



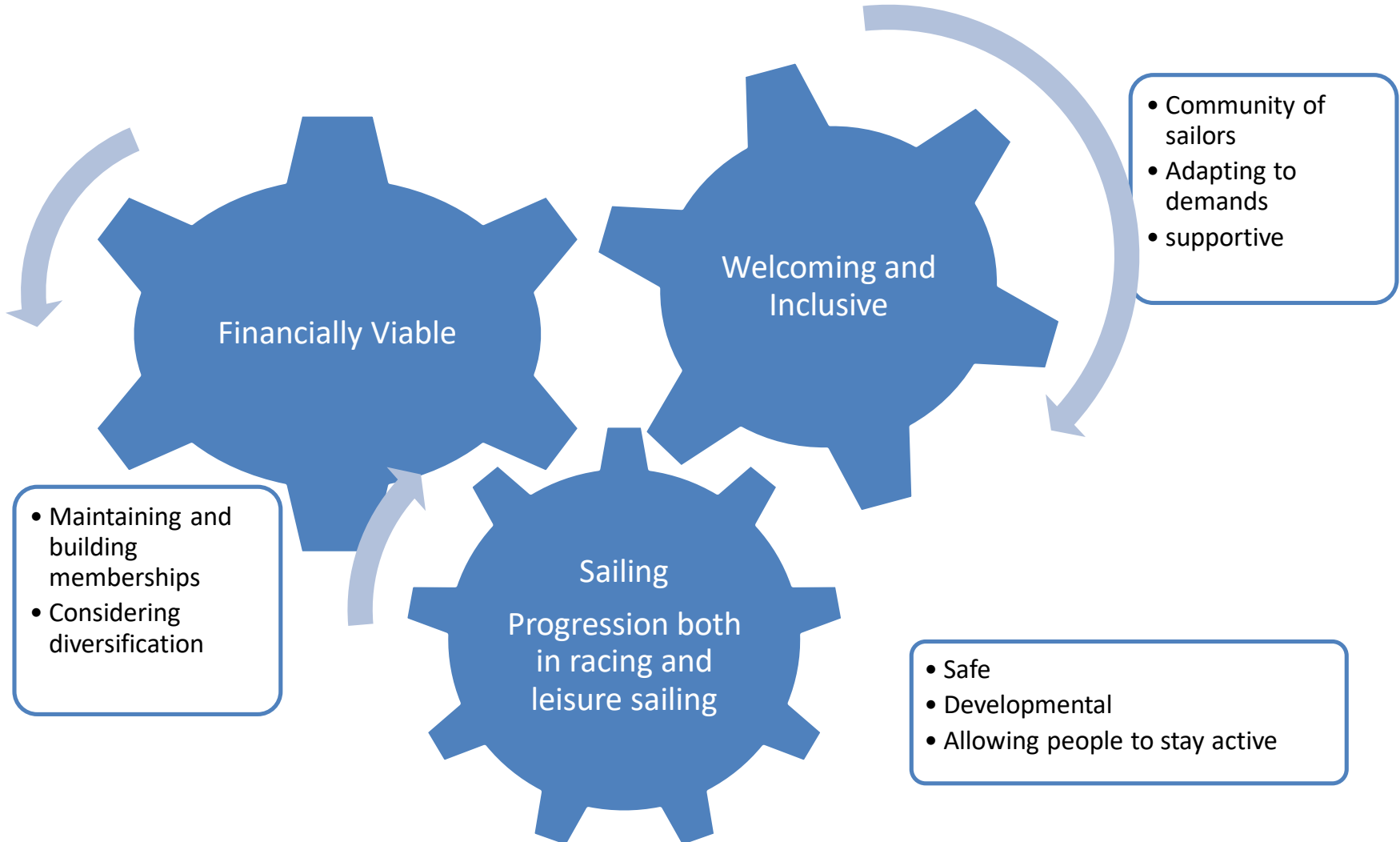
# Chelmarsh Development

A review since adoption in 2018  
September 2021





## What is a successful Chelmarsh?





## Has anything changed?

- We reviewed the Plan in 2020 and celebrated the consolidation of SUP into Chelmarsh Activity. We proposed swimming as the next Diversification to bolster membership. We were nominated as RYA Club of the Year.
- The Club of the Year process re focussed us on the Development Plan and on ensuring a wide integrated and sustainable membership which allows club development and progression.
- The Committee have worked hard with the challenges posed by COVID-19 and the need to integrate and assimilate new members from different backgrounds and with different interests.
- Communication has been key throughout with widespread use of closed (member only) social media groups, ongoing weekly newsletters and a very open sharing of Committee minutes and process.
- We regularly survey members and encourage feedback.

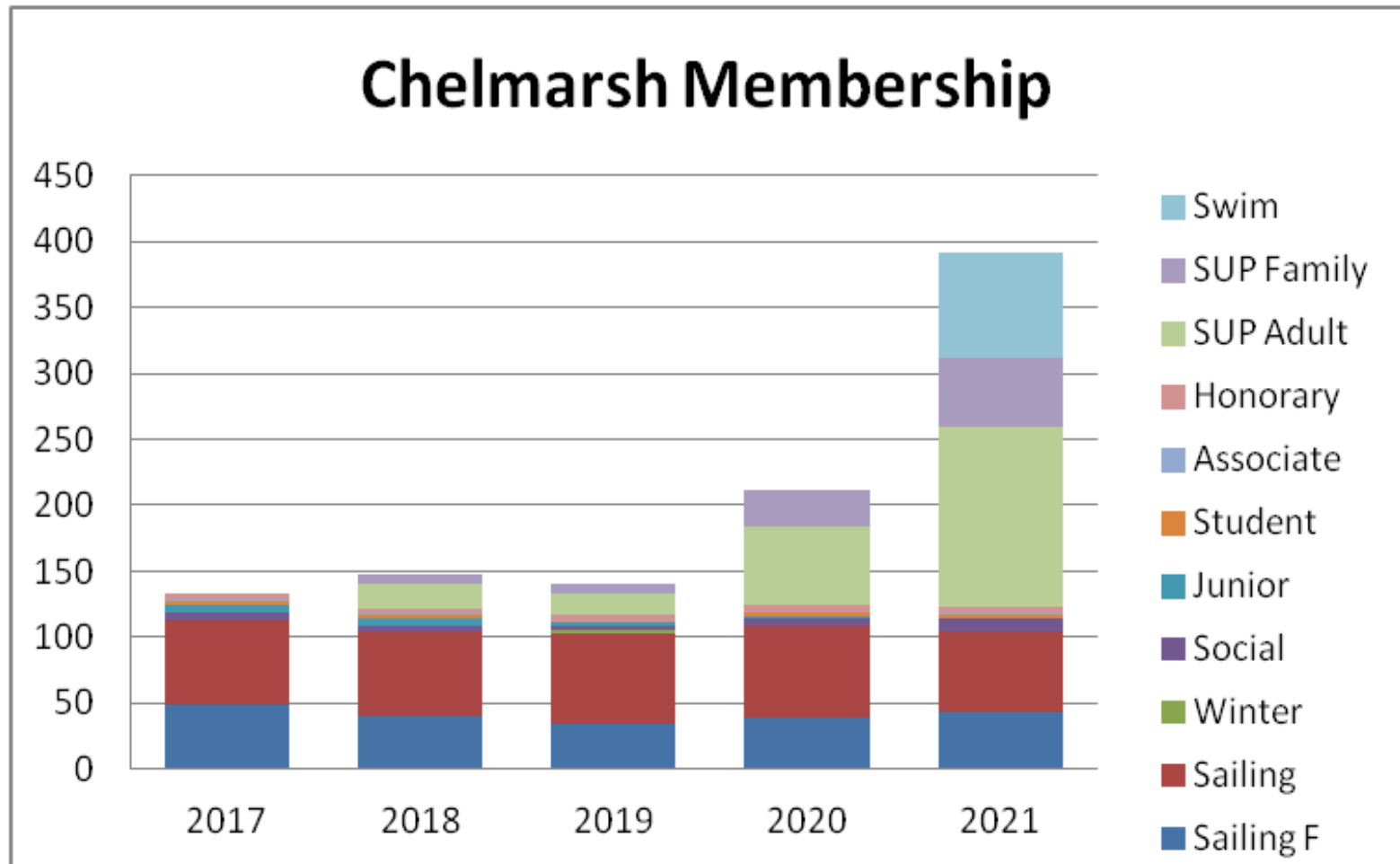


## Changes: Membership

- SUP membership has developed with 180 members (2020, 90).
- Swim Membership has reached 80 (2020,0).
- Sailing Membership has remained stable with 120 members.
- The financial effects of this are clear with the ability to discharge fixed costs (lease, insurances, upkeep) and to invest in new equipment and training.



## 2021: ongoing significant membership growth





## What has been successful?

- Diversification SUP 90 new members in year, sustainable SUP Instructor Training. We now have nine Instructors, hosted SUPfest and have the biggest team in the Trent Challenge by far for 2022.
- Diversification with successful swim launch and incredibly positive feedback.
- Local membership and relationships, attitudinal change, increased diversity: women, children, ethnic groups.
- Support to local and national charities: the Seaful event; Bart's Bash.
- Ongoing sailing with Open competitions and we hosted the 2020 Moth National Championships.
- Integration with members from all disciplines participating in work parties. Flow from swim to SUP and SUP to sailing.
- Preserving the club ethos and feel.



# Chelmarsh Sailing Club



Seaful is with Cal Major.

6h · 🌐



\*\*\* NEWS UPDATE \*\*\*

Vitamin Sea Project launches at Chelmarsh SUP club 🌊

When on the lookout for a location and group of people to help run our Vitamin Sea Project pilot sessions, we could not have asked for more.

We invited 40 children over 2 days from Lanesfield Primary School in Bilston to take part in our pilot session at Chelmarsh sailing Club.

Many of the children had not previously experienced water let alone Stand-Up Paddleboarding.

During the day there were many emotions from both participants and coaches, as well as lots of excitement and joy, even from those who initially were unsure.

Head over to <http://www.seaful.org.uk/vitamin-sea-project-launch-at.../> to read the full blog.

The Vitamin Sea Project provides in-person experiences of ocean and waterways, with the hope of nurturing new and ongoing personal connections to the water.

The sessions acknowledge the mental health benefits of being in nature and inspire and empower the next wave of ocean advocates.

The pilot sessions at Chelmarsh were a huge success and we are looking to roll more of these sessions out in different locations.

If you would like to find out more, run sessions or nominate a group of people to take part in these sessions please email: [hello@seaful.org.uk](mailto:hello@seaful.org.uk)

These sessions would not have been possible without the help of Chelmarsh Sailing club and the volunteers on the day, Craig Jackson of SUP Shropshire, and the Midcounties Co-op.

With huge thanks also to Palm Equipment for loaning buoyancy aids for the sessions.

[#charitypilot](#) [#VitaminSeaProject](#) [#Seaful](#) [#Mentalhealthbenefits](#) [#Oceans](#) [#Waterways](#)  
[#Bluehealth](#) [#Charity](#) [#Chelmarsh](#) [#Shropshire](#)





# Chelmarsh Sailing Club

Chelmarsh a volunteer led and run club.  
In Volunteer week we celebrate all those who have helped support Chelmarsh Swim with admin and safety, run sailing races and social sailing days, SUP socials and club board hire, and also all our great Instructors for Sailing, Powerboats and SUP.  
Just a huge thankyou to all of you.

Send Message

Promote







## What has been successful?

- Having a Plan which has served us well despite the changes imposed through COVID-19.
- Having a strong committee with regular constructive meetings (now on Zoom) & fantastic sense of shared purpose.
- Increasingly diverse membership with far more young people, females and more local integration and community roots.
- Remaining volunteer led and run which delivers a great club feel enjoyed by swimmers, SUP and sailors; we are all part of one club.



## What next?

- The Development Plan is now nearing its conclusion. We have consolidated and introduced swimming but it is time for a revisit and concentration on new ideas regarding racing strategies, committee boat, fleet development and training.
- Consolidation: we have moved fast. We need to reduce churn in membership implementing automated systems for sailing members and new models (monthly memberships etc).
- Changes in the committee. New faces from SUP and swim. The end of the current Commodore period, we have a transition and succession plan in place but one of the first tasks will be a revision of the Development Plan and ensuring continuity and ongoing consolidation.



## Some thoughts from our Swim survey

"Open water swimming at Chelmarsh has literally changed my life. This is the only venue I've attended and I've built myself up through the season from 3 minutes to 45 minutes. A few metres to 1100 metre sessions twice a week. It's my time. My only time sometimes. It's helped my body, my head, my entire self. It's changed my personality and my outlook for the better. I can't thank the club, and the volunteers enough!"



"Chelmarsh is a great venue. Friendly and welcoming with a variety of water based activities on offer. I appreciate the opportunity to swim in this environment."

"I have been swimming since April. The first time I came to Chelmarsh was only the third time I've swim in a lake. It's sooo friendly and supportive and I feel like I have progressed lots in skill and confidence. I now come twice a week as often as I can possibly make it. I've also started volunteering for swim admin and am taking the SUP safety course next week. I feel as though I'm part of a community at Chelmarsh and it's one of the best things about my week!"



## Some thoughts from our Swim survey

“Using the reservoir as a resource for the wider community through open water swimming activities has raised the profile of the club, started to diversify the activities on offer and contributed to the physical and mental health of the patrons.”

“An awesome club with great facilities and ability to learn water skills in a safe environment. The mental relaxation is fantastic let alone being out in the open air and exercising at the same time. Win, win, win in my mind.”





## What is a successful Chelmarsh?

