



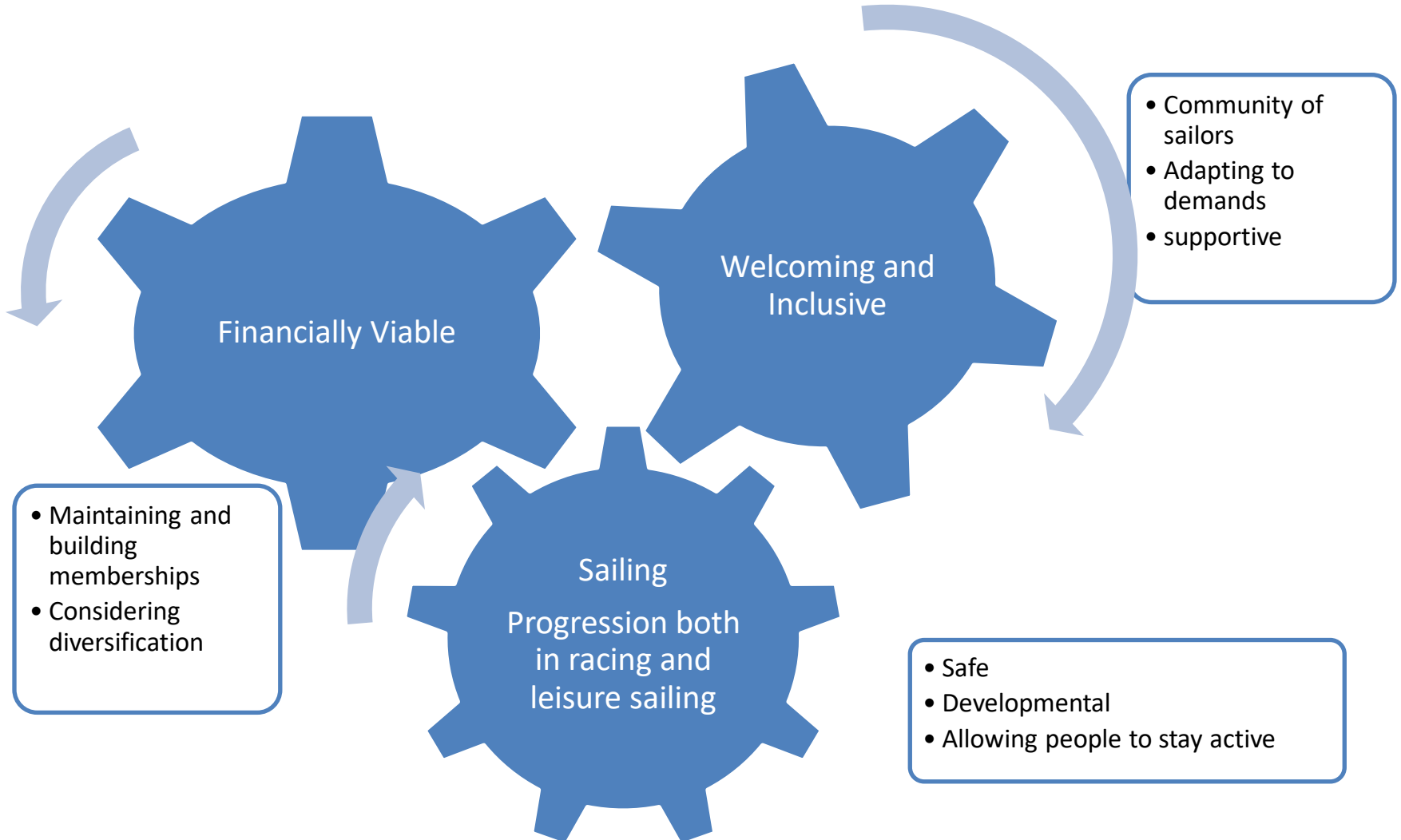
Chelmarsh Development

A summary of discussion





What is a successful Chelmarsh?





Key Decisions:

- **Members:** we need enough members to be able to race, be able to man safety boats and to support leisure sailing. Historically we have had 200 or so members
- **Profile:** we are an ageing club, but older members are some of the most active. To build junior fleets we must first address our capacity to allow progression, train instructors and develop. As the club develops internal demand will start to lead to concentration on Juniors, for now build capacity for racing and leisure sailing to be maintained
- **Finance:** The RYA, media and the club have all recognised the need to consider change, whether this is diversification better use of facilities, better access to grants and funding



Development Plan

- We have old documents including a marketing plan 2011 and have reviewed other clubs plans
- Chelmarsh is in a good state with excellent financial control, superb facilities, vibrant sailing with active racing and leisure sailing
- We have also recognised the risks of falling and ageing membership and are prepared to take action
- We recognise some disharmony between the leisure and racing members and need to emphasise all those qualities the SWAT analysis revealed: a friendly, inclusive, welcoming club



Development Plan... cont...

- We have considered progression as key to maintaining new sailors, developing their skills and interests before introducing racing. Statistics show a 3 year interval between learning to sail and starting racing
- We have recognised that currently the club does not have a big Junior fleet, but nor are we in the best position to build this. Growth will come organically as we strengthen the core club and develop new sailors and family members
- Racing is very much a core part of the club, the fleets need to support development and training. We need to consider how to grow competitive sailing
- Leisure sailing is also a key part of the club, we need to maximise the use of the water and ensure everybody has good access but also support and develop leisure sailing



Pathways to build on

Progressing new sailors

- Filling training courses
- Providing next steps
- Supporting learning
- Ensuring equipment
- Programmes for improvers

Developing Racing

- Supporting training
- Developing the fleets
- Improving Opens and other Meetings



Pathways to build on

Diversification

- Considering how to use our assets
- Other water use
- Other use of clubhouse
- Considering extension of the offer; motability, sailability etc

Developing Leisure Sailing

- Supporting training
- Developing the offer
- Integration to allow shared use of rescue cover



Pathways to build on

PR and Media

- Considering social media website etc
- How to promote the club
- How to publicise our achievements
- How to improve internal communication

Training

- Building on training
- New Instructors and instructor development
- Ensuring resources
- Considering other models
- Considering the “target” audience