Aim

• Look at the current picture within junior membership in the region
• Increase your knowledge of how the RYA can support through the OnBoard programme
• Retaining juniors following a taster session etc.
• Keeping junior members and their families actively engaged
We’re good at it
• 15% of all club membership - 32,000
• 32 clubs within the region
• 8,528 Family memberships in the region

However…..
• Difficulty attracting younger members - 4th reason given for decreased membership numbers.
• Junior membership is statistically steady nationally
• Family membership is dropping nationally
• 25% of Clubs have no junior members
How the RYA can support clubs to continue with the fantastic work already happening and improve moving forward?
MISSION
- Quality
- Equal access
- Communities
- Affordable
- Participation

VALUES
- Youth focused
- Safe and fun
- Equal opportunities
- Value for money
- Progression
Application process

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

YES

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

RYA HQ will process the forms and be in touch

Unsuccessful; Discuss options with your Regional Development Officer
How do you retaining juniors following a taster session?
Retaining juniors following a taster session

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
Tailoring the opportunity – Junior sailing through the ages

Do our junior member sailing sessions truly provide for those aged 8 - 18?
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
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

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
Keeping junior members and their families actively engaged.
The context and environment in which young people are growing up in is different to previous 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
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
  • Allow them to take ownership as they get older in the safe environment you are providing
Any Questions?