



Chris Preston

The Role of a Non-Exec on the Board

Who's Who in the Zoo (About us/ Governance)



Chris - Chairman



Sarah



Joe



Christophe



Ronan



Katie



Vernon



John

We are all non-execs
We all love being on the water!
We are all volunteers!

What Does The Board Do?

- Meet 6 times a year + additional meetings
- Agendas
 - Company accounts, performance metrics for different business areas and income, review risks to the business
 - Approve the annual operating plan and operating budget.
 - Long term strategic plans;
- Compliance with Sports Governance Code
 - Transparency, accountability and financial integrity
- Legal Responsibilities under the Companies Act.
 - Promote success of the company
 - Exercise independent judgement, reasonable care, skill and diligence
 - Conflict of interest, freebies, declaration of interests.



RYA Member and Stakeholder Engagement

The story so far...

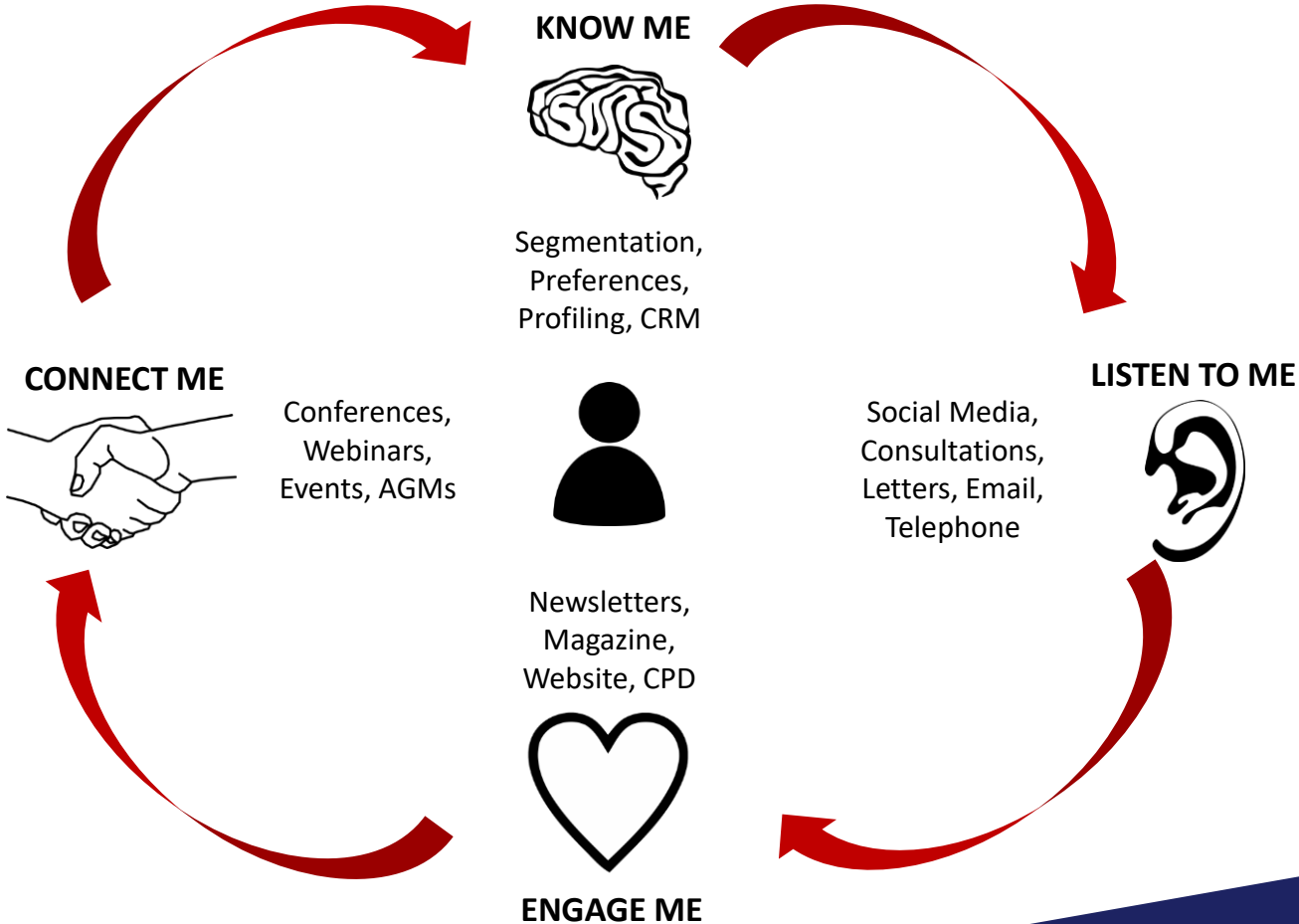
Aiming for Gold Standard...

- AGM 2017 - RYA members set out ambition to embed a Gold Standard Engagement Strategy
- Steering Group has completed a wide-ranging benchmarking exercise and collected best practice case studies from other organisations (BBC, Woodland Trust, CAMRA, SRA etc.)
- Comprehensive data audit and gap analysis to find out what we do well and where we need to do more

Underlying Guiding Principles

- 3 guiding principles underpin the engagement strategy:
 1. Young people – ensure the RYA's future
 2. Be more balanced and representative
 3. Be more tailored and relevant
- Must be underpinned by accurate, targeted data and insight

Stakeholder Engagement Framework



Putting it into practice

- We have applied the model to types of **individual**: e.g. volunteer, participant, official, club commodore or instructor
- As well as **affiliates** and **corporate** stakeholders: e.g. an affiliated club, marine industry body, funding partner or regulator
- The model works equally well for both **individuals** and **groups** – by challenging the thinking on the objective of engagement with each stakeholder, and the primary mechanisms for doing so...



Club (the affiliate as an entity)

Strategic objective = To support a network of sustainable, vibrant, thriving clubs in all parts of the UK [and abroad], capable of delivering a safe and rewarding boating experience to a diverse group of participants. Engage clubs through an effective network of relationships and communication channels, and help them build on their unique strengths and overcome their challenges. Advise clubs of threats and opportunities within the external environment, as well as appropriate RYA programmes, and the benefits of RYA personal membership.

KNOW ME



Location, main type of Boating, Officers, Key contacts, RYA Programmes, Issues (e.g. lease, m'ship)

LISTEN TO ME



RDO visits, Regional Network, Surveys, Census, email / phone / post

ENGAGE ME



Magazine, Clubroom, Website, Bulletins, Regional Network, Case Studies

CONNECT ME



Affiliate Conferences, Regional & Home Country AGMs, Club of the Year



Sailability Participant

Strategic objective = Sailor feels RYA understands their motivations and gives them opportunities to sail and to connect with a sailing community locally, regionally and nationally for training and events. Choice of appropriate participation model whether fully integrated with a club, or within a separate Sailability group. For those with performance aspirations, the pathways are clear and feel accessible.

KNOW ME



Age, Gender,
Family,
Location, club,
Disability and
resulting
interventions &
needs, Motivations,
Other sports &
interests

LISTEN TO ME



DDO / RDO visits,
via Club, Carer,
Social Media, HQ
Sailability team,
Consultations,
Letters, Email,
Telephone

ENGAGE ME



Fog Horn,
Sailability TV,
Website, Visits,
Marketing,
Club activity,
training

CONNECT ME



Local groups,
Conferences,
Webinars,
Polls,
Regattas,
Local, regional
& national
events



Club Commodore

Strategic objective = A cadre of commodores positively disposed towards RYA and enthusiastic about the support and guidance which RYA provides to the greater benefit of their club and its neighbouring clubs. Commodores feel that they are an important part of a network of excellence in the sports & leisure activities world, aware of other opportunities in the local community. Commodores are closely connected to and contributing positively towards the wider development of boating in their area through sharing & enhancing resources and capabilities at a local level.

KNOW ME



Age, Gender, Club, Location, HC/Region, Club focus, Club status (size, membership profile), Club RYA history

LISTEN TO ME



RDO visits, Club Consultations, Face-to-Face, Letters, Email, Telephone, RVT

ENGAGE ME



2-way dialogue; Local e-briefing with news, info & issues, Local and RYA Website, RYA Magazine, Club Room, RVT led meetings

CONNECT ME



Local Commodore's gatherings & receptions, Club development workshops, AGMs, RVT, other local sporting initiatives, Sailability

Next steps

