Finding and Engaging New Junior Members

2017
Aim

• Look at the current picture within junior membership in England and the region.

• Increase your knowledge of how the RYA can support through the OnBoard programme including
  • What it means to be an OnBoard Club
  • Resources available to OnBoard Clubs
  • How to become an OnBoard Club

• Understand how your sessions need to be adapted to remain relevant.

• Look at where to find new junior/ youth members and who you need to influence for them to come sailing.
Content

• Picture of Junior Membership – Nationally & Regionally
• How can the RYA support – OnBoard
• Lay the foundations for success
• Tailoring the opportunity - Junior sailing through the ages
• Where to find new Juniors/ Youth and how to reach them
• Key ‘take-aways’
Picture of Junior Membership

An Increasing Opportunity
Picture of Junior Membership

We’re good at it

- 15% of all club membership - 37,229
- 18% within clubs in the region
- 8528 Family memberships in the region
Picture of Junior Membership

However…..

- Difficulty/ Unable to attract younger members - 4th reason given for decreased membership numbers.
- Junior membership is statistically steady nationally
- Family membership is dropping nationally
- One fifth (22%) of East Clubs have no junior members.

Key area for continued development.
Picture of Junior Membership

A Typical Junior Member Sailing Opportunity

• Very Structured
  • RYA Youth Sailing Scheme
  • Race Training
  • Junior Race Series
• Based on Skill Level
  • Participants grouped by sailing level
• Pathway weighted towards competitive participation
• High levels of engagement at the younger end of the age spectrum
• As we move up the age range participant numbers drop
How the RYA can support clubs to continue with the fantastic work already happening and improve moving forward?
GET ON BOARD

MISSION
Quality
Equal access
Communities
Affordable
Participation

VALUES
Youth focused
Safe and fun
Equal opportunities
Value for money
Progression
Terms and Conditions:

Essential:

- Be a Recognised Training Centre - Dinghy and/or Windsurfing schemes including RYA Youth Scheme Courses
- Include OnBoard activity as part of the RTC Operating Procedures
- Display the OnBoard logo on your website
- Have a nominated OnBoard Contact
- Deliver Taster Sessions – 8-18
- Deliver RYA Youth Scheme beginner courses
- Deliver a regular junior club session or actively link to a regular junior club session.
- Provide feedback on participation levels to the RYA
Terms and Conditions:-

Desirable:-

- Deliver start racing activities
- Deliver a junior race series
- Deliver RYA Youth Scheme advanced courses
- Offer non-racing structured regular activity
Lay the foundations for success

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?
Lay the foundations for success

Progression
  • This will keep interest

Youth Focused

Accessible
  • Taster Session
  • All skill levels – Beginner to Advanced.
Do our junior member sailing sessions truly provide for those aged 8 - 18?
Tailoring the opportunity - Junior sailing through the ages
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
Tailoring the opportunity - Junior sailing through the ages

8 – 12 Years: Juniors

Does this sounds familiar?

A lot of engagement already here!
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.
Tailoring the opportunity - Junior sailing through the ages

13-16 Years: Junior/ Youth

- Hanging out with friends
- Achieving goals
- Being successful
- Competing
- Fun and enjoyment
- Developing myself as a person
- Doing something worthwhile
- Improving appearance
- Staying healthy
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
The six youth personalities

Key traits and group size

10%  
**Sport Enthusiasts**  
Self-assured / Sociable / Image-conscious

12%  
**Confident Intellectuals**  
Driven / Educated / Focused

15%  
**Ambitious Self-starters**  
Achievers / Proactive / On the go

17%  
**Cautious Introverts**  
Loyal / Careful / Self-reliant

19%  
**Thoughtful Improvers**  
Mature / Non-competitive / Self-development

27%  
**Everyday Youths**  
Mainstream / Easy-going / Content
Sport Enthusiasts – 10% of group
These are the young people we are currently retaining

• Sport is their life
  • Clothing
  • Social media
  • Friends and Family are Sporty
  • Heroes are sporty

• Like to maintain a fixed routine

• Most competitive group
  • It’s all about winning

• Need a sessions that create a constant learning curve
  • Laid back session don’t fit they need a work hard and play hard set up

• They take part in sport because they enjoy it rather than to develop themselves
Everyday Youths – 27%

Are we providing for this group? – almost the complete opposite

- Not competitive
  - Winning doesn’t mean much – easy-going and prefer to go with the flow.

- They prefer to prioritise time with friends and family
  - This is why they will take part.
    - Put this at the heart of the session
    - Tap into the group friendship group not to the individual.

- Feel quite positive about sport – assume barriers but happy to overcome them.
  - We need to open about the barriers and show how to overcome in communication

- More likely to take part when it’s on at a regular time and place but they can choose whether or not to turn up
  - Avoid putting them on a pathway of skill development
  - Create a flexible opportunity reassuring they can come back at anytime
  - Relaxed/ laid back sessions work best
The six youth personalities

10% Sport Enthusiasts
Self-assured / Sociable / Image-conscious

12% Confident Intellectuals
Driven / Educated / Focused

15% Ambitious Self-starters
Achievers / Proactive / On the go

17% Cautious Introverts
Loyal / Careful / Self-reliant

19% Thoughtful Improvers
Mature / Non-competitive / Self-development

27% Everyday Youths
Mainstream / Easy-going / Content
Where to find Juniors/ Youth and how do we reach them?

Again this is dependent on age both in terms of where to find them but also how to reach them.
Where to find Juniors and how do we reach them?

8 – 12

• In structured organisations
  • Schools
  • Youth groups/ Clubs

• Family Units
Where to find juniors and how do we reach them?

8 – 12

• Reliant on authoritative figures for decisions & logistic
• Influencers are
  • Parent/Guardian
  • Teachers
  • Youth Leaders
Where to find juniors and how do we reach them?

8 – 12

OnBoard Recourses to help

• Teacher Flyers
• Parent Flyers
• Case Studies
Where to find Junior/Youth and how do we reach them?
13 – 16

• Still in the same places as younger juniors
• Still reliant on authoritative figures for logistics however taking ownership of own decisions.

• Meaning the influencers are changing
  • Less so but still important
    • Parent/ Guardian
    • Teachers
    • Youth Leaders
  • Growing in importance
    • Friends
    • Messengers they see as expert and trustworthy
Where are Youth and How do we reach them?

17+

- Independent and relying on themselves to organise logistics and decisions
- In less structured organisations
  - College
- Influencers are in the main
  - Friends
  - Messengers they see as expert and trustworthy
Youth Today

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

We have to adapt to this - to stay current and meaningful to the younger generations.
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
Application process

1. Complete the RYA Change of Recognition (CRI) form and Application - OnBoard Programme (OB-I) form and send to RYA HQ

2. RYA HQ will process the forms and be in touch

Approved; OnBoard status subject to annual review and re-appointment (annual self-audit completed and given to RYA Inspector)

Unsuccessful; Discuss options with your Regional Development Officer
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
    • They are all individuals
    • Allow them to take ownership as they get older in the safe environment you are providing

• Reach juniors/ youth through their influencers
Any Questions?