



# Chelmarsh Sailing Club



## Chelmarsh Development

### **Background reasons for survey**

The committee is seeking to get the members' view and experiences on what the club currently does and what the club should be doing in the future. The findings of this survey will be key to the club's next 5 year development plan.

### **What we do with the results**

The results are 100% confidential, with no names or means of identifying individual sources of the feedback. Results from the three main user groups - sail, SUP and swim – will be collated and analysed for common themes and experiences and shared with the membership.

### **What next**

Please look at the previous published development plan <https://www.chelmarshsailing.org.uk/downloads.html> . What we will be doing is updating this for 2023 through to 2028. This will be a dynamic process, this survey is just a first step! Should you wish to be more involved in the development of the club in any capacity, either in a formal or non-formal role, please contact any member of the committee. As a members' club, Chelmarsh operates on the goodwill and enthusiasm of its membership

## Questionnaire Results 2023

- Responses from 82 Members!
- Lots of people spent time adding suggestions and ideas
- Thank you all for helping shape the clubs development plan.
- The opportunity is ongoing please feedback!



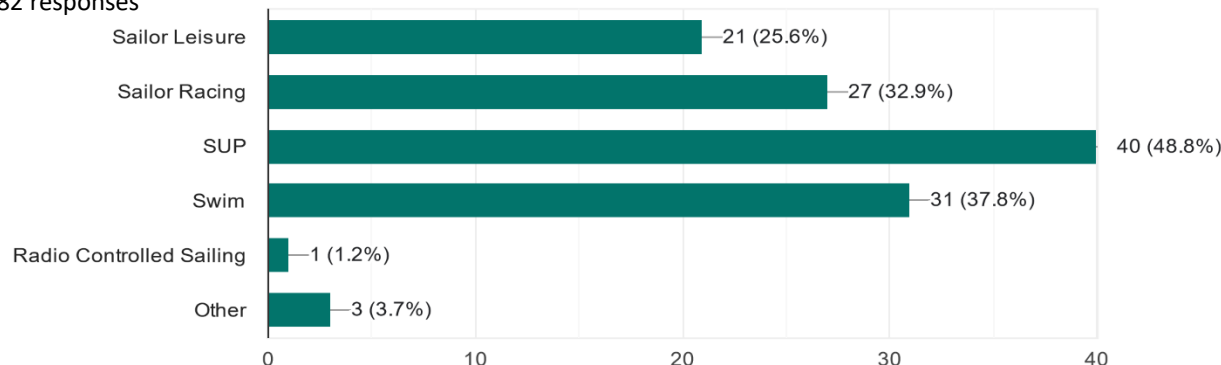
## A little bit about the responses

We have accumulated a lot of data of which we provide a snapshot in this presentation.

Each discipline has taken away the huge numbers of comments, thoughts and ideas and will work to order these and capture them in the Development Plan. We will keep every comment and consider it, as sometimes small ideas create change!

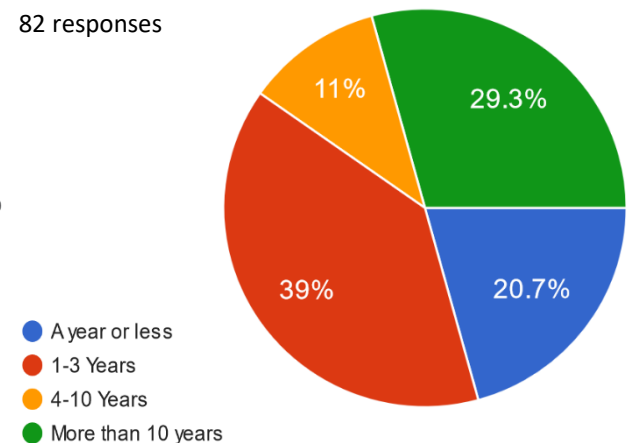
Tell us a little about your membership and activity (you can tick more than one box)

82 responses



An how long have you been involved with any of these at the club?

82 responses





## **A little bit about the responses**

Already as a result of the Questionnaire the club social programme has been kickstarted with:

- Better communication around socials;
- Re-energised Saturday SUP;
- A great Covers Off regatta; and
- A planned Spring quiz

In addition:

- A longer swim and more swim social events are planned.
- Supfest will include racing.

The committee are listening.

The Development Plan is a work in progress and we will communicate each stage as it develops.



## Use and Value of the Club

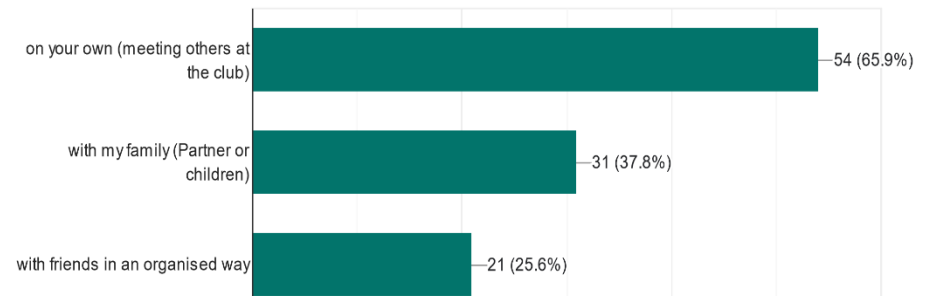
We tried to understand how people used the club, and overall how they value being a club member:

- A vast majority of people come on their own
- And for most it is seen as good value for money

We have tried to unpick which aspects are less good in the next slides

And thinking about your activity do you do this

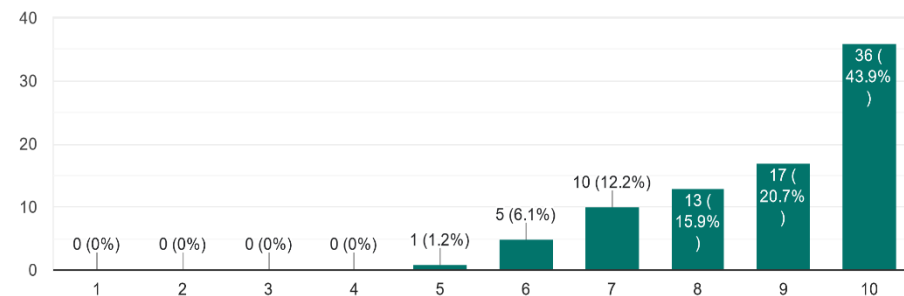
82 responses



And now some questions about how you would rate Chelmarsh (from 1 Poor to 10 Excellent) Firstly:

Value For Money

82 responses

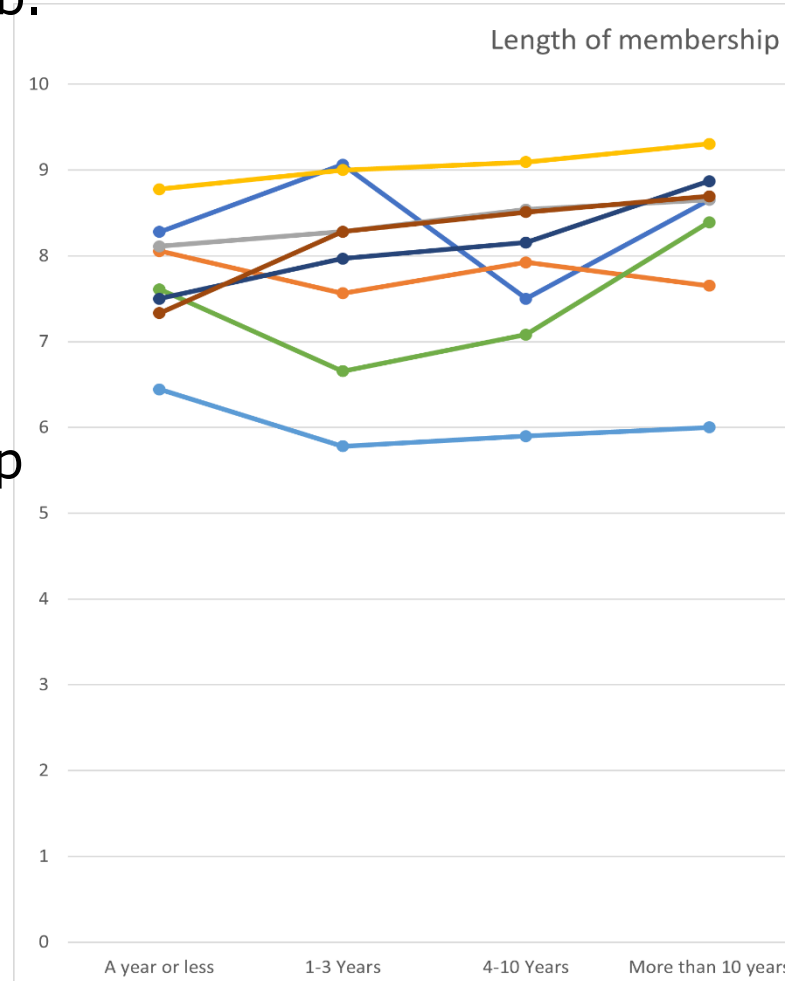




## The different aspects of the club.

We asked about different aspects of the club.  
(Scoring based on linear score 0 (poor) to 10 excellent).

- Newer and older members see Chelmarsh as better value for money
- There is a lower satisfaction with the social side and activities across all groups of members and all lengths of membership
- The newest members find the club less welcoming than older members



— Social Activities

— Training

— Club Communications (website TGIF social media etc)

— How welcoming is the club

— how you would rate Chelmarsh Firstly: Value For Money

— Clubhouse and shore based facilities

— Water Equipment (Boats, rescue, SUPs, Hire eqpt etc)

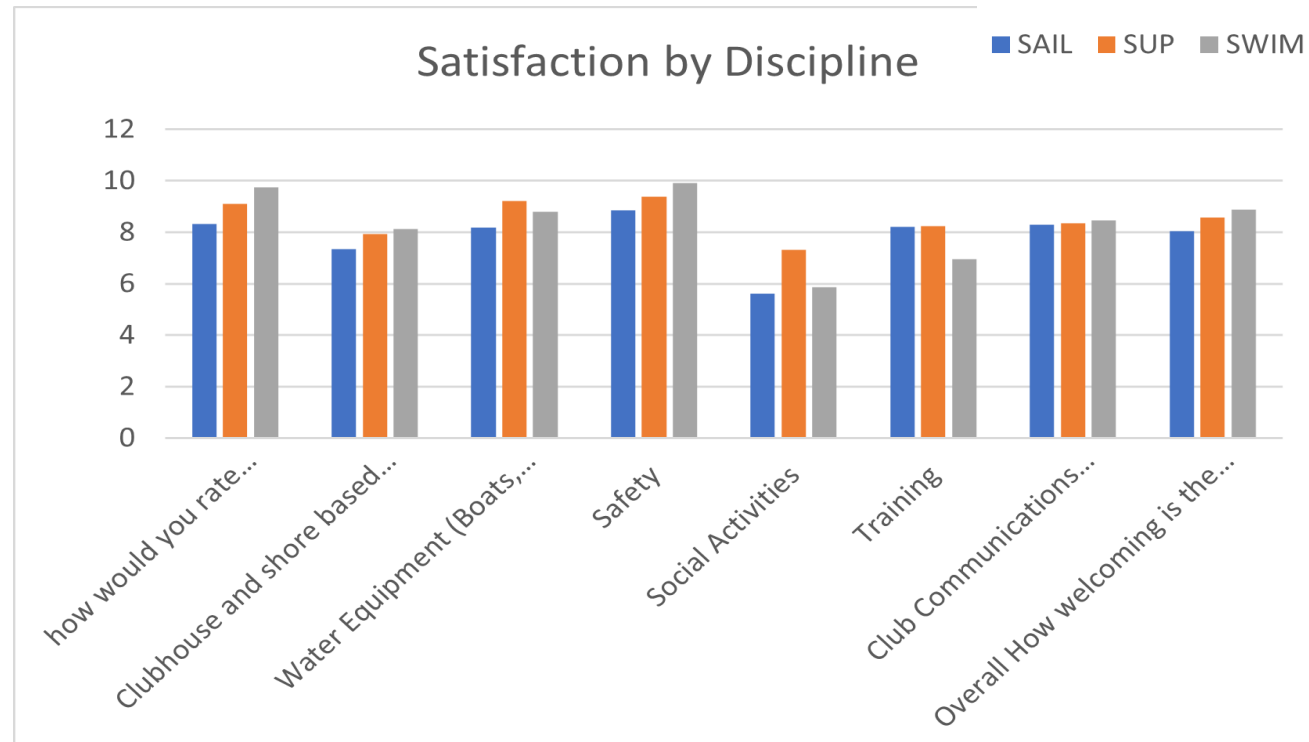
— Safety



## What differences?

We took a look at the different disciplines to see if there were any notable differences.

- Overall value and how welcoming we are, was highest for swim, followed by SUP then sail;
- 10 is the maximum score so swimmers are super impressed by safety!
- SUP socials (likely the Sundowners, and Sat SUPs) push up the scores for social activities.





# Chelmarsh Sailing Club

## Club Survey 2023

And we asked for comments and suggestions.  
Thankyou so much everybody for all the inputs, we have tried to divide them up by discipline.

## Sailing Feedback





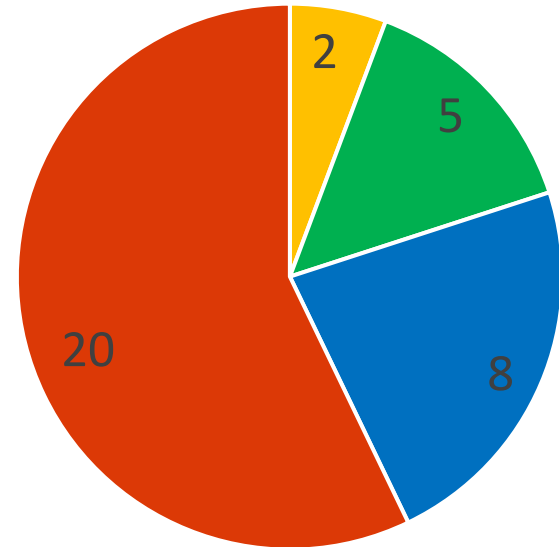
## Return Details

### Type of Sailor

- 35 responses (38% of sailing members)
  - 13 Racing Only
  - 10 Leisure Only
  - 12 Racing and Leisure
- 14 respondents also enjoy SUP
- 6 respondents also enjoy swim
- 1 respondent also enjoys radio controlled yachts

### Membership Length

How long have the Sailors responding, been members?



■ A year or less

■ 1-3 Years

■ 4-10 Years

■ More than 10 years





## General Thoughts?

Numbers refer to number of respondents raising this item

### Committee Boat - 3

- Upgrade/replace - 3

### Communications - 8

- TGIF - 4  
(2 great, 2 needs refresh)
- Website - 1  
(update, include race results)
- Facebook - 2  
(good, but not everybody uses)
- 2-way communications - 1  
(difficult)

### Facilities - 3

- Hot water - 1
- Tired/lack investment - 2

### Social Activities - 3

- Travel distance - 1
- Not tried - 1
- Does not need to be just social - 1

### Others - 4

- Welcoming Club - 2
- Improver sessions good - 1
- Make committee roles smaller - 1



## Negative Experiences?

Numbers refer to number of respondents raising this item

### Others - 3

- Inappropriate comments made in training situation - 1
- Social/racing sailor divide - 1
- Aggressive disruptive committee meetings - 1

### On Water Racing - 7

- Intimidation; aggressive/assertive behaviour – 5 (especially for newer racers)
- Poor race management - 1
- Rule breaking - 1
- Gender bullying – 1
- Lack of help recovering boats - 1

### Facilities - 2

- Cold showers - 2



## What stops people coming to the club more?

Numbers refer to number of respondents raising this item

### Club Facilities - 4

- Hot water/showers - 2
- Lack of galley - 2

### Personal Reasons- 16

- Other commitments/lack of time - 11
- Distance to travel - 2
- Lack of cheap overnight accommodation - 1
- Weather, cold/strong winds - 2

### On water - 5

- Limited safety cover - 1
- Lack of series racing - 1
- Cliquey when racing - 1
- Lack of little & often for children - 1
- Knowing if someone will be there outside scheduled sessions - 1

### Others - 1

- Lack of socials and cohesive peer group - 1



## Thoughts on Improvements?

Numbers refer to number of respondents raising this item

### On the water – 5

- Expand range of club boats  
Wayfarer/Wanderer – 1
- Junior Regatta - 1
- Interaction other clubs (open meetings and prof training) – 1
- Encourage younger members onto water – 1
- Saturday family days (BBQ/sail/SUP/swim) – 1

### Training - 8

- Workshops on boat maintenance/ropework – 2
- Regular Saturday Improver sessions – 1
- General sailing skills, towing, rigging, sea sailing – 1
- Race training – 1
- Advice on buying boats or boat share options – 1
- OOD training - 1
- Keel boat training - 1

### Club Management – 7

- Revise constitution – 1
- Roster Saturday duties – 3
- Option to pay not to do duties – 1
- Paid club steward – 1
- Split committee roles down – 1
- Duty rotas to include site maintenance - 1

### House - 1

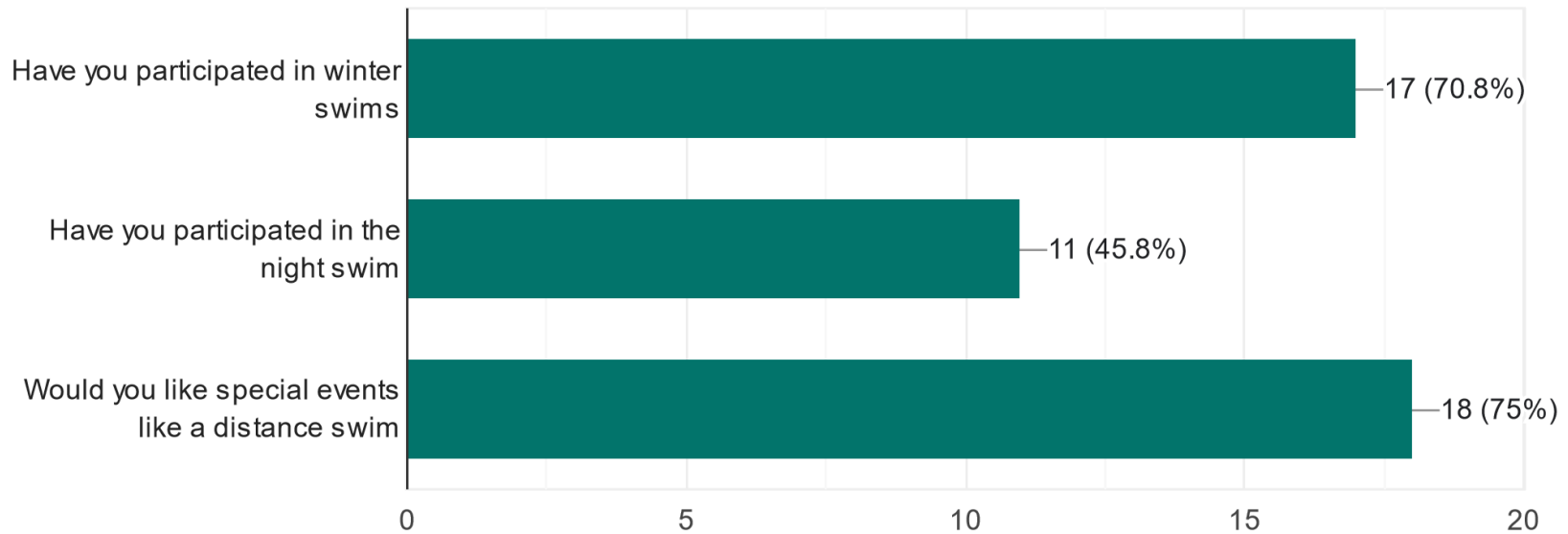
- Galley staffed Saturday and Sunday - 1



## Specific Questions

### Specific Sports Questions: Swim

24 responses





## Club Survey 2023

### Key Swim Responses

**25 swim only and 6 mixed sport responses 31% of members**

**Very positive scores 9.75 score for Value for money**

**Loads of helpful suggestions (and praise!!)**



## General Thoughts?

### Suggestions

- Supervised trial sessions
- Longer swims /longer courses - 4
- Another trial day or two
- More night swims
- More social events

### Happiness

- Fabulous
- Well supported by volunteers
- Great atmosphere
- Good value for money
- Easy to attend alone (on own)
- Very safe/supported
- Improve social side: coffee, cake, coaching

### Ideas for coaching/sessions

- Sighting
- Separate beginners time/session
- Skills updates
- Run swim or race event

### Sessions

- Several asked for longer sat am or starting later - 5
- Another weekday session in summer
- More winter swims

### Safety and Management

- More use of facility coffee, cake vegan hot chocolate
- First aid booster on swim day
- More SUP training sessions
- Improved entry egress (matting?)
- Update website
- collision with SUP - 1



## Club Survey 2023

### SUP Feedback

**32 Responses, incl Swim and Sail (18%)**

**Lowish satisfaction scores (Value for money 9, social 7.3)**

**Plenty of useful commentary**

**Strong emphasis on volunteering with several positives re supporting disability**





## General Thoughts?

### Gripes

- Less "shouty" messages re security
- Long delay getting induction
- Desire to solo paddle
- Negative around challenges "are you members"
- Rude fishermen

### Communication

- Communication
- TGIF a "game changer"
- Website Out of date
- Weekly updates were good
- Create a welcome pack

### Ideas for coaching/sessions

- Improver Training - 4
- Informal training to progress: self rescue, towing
- More casual skills
- Racing - 3

### Sessions

- Support for "SUPability" or other disabilities - 5

### Social

- More social Events - 5
- BBQ after paddling
- Childrens events
- Great atmosphere - don't over organise



## Focus Group Outcomes

Suggestions Included:

- Try a Board Day
- Social SUP and BBQ
- Continue regular social SUPs Saturdays and Friday Sundowner
- Build on social Sups: SUP polo
- Swimmer SUP cross over brunch
- Racing Event
- Instructors CPD days
- Practice paddle sessions : self rescue, paddle stroke clinics, etc
- Social Events to mix with other members



## Disability and Less Advantaged

We asked about helping out with disability / less advantaged. Several ideas were suggested and we had comments including:

- Formal "Sailability" worried people because of costs and the need for a lot of volunteer capacity
- Several user groups already benefit from the health and social group created at Chelmarsh
- There is clear support to build on this and several people expressed a wish to provide a certain amount of voluntary support

Helping the Disadvantaged: Sailability/Disability/Special initiatives (adapting our facilities to embrace sailing/SUP/Swim for those with a disabili...Can you give your opinion on whether this would

