

Ely Sailing Club Development Plan

Jan 2014 until Dec 2018

This development plan provides the club with a framework for its development over the next five years inline with the following club aims:

- Provide enjoyable and safe sailing for all ages
- Develop club membership across all ages
- Develop club member's sailing activities
- Ensure facilities and equipment are maintained or enhanced
- Provide training for members and volunteers to ensure club aims are met
- To ensure the club is sustainable
- To ensure the club remains financially viable

This document will be reviewed annual and fully updated prior to the plan's end date.

To achieve the above aims this document is broken down into the following areas:

- Membership Development
- Training
- Sailing Development
- Volunteers
- Ongoing Facilities Maintenance
- Equipment
- Finance

Signed and dated by:

Commodore

Vice Commodore

Rear Commodore

Membership Development

Current Position	Future Aims
<p>A steady core membership sustaining the activities of the club. The majority of new members come into the club via the annual membership included with a training course.</p> <p>Fair attendance for Thursday evening sailing. However, lower numbers of new members seen over the last few years and smaller numbers staying on after sailing has finished.</p> <p>Good attendance for social Saturday sailing however, very few new members return for a second season.</p> <p>Enough boats taking part for Sunday racing to take place. However, very few new members coming through, especially in the non-cadet age group.</p> <p>The social side is also steady with a mix of members coming to events.</p> <p>Other routes for new members are currently via the Open Day and word of mouth.</p>	<p>2014</p> <p>Open Day to be held in the same successful format as that held in 2013.</p> <p>Sailing Guru introduced on social Saturdays to offer support to newer members and to encourage their development.</p> <p>More social aspects to Thursday nights to be encouraged, including back to basic of new members racing being a priority.</p> <p>A limited number of Friday social sailings introduced.</p> <p>Quarterly newsletter introduced in addition to Commodores Waffle which aims to get members input in addition to that from the committee.</p> <p>Model boat section fully incorporated in terms of club offering and general arrangements.</p> <p>Use of social media developed further</p> <p>2015-2018 Inc</p> <p>Continuation of Open Day.</p> <p>Full advertising strategy developed.</p> <p>Full social media plan with continuous updating to provide club communication.</p> <p>Evaluate changes to membership packages for new members e.g. 2nd year discount if signed up before two months has past from training course date etc.</p> <p>Winter social programme arranged along with full season long social programme defined early in the year.</p> <p>Full clearer defined bar opening time in-line with all club opening.</p> <p>Define 'pull through' strategy to develop new members sailing.</p>

Training

Current Position	Future Aims
<p>As previously stated, this is the main source of new members into the club.</p> <p>The club is a recognised RYA Training Centre and a RYA Champion Club</p> <p>The club runs a variety of courses for circa 50 -60 people a year. These courses are for all age groups and include RYA level 1 and 2 as well as Stage 1, 2 and 3. Race coaching is also offered as well as Powerboat level 2. The club can also now offer RYA First Aid.</p> <p>The club has the following instructors:</p> <ul style="list-style-type: none">2 x Coach Assessors'2 x Senior Instructors7 x DIs/AIs3 x Powerboat Instructors6 x Race Coaches1 x First Aid Instructor	<p>2014</p> <p>Maintain the numbers of courses offered.</p> <p>Using a Sport England Grant to update equipment, it is hoped the club can offer RYA Safety Boat training.</p> <p>Increase the numbers of Senior Instructors to ease the burden on Senior Instructors regarding running courses.</p> <p>Increase the number of DIs/AIs to the 2013 level.</p> <p>Increase Powerboat Instructors by one.</p> <p>Hold internal First Aid courses.</p> <p>Define the equipment required by the training centre e.g. video camera, spray tops, buoyancy aids etc. on a rolling five year programme.</p> <p>Greater links with local schools being established.</p> <p>2015-2018 Inc</p> <p>Maintain number of courses offered.</p> <p>Maintain/increase post 2014 instructor numbers.</p> <p>Support 'pull-through' strategy to develop members sailing as stated in the Membership Development Section.</p> <p>Maintain training centre equipment and enact the rolling five year programme as defined above.</p> <p>Further school links developed.</p> <p>Model yacht training offered.</p>

Sailing Development

Current Position	Future Aims
<p>The club sailing season runs from the end of March / early April until the last weekend in October.</p> <p>Sunday afternoon racing is held throughout the sailing season. Saturday social afternoon sailing starts at the end of April and finishes at the end of September.</p> <p>Thursday evening social sailing / social and beginners racing takes place during the season for as long as daylight will allow (Mid April until mid September).</p> <p>Sunday racing is split into four series with a mix of pursuit, handicap and class racing. This is interspaced with one off trophy races, Open events and training courses.</p> <p>A youth league is held between other local Cambridgeshire sailing clubs.</p> <p>Some members also take part in external Open events and national competitions.</p> <p>Model yacht racing held one evening a week during the season and moves to Saturday afternoons in the winter.</p>	<p>2014</p> <p>Current sailing programme maintained. Pursuit race running across the whole season as its own trophy. Friday evening sailing introduced within the calendar. Model yacht trophies and racing defined. Team Racing introduced. More encouragement of club members to attend club Open events. Focus on a youth event.</p> <p>2015-2018 Inc</p> <p>Current sailing programme maintained. Friday evening sailing evaluated and if applicable established. Further Team Racing events introduced. Adult racing league in Cambridgeshire clubs. Members encourage and supported to sail at Open events held at other clubs. A several day youth event introduced.</p>

Volunteers

Current Position	Future Aims
<p>The club is run via many very keen volunteers without whom the club couldn't function. This keeps the costs down for every member. However, the volunteers tend to be the same across all tasks placing a burden on them and masking the needs and benefits of other members being involved.</p> <p>Volunteers are as follows:</p> <p>Committee Members (including flag officers and fleet captains) Training Team (covered under the Training section) Officers of the Day Assistant for racing and social sailing Rescue Officer House Committee Winter Working Parity helpers</p>	<p>2014</p> <p>Dutyman established to manage calendar duty roster. New members added into roster to develop their skills for club roles. Roles defined for each volunteer area. Club database used to highlight members general skills/trades when they join. These skills could then assist the general running of the club. Minimum numbers of people defined for each volunteer role. New database introduced to reduce club admin. Club race course cards introduced for various wind directions.</p> <p>2015-2018 Inc</p> <p>Further use of subcommittees and subcommittee roles defined e.g. sailing subcommittee, house/social subcommittee, training subcommittee etc with assigned budgets if required. Minimum volunteer levels maintained. Mentoring / training established to progress volunteers e.g. how to run a race at Ely, how to work the computer, how to record results etc. Safety Boat courses run alongside Powerboat Level 2. Continued volunteer refresher training established e.g. Ely rescue techniques, revised racing rules etc. With the aim to ensure constancy of the delivery for Ely's operation.</p>

Ongoing Facilities Maintenance

<p>Current Position</p> <p>The majority of the ongoing maintenance of the club happens on winter working parties starting in January and finishing by the start of the sailing season. This work is carried out using very keen volunteers from the club in return for the club providing lunch.</p> <p>This work is a mixture of annual tasks such as ground maintenance and 'one-off' improvement or sustainment work e.g. club house painting, starters box repair, boat maintenance etc.</p>	<p>Future Aims</p> <p>2014</p> <p>By the end of 2014 establish a longer term maintenance plan for all club facilities to allow more detailed budgeting. Continue using volunteer club members. More emphasis required to drum up more volunteers especially from new members.</p> <p>2015-2018 Inc</p> <p>Facilities maintenance conducted in accordance with the long term plan which will also be reviewed annually. Continue using volunteer club members.</p>
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Equipment

Current Position	Future Aims
<p>The club is well equipped in terms of club boats and equipment as follows (Major items listed):</p> <p>Sailing Dinghies</p> <p>6 x Toppers 2 x Picos 2 x Laser 1 (All rigs) 2 x Laser 2000 1 x Enterprise 2 x Wayfarers</p> <p>Power Boats</p> <p>1 x Jeanneau Rigiflex +20HP Outboard 1 x Dory +20HP Outboard</p> <p>Various sails and ancillary equipment as held in the sailing store.</p>	<p>2014</p> <p>Continue the good level and state of equipment. Produce a rolling refresh plan e.g. replacement timescale for older Toppers, newer Laser 1's, general re-roping etc. This will not only help with club budgeting but will give a future direction for grant applications and make any application process easier.</p> <p>2015-2018 Inc</p> <p>Work to plan generated.</p>

Finance

Current Position	Future Aims
<p>The club has a healthy annual bank balance which is well run with spending agreed via the General Committee.</p> <p>The accounts are scrutinised and agreed at the AGM along with any internal club price increases.</p> <p>As stated previously a high proportion of income is from the Training Centre.</p> <p>Annual budgeting is also developing.</p>	<p>2014</p> <p>More focus given to the annual budget. Development of a five year spending plan to help understand future costs and membership fees as well as any requirement from other incomes e.g. grants etc. This plan will also feed from the other plans outlined within this document</p> <p>2015-2018 Inc</p> <p>Continue in the current healthy financial state. Operate the finances against the annual budget and five year plan with a continual review process established.</p>