**Pilkington Sailing Club and the Royal Yachting Association**

The Royal Yachting Association contacted Pilkington Sailing Club, one of their 'On Board' clubs, with regards to a new project. The project, designed to increase membership, involves an intensive training course followed by a 12 month membership during which participants can access regular sailing.

The club had links with Rainhill High School in the past and pupils had identified, during consultation, that they would like the opportunity to take part in sailing again. Pilkington Sailing Club is always looking to increase its junior membership and to reverse some of the negative perceptions relating to cost, and the nature of sailing clubs which often dissuades people from taking part.

The aim of the project was to target participants that are not currently engaged due to either the perceived costs, or the image, and those who could make use of the membership.

Sport Unlimited contributed towards the cost of the intensive training course and new equipment which will be used by the participants throughout the 12 months. Pilkington Sailing Club substantially reducing their normal coaching costs to attract new members. Rainhill High School contributed £500 to the programme and the participants were asked for a £25 fee to take part.

All participants were retained over the initial 10 weeks and so far, all have continued to sail. This project has made the introduction to sailing affordable (usually the most expensive part) and has hopefully provided participants with a true understanding of the team work involved and the enjoyment to be gained from sailing.

Merseyside Sports Partnership,
Unit 1 Dakota Business Park,
Skyhawk Ave, Garston, Liverpool, L19 2QR
T: 0151 427 3889 F: 0151 427 3779
Email: admin@merseysidesport.com
Website: www.merseysidesport.com