



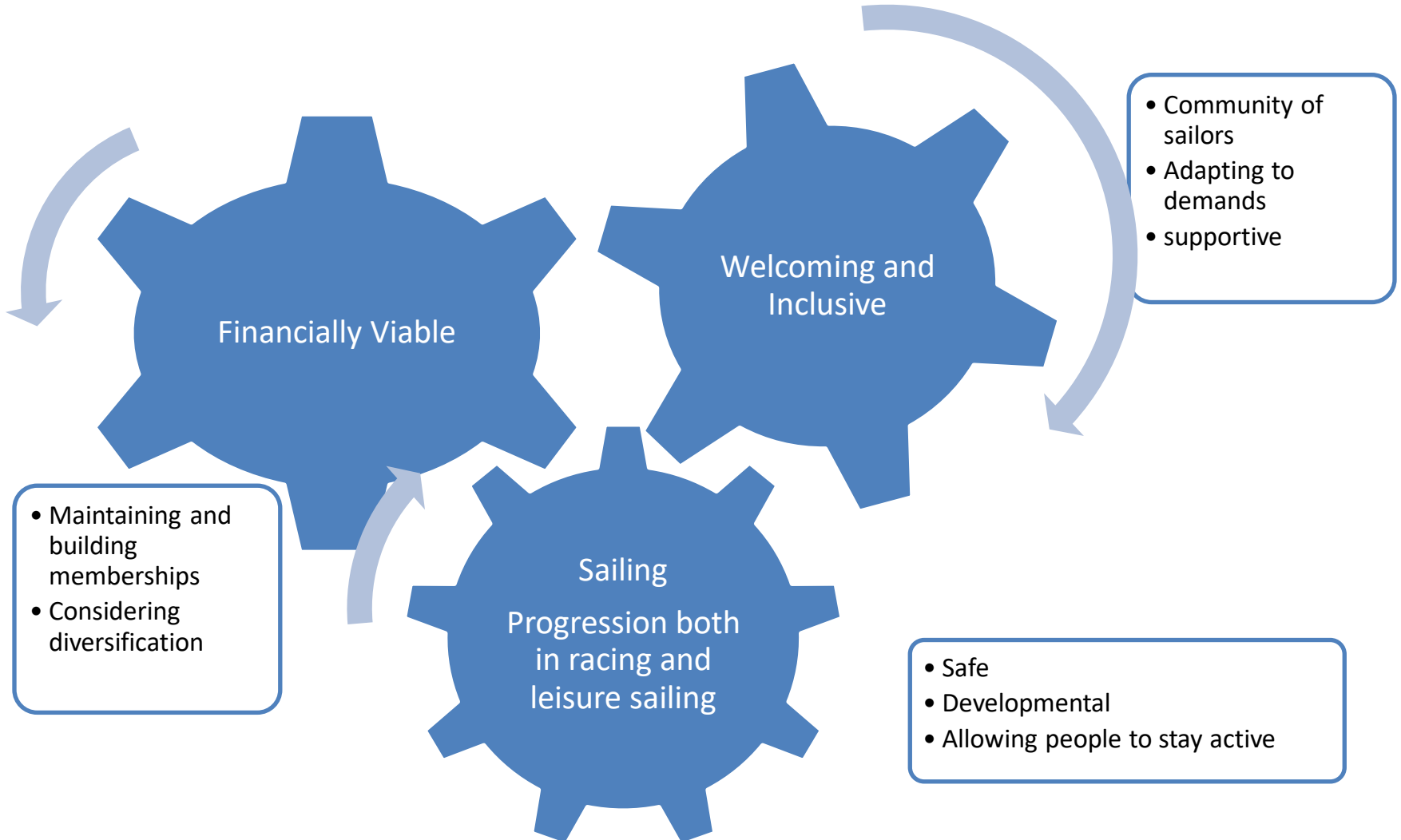
# Chelmarsh Development

A review since adoption in 2018  
November 2022





## What is a successful Chelmarsh?





## Has anything changed?

### **Consolidation of Swimming:**

- Maintained membership
- Extended season: Winter opening, Winter dips
- Taster session
- Training Volunteers

### **Sailing:**

- Investment in club boats; Adults 2021 and Junior 2022
- Increased Training both Adult and Junior
- Fantastic Improver sessions, Team Racing and Fleet Taster
- Room to build on developing and re-invigorating sail racing and leisure sailing
- Ongoing decline in membership

### **SUP:**

- Dip in membership with a fall in training programmes, Sundowner and other activity
- Scope for increasing training (high demand)
- Success of events (Seaful and SUPFest)



## Changes: Membership

- SUP membership has dropped slightly 166 members (2021, 180)
- Swim Membership has reached 97 (2021,80)
- Sailing Membership has fallen 93 (2021,120) members



## What next?

### **Review of Development Plan:**

- Each discipline needs to set targets for membership and activity (training, events, development). Set up discipline leads?

### **Diversification:**

- SUP and swim have been an extraordinary success,
- Radio Controlled fills a niche
- Consideration of Sailability; conclusion of insufficient volunteer capacity
- Concentration on maintaining momentum and interest

**Sailing:** developing Improvement pathways, consolidating on training investment, consideration of needs. Revitalise racing. Expand social.

**SUP:** consideration of training strategy as historically training has led to membership, developing offer (maintaining impetus)

**Swim:** Events (Round the Res), Taster sessions, more night swims

**Consolidation:** need to reduce churn in membership

**Volunteers**