

## Eastern Region RYA Regional Development Officers Update December 2011

Regional Development Officer: Robbie Bell

Role: to develop regular participation in sailing and windsurfing, and to maintain and improve standards of safety, training and volunteer management at RYA affiliated clubs, recognised Training Centres in the East. Which means working on the following Four key areas:

- Club development (i.e. funding advice, volunteer support, sports development plans, promotion and facility development)
- Training centre development/instructor, training/advice and conferences
- Onboard. Introducing and developing regular participation in sailing for young people and their families.
- More Adults Sailing More Often!



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### National Update

**ACTIVE PEOPLE SURVEY:** Remember if you get called asking to take part in a survey regarding your sporting activity please take the time to give them the information they require. Sport England are measuring our performance regarding weekly sailing participation and are looking for an increase in the number of people sailing four times a month.

**Sail For Gold:** This initiative is part of our Olympic Activation Programme and has been specifically developed to bring the excitement of the Olympic and Paralympic sailing events to our affiliated clubs and training centres. Sail for Gold provides a framework of national and local 'on and off' the water activities and events in the run up to the Games. We already have approximately 400 clubs/RTC's signed up to the programme, but we need more. Clubs and Training centres will be provided with resource packs to help them make the most of this opportunity to engage existing and new members and potential customers into the sport of sailing.

Please ensure your club has signed up a 'Sail for Gold Activator' This person is merely a contact for RYA to pass on specific SFG information.

Learn more here: [www.rya.org.uk/sailforgold](http://www.rya.org.uk/sailforgold).

Sign up here: <http://www.rya.org.uk/programmes/sailforgold/participate/Pages/activator-form.aspx>

### Regional Update

#### RYA Active Marina:

We have had a very successful season with Woolerstone and Shotley Marinas running a series of workshops as a pilot for the Active Marina programme, the season culminated with a joint cruise in company to Tidemill Marina at Woodbridge. We had over 30 boats attending and were joined by

Tom Cunliffe who also gave an entertaining after dinner speech. We currently have an additional 4 marinas signed up for 2012 and are keen to work with more.

### **Winter workshops:**

We have just finished running a series of 9 evening winter workshops throughout the Region, We delivered three rounds of three different workshops designed to attract specific club officers/members, these included:

- 1) **Club Development**, an overview of RYA initiatives and support for club officers.
- 2) **Marketing**, good practice relating to internal and external marketing and RYA support. For webmasters, newsletter editors and marketing officers.
- 3) **Activate your Fleet**, for Fleet captains to share good practice relating to getting more people out on the water participating in club activities.

Final analysis yet to be done, but we had approximately 100 people attend from over 30 different clubs. We are likely to deliver more in the new year. If you are interested in us coming to your area and delivering a workshop I'd be happy to talk about it.

### **Winter Training:**

I will be offering a series of winter training courses to club volunteers and instructors, these will include First Aid instructor, Senior instructor, powerboat instructor and first aid courses, more details to follow before Christmas, these will be posted on the Regional website.

## **FUNDING:**

**Sport England:** Sport England Small Grants are still working for us, with over £500,000 worth of successful bids to sailing in England this year! These are for any sum between £300 and £10,000. What do you need to know:

- Does not need to be match funded.
- Available to constituted clubs/ not for profit organizations
- Club/Organisation needs appropriate dissolution clause (assets distributed to similar organization, not members in event of wind-up)
- You will need a basic 'project document' A development plan will do (I can help with this)
- 100% Success rate in the Eastern Region (for those who asked for RYA help)
- Particular focus on adult equipment
- [http://www.sportengland.org/funding/small\\_grants.aspx](http://www.sportengland.org/funding/small_grants.aspx)

**RYA Equipment Grants:** The RYA has a number of £2000 Match-funded equipment grants available for clubs wishing to develop adult participation. These grants must be match funded and are available for new equipment. If you want to buy an adult sailing dinghy and are working towards developing adult sailing at your club then please contact me.

## **Conferences**

Regional Instructor Conference will be at Grafham Water Centre on the 11<sup>th</sup> March 2012. Lots of practical workshops and sessions throughout the day, lunch included all for £10, bookings open after Christmas.

## OnBoard

OnBoard is a nationwide programme that aims to introduce young people and their families to sailing and windsurfing and retain as many as possible as regular sailors.



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