



Diversify Your Club Activities

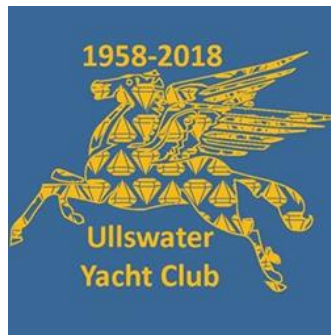
RYA Affiliated Club Conference 2018

Aim

- Explore examples of how clubs have altered their membership offer to meet the needs of a modern membership.
- Share ideas and success stories
- Leave with ideas of how to develop your club and its activity.

Ullswater Yacht Club – Stand Up Paddle Boarding

- **Venue Brief** – Large lake, racing club, family Club & high number of members camp at the club during weekends & holidays.
- **SPIKE Membership Feedback** – Wanted more activity for the whole family and wide range of weather means sailing not always possible.
- **Action** - Club purchased 6 paddleboards via funding and set hire fee of £15 (members) £20 (non members), updated operating procedures and added to club insurance policy.



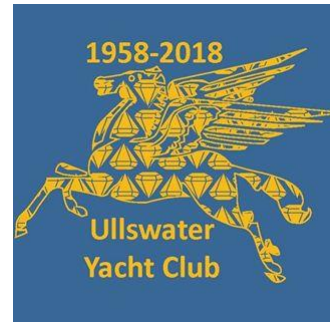
Ullswater Yacht Club – Stand Up Paddle boarding

- **Outcome –**
Members can now enjoy a completely new activity for people to enjoy and provides a great alternative when the wind is not suitable!
- **Extra benefit –**
Club purchased boards in July and by October had generated £1000 of additional income



Ullswater Yacht Club - This Girl Can

- Run's over nine Saturdays from April – Oct.
- Plus a Ladies Who Launch Lunch to start.
- All ages and levels of experience.
- Participants enjoy sailing together with friendly support and encouragement.
- Linked the Cumbria's This Girl Can campaign.
- So successful that similar men-only sessions, Blokes In a Boat, have been set up.



“You have welcomed me to the group with open arms,” she said. “Any ladies out there thinking about joining please do, I highly recommend it. I’m already looking forward to next year.” – Catherine Mulholland

Itchenor Sailing Club – 2000 Experience

Fun family dinghy sailing, cruising and training at Itchenor Sailing Club.

- A mixed programme of training, cruising, fun racing and regattas each weekend.
- Club owns boats so you don't have to.
- Instructors available to book for private or group tuition.
- First Year Membership Offer - enjoy a FREE first use (whole day hire) of one of our 2000 dinghies or a FREE half-day training session.



Itchenor Sailing Club – 2000 Experience

The 5 easy steps to becoming a 2000 Experience member

- Read through their pages and think, 'I'd love to get on the water'.
- Contact the Club Office on 01243 512400 and talk to one of their 2000 Experience team.
- Pay your first month's membership on a Debit Card and sign a Direct Debit for the future.
- Book your boat online, if you require tuition as well as boat hire, then please call the office as they will need to organise your instructor for you.
- Come down to the Club - sign out your boat (depending on experience) or meet your instructor and get sailing!

Bowmoor Sailing Club – Boat Hire

- Bowmoor Sailing Club have a range of boats which when not in use on training courses may be hired by club members.
- Hire options include both as day rate, annual rate and new member offer.
- **Annual Fee:**
Adult £160 - Youth £85 – Junior £54
- **Booking** done through via webcollect.
- Annual **payments** made online via webcollect.
- **Removes requirement for boat ownership**

Use of Training Boats at Club End Date: 30th September

Per person per year (including Toppers, picos and optibats). (For members aged under 25 £80 per annum

Youth subscription £85

Quantity

[Add to basket >](#)

Per person per annum £150 per annum for adults.

Adult subscription £160

Quantity

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Reduced pricing in first year* (renewals at full price)

Full year price: £85	1/10 ⇒ 28/2	1/3 ⇒ 31/3	1/4 ⇒ 30/4	1/5 ⇒ 31/5	1/6 ⇒ 30/6	1/7 ⇒ 31/7	1/8 ⇒ 31/8	1/9 ⇒ 30/9
Youth subscription	£85	£70	£60	£50	£40	£30	£20	£85*
Full year price: £160	1/10 ⇒ 31/5	1/6 ⇒ 30/6	1/7 ⇒ 31/7	1/8 ⇒ 31/8	1/9 ⇒ 30/9			
Adult subscription	£160	£120	£90	£60	£160*			

* Includes following year



Bowmoor Sailing Club – Open Water Swimming

- Open water swimming is allowed for members at Bowmoor every morning before 10am and Monday evening after 5pm.
- Swimming allowed at other times if no boats are afloat.
- Club offer annual Swimming Family (£160) and Individual Membership (£80).
- All Sailing Members allowed to swim as part of their membership.
- Under 16s must swim with a adult alongside.
- Club recommend swimming in pairs.
- Orange flag must be flown whenever there are swimmers in the water.



Hollingworth Lake Sailing Club – OnBoard BAME Project

- Brief
 - School wanted to set up a sustainable regular sailing programme.
 - 88% Greenbank Primary School students from BAME communities.
 - Large proportion from disadvantaged backgrounds.
- ASSF initially funded the programme at a local commercial RTC
- School linked with local Club & RTC



Hollingworth Lake Sailing Club – OnBoard BAME Project

- School successfully applied to RYA Foundation for 6 x SailQubes
- School Joined Sailing Club as group members
- Joint usage agreement for SailQubes
- School had SI who leads
- Club Volunteers assist delivery
- Staff training plan underway



Hollingworth Lake Sailing Club – OnBoard BAME Project

- 2018 Outcomes

24 students receive RYA Stage 1 & 2 training

12 Students working towards stage 3

Plan to train 36 students in 2019

2 x Staff PBL2 trained

2 x Staff RYA Level 1 trained



Elton Sailing Club – Monthly Membership



- Recently moved subscriptions online to webcollect.
- Monthly Membership Introduced.
- Increasing number of members now paying monthly.
- Monthly membership must be paid via Direct Debit.
- Boat birth fees are paid separately & not available monthly.
- When introduced club provided extra support to members not used to online payments.

Full Family membership (Payable monthly) Monthly Subscription
Full sailing membership for a family with any number of children. Must commit to continue paying the monthly fee until March 2019

Standard subscription £29

Quantity

[Add to basket >](#)

Full Adult (Payable Monthly) Monthly Subscription
Full sailing annual subscription for 1 adult payable monthly. Must be paid by Direct Debit with a commitment to continue payments until March 2019

Standard subscription £21

Quantity

[Add to basket >](#)

What new activity have your club introduced to meet the needs of a modern membership?

Aim revisited.....

- Explore examples of how clubs have altered their membership offer to meet the needs of a modern membership.
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Questions?