PURPOSE
To Promote and Protect Safe, Successful and Rewarding Boating in Northern Ireland

MISSION 2017 - 2021
Be more tailored in everything we do in order to increase our relevance and value to members, affiliates and stakeholders

VALUES

Inclusivity
We work to ensure that boating is accessible and attractive to the widest audience. We share our expertise, work with our partners and stakeholders and embrace diversity.

Responsibility
We believe that taking personal responsibility is fundamental. “Education not legislation” is our preferred approach.

Excellence
We always strive to attain the highest possible standards, and help others to do the same.

Integrity
We work in a transparent and sincere manner; making balanced and impartial decisions.
Overview

**PURPOSE**
To Promote and Protect Safe, Successful and Rewarding Boating in Northern Ireland

- **Membership & Representation**
  - To increase RYA personal membership and provide effective representation of boating in Northern Ireland

- **Performance**
  - To grow sail racing participation and ensure Northern Irish sailors can achieve on the international stage

- **Participation**
  - To create active and sustainable participation in boating throughout Northern Ireland

- **Club & Workforce**
  - To grow a vibrant community of clubs, coaches, instructors, officials & volunteers

- **Effective Organisation & Support Services**
  - To be seen as an example of best practice in all areas of governance

- **Sport Matters**
Mission 2017-21
To increase RYA Personal Membership and provide effective representation of boating in Northern Ireland

**Membership & Representation**

**Strategies**

**Support Affiliate Development**
- Provide respected advice & valuable information
- Be proactive & tailored to N.Ireland affiliates
- Share best practice
- Grow the number of clubs that affiliate to the RYA
- Support development of facilities that are fit for purpose

**Serve our Members**
- Tailored recruitment in N.Ireland
- Provide respected advice and useful information
- Provide relevant, unique and valued benefits
- Provide digital benefits and services
- Communicate the RYA membership offer

**Retain Freedoms & Protect Interests**
- Ensure representation within key stakeholder groups in N.Ireland
- Ensure RYANI is consulted by key stakeholder groups
- Promote environmental programmes
- Promote the RYA manifesto
- Advocate “education not legislation”

**Communication & PR**
- Provide an effective web presence for N.Ireland Boating
- Publicize local activity to members and affiliates
- Engage with RYA Personal Members in N.Ireland
- Develop a communication strategy
- Engage with local media to promote activity

**Enablers**

- RYA Services
- Tailored membership marketing for Northern Ireland
- Environment and Cruising representation, Government Departments & Local Councils

**Measures**

- Membership and affiliate profiles
- Number of RYA Personal Members
- Number of groups RYANI represented on
- Web visitors and social media engagement

**Mission 2017-21**
To increase RYA Personal Membership and provide effective representation of boating in Northern Ireland
Performance

Mission 2017-21
To grow sail racing participation and ensure Northern Irish sailors can achieve on the international stage

Strategies

Grow Sail-Racing Participation
- Promote RYA racing services
- Support clubs and volunteers at grass roots
- Promote club and regional racing
- Support vibrant club race coaching

Maintain Youth & Junior Performance Pathway
- Maintain a clear alignment with national programmes
- Deliver high quality performance programmes to develop the best young racing sailors
- Enable accessibility, diversity and inclusivity
- Ensure world class coach development
- Retain more sailors in the broader sport

Athlete Support
- Identify and support potential 2020 and 2024 athletes
- Provide the best support to Olympic sailors
- Develop world-class, holistic plans for individual athletes
- Better support sailor transitions at each stage
- Support Paralympic re-inclusion for 2024

Develop Race Management and Events
- Support Race Official development
- Provide valued race management and rules advice to clubs and classes
- Support clubs to secure International Championships
- Support the development of a world class championship centre

Enablers
- RYA Racing Services
- Partnership funding
- Coach & volunteer development
- National Governing Bodies
- SNI Sports Institute

Measures
- Number of clubs delivering quality race training programmes
- Number of sailors on national squads
- Representation at Tokyo 2020
- Number of race qualified officials
Strategic Plan: April 2017 – March 2021

Mission 2017-21
To create active and sustainable participation in boating throughout Northern Ireland

Strategies

**Strategies**

**Broader Delivery Network**
- Actively engage with clubs & Recognised Training Centres
- Develop partnerships with stakeholders
- Seek funding opportunities in support of programmes

**Enablers**

**Develop Effective Participation Opportunities**
- Enable the delivery of boating to new participants
- Develop and support effective participation programmes
- Develop links between schools and clubs/centres
- Local communications

**Promote and Market Boating to All**
- Implement a ‘Sail for life’ framework
- Promote key benefits of boating
- Share successful case studies and best practice
- Increase the profile of boating through public events
- Publicize participation opportunities to engage with new participants

**Strengthen Routes into Boating**
- Develop a structured participation pathway
- Help assure quality experiences
- Develop and promote club membership & participation incentives
- Improve new participant retention rates

**Targeted Diversity**
- Implement targeted participation programmes
- Develop inclusivity
- Provide access to boating across all communities
- Monitor trends and data to inform programme

**Measures**

**Strategies**

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**Measures**

**Collaboration with funding partners**
**Media, digital, publications**
**Engagement with targeted groups**
**Delivery partners**

**Participation**

**Mission 2017-21**
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**Strategic Plan: April 2017 – March 2021**

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**Strategic Plan: April 2017 – March 2021**
Mission 2017-21
To grow a vibrant community of clubs, coaches, instructors, officials and volunteers.

**Strategies**

**Club Development**
- Increase the number of clubs working through the accreditation pathway
- Develop and expand direct links with clubs
- Monitor the evolving needs of clubs & the sport
- Develop effective programmes that support club growth
- Share best practice

**Strong Partnerships**
- Ensure clubs understand RYA/RYANI offer
- Support the implementation of RYA National Training Schemes
- Help clubs maintain and grow membership
- Club networks and communication
- Engage with funders and promote the needs of clubs

**Workforce Development**
- Monitor the evolving needs of the sports workforce
- Deliver programmes of continued personal development
- Ensure the sporting workforce reflects the needs of the boating community
- Work towards increased female representation

**Volunteer Development**
- Grow the volunteer base
- Provide training & support for volunteers
- Recognise great volunteering
- Develop Strategies to retain volunteers in the sport
- Engage with local media to promote activity

**Enablers**

- RYA National Training Schemes
- Partnerships with councils and funders
- Club volunteers
- Brand promotion and protection
- Recognition and development of volunteers

**Measures**

- Clubs achieving recognised accreditation (RTC, Clubmark etc)
- Number of learning opportunities delivered
- Representation by clubs & classes
- Workforce profile
**Effective Organisation**

**Mission 2017-21**
To be seen as an example of best practice in all areas of governance

### Strategies

#### Effective Policies & Procedures
- Develop and implement a customer charter
- Ensure we follow and implement best practice in safeguarding
- Adherence to data management legislation and best practice
- Meet and promote Clean Sport standards

#### Governance
- Increase female representation on RYANI Board and Committees
- Promote the principles of Governance to clubs
- Increase club representation at RYANI stakeholder events
- Awareness and implementation of best practice in governance
- Adherence to data management legislation and best practice

#### Financial Sustainability
- Develop a strategy for diversifying income
- Maintain our SportNI financial health check rating
- Ensure programme delivery is sustainable
- Work with partners to secure investment into the sport

### Enablers
- RYA HR
- SportNI Governance and Management Audit
- RYANI Board & Committees
- Code of Good Governance

### Measures
- Governance assurance rating
- Financial assurance rating
- Number of Safeguarding Officers
- Number of stakeholders at RYANI events
Cross functional programmes

**Digital**
- RYANI E-zines
- Clubs portal
- Events calendar
- Digital benefits
- Club and Training Centre information
- Event and squad management
  - Digital ‘one stop shop’ for new participants
  - Sharepoint, online store, social media
  - Online group forums/social media

**Diversity**
- Balanced representation of all groups
- Volunteer base, board and committees
- RYA membership profile
- Race officials and coaches
- Youth and Junior Squads
- Targeted appeal to new participants from minority groups
- Sailability expansion
- Workforce diversity
- Recruitment policy and practice

**Data**
- Member trends and demographics
- General sports participation trends
- Club, class and regional participation data
- New participant information
- Integration with Navision
  - Club survey
  - Coaching survey
  - RYA central surveys
  - Sharepoint usage
- Consultations and feedback

**Delivery Partners**
- RYA
- RYA Affiliated Clubs & Class Associations
- RYA Recognised Training Centres
- SportNI
- Charities and trusts
- Manufacturers, suppliers and marinas
- Other watersports National Governing Bodies
- Sponsors and benefit partners
Key stakeholders and delivery partners

LOTTERY FUNDED

Affiliated

Active Marina

Champion Club

Sailability

Training Centre

ULSTER SPORTS ACADEMY

Arthur J. Gallagher