

Club Concept Planning.

What barriers have we identified and what solutions have we come up with to overcome them?

New Members not understanding the club and its expectations of members.

- Induction days to cover things like intro to the sailing committee, Powerboat regulations, Tour of the site, Training programme, social calendar, Duty rosters.

Involving Non Racers in the sailing club and programme.

- Look at signage, try and make it less intimidating, get rid of the PRIVATE – MEMBERS ONLY sign out the front.
- Group identity – ladies who launch etc, provide training for these groups to make them more self sufficient. Provision of PB2, RCL2. These groups then get involved with their own training and the training of other groups.
- Try to get the same person to lead these sessions, if one instructor / volunteer takes ownership of the group then everyone gets to know each other and generally learns quicker.
- Saturday membership for those who do not want to do the Sunday club race
- Social Activities, makes the club more welcoming to partners, children, schools, groups etc.
- Look at the name, does calling it race training limit the number of people who are going to participate? Calling your junior race training group the pirates (or similar) makes it more appealing.

Recruiting and Retaining Volunteers,

- Source volunteers from the people who have come through the training scheme, offer them qualifications, e.g. PB and 1st aid courses in return for assistance in the clubs training section
- Award volunteers who give their time to the club, recognise them at the Annual Laying up supper.

Retention, lack of people moving from L1 and 2 to regular club racing.

- Pay and play? Give people time to practice outside of club racing to give them confidence
- Can sail cant race courses. Give an introduction to the club racing and the racers. Basic rules etc.
- Saturday Racing, less threatening, more of a social event, include BBQ to attract non sailors.

Demand put on youngsters with exams affects availability of AI and DI, Easter through to Summer is generally exam season which reduces the time that youngsters and parents have to give to the club.