



Growing Female Membership & Activity at Your Club

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Aims

- Look at successful initiatives
- Share ideas amongst the group
- Leave with some thoughts for your own projects

Background

RYA Research

- Only 1/3rd of sailing club members are female

Sport England Research

- A latent demand for women to participate in sailing



Opportunities

- This Girl Can campaign
- To market activities towards women

Opportunities for Females



- *Learnt to sail, but now what?*
- *Sailed a while ago but want to start again?*
- *Sail in company with other likeminded people!*
- *Fancy trying a new sport?*
- *Fancy having some “Me Time”?*

Ladies Who Launch – Rutland SC

Initially (5 years ago)

- Approached by a couple of mums
- Once a week on Tuesday mornings
- 1st year 50 ladies attended a session

Morning session

- Focus on relaxed & social
- Start at 10am meet for coffee
- Get changed then on water
- Off the water at 12.30pm, lunch
- Content driven by attendees



Grew & Grew

- 2 sessions per week Tuesday & Friday
- Now 75 ladies attended a session in a 12 month period
- Now 75% have own boats
- Own Facebook page (open)
- Blog after every session – very +ve (**BIGGEST draw**)

Ladies Sailing at Carsington SC

Come & sail together on an afternoon

- Aimed at adult course attendees
- All same level – felt no pressure
- Co-ordinated by admin assistant

Grew organically

- Have their own WhatsApp Group
- Still active sailing members of the club
- Now got into cruising and racing

Women on the Water Project – Manor Park SC

This Girl Can funded project

- Targeted women over 40 yrs
- Especially inactive women

Amazing response (WOW factor!)

- Anticipated 12-15 women
- Actually 36 women aged 25-66 yrs
- Sense of belonging, positive experience

- Ran 2 taster sessions followed by 6 x 3hr sessions
- Saturday afternoon & Wednesday evenings
- Used female instructors
- Cost £9 per person per session
- Offered reduced membership

- Group emails kept the group motivated



Now looking to offer more exclusive sailing opportunities for women to learn the ropes

Home Schooling Project – Rudyard Lake SC

This Girl Can funded project

- Targeted at home schooling mums
- Providing them some “Me Time”
- Promoted through their Facebook page

- Taster in May – 16 mums, 1 dad, 29 children
- 6 x 3 hr sessions June/July – 12 mums, 24 children
- Cost £5 per person per session



Built
Confidence

Made new
friends

Great Fun

I did it !!

RYA

Facebook page is still talking about it & started discussing next year

What ideas do you have?

Top 10 key messages



Thank You



Case Study – This Girl Can

Snettisham Beach Sailing Club

- Advertised 2 x Level 1 courses
- 6 week's, daytime (09:15-11:45) Mon/Fri
- £90 per person (cost recovery/small surplus)
- Open to non-members
- Sailing Toppers
- Informal, relaxed, but structured
- Flexible approach
- Female instructor
- Targeted Marketing




Case Study – This Girl Can

Who were the participants?

- 4 existing members – heard as a result of emails (non-sailors)
- 2 via attendance at Push the Boat Out
- 1 via school group referral
- 2 via Facebook advert
- 1 via flyer in hospital





Case Study – This Girl Can

Outcomes

- 3 x Family memberships & 1 x individual membership (joined the club as a direct result of the course)
- 2 x bookings for Level 2 sailing courses + 3 x Level 1 course bookings (for additional family members/friends)
- 1 x Powerboat Level 2 course booking
- 2 x 3 Hour private tuition bookings
- 3 x boat hires
- 10 x Women through level 1 course (14 more booked)



Case Study – This Girl Can

Finances:

Income

- £2,160 Course income (TGC course)
- Further bookings £920
- Membership £526

Expenditure

- £2,200 (Instructors, wear and tear, fuel)

Surplus:

- £1,406