

Essex Man Wins Navigation Package

Christopher Cole from Saffron Walden won a Navionics + 28XG chart covering UK, Ireland and Holland worth £229 with a year of daily chart updates in the draw of members who took part in the RYA's biennial membership satisfaction survey.

Christopher commented: "The RYA performs a crucial role for everyone involved with cruising sailing and water sports and membership is a must, and it is great to win one of the best navigational tools available".

The survey covered a whole host of topics focused around membership; it looked at the reasons why people do or do not join, how people perceived the benefits of RYA membership and where possible improvements could be made. It also gave an insight as to what people see as the RYA's role.

A total of 1,336 took part in the survey. Gemma Garrett, Membership Engagement Officer said: "Any feedback we receive, either via the survey, at boat shows or direct to the team, is essential in helping us shape the work of the Membership Development team to create a valued membership package that is attractive and relevant to existing members and potential new members."

Top line results:

- Over 90 per cent of Members were satisfied with the membership benefits including the RYA Magazine, InBrief e-newsletter, advice services, third party benefits, RYA Shop, Certification and website. quarters of respondents stated they were 'very satisfied' about the service they received from the RYA Certification team, followed by advice services and the RYA Shop.
- Discounts on RYA courses was seen as most valuable.
- Three quarters of respondents ranked the work of the RYA to promote and protect British boating and rights of access as very important. Over 85 per cent of respondents were aware of the government and current affairs issues affecting boaters, with campaigns such as kill cords, red diesel and poorly marked fishing gear most associated with the RYA.
- Almost a third of respondents wanted to support the work of the RYA in protecting and promoting British boating, while just over a quarter wanted to receive globally recognised certification, personal and professional qualifications.

Suggestions ranged from training and representing members' interests, to how the RYA presents the work it does for the boating community.