



Notts County Sailing Club Development Plan v6 Jan 17

Encouraging and developing current and future sailors.

Present Situation

Strengths

- One of the best Midlands sailing venues (shore & water)
- New expanded clubhouse
- Committed well trained volunteers
- Long term lease to 2044
- Welcoming to new members
- High quality racing and race management
- All ages catered for – Junior ‘Saturday Club’ to U3A
- Diversity: Socially, sailing skills, types of craft
- Encourage progression into racing (Saturday and Tuesday)
- Established social programme
- Size of membership
- Good governance
- RYA training establishment
- Excellent role models – national squads, champions, cruising
- Junior development activities
- Competitive membership rates
- Collaboration with The University of Nottingham
- Membership engagement - communications

Weaknesses

- Old Training Portacabins
- Ageing membership
- Take-up of training opportunities
- Decreasing family memberships
- Ageing Club training boats
- Limited dry area for spectators
- Limited pontoon facility
- Limited “Club Hire” facility
- Reserves / Cash position - post Investment phase

Opportunity

- Boat park capable of expansion
- Increase participation across local community groups – including schools
- Smarten up training area / portacabins
- Improve youth pathway to include race management
- Encourage young volunteers
- Expansion of Open water swimming
- Improve integration of new members
- New Integrated club database
- New Training Facility

Threats

- Weed
- Congestion limits activities at times
- Ageing demographics of key volunteers
- Number of volunteers coming forward in some key roles / skill sets.
- National decline in sports clubs and sailing in recent years

Where do we want the Club to be:

- Strong successful club with long term future
- Growing participation at all levels, all ages and abilities
- Growing membership
- Committed and involved membership
- Well administered
- Excellent and sufficient facilities, including water
- Strong race programme and participation

Development objectives – 2017

1. Improve Club **Infrastructure**
2. Increase **participation** across all ages & abilities
3. Increase **membership** by 5% (20 units)

Action plans for 2017

1. Infrastructure

- 1.1 Complete clubhouse refurbishment - Target completion March 17.
- 1.2 Re-configure Race Office – Mar 17.
- 1.3 Set-up Training room – Mar-Aug 17.
- 1.4 Extend use of SCM to Boat Park Management – May17.
- 1.5 Weed control – evaluate next generation controls – Apr-Sept 17.
- 1.6 Take over ex-scouts portacabins – Mar-Apr 17.

2.0 Participation

- 2.1 Operate a full & diverse sailing programme to encourage participation by members – 2nd Feb- 31st Dec17.
- 2.2 Saturday Club programme to run 18 weeks - 13th May – 9th Sept.
- 2.3 Extend link with Willow Farm School from 3 to 6 days.
- 2.5 Improve “Sailability” & develop improvement plan with RYA
- 2.6 Develop co-operation with Scouts & access to Railway lake – Summer 17
- 2.7 Co-operation with Nottingham Open Water Swimming (NOWS) – Apr-Sept.

3.0 Membership

- 3.1 Have a robust membership recruitment campaign.
- 3.2 “Open day” focus with “Push the Boat Out” framework – 20th May 17.
- 3.3 Develop a “Buddy Scheme” for improved integration of new members.
- 3.4 Review sources of new members and analysis of “churn” .



Member opportunities

Initial contact

Open Days, RYA & Club Website, Social Media, affiliated Groups, local posters

Volunteers

Instructor training (dinghy, powerboat, windsurfing, race coach, youth & adult), safety boat & race management training

Social events

Bar, food etc

RYA Courses

Start Sailing / Windsurfing

Junior & adult



Powerboat

RYA Level 2 & Safety boat

Club safety boat

users course

Honda Rib

challenge for

youngsters



First aid

Starting Out



Improvement

Club coaching /

improver course (dinghy & windsurfing)

Higher Level RYA courses

dinghy & windsurfing

(Spinnaker, racing,

seamanship,

intermediate, advanced,

coaching by club sailors,

coaches etc)



Cruising /

Casual

Sailing

Windsurfing,

Wayfarer cruising,

speed ladder,

ladies that launch,

Sailability, U3A,

Summer winners

Class coaching / training

(Scorpion, RS 400, Windsurfing, Lasers, Ladies days)



Racing

Class & handicap

Sunday racing & Opens

Topper training

Annual Spring Regatta

Race Management training

Safety boat training

HANSA Open

Zone / National Squad &

travelling to Opens &

Nationals

Local inter club events



Saturday Club

Junior learning by play using parents & leaders, Oppi Squad, often leading to RYA course



Novice & Junior Racing

(Tue & Sat) – formal & informal

coaching /courses, Youth race

squad, Assistant Instructor /

Instructor, Topper Midland training

(at club)



Start Racing