

Minutes of the Coaching Development Group Meeting

6th March, 2014



Present:

- Niki Norman
- Steve Chinn
- Richard Abbott
- Bill Norman
- Mary Cutts
- Paul Tucker
- Brian Marston
- Lawrence Payne
- Rob Payne
- Julian Ackroyd
- Mark Corti
- Rowan Speers

Apologies

- Jamie McConville
- Alan Nevard

Minutes of the Meeting

1. Site-Specific Training for Level 1 Coaches

Steve Chinn & Richard Abbott to liaise and get in touch with Paul Newman to get their site-specific orientation completed. Steve Chinn has prepared a document recording the site-specific

training – **Steve Chinn** to look at Paul Newman's existing document and compare.

2. Child-Friendly Sessions

It was noted that we didn't have a huge number of children coming to the beginner sessions last year, and that support for them was weak if they did join. There was considerable discussion regarding the best way to proceed.

Decision: The following was agreed for now, and progress to be reviewed **next meeting**:

1. **Mark Corti** to add text to suitable Sunday beginner sessions indicating they are family- and child-friendly
2. **All** to put posters up in schools etc. to try to attract children to the beginner sessions. Posters are available in the coaching area of the website, or make your own.
3. **Lawrence Payne** offered to take the lead in supervising a “Kids Club” on Sundays. Several options were mooted, including running it after the regular Sunday session, running it monthly or bi-weekly. It was decided to revisit this later when we have some children signed up for the beginner sessions – without a “critical mass” of children, there's no point in running it.

3. Coach Phone Numbers

Mark Corti sought approval from all present to put their phone numbers on the website, visible *only* to coaches, for the purposes of arranging cover for beginner sessions etc.

Decision: All present agreed. **Mark Corti** to action.

4. Beginner Course Cost

It was suggested that the cost for people, particularly families, to join the Club, was more than we had realised. When one took into account the cost of the beginner course, plus membership fee, plus BCU fee, it was suggested that this amount would put people off joining the Club, and that perhaps this was partly responsible for the low take-up of membership from beginner course participants in 2013. **Richard Abbott** noted that at Cambridge Canoe Club, they charged the full annual membership fee up front; the (compulsory) beginner courses were then provided free; and take-up was about 25%. This idea to be revisited for the 2015 courses.

Julian Ackroyd & others observed that coaches needed to act as ambassadors and salespeople for membership and make sure that the benefits of Club membership were clearly communicated. Niki Norman & others noted that the best time to get membership fees was at the end of week 4 (or

sooner), while the participants were actually there in front of you.

Decision: It was agreed to offer 50% of the course fee (i.e., £20) back to anyone who joined as a full Club member. This was to be in the form of a voucher, given on week 4 and valid for 1 month.

Mark Corti to prepare vouchers and add to beginner course coach packs. **All** to ensure they communicate benefits of membership, and to try to sign people up before they leave.

5. Date of Next Meeting: Tuesday 22nd April, 8pm