



# Retaining Junior Members and their Families

2017

# Aim

- Look at the current picture within junior membership in the region
- Increase your knowledge of how the RYA can support through the OnBoard programme
- Retaining juniors following a taster session etc.
- Keeping junior members and their families actively engaged

# Picture of Junior Membership

We're good at it

- 15% of all club membership - 32,000
- 32 clubs within the region
- 8,528 Family memberships in the region

However.....

- Difficulty attracting younger members - 4<sup>th</sup> reason given for decreased membership numbers.
- Junior membership is statistically steady nationally
- Family membership is dropping nationally
- 25% of Clubs have no junior members



How the RYA can support clubs to continue with the fantastic work already happening and improve moving forward?



GET **ON** BOARD



**RYA**

# GET ON BOARD

## MISSION

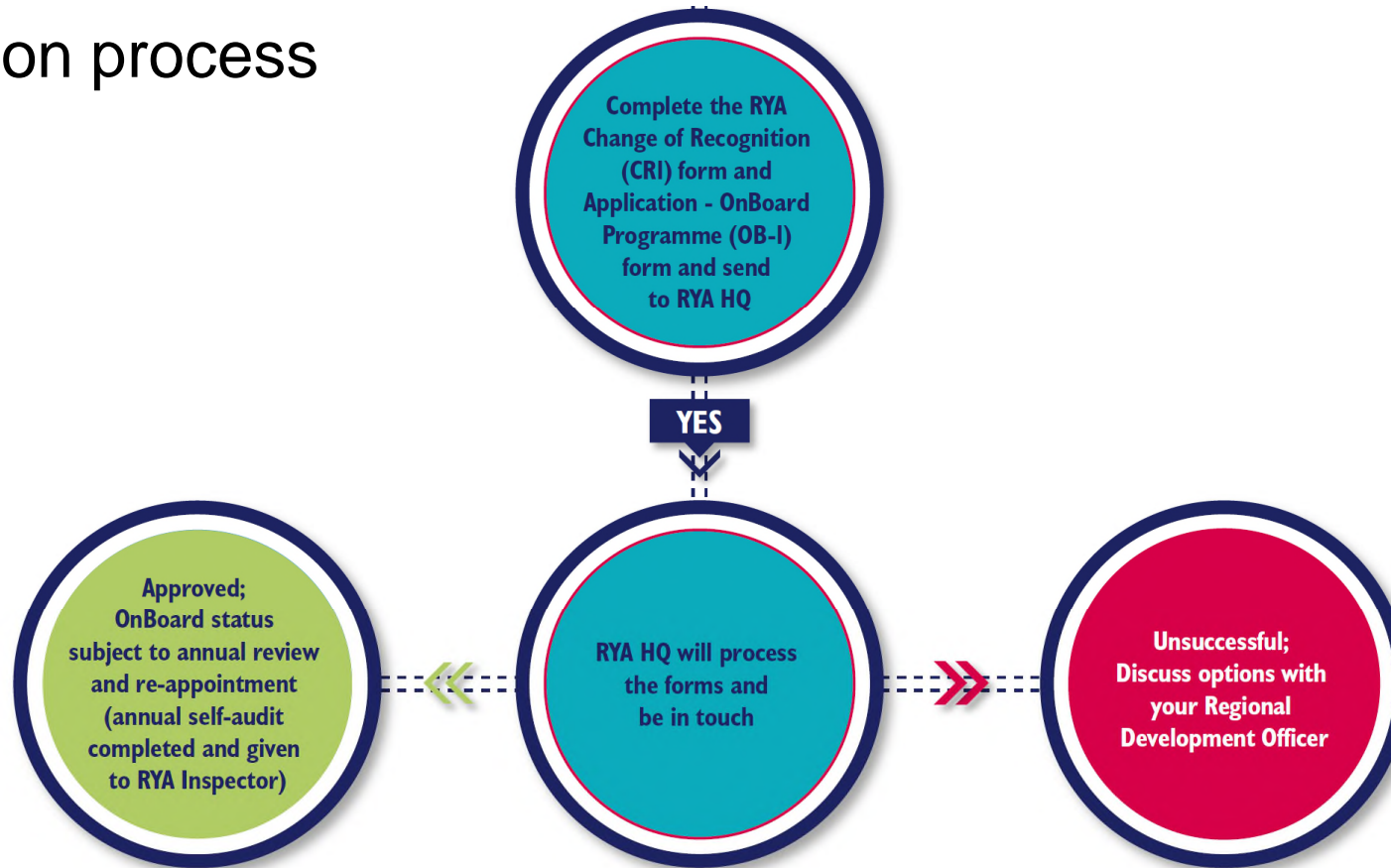


## VALUES



# GET ONBOARD

## Application process



# GET **ON** BOARD

How do you retaining juniors following a taster session?



# GET ON BOARD

## Retaining juniors following a taster session

### Regular opportunity

- Don't give the opportunity to go elsewhere – hard to get them back.
- Doesn't always have to be on the water.
- Most successful junior clubs are weekly.

### Safe

- Duty of care held by the club.
- Recognised Training Centre Guidance is the RYA recommended standards
- Safeguarding

### Fun

- Speaks for itself – would you chose to do something that wasn't?

# GET **ON** BOARD

**Lay the foundations for success**

Progression

- This will keep interest

Youth Focused

Accessible

- Taster Session
- All skill levels – Beginner to Advanced

# GET **ON** BOARD

Tailoring the opportunity – Junior sailing through the ages

**Do our junior member sailing sessions truly  
provide for those aged 8 - 18?**



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## Tailoring the opportunity - Junior sailing through the ages 8 – 12 Years: Juniors

Need to be guided and have structure

- RYA Youth Sailing Scheme
- OnBoard Session Cards - being developed for 2018

Need to see progression and feel achievement

- RYA Youth Sailing Scheme
- Start Racing sessions – Zone Squad
- Bigger adventures
- Signing off elements after each session – progression cards?
- Awards and presentations
- Prizes/ Certificates

Fun & Social

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## Tailoring the opportunity - Junior sailing through the ages 13-16 Years: Junior/ Youth

Becoming their own person & eager to shape their experiences

- RYA Youth Sailing Scheme still relevant if delivered correctly
- Listen to what they want
- How can they shape the programme?
  - Youth Committee/ working group
  - Youth Captain
  - They choose the focus of next weeks sessions?

Motivation for taking part is changing

- More about what the sport provides then the sport itself.

# GET ON BOARD

**Tailoring the opportunity - Junior sailing through the ages**

## **17 + Years: Youth**

Young Adults – taking ownership and responsibility for own participation.

They are making a proactive choice to keep taking part.

Even more important to tailor the offer, young people are individuals

- It's important to find out what the young people think and feel.
- Give the opportunity for them to tell you what they want
- You must listen
- You should support in the provision but don't have to provide

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Keeping junior members and their families actively engaged

The context and environment in which young people are growing up in is different to previous generations.



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Resources available to you

- Support to become an Recognised Training Centre
- Teacher flyers
- Parent flyers
- Case Studies
- OnBoard Festival Guidance
- OnBoard Session Cards
- Workshops looking at best practice



# Key Messages

- Get OnBoard with us – we're here to help you with Junior/ Youth sailing through this programme.
- Put your foundations in place
- Adapt the sessions as young people grow up - Junior - Youth
  - Listen to them
  - Tailor opportunities to them and their motivations
  - Allow them to take ownership as they get older in the safe environment you are providing



Any Questions?