

## Royal Caledonian Curling Club: Proposal for a New Membership Category

<b>Issue:</b>	<b>Need to increase membership of RCCC and participation in curling</b>
<b>Proposal:</b>	<b>New membership category for new participants or fans of curling</b>

### Background

The RCCC has made a commitment in its Strategic Plan to grow the sport and encourage new people to participate in curling. In recent years, it has developed several programmes that aim to attract new participants, through initiatives such as: Try Curling, Beginners Courses, Corporate and Schools Curling. These programmes provide opportunities to attract new people to the sport from a wider demographic. These people who become actively engaged in curling can help to support curling clubs, ice rinks, the development of the sport and the performance pathway.

The current route for new people coming into curling involves them experiencing the sport via an RCCC programme, delivered locally, then not hearing from the RCCC again until they have joined a club and been added to the membership database by the club secretary. This may take years and does not enable RCCC to engage with new entrants to the sport, and communicate with them during their initial curling experiences. In order to improve recruitment of new members and convert more people to become actively engaged curlers within clubs across Scotland, a new membership category is proposed.

The current membership as of April 2016 is 12,458 across 641 clubs. The RCCC Strategic Plan outlines a target of 14,000 by June 2017 and 16,000 by June 2018. There is currently an average annual intake of 1,200 new members, however on average 1,100 members leave the membership. So RCCC needs to attract more new people to the sport and keep more of the existing members.

To increase RCCC membership it is crucial that it works in partnership with clubs to offer support and guidance on recruiting and retaining members. RCCC will be enhancing its support to address the current issues experienced by clubs. The benefits of being an RCCC member require encouragement, support and increased promotion to those identified as un-affiliated. Continued communication regarding club membership will be distributed throughout the season with objectives & incentives linked to club development addressed within the local development plans.

In line with our 4 main events taking place from 2016 - 2020 we are extremely keen to target new fans and members of the wider community who will engage in the sport by attending our events and competitions.

**To assist with the achievement of the membership targets outlined, a new membership category is proposed. It will be called Scottish Curling Supporter.**

### Objectives

- Increase membership to give a true reflection of the number of active curlers
- Increase opportunity to communicate with those engaged in, or fans of curling e.g. volunteers, spectators, casual/one off participants and supporters
- Provide RCCC with opportunities to raise awareness of the sport to a wider demographic
- Target communications based on needs of the members e.g., location, age, interests (a new database system will enhance tracking of members).

### Membership Outline

#### *The Scottish Curling Supporters Membership*

The Scottish Curling Supporters membership will aim to engage the wider community through individual membership. This membership will be targeted at;

- Any curler not currently associated with a club - this can be cross referenced with new database system
- Any individual engaged in curling - volunteers, spectators, casual/one off participants and supporters

The Scottish Curling Supporter will benefit from:

- Being Part of “Scottish Curling”
- Supporter of Team Scotland
- Opportunity to meet champions
- Access to pre-sale tickets to watch International Competitions on home soil
- Opportunities to participate in curling and then join local clubs
- Exclusive special offers on merchandise

When can a Scottish Curling Supporter join? Any time throughout the calendar year by registering their interest individually. They will be a Scottish Curling Supporter until they join a local club.

How much will it cost to become a Scottish Curling Supporter? The price will be £5 per year.

#### Existing RCCC Club Membership

The existing RCCC club membership will continue to engage with the curlers currently affiliated to a local club. This membership targets any individual associated with an RCCC affiliated club (including junior £6, virtual £9.50, adult £19 and honorary and non-playing)

To ensure retention of club members, promotion of the benefits will be in line with the following:

- Be a “Scottish Curler”
- Supporter of Team Scotland
- Meet professional athletes
- The chance to improve your curling through seminars, workshops, camps and courses
- Develop your skills along the curling pathway - selection opportunities through pathway programmes e.g. Academy
- The chance to meet and play people from across Scotland
- Represent yourself or your club at competitions across Scotland with the opportunity to expand your social circle
- Share your passion for the game and inspire others - (e.g. access coaching courses)
- Priority access to our Development Camps
- National recognition for your contribution and achievement (8-enders, 50 year medal, annual awards)
- Have your say and contribute to the future of Curling (e.g. committees & voting)
- Priority and discounted tickets for competitions and events
- Public liability insurance to remove exposure to risks
- Exclusive discounts to kit yourself out
- Exclusive offers on merchandise
- Represent Scotland and travel the world through RCCC international tours
- Represent Scotland in the Four Nations Championships, all members can apply to play!
- Benefit from our support team will work with affiliated clubs to provide additional opportunities.

**The new membership category will create opportunities for RCCC to engage with new people and those coming to the sport for the first time. It will form part of the pathway for people to get involved with curling as a lifelong activity.**

**Members are asked to vote on this proposal online, by post or at the AGM of the Royal Caledonian Curling Club in June 2016.**