



GET **ON**BOARD

# Retaining junior sailors in your club

Discuss how RYA **OnBoard ideas and good practice** can help support your club and junior membership. Learn about the **broader learning** benefits that being on the water can provide for the **younger generation** – and how this can help you **promote** your junior programmes.



GET **ON**BOARD

## Articulate Challenge

- Ice breaker
- Split into teams of 3
- Each teams needs to choose a 'speaker' who will be pulling words out of an envelope and describing them without saying the word on the piece of paper (actions are ok!)
- The words are mostly sailing related – with a few curve balls
- Each team will have one minute to guess as many words as possible
- You are only allowed one pass
- The team with the most correct guesses wins!



GET **ON**BOARD

## Understanding your audience



	<b>Builder (1929-45)</b>	<b>Boomers (1946 -64)</b>	<b>Busters (1965-83)</b>	<b>Millennials (1983-2000)</b>	<b>Generation Z (2001-18)</b>
<b>Life Paradigm</b>	Grateful to have a job	You owe me (post war)	Relate to me	Life is a cafeteria	I'm coping and hoping
<b>Attitude to authority</b>	Endure them	Replace them	Ignore them	Choose them	Do it yourself
<b>Technology</b>	Hope to outlive it	Master it	Employ it	Enjoy it	Hack it
<b>Market</b>	Goods	Services	Experiences	Transformations	Reinvent me
<b>View of future</b>	Stabilise it	Create it	Hopeless	Optimistic YOLO	FOMO/FOLLO
<b>Identity</b>	I'm humble	I'm in charge	I'm sceptical	I'm awesome	I'm fluid

**“Young people are acutely aware of wasting time on activities that either don’t benefit them as an individual, don’t reinforce their place within a social group or don’t help develop themselves” – Sport England Youth Insights**



2004

2008

2016

Where were you?

2001

2007

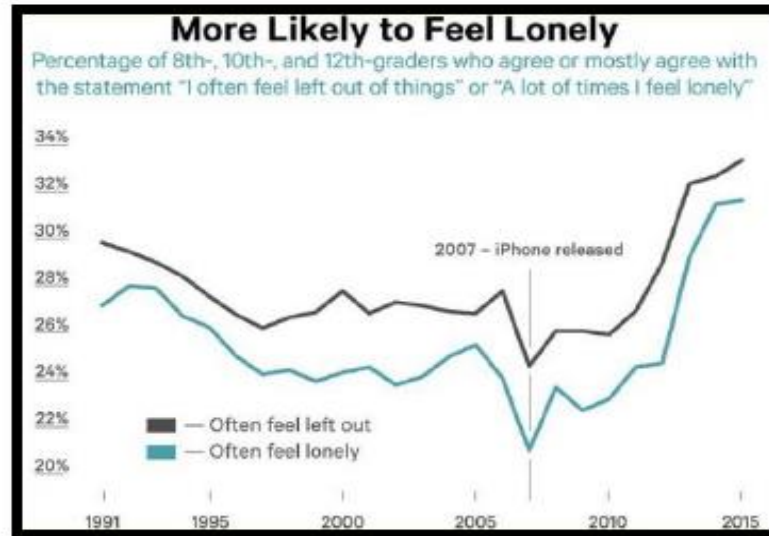
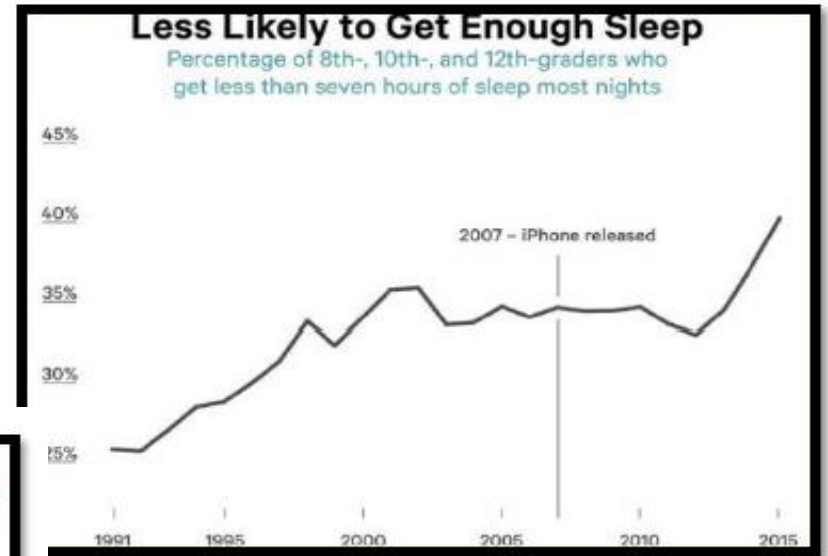
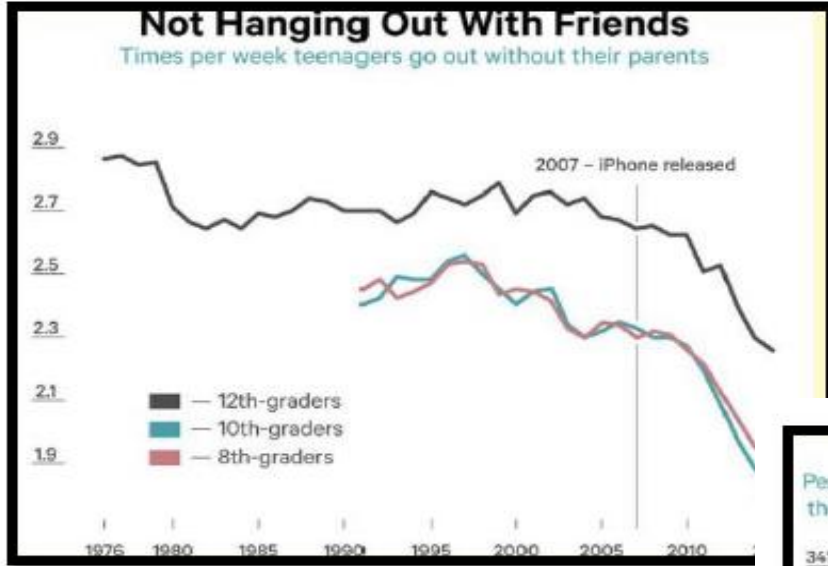
2012

How do you think **growing up through these experiences** may have shaped young people's worlds, their **beliefs** and **identities**?





# GET ONBOARD



**ONE IN FIVE OVER THE AGE OF 18 ARE LIKELY TO EXPERIENCE A MENTAL HEALTH PROBLEM AT SOME POINT THIS YEAR**



**One in ten aged 5-16 have a clinically diagnosable mental health problem**



GET **ON** BOARD

U  
I  
E  
E

**EXPERIENCE** – young people are drawn to experiences, looking for a guide at their side

**PARTICIPATION** – engage learners, provide half the time for the group to talk, people help support when they buy in

**IMAGE RICH** – this is key – young people want to engage visually

**CONNECTIVITY** – together – physically in groups of 3 or online



GET **ON** BOARD

**Understanding how they learn - what has RYA  
OnBoard been doing?**

GET **ON** BOARD







GET **ON** BOARD

Lets stop thinking about sailing and windsurfing as sports – lets think about what we get from it...



# Meet Stan...



**GET ONBOARD**

**CREATIVITY**

**And Krishan...**



**GET ONBOARD INDEPENDENCE**



GET **ON** BOARD

## So what does this mean

- Less focus on rigid training structure – learn skills through fun and games

### Remember the Articulate Challenge?

- Developing children as people rather than just sailors

### Character Development

- Rewarding personal development not just winning

Prizes for teamwork, perseverance, funniest capsizes...



GET **ON** BOARD

# What can we do to retain our juniors?

There are two different ways to look at it...

From a 'gate keepers' perspective...

- Off screen time
- Time with friends
- Case study – National Trust – 50 things to do before you're 11  $\frac{3}{4}$  (younger half of our audience)



From a young persons perspective...

- How is your social media looking? Can young people engage?
- Little things – can they film themselves on the water, is there opportunity to take photos?
- Perhaps more appropriate for the older half?





GET **ON** BOARD

## Summary

- There needs to be some change in delivery to maintain levels of interest. Technology is an integral part of young peoples lives – **they do not separate online and offline activities.**
- Health, fitness and looking good and becoming increasingly important to young people
- Sport is becoming less passive – when we are younger we go with our family to do something this is no longer the case so we need to connect to their interests and priorities
- Their needs to be a **meaningful reason to participate!**