

Sully Sailing Club Development Plan 2021-2025

Aim: to develop a club which is strong in its membership and sustainable.

In order to achieve this, we need to encourage younger members and family members.

We want to see a membership:

- Which reflects the local community and is open to all
- Who regularly participate in club activities

The primary focus of the club should be sailing, spread across:

- Racing
- Cruising
- Family activities

A SWOT Analysis has identified the following areas for development:

- Improve Clubhouse (changing facilities, social space, wifi)
- Encourage more volunteering and instructor training
- Encourage more family participation (Family Officer)
- Run family events which involve more than sailing
- Improve our communication to the membership (Publicity Officer)
- Improve contacts with community and council
- Involve new members more (more responsibilities)
- Encourage non-sailors to come to the club, stay and socialise
- Provide a wide range of club boats to cater for the needs of families and training
- Consider encouraging other activities such as paddle boarding, open water swimming and rowing
- Consider need for security improvements
- Don't forget maintenance and renewal

Sully Sailing Club Development Plan 2021-2025

What we have achieved so far:

From 2014-19 plan

- Kitchen moved upstairs from the toilet (2014)
- Hydraulic steering on the Patrol Boat (2015)
- Club boat racking (2016)
- Two more Radial rigs and kickers (2016)
- Club became an RTE (2017)
- Fencing renewed on north and south east sides of compound (2019)

From 2021-25 plan (after Covid break)

- Electric roller shutter doors on garage (2021)
- Family Saturdays (2021)
- Lawnmower-tractor for pulling rib and some boats (2021)
- Shed for lawnmower-tractor (2021)
- Club boats: new Argo (2021)
- Club use of WhatsApp groups for internal publicity greatly enhanced (2021)
- Club boats: 2 x 2nd-hand Topazs (2022)
- 2nd Bench on the Veranda (2019 and 2022)
- New, more robust jockey wheel for rib trailer (2022)
- Club Annual Dinner resurrected (2023)
- Dummy security cameras (2023)
- Hole repaired in slipway (2023)

Sully Sailing Club Development Plan 2021-2025

The Plan:

Item	Requirement	Action	Planned Date	Led By	Cost	Grant?
1a Clubhouse building Improvements	Feasibility study to address: Equitable ladies Bigger space upstairs Balcony/social space Heating and Showers	Come up with schemes. Ideas to be drawn up and shared with the committee. Proposals to be put forward	Winter 2023/24	Robin Wilkinson		Required
1b Social space Improvements	Better use of upstairs space Social space outside	Proposals needed; Purchase foldable tables and chairs that can be left outside for general use. Use of existing chairs and table being trialled before purchase.	On hold			
1c Clubhouse Safety Improvements		Issues identified from last Electrical Safety Certificate raise question of whether we need a long term plan to improve the electricity supply.	On hold New certificate 2028			
1d IT Improvements	Wifi/Computer	No plans to replace the computer or install wifi. The old Computer will be disposed of.	End 2023	Steve Marshall		

Sully Sailing Club Development Plan 2021-2025

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2 Slipway Aids		No further items currently proposed				
3 Volunteers	The club is RYA recognised for power boat training but not Dinghy Instruction. We need a senior instructor and Dinghy Instructors/Club Racing Coaches	Encourage members to become trained RYA coaches	On hold			
5 Communication	Publicity Officer	Appoint a Publicity Officer to improve external publicity.	On hold			
6 Involve new members	Work Parties Social					
7 New Club Boats		No further items proposed				

Sully Sailing Club Development Plan 2021-2025

Item	Requirement	Action	Planned Date	Led By	Cost	Grant?
8 Security		No further improvements proposed				
9 Maintenance	Rib trailer	Purchase new Patrol Boat Trailer	End 2023	Steve Marshall/ Bob Lang	£1500	
	Slipway	Consider whether to and how to repair the deteriorating surface	Spring 2024	Bob Lang/ Nigel Vick		
	Garage door surround	Consider how to replace or repair	Spring 2024	Bob Lang		
	Redecorate Clubhouse	Come up with a plan	On hold			
10 Other		Establish ownership of clubhouse on Land Registry	On hold		£300?	
		Consider becoming Incorporated – identify what’s involved	Spring 2024	Danny Powell		
11 Increase Club’s profile in Sully	Local Residents	Improve club signage and install notice board with ‘What’s happening.	Spring 2024	Andy Townsend		

SWOT (Strength/ Weakness/ Opportunity / Threat) analysis conducted by Sully Sailing Club Development Plan Sub Committee December 2020.

Sully Sailing Club Development Plan 2021-2025

Strengths

Location

Sully Sailing Clubs' location leads to a number of identified strengths-

For sailing-

- An excellent sailing area
- Great sea sailing, waves often easily accessible whilst the inshore can be gentle
- An Island to sail around
- Possibilities of cruising up channel, down channel and to locations such as Flatholm
- Great channel and coastline to explore
- There are other local clubs (with which we have built relationships) to share regattas and potentially other activities

For membership and visibility-

- Sully has many families, good schools and community
- The coastal path passes right past the front gate
- Adjacent playground and playing fields
- Sully/ the Vale is an affluent area

Sully Sailing Club Development Plan 2021-2025

Membership Attributes

- SSC is a small club which we believe is perceived as friendly, intimate and welcoming
- There is a committed senior membership/ committee who work hard for the club. This includes experienced senior instructors.
- It is comparatively cheap to be a member at Sully
- We welcome a range of boat classes, including catamarans

Club facilities

- The slipway allows access to the sea at all states of tide
- There are a good range of club boat types available to members including single handers, two person and a family boat
- There are low overheads to run the club
- The club is an RYA recognised training centre
- Changing rooms are available with hot showers
- There is a self-service kitchen which anyone can use
- We have a good patrol boat and a tractor to pull it up the slipway
- We currently have a healthy bank balance

Club Activities

- Quality of racing
- The number of Lasers often now racing allows for good fleet racing competition in this class
- The open day is often very successful for engaging the local community, finding new members and bringing the club together

Sully Sailing Club Development Plan 2021-2025

Weaknesses

We see that the club has weaknesses in the following areas-

Club facilities

- The clubhouse in many ways is now being seen as too small
- With no bar and no food served (with exception of occasional Barbeque) the ability to conduct social activities is limited
- There are limited facilities for members who are supporting sailing (no warm viewing area serving warm drinks for example)
- The Ladies changing room is small compared to the men's
- There is no family suitable changing
- There is a lack of phone line/ broadband (and hence Wifi)
- No disabled facilities (for example lift to access upstairs)
- The club compound is nearing full, limited space to bring in new members with boats, with much space being taken up by boats that are not often used

Sailing related

- The tide can be very strong, often too strong for slower boats
- Landing can be difficult, with only the slipway suitable for launch and landing
- The sea state can sometimes be too rough particularly for launch/ landing
- You have to get wet!
- It can be hard to pull some boats up the slipway, particularly for older members
- Some feeling that racing has too much focus compared to non-racing sailing

Sully Sailing Club Development Plan 2021-2025

Personnel

- There are not enough qualified instructors
- It can be a struggle to get volunteers to help train new inexperienced members
- Aging membership
- Is sailing generally seen as "exclusive" by the non-sailing public?
- External publicity around activities not always as strong as it could be (lack of Publicity officer recently)

Activities

- Limited (targetted) activities for families, children and youth
- Winter programme events have typically not been well attended

Opportunities

What opportunities could we be taking advantage of?

- Does the Covid/ Lockdown situation present an opportunity for new members looking for new local activities?
- Could we be doing more to increase family membership?
- Could we be increasing youth membership by engaging with local sea cadet/ scout/ guide groups/ schools?
- Is there an opportunity to provide disabled sailing?
- Could we be training members as instructors to enable better training provision?
- Could we be encouraging other water sports at the club to complement the sailing?
- Is there an opportunity to grow the training center?
- Should we be holding winter events on weekends to get better engagement than evening events?
- Should we be doing more social activities?
- Are we taking full advantage of funding streams becoming available?

Sully Sailing Club Development Plan 2021-2025

Specific suggestions to consider-

- Signage to invite new members and update locals on activities
- Webcam to provide income for the club

Threats

We see that the club is subject to the following main threats-

Membership

- There is a risk of declining membership if we are not able to retain and build membership
- The Ageing membership, especially among Committee members is a threat to being able to function effectively
- Not having enough members willing to volunteer (for the Committee and other activities) will also present a threat to the sustainability of the club
- Sailing is generally under threat by competition from other sports

Boat compound

- Boat park room is limited
- Catamarans take up a lot of room and this could be an issue if we start to run out of space
- A lot of boat park room is taken up by boats that are not regularly sailed

Sully Sailing Club Development Plan 2021-2025

Third party

- The local council intentions towards the club are unclear which can be seen as a threat to the club
- The club has a lease dependent on local and Vale councils which is not as secure as we would like.
- The club depends on water and electricity supply which is susceptible to threat of interruption
- The location is susceptible to security issues- some thefts at times when the club is unattended have occurred
- Third party damage (e.g. by Cricket club sight screens) has occurred and this continues to be a threat to physical infrastructure