



# BUSA Student Survey Update



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# Chair Update

Hello!

I am privileged to be the current Chair and along with my committee, we work with student sailors across the UK to make your university sailing experience the best it can be.

At the end of 2018 we carried out our largest student consultation yet- an exciting chance to hear and collate your views.

Total Responses  
Received = 176

Over the past year we have been through a time of change and improvement, guided by our growing membership. To enable this, we have continually referred to your feedback and worked hard to make the changes you asked for.

We have made significant headway with your suggestions and are excited to share the progress made.

The whole Committee is here to serve you, and if you have suggestions, new ideas or feedback we strongly encourage you to contact us directly or contact our administrator, [Hannah Peters](#). This is an exciting time to get involved at any level, and I look forward to seeing you at one of our events soon.

**Karen Thomas**  
BUSA Chair 2019-2021

# 1. Understanding of BUSA

“Beyond organising events and imposing ridiculous rules I have no idea what the committee does- communication is terrible.”

What did we do? **COMMUNICATE MORE**

- **Committee member bios & pictures**  
Promoted on Facebook, Instagram and Website. All discipline specific posts are written by the Officers.
- **Visibility of meeting minutes & actions**  
Summary by BUSA Chair. Promoted on Facebook, Instagram, Area pages, Website Documents page.
- **FB Page + Email = Must Know Information**  
Use of the facebook group as a member forum and website/email/facebook page for BUSA communications.
- **Working with Technical Delegates and BUCS**  
As BUCS decide the “rules”, we consult our specialist TDs and students for advice, ensuring transparency.

# 2. Committee Ethos

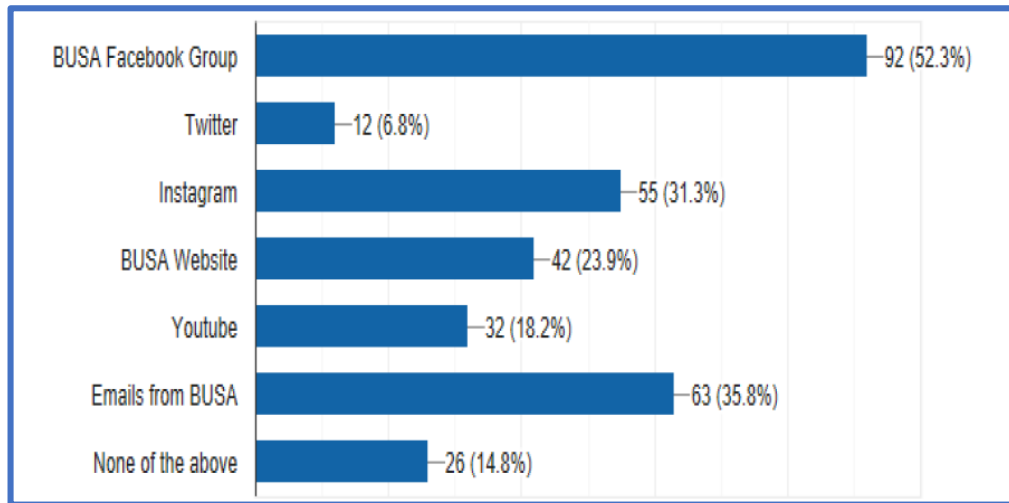
“The general consensus within USCAs is that longstanding members of the BUSA committee are very set in their ways. Younger and newer members should be heard.”

What did we do? **REACH OUT & LISTEN**

- **Ease of communication throughout committee**  
Chair and Administrator contactable via phone and email whenever needed to answer questions & discuss ideas.
- **More student (not commodore) consultations**  
As suggested by our Match Racing Officer, students not on club committees now encouraged to engage and feedback.
- **Keep the membership central in decisions**  
No big decisions were made regarding championship formats or gender rules without member opinions & insight.
- **Skype sub-committee and committee meets**  
To enable all committee members to be present, 50% of national meetings are now held via evening Skype calls.

# 3. BUSA Media

Which channels do you think that BUSA should increase communications through?



**MORE OF WHAT YOU WANT**

- **Use of Facebook Group & Page**  
Announcements, reports, BUCS events posted on PAGE.  
Club events, student posts, committee updates on GROUP.
- **Increased use of Instagram**  
Huge growth in Instagram posts and followers over the 2019/20 season. Control given to host clubs during events.
- **Website-Documents page & online notice board**  
Weekly docs page update (resources, minutes, opportunities).  
Intro of live notice board. A clear BUSA 'Brand' across docs.
- **Introduction of Termly Email Newsletters**  
Introduction of Mail Chimp email newsletters sent to the membership including reports, opportunities and changes.

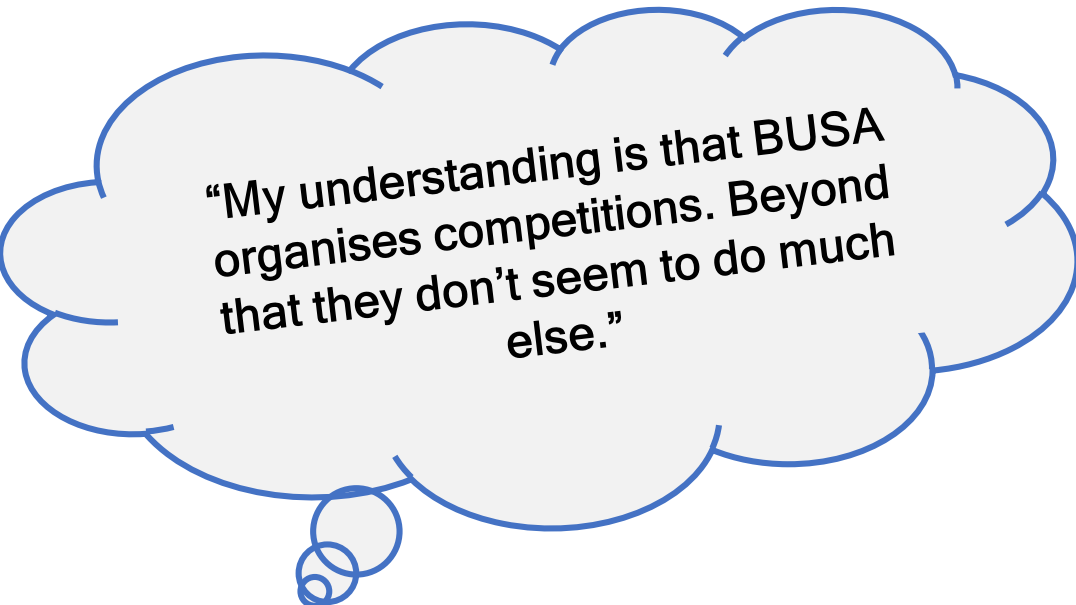
# 4. Funding availability and support

“Through subsidies and grants they can continue to make sailing accessible to as many people as possible which is really worthwhile.”

**What did we do? ADVISE & PUBLICISE**

- **Internal review of funding and budget**  
Clear dividing of accounts to sustainably support all disciplines and member clubs, whilst maintaining quality.
- **Wider development fund call**  
2 funding windows opened to all member clubs, support of 6 development areas and projects in all regions supported.
- **Funding advice circulated to membership**  
BUSA specific resources added to website docs page.  
All clubs contacted by area chairs to personify support.
- **Membership survey conducted**  
Annual figures (boats/members/development plan) collected for each club to improve BUSAs understanding.

# 5. Equal Opportunities




“My understanding is that BUSA organises competitions. Beyond that they don't seem to do much else.”

**What did we do? SUPPORT & CONNECT**

- **Support through BUSA Development Fund**  
5 female sailing projects were supported including the first keelboat helming weekend with the Majenta Project.
- **Inclusion of accessible sailing in major events**  
2 Hansa sailors entered BUCS Fleet Champs, now sailing weekly with their clubs. Further collaborations coming!
- **Social Sailing Support**  
BUSA have encouraged and supported clubs to welcome beginners by creating resources, case studies & events.
- **Improved relationship between SSS & BUSA**  
All SSS events, projects & courses are promoted and reported. Three SSS members sit on the BUSA Committee.

# 6. Club Support



“In terms of our development ... it doesn't seem like a priority of BUSA to provide any assistance in helping us attain our club specific goals.”

**What did we do? RESEARCH & ADVISE**

- **Collection of club specific goals and struggles**  
2019 member club goals/barriers given to area chairs to ensure region specific support from a student offered.
- **Guide to writing your development plan**  
Detailed resources created by the BUSA Development Officer and edited by committee to ensure accessibility.
- **Coach and instructor training courses**  
BUSA Development Funded projects ran in Scotland and Midlands to support development of clubs at all levels.
- **New partnerships and RYA signposting**  
Partnership forged with Andrew Simpson Foundation Trust. Signposting to conferences, webinars & training resources.



# 7. Quality of competition

“I met someone who went on the original BUSA/ICSA Tour who was proud it was still going. It would be a shame to stop this historic partnership.”

**What did we do? DISCUSS & EXPAND**

- **Bidding Opportunities extended to UK SCs**  
To increase BUSAs hosting partnerships & increase competition for BUCS events, all sailing clubs can now bid.
- **Further Opportunities Website page**  
Launch of the regularly updated page with paid/unpaid opportunities, international events, crewing spaces & more.
- **International opportunities for more members**  
The BUSA and ICSA Chairs and Coach skyped to discuss barriers, changes and ways to improve what ‘Tour’ offers.
- **Learning from consultations- location location!**  
The fleet and match racing consultations highlighted the value of a central location, now a key selection criterion.

# Follow @busamedia to stay up to date with another fantastic year of student sailing!

