



Strategic Plan 2020-2030

OUR MISSION:

Support all students to participate in the sport of sailing at university and beyond, regardless of their experience level, interests or background.

AIMS:

- Offer support and advice to members and clubs.
- Represent student interests when working with external stakeholders.
- Increase sailing participation at all levels and offer development opportunities to aid progression.
- Encourage sustained involvement in the sport after graduation.
- Facilitate high level competition and promote opportunities beyond university sailing.
- Instil equality and diversity in all activities. Provide an accessible pathway into and through sailing for all students.

Overview

This document sets out BUSA's commitment to student sailors across five distinct levels of sailing participation:

LEARN

We will offer the opportunity for every student to gain official RYA qualifications during their time at university, at any level of ability.

CELEBRATE

We will encourage the development of beginner sailors and provide incentive for sustained participation.

DEVELOP

We will offer racing development opportunities to members across all disciplines during their time at university.

COMPETE

We will offer high quality competitive events across team racing, fleet racing, match racing and yachting.

REPRESENT

We will provide annual opportunities for people to represent BUSA in each of the four disciplines.

Learn

We will offer the opportunity for every student to gain official RYA qualifications during their time at university, at any level of ability.

2020-21:

- Continue to promote existing training partnership with ASF.
- Work to recruit a keelboat training partner.
- Use regional groups to promote existing RYA-run courses and initiatives for instructor, coach and umpire training.
- Investigate feasibility of BUSA-run Introduction to Umpiring, Discover Coaching and Race Coach Level 2 courses in conjunction with area committees.

2021-23:

- Continue development and promotion of training partnerships.
- Establish framework with area committees to support expansion of courses to all regions.
- Minimal financial support required from BUSA to establish courses.
- At least one RYA Dinghy Instructor course and one Discover Coaching event promoted per year.
- At least one RYA Race Coach Level 2 course and one Introduction to Umpiring seminar promoted every two years.

2023-30:

- Continue development, promotion and expansion of training partnerships.
- All courses to be financially self-sustainable without BUSA input.
- At least one RYA Dinghy Instructor course and one Discover Coaching event promoted per region per year.
- At least two RYA Race Coach Level 2 courses and two Introduction to Umpiring courses promoted per year.
- At least one BUSA Senior Instructor course promoted per year.

Celebrate

We will encourage the development of beginner sailors and provide incentive for sustained participation.

2020-21:

- Promote social sailing and beginner development through a “spotlight” week across BUSA media in Autumn 2020.
- Encourage continuation of existing Northern and Midlands regional social sailing events.
- Promote these events to raise awareness of the concept and encourage others to get involved.

2021-23:

- Work with Area Committees to encourage the development of new social sailing events in partnerships with university clubs in different regions.
- Promote beginner development “best practice” through case studies and media coverage of successful university clubs.

2023-30:

- Explore the possibility of moving to a more Area Committee-led social sailing event model in each region.
- Normalise beginner development and social sailing as core components of all university clubs.
- Establish links with BUSA development events to encourage the transition of beginners and social sailors into race teams.

Develop

We will offer racing development opportunities to members across all disciplines during their time at university.

2020-21:

- Trial one development event in one or two disciplines.
- Determine timeline/scheduling of events and how this will happen.
- Determine where each region needs development/where they want to develop through consultation with members.

2021-23:

- Each region to run at least one development event.
- At least one development event for each discipline delivered nationally.
- Publish information videos/graphics about different disciplines e.g. different positions in a keelboat
- Help to set up more team racing training events and produce a repeatable template that can be rolled out easily across all regions.

2023-30:

- At least two development events for each discipline delivered nationally.
- Have a regular team racing training event in each region, run by a USC with support from the area chair/committee.
- Run regular umpire/coaching development weekends/days.
- Work with area committees to support them to run these development events for a more region run model.

Compete

We will offer high quality competitive events across team racing, fleet racing, match racing and yachting.

2020-21:

- Investigate the feasibility of having qualifiers/ regional events for all disciplines as opposed to the current situation where only team racing has regional events. This could be top-level regional (e.g. North and South) or across all individual BUSA regions.

2021-23:

- Depending on the outcome of the feasibility work, consult the membership about hosting regional events for each of the disciplines (excluding team racing).
- Produce standardised BUSA guidance and resources for successful competitive event delivery across all disciplines and support event directors to implement this.

2023-30:

- Set up or trial regional events in one or more disciplines (excluding team racing) or regions.
- If successful, look to roll out regional events or qualifiers across other areas or disciplines in future years.
- Standardised event practice in place across all BUSA events to ensure high quality of competition and good competitor experience throughout.

Represent

We will provide more opportunities for high-level sailors to represent BUSA in each of the four disciplines.

2020-21:

- Identify high-level competitive events that BUSA teams could enter across all four disciplines.
- Investigate the possibility of discounted/free entry or seek funding to support BUSA teams at these events.
- Review and update the selection criteria for the opportunity to represent BUSA at events.

2021-23:

- Deliver a high quality programme of UK-based for the next BUSA-ICSA Tour.
- Select an appropriate team(s) to represent BUSA in the next Tour.
- BUSA is represented at high-level competitive events in at least two disciplines annually.

2023-30:

- Evaluate the success of the represent opportunities and consider the future of the Tour in association with this. Is it worth keeping both, merging the two or discontinuing one/both?
- BUSA is represented at high-level competitive events in all four disciplines annually.

Annual Review

We recognise that student sailing and the wider sailing landscape changes on a regular basis. As such, ongoing monitoring of progress against these goals is essential, along with the addition, amendment and removal of goals to suit the challenges and opportunities of each academic year.

We recommend that this document is shaped by each new BUSA committee following the annual AGM:

- Review each section and goal identified within this document.
- Complete the “BUSA Strategy Annual Review” form on the BUSA Committee Dropbox.
- Use the results of this to edit this document to suit your new committee and the current landscape for student sailing.
- Not all goals will remain relevant - do not hesitate to delete ones that no longer serve a purpose and add new ones in their place.
- This can then be passed on to the new committee at the end of your year to aid knowledge transfer and give structure to BUSA’s activities as the years go on.
- Ensure an archive of amended documents remain on the Dropbox to support future committees and document progress.
- We recommend a full review/new strategy in 2030, or sooner if appropriate.

Key Stakeholders



BUSA Partner Organisations 2020-21:

