

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

Aim: To recruit new members and to increase the number of members who are 'active paddlers' on a regular basis

Timescale: Began at the start of spring - so, 1st phase was to attract newcomers to our outdoor season - 2nd phase was to attract newcomers to our indoor season - 3rd phase is ongoing - to continue with our recruitment drive beyond these initial periods.

Q2. How was it delivered/achieved?

Delivery: (a) Eye-catching 'Please take one' paper literature (b) laminated versions of the paper literature (c) electronic version of the paper literature and (d) 1.5m tall two-sided 'Sandwich Board' display unit which stands beside our put-in at Strathclyde Park Watersports Centre throughout the spring/summer season and can be taken to any location where our club is paddling or holding a social event such as a BBQ € 3m long banners promoting the club's activities fixed at key points around Strathclyde Park.



Additional Information: (a) leaflets were distributed to members asking them to get them into their own local area in places such as cafes, gyms, other sports clubs, shop windows and so on (b) laminated versions were hand-delivered to, and agreement sought from places such as Strathclyde Park Watersports Centre - 1 in Cash

Office window, 1 in Male changing area and 1 in female changing area - SRCFITNESS - The Scottish Rowing Centre's gym at Strathclyde Park - Sports Direct Gym in East Kilbride and the local authority gym, John Wright Sports Centre in East Kilbride (c) the electronic version has been circulated via email to Sports Colleges, Colleges of Further Education and Universities in our area, as well as to Rambling Clubs and other outdoor-related activities clubs. (d) the stand-up display boards stand astride the main walking path around Strathclyde Park at the point where the 3 main car parks disgorge walkers/dog walkers (these boards and banners can all be removed and displayed elsewhere as the occasion dictates).

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

No 'partners' were involved, i.e. no external sources. Those involved were all members of EEKCC.

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COACHING • CLUB BOATS & KIT AVAILABLE • ALL YEAR ROUND PADDLING

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EEKCC welcomes kayakers and canoeists of all abilities, so come along and join us at:

- STRATHCLYDE PARK WATERSPORTS CENTRE
EVERY FRIDAY AT 7pm
(Spring & Summer only)
- HAMILTON WATER PALACE
EVERY FRIDAY AT 8pm
(Autumn & Winter only)

Coaching by our experienced team of UKCC qualified coaches is freely available to everyone, indoors and out.

We'll provide you with coaching, boats, paddles and other necessary kit to get you started. All you have to do is turn up.

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Q4. How was it funded?

The total outlay was recovered in the first 2-3 weeks with new memberships.

Q5. What are the lessons to help others?

(a) a little work can go a long way, if it is well planned and well targeted (b) not all club members are as enthused to 'do their bit' as committee members are (c) this should not be done in isolation - it should be linked to a programme of internal improvements in coaching, conversion from newbie to developer (and going through the Stars Awards), getting people out on 'real' water at the earliest appropriate time, social events such as BBQs and Paddle/Camps, etc., etc.



Q6. Where can others find out more information?

Contact Neil Bennett (EEKCC Club Secretary)
07896 342456 or neil_390@hotmail.co.uk

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

This recruitment drive, especially if it is maintained and even done more aggressively, could be the saviour of a small club such as ours. We need a steady stream of newcomers to maintain a healthy 'bloodline' within the club and to offset the natural 'wastage' of people (particularly youngsters who can drift away).