

Dear Secretary,

We have recently set up a new program as part of the Development Project that I am currently undertaking here at the RPRA. We have had a great start by launching our new and improved Junior Membership packages which allows an U16 to become a full member of the RPRA for just £7 and receive lots of incentives including quarterly magazines, free rings, badges and many other items to encourage them to continue in the sport, as well as a second membership option where any U16 year old can receive the magazines, posters, badges, etc to encourage them to take up the sport and keep racing pigeons. People can sign up their children for free on our website. This has seen numbers rise from 76 U16s involved in the sport to now over 200, in just under 2 years, with new applications coming in all the time, which has been great.

However, it is now time to allow that to grow and for us to move onto focusing on growing our adult membership! In January I was pleased to launch our new program called "Flying Back 2 Pigeons". This has been designed to give clubs the support and resources to grow the sport and membership in communities all around the UK. We have looked at similar projects other sports have done around the UK and produced a scheme that suits our sport. So, what are we offering?

- Club resources available both online and, also hard copies to be given to potential new members.
- Advertising material to advertise your club in your local area. As well as support in getting your club in your local press and, also results published locally if not so done already.
- Ideas and incentives of how to attract new members and getting more people involved in our clubs.
- Booklet on ideas how you can promote your club in your area.
- Posters to put up outside your club house / venues so people know who and where you are.
- An online find a club search feature so that people in your area can find where you are, and a great feature that people can get directions to your club HQ (www.rpra.org/flying-back)
- Information to hand out to people who show an interest.
- Activities you can run at when your club meets for marking and clock opening.
- Advertisements for your Flying Back 2 Pigeon sessions. We are also looking to opening a Swap Shop so people can send us equipment that we can redistribute to new starters to the sport. All of the above will be available to clubs who have registered for the Flying Back 2 Pigeon program. All the items are working in various locations across the UK in our clubs now and this scheme will pull all these ideas together to have a national targeted approach to the recruitment of new participants within our sport. I feel that if we can get as many clubs on-board with looking at growing the sport and have a national strategy to back this up and support this work then we will have a much better footing to grow the numbers that at the moment are dropping.

How can your club get involved and register?

It's very simple, just click on this link: www.rpra.org/flying-back-clubs

You will be directed to our online club page where you can find out more information. On that page, there is a simple online form that takes less than 5 minutes to complete. If you fill in that form and click submit you are registered and I will send you a confirmation email so you can check and see your club added to the online interactive map that is available to the general public on our other web link found at www.rpra.org/flying-back

It is that simple!

When the season is underway we will then send you all of the resources and information you need and will contact every club to support in getting your club ready to start to advertise your sessions and also how you can get your club out there and visible in your community. We currently have several clubs registered; however, we need more. This is free to all registered clubs and we are putting this project as our number 1 priority in the development project, so you will be supported all the way. If you have any further questions, please call me on 07922 827932 and I will be more than happy to answer any enquiries you have.

Thank you for your support.

Regards

Richard Chambers

RPRA Development Office