



BUSA Keelboat Opportunities Consultation 2020

Survey Results Analysis and Key Outcomes

Overview



What did we do?

Circulation of a keelboat opportunities questionnaire through email to current commodores and through the BUSA facebook page. It focused on facilitators/barriers to clubs' current involvement with BUSA keelboat and yachting events. The questionnaire aimed to find out what demand there was for a keelboat event in the future, and what form it would best take.

- Is there enough interest for a keelboat event alongside yachting nationals?
- What barriers are there to attending events?
- What event format would be most appropriate?

Why was this needed?

Creation of the questionnaire followed feedback from members on the current BUSA provision of keelboat sailing. A consultation was needed to gauge interest and suitability for a new BUSA keelboat event.

Who? 34 universities responded.

Total Responses
Received = 34

Consultation Demographics



Which BUSA Regions were represented?



■ Scotland ■ Northern ■ Midlands ■ South Central ■ Western ■ Eastern

- South Central Area – 9/11
- Eastern Area – 3/5
- Western Area – 7/8
- Midlands Area – 6/8
- Northern Area – 7/7
- Scottish Area – 2/6

Which University Sailing Clubs responded to the consultation?

Represented:

Scotland:
• St Andrews
• Dundee

Northern:

- Durham
- Lancaster
- Leeds
- Liverpool
- Manchester
- Newcastle
- York

Midlands:

- Aberystwyth
- Birmingham
- Loughborough

- Nottingham
- Sheffield
- Warwick

South Central:

- Bournemouth
- Oxford
- Southampton
- Portsmouth
- Solent
- Sussex
- Oxford Brookes

Western:

- Bath
- Bristol
- Cardiff

- Exeter
- Plymouth
- Swansea
- UWE

Eastern:

- Brunel
- UEA
- Imperial

Not Represented:

- Edinburgh
- Glasgow
- Highlands and Islands
- Strathclyde
- Bangor
- Sheffield Hallam
- Kingston
- Surrey
- Falmouth/Cornwall
- Cambridge
- London

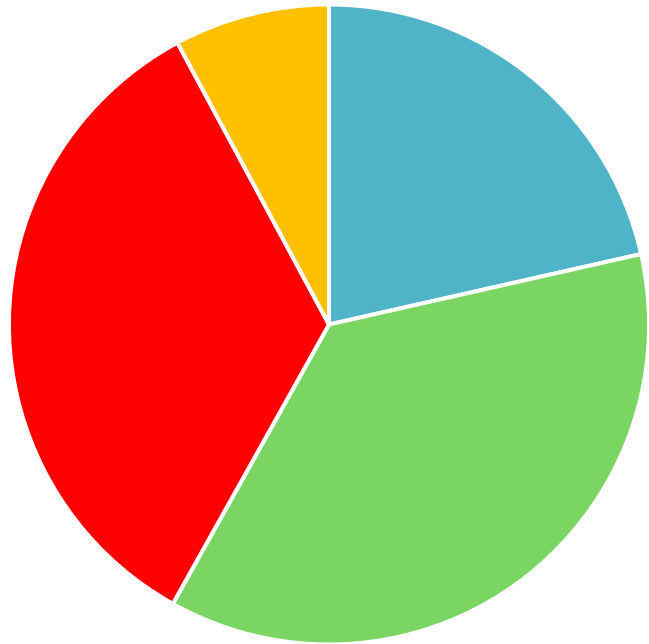
KEY POINTS FOR CONSIDERATION:

- Northern, Western and South Central Regions were well represented
- Scottish Universities were poorly represented: Could this cause bias within the results?
- 54% of respondents did not attend yacht nationals, 45.7% did attend.

Barriers to Yachting Championships



Barriers to Yachting Championships Entry



■ Lack of Interest ■ Funding/Cost ■ Lack of Experience/Qualification ■ Distance

Question: If you do not currently attend, please explain why:

Main Barriers Indicated:

- Lack of member experience/qualified skippers
- Lack of member interest
- Cost of event and lack of AU funding
- Distance to travel to event venue

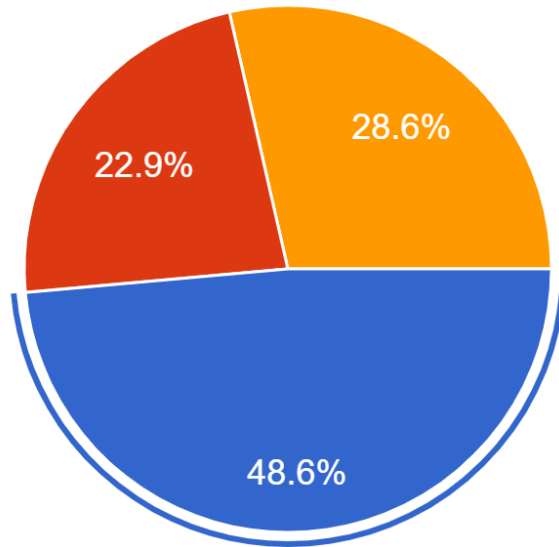
KEY POINTS FOR CONSIDERATION:

- Biggest barriers to entry are currently:
 - Funding
 - Event costs
 - Lack of member experience

Interest for a Keelboat Event



Would your University enter a team(s) for a student fleet racing keelboat event, NOT for BUCS points?



- Yes, in addition to BUCS Yachting Championship
- Yes, instead of BUCS Yachting Championship
- No, we would not be interested

How much do you consider a reasonable amount to pay per person:

- Most common response between £50-£75
- Limited due to lack of AU funding for this event

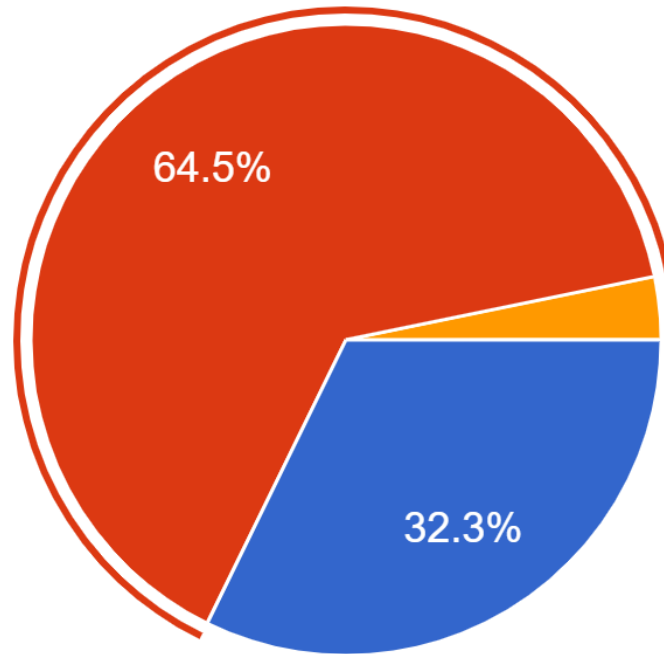
KEY POINTS FOR CONSIDERATION:

- Nearly half the respondents would attend in addition to BUCS Yachting Championships
- 70% of respondents would be interested in attending; representing a significant majority
- The results provide indication that Yachting Championship attendance would not be affected.

Form of Keelboat event



What form of Keelboat Event would your university prefer to compete in?



- A Student Keelboat League (like the British Keelboat League)
- A stand alone 2 day Fleet Racing event (Like BUCS Fleet Racing Championships)
- Perhaps two events, a development weekend first semester (could be a regional thing?) and then a main event later in the year

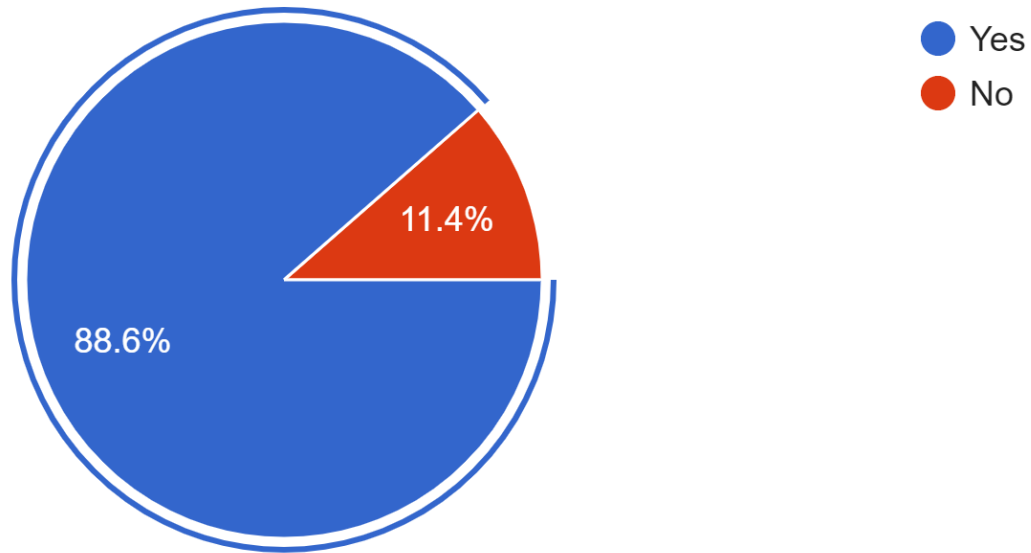
KEY POINTS FOR CONSIDERATION:

- A stand alone fleet race style event was most popular (Similar to Fleet Racing Nationals)
- Possible benefit: Cheaper to host a stand alone event rather than a league/Multiple events

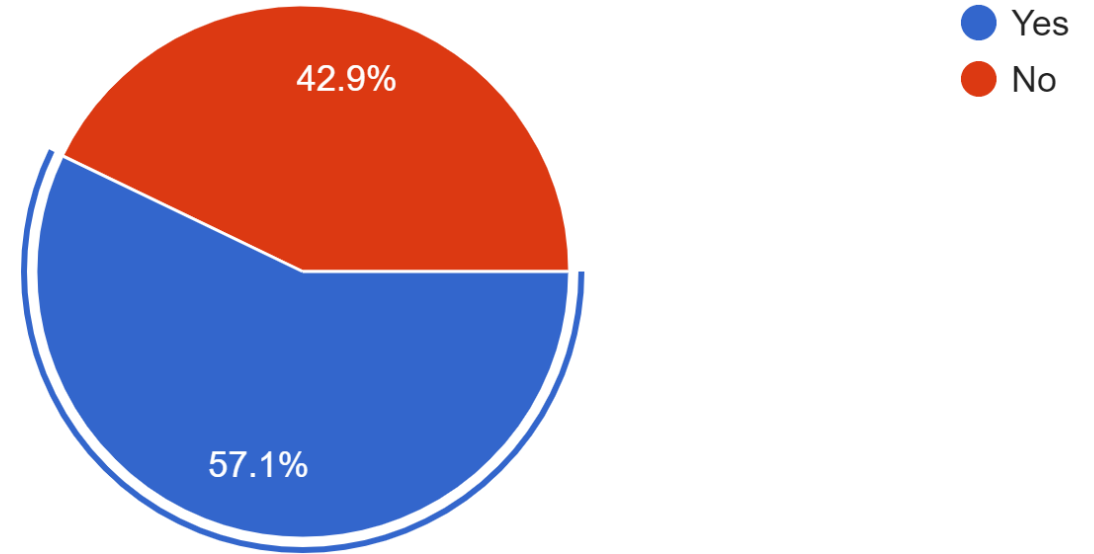
Member club values



Our University would be more likely to attend if it had a development focus:



Our University would be more likely to attend if the potential quality of racing was of a high standard:



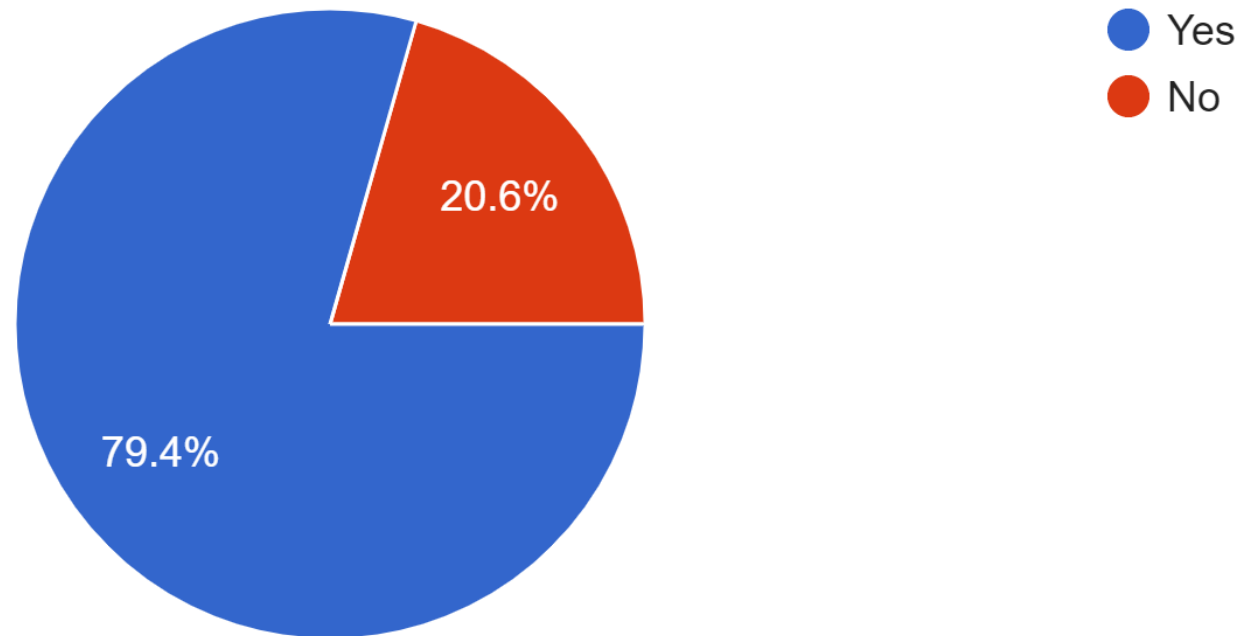
KEY POINTS FOR CONSIDERATION:

- Members were strongly in favour of a development focus for the event
- More member clubs value the potential for development over the standard of racing
- Combination approach: A racing/coaching split or post racing coached debriefs

Importance of event location



Our university would attend the event if it requires travelling to the South Central Region i.e. The Solent, with scope to move the event round in future years if successful:



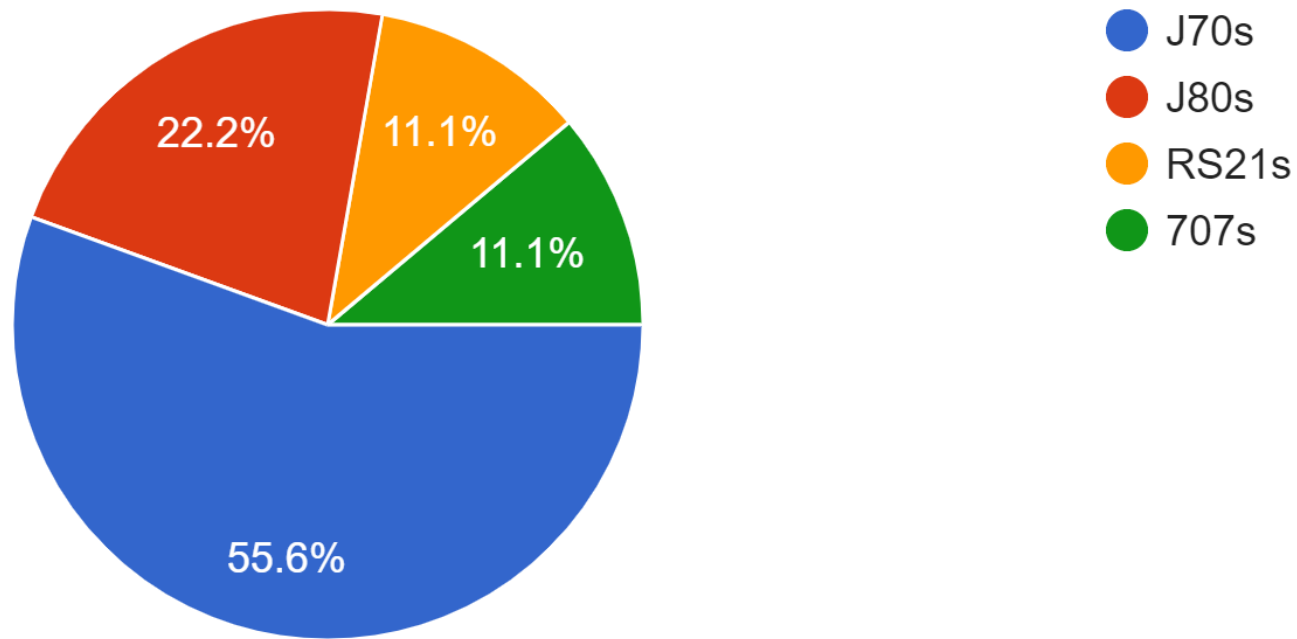
KEY POINTS FOR CONSIDERATION:

- Significant majority: Nearly 80% of respondents were willing to travel to the South Coast
- This may be skewed by the small Scottish representation in the consultation
- One large southern event could still engage members from the majority of BUSA Areas

Preferred Fleet?



If your University had a preferred fleet what would it be?



Expressed interest in hosting an event:

Scarborough Yacht Club: 707s

Royal Mersey Yacht Club: Etchells

Wessex/Royal Southern Yacht Club: J70s

Plymouth University Yacht Club

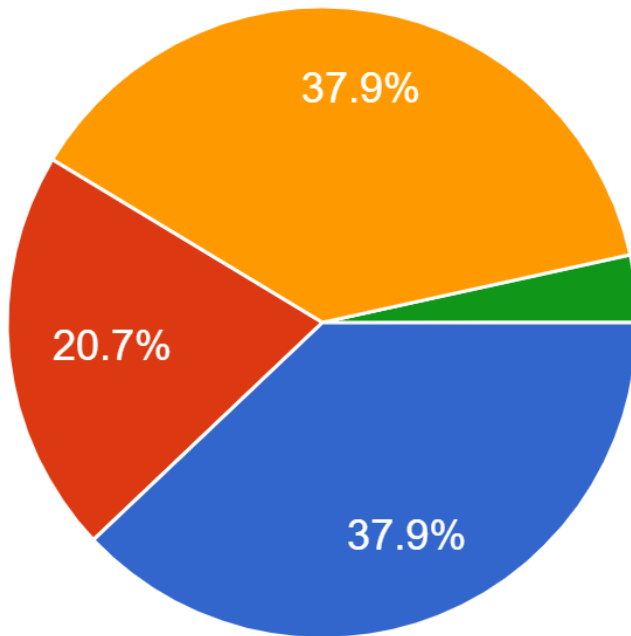
KEY POINTS FOR CONSIDERATION:

- J70s are the most popular boat of choice for a new Keelboat event
- There are potential venues in multiple regions around the country
 - This could lead to potential avenues for increasing northern keelboating opportunities
- It would be good to find out what the hosting capability is in Scotland

Preferred Racing Format?



What would be your members preferred style of racing at an event like this?



- Windward Leeward Fleet Racing
- Sprints - shorter and higher number of races
- Coached sessions/Racing sessions split across the weekend
- I think it would be highly dependent of the quality of keelboat sailors next year

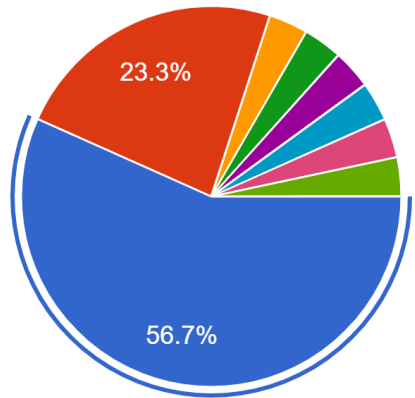
KEY POINTS FOR CONSIDERATION:

- The most popular options were windward leeward racing and coached racing
- Option: Coaching alongside racing similar to Yacht Championships could be a compromise
- It would be beneficial to have a focus group with member clubs to discuss potential formats

Socials, Catering and Accommodation

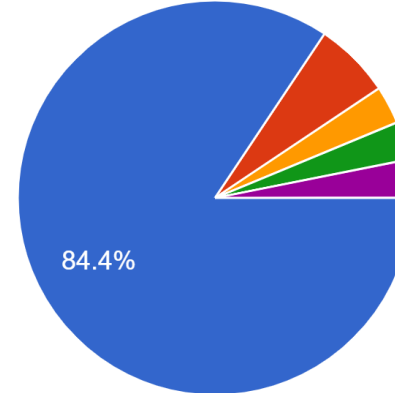


Would your members prefer accommodation to be included in the cost of the event?



- Yes
- No
- Ideally, accommodation could be offered by the organising club but made optional
- If the event was within driving distance of Solent we would drive there and back
- Depends how much and if we can stay
- We would prefer it to be an option
- Depends, it should be an option to add
- The option of it being provided or not

Would your members prefer a social and catering to be included in the cost of the event (for an extra fee?)



- Yes
- No
- Similarly, we would love to take part in a social/dinner, however perhaps this could be made optional, with an opt in/opt out clause when entering the event
- Should be an optional extra and open to non competitors
- The option of this would be good

KEY POINTS FOR CONSIDERATION:

- Overall, available accommodation, socials and catering was a popular choice
- But, similar to BUSA Team Racing events, members prefer it to be an optional extra cost
- If held in close proximity, Southampton University have volunteered to host a social and accommodation. This could replicate Team Racing events to minimise costs for competitors

Key Conclusions:



- Consultation response rate was reasonable, with a **good representation** across England and Wales, however **Scotland** were underrepresented in the analysis. Further discussions are needed with Scottish clubs to ensure views are represented.
- **Interest is high** for a weekend keelboat event independent to current BUCS events (Yachting Championships).
- The biggest barrier to Yachting Championships currently is **cost** and lack of **experienced crew/qualified skippers**.
- Members would like a potential keelboat event to have a **development focus**.
- **Entry Fees** would need to be as low as possible – due to the current changeable situation and reduced AU funding.
- Preferred event style is a stand alone **race event weekend**, with **windward leeward racing**. – **J70s** seem a popular fleet.

