



RYA

CLUB MEMBERSHIP
INSIGHTS 2020

WALES

WALES HEADLINES 2020

20,259
CLUB
MEMBERS

STABLE 2016-2019
DOWN 12%
SINCE LAST YEAR

39%
OF CLUB MEMBERS
ARE FEMALE

2
PERCENTAGE
POINTS
ABOVE THE UK

13%
OF CLUB MEMBERS
ARE JUNIORS

1
PERCENTAGE
POINT
BELOW THE UK

2,506
PEOPLE LEFT
CLUBS THIS YEAR,
INCREASING
AVERAGE CHURN
TO 14%

2 PERCENTAGE
POINTS ABOVE
THE UK

89%
GROWTH
IN REGULAR
SAILABILITY
ACTIVITY BETWEEN
2016 AND 2019

19%
OF YOUNG
WELSH
PEOPLE WANT
TO GO SAILING

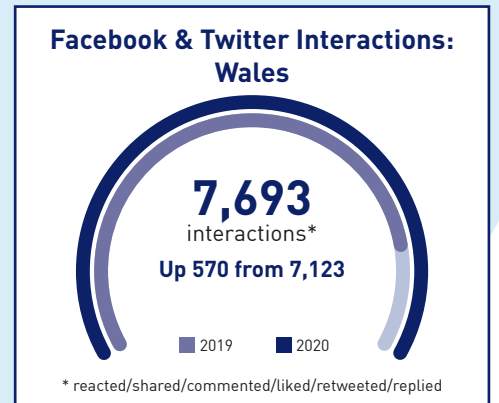




1

Promote and Market the Sport

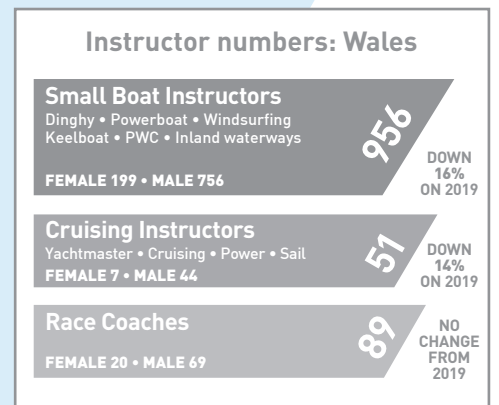
- 4,251 attendees at Push the Boat Out events 2017-19.
- 308k social media impressions since 1 Nov 2019.
- 120% increase in unique page views of RYA Cymru Wales webpages since 1 Nov 2019.
- The Return to Boating and Coronavirus pages saw over 11.7k unique page view during March-Oct 2020.
- 7,857 people joined clubs since 2016, 1,001 joined in 2020 only 800 down on 2019.



2

Support the growth of a healthy and vibrant workforce

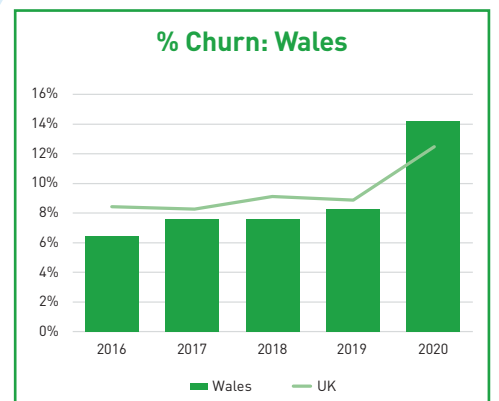
- We have invested just under £55,000 in subsidised Coach and Instructor Education since 2016.
- Over 20 Welsh Racing Coaches have engaged with the new RYA Learning Network in 2020.
- 7 Welsh Instructors took part in the 2020 RYA Aspiring Coaches & Trainers programme.
- 2 x RYA Volunteer Awards were given to Welsh volunteers in 2020.



3

Support Affiliate Development

- 77% of Welsh Clubs attended one or more Return to Boating update forums.
- 97% of Welsh Clubs that are RYA Training Centres have attended Return to Boating update forums.
- 50 people from 21 clubs attended the Affiliated Club Conferences in 2019-20.
- Affiliated Clubs & Centres have secured over £20,000 of support from the Sport Wales Emergency relief and BeActive Wales Fund.
- 2,506 people estimated to have left clubs in 2020.
- Clubs with a welcoming and approachable atmosphere have the most satisfied members (RYA Club Members' Satisfaction Survey 2019).

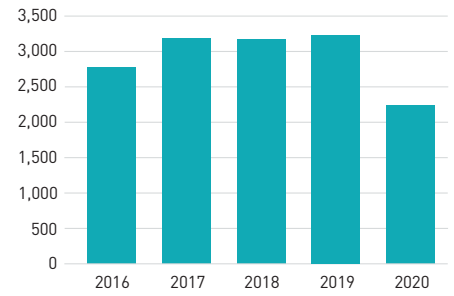


4

Provide pathways to Physical Literacy

- 17,177 Start Boating & 5,140 Taster Certificates issued since 2016.
- 27 clubs and centres attended the RYA OnBoard Broader Learning for All Seminar.
- 3 OnBoard Tutors trained to deliver OB Instructor development sessions.
- 16% of participants from All-Afloat & 1851 Trust funded activity came from ethnically diverse communities.
- 26,652 young people wish to try sailing, 12,530 are satisfied with amount they are doing and 10,297 want more, a latent demand of 19% [Sport Wales, 2018].

Junior Members: Wales

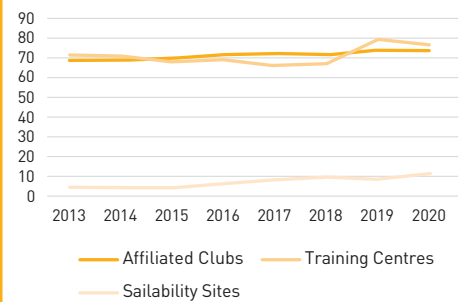


5

Broaden our delivery network

- Sailability sites have increased significantly from 4 in 2016 to 11 in 2020.
- Since 2016, 2 clubs/centres have now gained Disability Sport Wales InSport Bronze, 4 have achieved Ribbon with another 6 working towards it.
- RYA Cymru Wales is working towards Disability Sport Wales InSport National Governing Body Gold Award.
- 3,489 RYA Members, a 2.5% decrease since 2019 and similar to 2017.
- 86 RYA Training Centres hold practical recognition, of which 32 are clubs.
- 43% of RYA Affiliated Clubs are recognised as Training Centres.

RYA Affiliated Clubs, RYA Training Centres & Sailability Sites: Wales

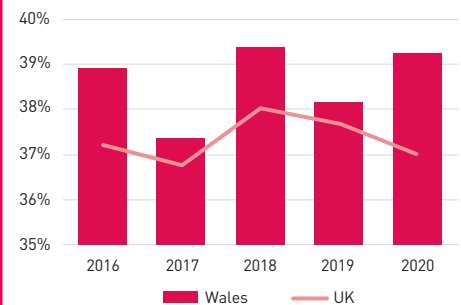


6

Target Diversity

- 22% of Return to Boating Forum participants were female.
- 43% Facebook followers are female, an increase of 10.7% since 2019.
- Junior and family club members total 5,737 in 2020, up 3 percentage points since 2016.
- 15.5% of Welsh RYA Powerboat Trainers are female (9.5% UK).
- We continue to support the development of the All Afloat charity, which was started specifically to target minority groups and those unable to access sailing or windsurfing through other routes.

% Female Members: Wales



7

Target Diversity

- Maintained the Intermediate Equality standard.
- 5 Disability Awareness Training Instructors updated and trained since 2016.
- 1,078 individuals took part in Sailability activity in 2019-20.
- 8.5% of Sailability participants sail regularly in 2019.
- 89% growth in regular Sailability activity between 2016 and 2019.
- 22.7% of the Welsh population has a longstanding limiting disability or illness (17.6% England) [Office for National Statistics 2011].

Sailability Regular Sailors: Wales

