

SLSGB & RNLI

Strategic Partnership

Stronger Clubs, Safer Beaches

Why is SLSGB doing this?

Vision “To be recognised nationally & internationally as a leading volunteer organisation in beach life saving by increasing the number of volunteers and voluntary patrols”

Concept of Delivery “To provide support for our volunteer members and life saving clubs and provide training to recognised standards. Help develop new and existing clubs. Ensure that training and patrol standards are set and monitored.”

People “Our greatest asset is our members who are all volunteers; training, instructing, examining and administering clubs in their own time with support from SLSGB.”

(In the next 5yrs our priorities are....) “.....foster an environment where volunteers can continue to contribute fully to saving lives.”

Why is the RNLI doing this?

Vision & Values "Strive to maintain our volunteer ethos"

Concept of Operations "...to a defined standard of performance, commensurate with the resources available, using trained and competent people who, wherever possible, are volunteers."

People "Volunteers are fundamental to our service delivery and reputation. We enjoy generous public support and respect because volunteers carry out so much of our lifesaving work, which is funded from voluntary contributions."

(In the next 5yrs our priorities are....) ".....foster an environment where volunteers can continue to contribute fully to saving lives at sea."

What have we agreed to do?

Strategic Partnership Agreement already agreed by SLSGB & RNLI Trustees

The SLSGB & RNLI will work together to achieve the following outcomes:

Mutual respect

Each organisation will respect the other organisation's history, traditions and brand, and, where appropriate, will promote joint branding to reinforce the strong links between the two organisations

Advocacy for safer beaches

Advance the cause of life guarding through joint representation and advocacy, with both organisations actively seeking opportunities, domestically and internationally, to promote lifeguard programmes that lead to safer beaches

What have we agreed to do?

Support for volunteers

Improve the support for volunteers and the volunteer club structure

Youth development

Develop programmes that give young people the skills to contribute to the organisations and to develop future leaders

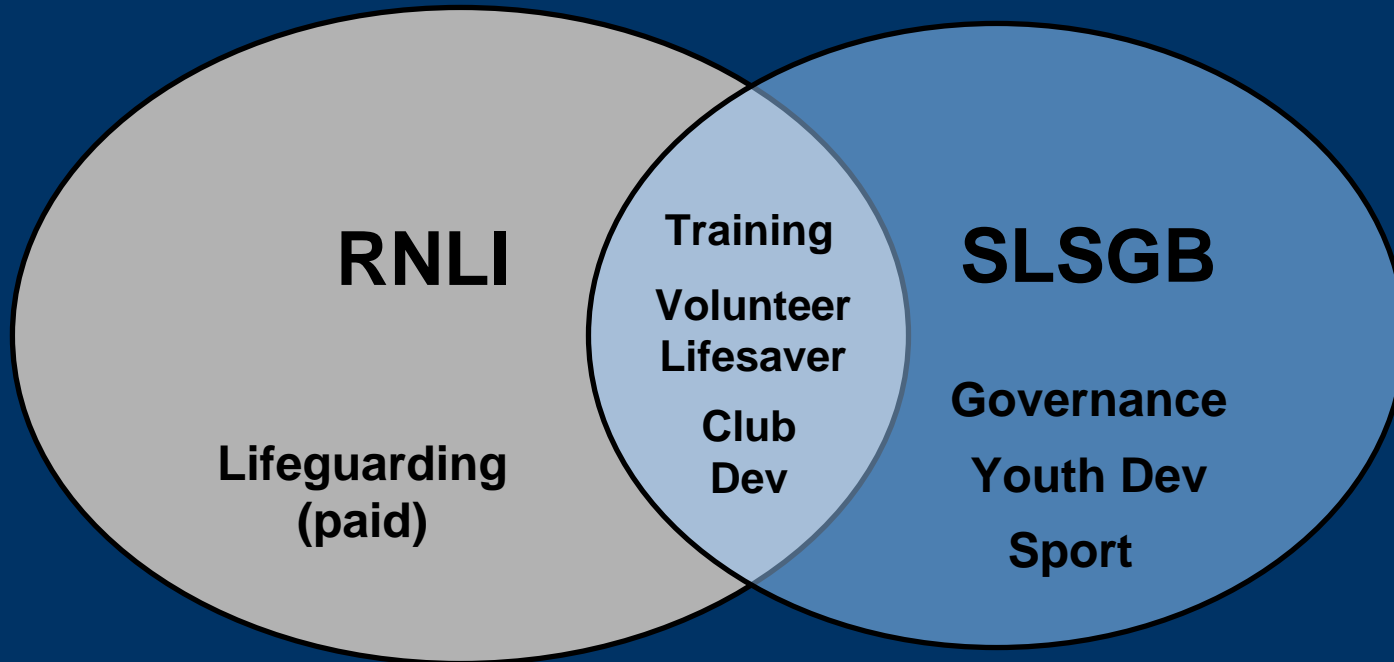
Better training

Develop a joint award structure and administrative procedures that meet the needs of both organisations

Strong surf life saving sports and recreation

Foster a strong Surf Life Saving Sport programme that will encourage membership and develop the individual skills of lifeguards and lifesavers as well as provide recreational opportunities to members of the local community

Where do we want to be?



SLSGB & RNLI working together to achieve joint aims
in an active partnership

What will Surf Life Saving Clubs do for the RNLI?

Roll out Strategy

Estimate supporting an average of 10 additional clubs per year at variable levels

- Offer support to clubs in existing and new RNLI operational areas to support national roll out first
- Clubs complete a “request for support” form as part of an interview/assessment process with VDO
- Application reviewed by SLSGB and RNLI in line with agreed criteria
- Impact on VDO’s time/workload as a measure, some clubs will require more support

What will Surf Life Saving Clubs do for the RNLI?

Patrol Agreements

The RNLI provides a lifeguard service under contract to Local Authorities or County Councils and will enter into a form of **sub contract**, termed a '**Patrol Agreement**', with voluntary clubs to support the RNLI Lifeguard service.

The patrol agreement will require clubs to agree to engage in, or move towards, one of **three levels** of **service provision** and to assist the RNLI by providing **beach safety support** and **training** for both paid and volunteer lifeguards.

What will Surf Life Saving Clubs do for the RNLI?

Operational support

Assist	SLS Club volunteers provide support <u>in addition</u> to the paid service on an ad-hoc basis
Support	Reduced paid service, SLS Club volunteers fill some of the declared roles on agreed days
Provide	SLS Club provides a full lifeguard service on an agreed day or part thereof, replacing the paid service

As contract holder, the RNLI are responsible for providing supervision of the lifeguard service at all times

What will Surf Life Saving Clubs do for the RNLI?

Beach Safety

Assist	Promote and distribute dual branded beach safety messages using generic resources with space for SLS Club contact info
Support	Access to SLS Club facilities for training and delivering programmes. Use of SLS Club volunteers for delivery of RNLI Beach Safety schemes
Provide	SLS Clubs deliver Hit the Surf Scheme (scope to generate additional income for club).

What will Surf Life Saving Clubs do for the RNLI?

Training

Assist	SLS Club volunteers train Instructors SLS Clubs provide training facilities
Support	SLS Club volunteer instructors train other lifesaving roles (Beach Patrol, Lifesaver etc)
Provide	SLS Club volunteer instructors train an agreed number of lifeguards (paid and volunteer)

What will SLSGB and RNLI do for Surf Life Saving clubs?

What will SLSGB & RNLI do for SLS clubs?

In return for clubs signing a patrol agreement, SLSGB & RNLI will;

1. Support SLS Clubs to patrol, train & develop lifeguards & lifesavers
2. Support SLS Clubs to help themselves with fundraising, marketing & communications
3. Support SLS Clubs to develop and increase their membership through training & resources
4. Develop SLS Clubs, wherever possible, throughout Great Britain

What will SLSGB & RNLI do for SLS clubs?

Operations

Level 1	SLS Club receives branded signage
Level 2	SLS Club volunteers receive dual branded clothing
Level 3	Access to RNLI Lifeguard patrol equipment (where suitably qualified)

What will SLISGB & RNLI do for SLS clubs?

Beach Safety

Level 1	SLS Club receives a stock of dual branded leaflets & resources
Level 2	SLS Club volunteers receive dual branded clothing; training & support for delivery of programmes
Level 3	SLS Club receives help with management of running schemes e.g. insurance, risk assessments, training

What will SLSGB & RNLI do for SLS clubs?

Training

Level 1	Access to RNLI training courses i.e. FPOS, 4x4's
Level 2	Training & mentoring of new Instructors; Development of new Examiners
Level 3	Encourage lifeguard training by loan of necessary equipment

What will SLSGB & RNLI do for SLS clubs?

Equipment and Maintenance

Level 1	Access to a standard list of suppliers; RNLI spec via extranet; Maintenance guides
Level 2	Access to training for SLS Club technician/gear steward; Opportunity to purchase non-branded, de-commissioned RNLI equipment at discounted rates
Level 3	Loan equipment for training (non-branded, not powercraft) i.e. Rescue boards, tubes, manikins

What will SLSGB & RNLI do for SLS clubs?

Shoreworks (examples)

Level 1	<p>RNLI contribute <10%, lease part from SLS Club. SLS Club own, RNLI maintain their section only.</p> <p>RNLI offer help with funding application and planning application</p>
Level 2	<p>RNLI contribute >50%, lease to SLS Club at rate depending on SLS Clubs percentage input, joint maintenance</p> <p>SLS Club contribute >50%, lease to RNLI at rate depending on RNLI percentage ownership, joint maintenance</p>
Level 3	<p>SLS Club contributes <10% build cost. Therefore RNLI build, own and maintain with the SLS Club offered an access lease</p>

Each club facility development will be looked at on a case by case basis

What will SLSGB & RNLI do for SLS clubs?

Membership Development (Governance)

Level 1	SLS Club Handbook Support with recruitment and retention
Level 2	Training for SLS Club Officers (i.e. Chairman, Club Secretary, Treasurer etc)
Level 3	Access to advanced training (i.e. Child Welfare, Equity) Assistance and support to achieve 'Club Mark'

These three levels will be available to all SLSGB clubs

What will SLSGB & RNLI do for SLS clubs?

Youth Development

Level 1	Support in developing a youth strategy for SLS Club's
Level 2	Access & support for SLS Club's to run SLSGB Youth programmes
Level 3	Youth & Leadership development camps

Youth Development support will be implemented during late 2008

What will SLSGB & RNLI do for SLS clubs?

Fundraising

Level 1	RNLI provide fundraising guidance pack via extranet; RNLI provide training to SLS Club fundraising officer
Level 2	RNLI provide jointly branded static collection boxes outside SLS Club (split donations 50/50)
Level 3	SLS Clubs attend RNLI events and fundraise for themselves SLS Clubs run joint fundraising events supported by RNLI

What will SLSGB & RNLI do for SLS clubs?

Communications

Level 1	Access to RNLI extranet
Level 2	RNLI provide training for SLS Club press officers and media training to key operational club officers
Level 3	RNLI support SLS Clubs through DMRMs and Press Office

How do we decide what level of support to give clubs?

Based on an SLS Club signing a **patrol agreement** and agreeing a **development plan** with SLSGB and the RNLI, the SLSGB & RNLI will provide a **support programme**. The level of support will be **variable** and often **club specific** but is likely to be dependent on;

- The SLS Club's **existing and potential** support to the RNLI Lifeguard service & SLSGB lifesaving strategy, ie. patrolling, training, beach safety
- The **strategic** and **operational value** of the SLS Club's **geographical location**
- The SLS Club's **commitment** to the joint **agreement** (inc affiliation & membership to SLSGB and it's monitoring requirements)

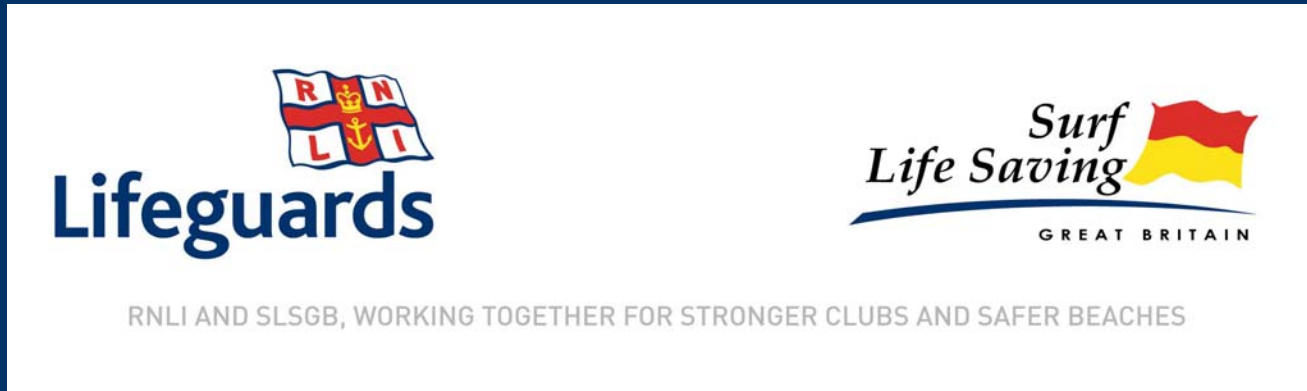
Support Assessment Matrix (example)

	1	2	3	4	5
Existing and potential support to RNLI Lifeguard service					
Training					
Beach Safety					
Strategic and operational value of geographical location					
Club affiliated to SLSGB					
All club members are members of SLSGB					
Acceptance of standards & monitoring by SLSGB					

Branding



Joint 'strap line'



Lead & support letter head for both orgs



Royal National Lifeboat Institution
West Quay Road, Poole, Dorset BH15 1HZ
Tel 01425 522 6999 Fax 01425 126 1999
info@rnli.org.uk rnli.org.uk

The RNLI is a charity that saves lives at sea. We are registered in England, Scotland and the Republic of Ireland.

Member of Property Trust Co-operative (UK) Limited, a company registered in England (13149128).
Registered office: The Quay, Poole, Dorset BH15 1HZ.
Charity No. 205196. Company No. 02063888. Bank: NatWest.
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Working together with the SLSGB for safer beaches and stronger clubs



Surf Life Saving Great Britain
1st Floor, 18 Southwark Way, Exeter EX1 1PJ
Tel: 01392 218007 Fax: 01392 217808
info@surfrescue.org.uk

Founded 1999
Chief Patron: HRH The Duke of Edinburgh K St, VC
All Company Limited by Guarantee in England and Wales

Company No. 047848 Registered in England
Registered Office: 1st Floor, 18 Southwark Way, Exeter EX1 1PJ
UK. No. 047848. Reg. No. 047848



Working together with the RNLI for safer beaches and stronger clubs

PUBLICATIONS AND DESIGN

Dual branding on patrol shirts



SLS Club Branding



PUBLICATIONS AND DESIGN

Management, Resource & Financial considerations

Strategic Planning Meetings (SPaM)

To oversee the strategic partnership

RNLI Representatives:

SLSGB Representatives:

Operations Director

Chairman

Head of Prevention &
Lifeguards

Vice-Chairman

Staff Officer Operations
(Lifeguards)

Lifesaving Director

Volunteer & Club Development Committee (VCDC)

Function

To meet on a regular basis to co-ordinate the delivery of jointly branded programmes

Committee Members

Chair: SLSGB Director for Development

RNLI	SLSGB
Volunteer Development Manager	Lifesaving Manager
Volunteer Development Co-ordinator	Club Support Manager
Volunteer Development Officers	

Input from SLSGB Strategic Consultant as and when required

Resource Management

<p>Option 1</p>	<p>RNLI take full responsibility for volunteer recruitment; CRB checks, medicals, fitness tests, awards, application tracking, induction, data management systems (SAP)</p>
<p>Option 2 (preferred by both parties)</p>	<p>SLSGB take responsibility for recruitment (RNLI have oversight, helping where necessary. ie <u>shared</u> volunteer database 'Surfguard' used in Australia)</p>
<p>Option 3</p>	<p>SLSGB take full responsibility for volunteer recruitment; CRB checks, medicals, fitness tests, awards, application tracking, induction, data management systems (SLSGB database)</p>

Financial Input

Average costs per year for first 3 years

SLSGB Costs:	*£350k
RNLI Costs:	*£450k
SLSGB Grant:	c.£150k
Shoreworks Capital:	£500k
TOTAL:	c.£1.5m

** Includes existing salaries and proposed new establishment, training, equipment, shoreworks running costs, uniforms, signage and beach safety resources.*

Grant to SLSGB

Staff/Salaries

- Lifesaving Manager
- Club Support Manager

Programmes

- Volunteer Lifesaver Patrol inspection scheme
- National Leadership Camp
- National Youth Forum
- Governance training for clubs

Supports Costs

- Joint Training & Qualifications Committee
- National Tutor & Examiner qualification programme

People

Existing RNLI posts:

Head of Lifeguards & Prevention

Volunteer Development **Coordinator**

3 x Seasonal Volunteer Development Officers

Existing SLSGB staff covered by RNLI Grant:

1 x Lifesaving Manager

1 x **Club Support Manager**

Proposed new RNLI posts over next 3 years:

Volunteer Development Manager

2 x Seasonal Volunteer Development Officers

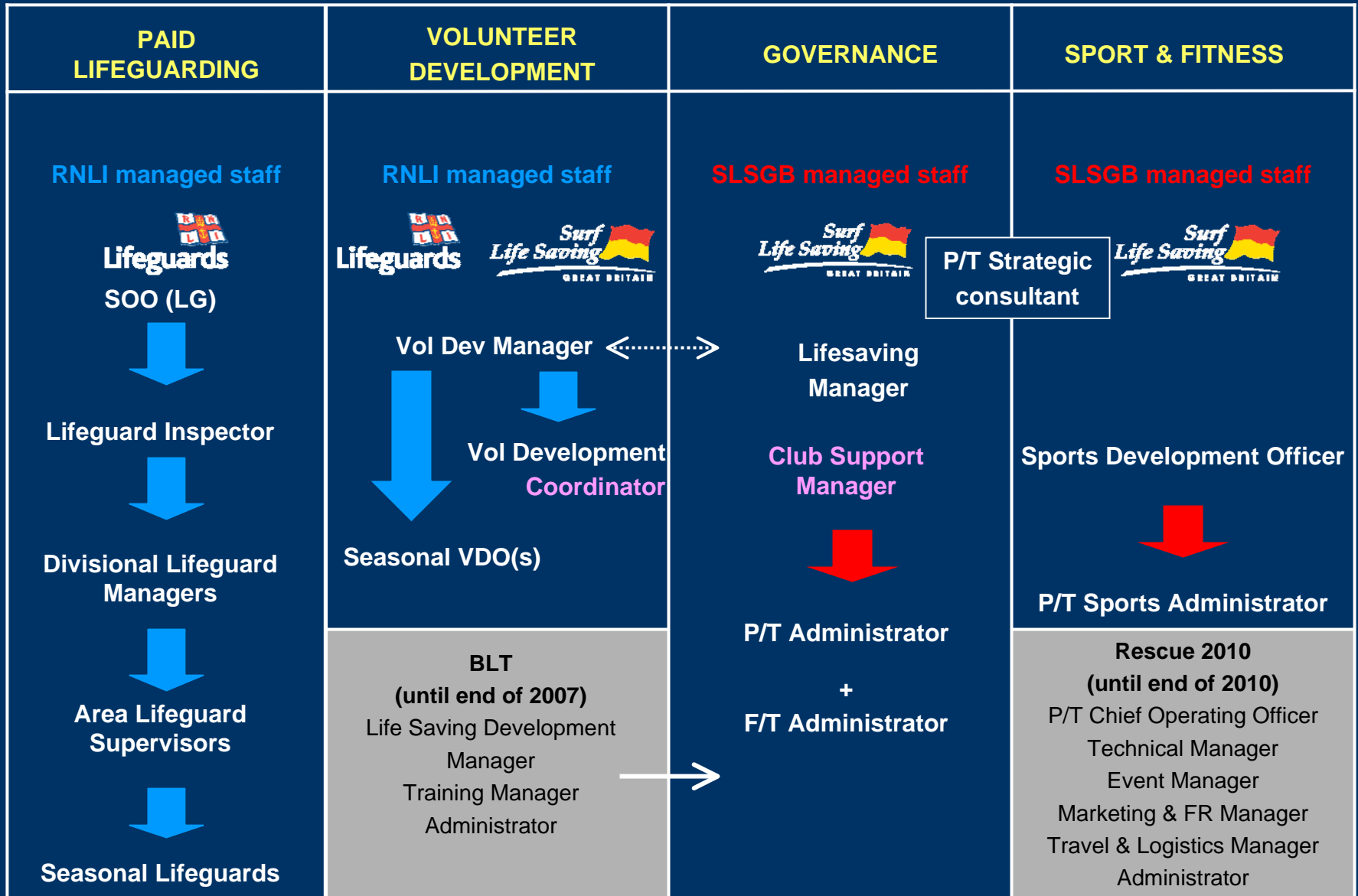
Seasonal HR Assistant

Lifeguards Shoreworks Manager

Lifeguards Press Officer

Regional Volunteer Fundraising Manager

Management & Resource implications



Communication/Approval Timescale

RNLI Executive Team	1 st Oct
SLSGB Board of Directors	3 rd Oct
RNLI LG Conference	6/7 th Oct
SLSC Members - Wales	10 th Oct
- Devon	15 th Oct
- Cornwall	16 th Oct
- Wessex	1 st Nov
SLSGB National Conference	27/28 th Oct
Seek Trustee approval for Grant	Nov
CE's Roadshow (Ops Update)	Feb 2008
Lifeboat Magazine	Spring 2008

SLSGB & RNLI

“Stronger Clubs, Safer Beaches”

