

Club and Coach Conference 4th December @ Burghfield

Activate your laser workshop – Key Notes.

Question 1) How do we apply Activate to our clubs and fleets?

Question 2) What assistance would be useful from the RYA?

Question 3) How do we market the activities to our club members?

Question 1) How do we apply Activate to our clubs and fleets?

- ❖ Nominate a fleet captain, not necessarily the best sailor but one who is keen to get involved and lead the fleet. Do we try and get fleet captains qualified as RCL2?
- ❖ Programme activities early on to give everyone a chance to put them in the diary. Should our yearly training programme be ready for the start of the year?
- ❖ Put all the lasers in one place to encourage fleet social. Track down the owners of unused boats.
- ❖ Implement Phone tree in the fleets to maximise attendance and personal contact. Fleet Captain rings 5 people, they in turn ring another five and so on.
- ❖ Anticipate any objections from the people you ring, and have answers, are there spare boats, bits for sale or people looking for crew?
- ❖ Coaching sessions, on land and on water. These can be provided by either experienced sailors from the club, Race coaches or occasionally RCC provided by the RYA.
- ❖ Ongoing, coaching programme needs to be closely linked with social programme, Keen racers will already be sailing so we need to provide opportunities for social sailors as well.
- ❖ Specify sessions for racing and for cruising.
- ❖ Schedule sessions once a month or fortnight to maximise attendance rather than get a few people at different times.
- ❖ Look at the racing that we offer, does the model of 1 hour races still work or do people want more shorter races? 4 or 5 x 20 minute races in an afternoon. Allow grand prix finishes.
- ❖ Introduce a ladder / league system where points are awarded for attendance as well as success!!
- ❖ Build the overall plan into the club development plan to get support from the committee.

Question 2) What assistance would be useful from the RYA?

- Repair workshops for various boats, GRP and plastic
- An overall branding for the activate scheme to give all fleets something to buy into.
- Blueprint for activate model. Case Studies, Development ideas, Coaching resources, Contact ideas, Key contacts for reps at Manufacturers.
- Ideas forum on the RYA Website, for clubs and centres to share ideas on
- Ideas for best practice, some sort of guidance, share ideas from other clubs, constant review and advice from RCC, mentoring scheme from RDO, SDO, RCC
- RCL 2 Courses, RO training, Powerboat training, Rules sessions.

Question 3) How do we market the activities to our club members?

- Club e-mail lists - Fleet e-mail lists
- Frequent updates on the website
- Use of social sites, facebook and twitter.
- Use of posters around the club, notice boards regularly updated and use of space in the ladies and gents where people have time to read!!
- Personal contact was preferred by most as the best way of contact – telephone trees to spread the load of phoning around the members and sailors.
- Club communications officer to promote activities at the club in general.
- Interaction between local clubs for activate sessions, do we run activate for individuals or try to encourage limited travelling?