

Q1. What was/is the aim of the project/ timescale?

We recognised there was a need to increase membership of the RWSABC. Working in conjunction with the National Go Canoeing Week and our normal activities, "Taster Sessions" were held.

Q2. How was it delivered/achieved?

Used the advertising material offered by the SCA as a basis and circulated this – e.g. newspapers/sites, shops, sport centres.

Q3. Who was involved e.g. other partners involved?

All coaches and many volunteers/helpers from the Royal West.

Q4. How was it funded?

No direct funding was involved. The club funds covered any photocopying and stationary involved. Tea, coffee and refreshments were provided by the Club. The use of the clubhouse and equipment was provided free by the Club.



Q5. What are the lessons to help others?

Both before and after the event, advertising and publicity is key.

Many back-up plans required on the day:

- Good administration recording paddler's details.
- Many helpers/volunteers – need to work on their own initiative.
- Coaches able to supervise each group of paddlers and work on their own initiative.



Q6. Where can others find out more information?

Details were published on

- RWSABC website
- Local newspaper and online paper

Q7. What impact do you feel this will have on the club going forward?

- Introduced 46 people to kayaking.
- One of our best years for number of Temporary Memberships.
- Good publicity for kayaking and the RWSABC.
- Feel good factor by a large number of RWSABC members who helped with the event.
- Helped RWSABC members to work as an integrated team which was useful in other events later in the year.