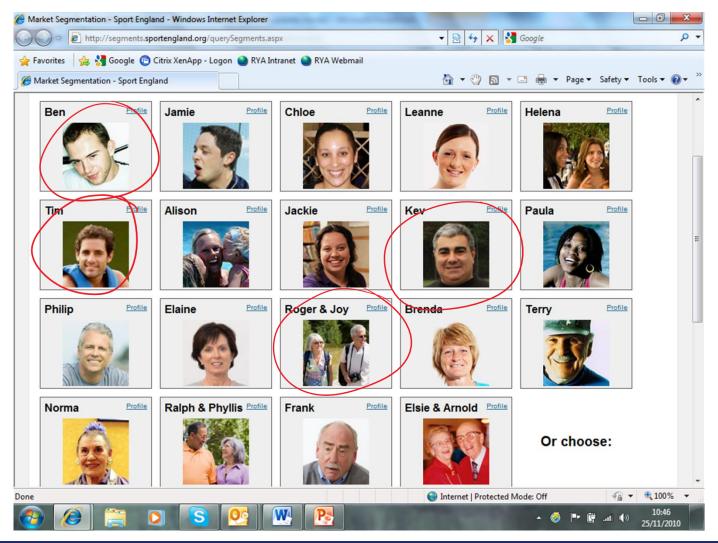
#### **Market segmentation**

- 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





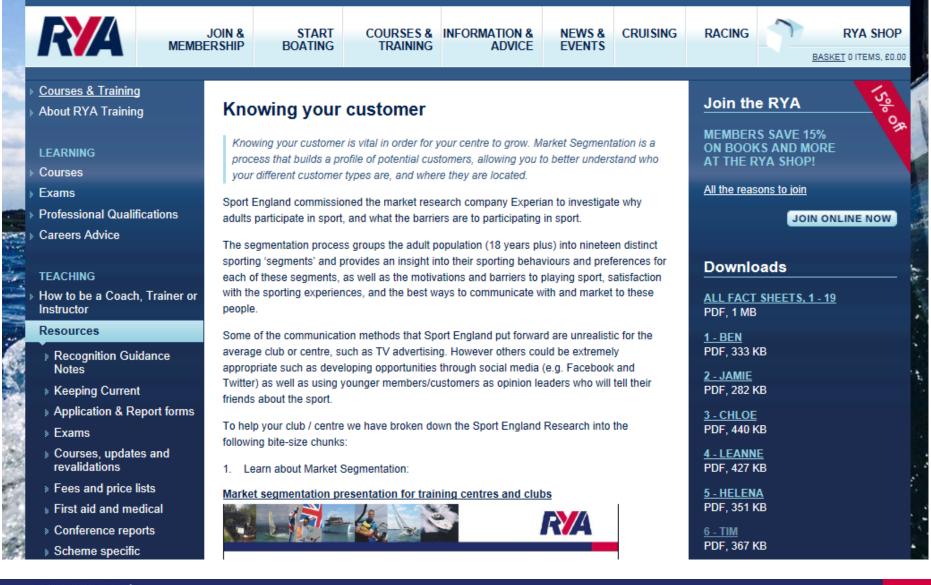
#### **Knowing our customers**



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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

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