



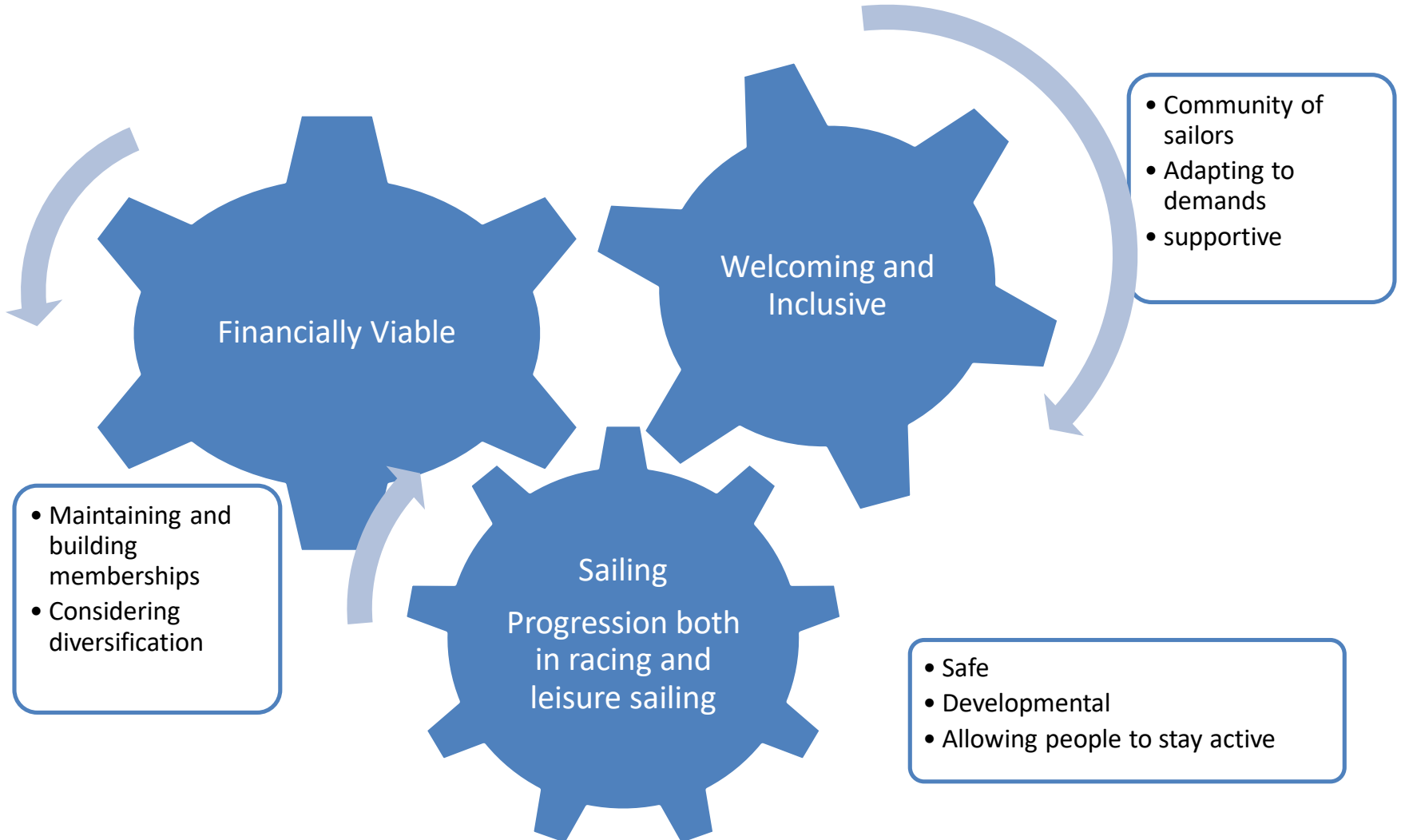
# Chelmarsh Development

A summary of discussion  
April – Dec. 2018



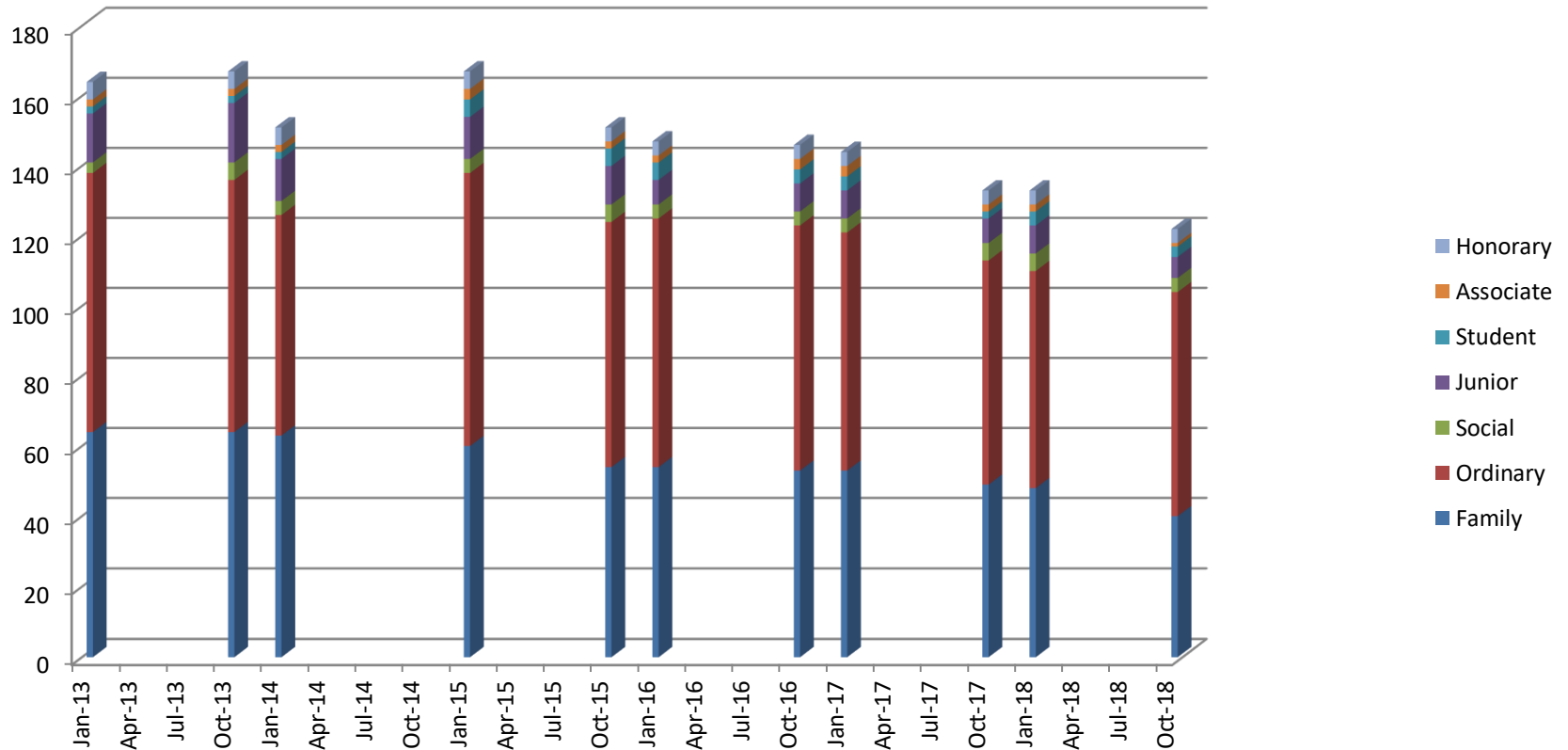


## What is a successful Chelmarsh?





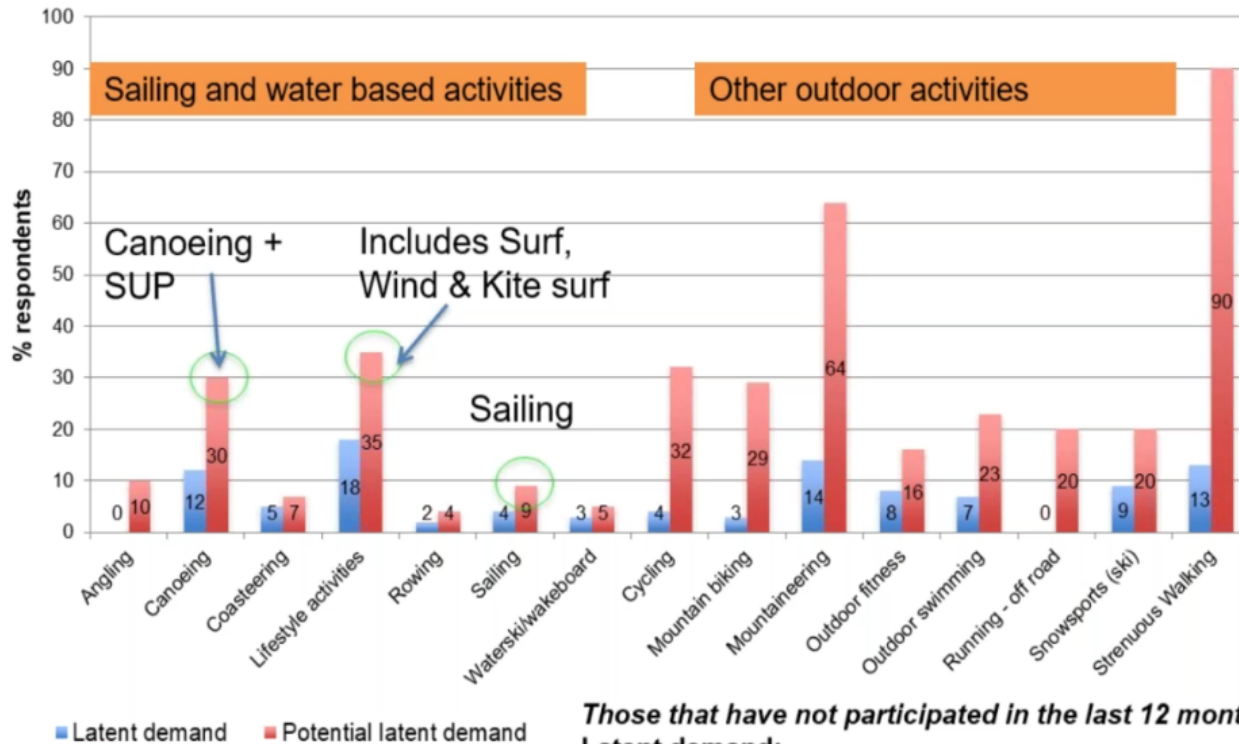
## Some key pieces of research Chelmarsh Membership last 5 years





## RYA Research

### Activities most attractive to potential future participants



**Those that have not participated in the last 12 months...**

**Latent demand:**

....but **WOULD** participate in the next 12 months.

**Potential latent demand:**

....but **MAY** participate in the next 12 months.



## Pathways to build on

- Progressing new sailors
- Diversification
- Developing non racing sailing
- PR and Media
- Training
- Racing
- Asset Plans
- Regular meetings and leaders for each area
- Satisfaction Survey
- Open discussion plan content shared April 2018
- Polls and feedback



# Chelmarsh Sailing Club

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## What matters to clubs - top takeaways from RYA Midlands Conference

November 16, 2018



The RYA Midlands Affiliated Clubs Conference took place on Saturday November 10.



### 1) 'Adaptability' will be big in 2019

RYA CEO, Sarah Treseder, owned the room as she discussed the importance of getting clubs to talk about 'adaptability' in her keynote speech.

Centred around the findings of [British Marine's Future Customers Project](#), she said adaptability wasn't about throwing the baby out with the bathwater and praised the work that has created such strong, vibrant clubs in the region. But Sarah highlighted how our customers of the future are going to want something different to the traditional sailing club offer and how clubs will need to be ready to adapt to those changing demands.

That could be sailing on demand, more flexible courses, the ability to opt-out of duties, more tailored activities to suit them, lots of different things. As the club case studies highlighted, clubs who have started diversifying their offers are enjoying some positive results, especially when they are integrating activities the whole family can do at the same time.

Glossop's Stand Up Paddleboarding case study, compellingly delivered by Commodore and Training Principal, Viki Packman, revealed that although they introduced SUP'ing as a pathway activity into sailing and windsurfing, it's become a cornerstone activity in its own right. Members do transition across activities, but more importantly, whole families are at the club and on the water in some capacity at the same time.

These two two popular webinars - [The Future of Dinghy Sailing](#) and [Exploring 'Pay on Demand'](#) - have also provided some food for thought and it was clear there are now a lot of clubs talking about what they could do differently. If you are piloting an interesting diversification / adaptability project, we would love to hear about it so please email [gareth.brookes@rya.org.uk](mailto:gareth.brookes@rya.org.uk)



## **Key Decisions we need to put to AGM: Diversification**

- The committee propose introducing SUP and a new restricted Membership class for the club
- Restricted members will be non voting, have access to non sailing assets (SUP etc) but not sailing or associated equipment (rescue craft)
- We anticipate including “duties” but likely these will be maintenance or non sailing operational duties

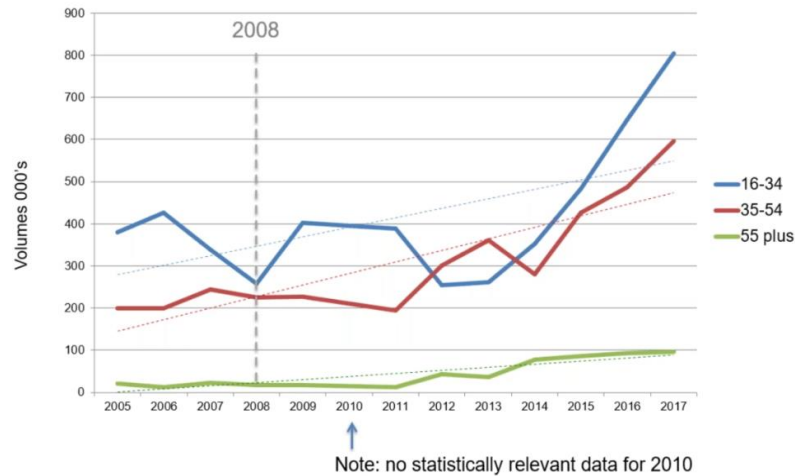




# Chelmarsh Sailing Club

## Why SUP?

Age profile – surf/paddle/SUP 2002-17



Note: no statistically relevant data for 2010

Arkenford Survey data 2017



Fastest growing Watersport, 500,000 participants (sailing 60,000)  
 A "Facebook" poll was undertaken with Chelmarsh members. This showed a wide consensus in favour of developing SUP as a club activity, in addition 19/34 respondents stated they personally would like to take part.





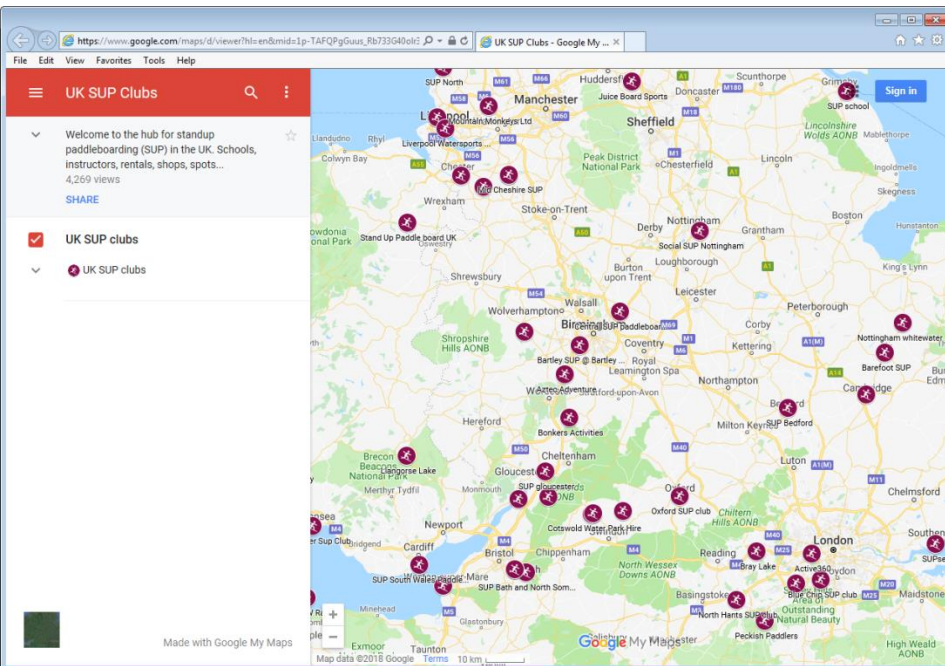
## Other Activity

- If we proceed with lease negotiation explore other activity, open water swimming, model yachts etc
- Ensure other activities can be considered
- Ensure core objectives of the club are upheld
- Encourage and develop a water sports centre approach see Cheddar/Bristol Corinthians

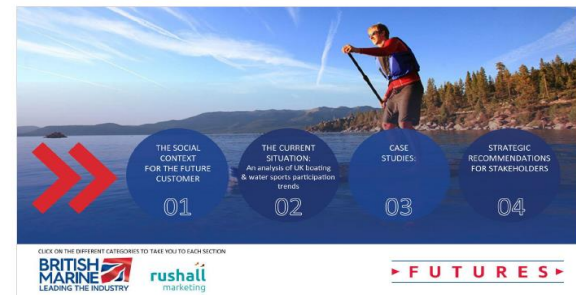


## Depth of Research

- Other Sailing Clubs: Bartley, Cheddar, Glossop
- Other Providers; CentralSUP, Dudley water ski
- RYA Research
- SUP Manufacturers and Associations
- Local Authority Sports and Leisure



## The Future Customer project



Analysis of participation and socio-demographic trends  
Likely to affect future customers for marine leisure sector