



Sailing Development Plan

2014 - 15

May 2014 (Draft v0.1)

This plan sets out Tudor Sailing Club's draft sailing development plan and outlines the key activities the sailing committee will take forward in the current and next season.

The context

We've developed this plan having reflected on the club's strengths, weaknesses, opportunities and threats. It does not address broader aspects of club development but works on the premise that a vibrant sailing section will support the club's broader development activity.

Strengths

- We have great facilities with available moorings; compound space, a spacious and welcoming clubhouse, and 24-hour access to the water.
- We operate a substantial programme of sailing activities with year round dinghy racing.
- There is good support for most aspects of the dinghy programme.
- We have a strong cadet section.
- We have procedures in place to meet prospective members and introduce them to the club and a sailing committee representative.
- We have the ability to train volunteers to become race officers and patrol boat staff.
- We have low membership and mooring / compound costs compared with other clubs. There is no joining fee for younger members.
- We seek feedback from members.
- We co-operate with other local clubs to produce some programme content to stretch our more competitive sailors.

Weaknesses

- Our membership is declining.
- Not all club members actively sail.
- Sailing activities are constrained by volunteers and we have been forced to make some reductions to the sailing programme 2014 versus 2013.
- New members are left to find their own way in the club with no mentoring or buddy system in place.
- A lot of our programme is more of the same, with little in place for the highly competitive sailor, and little in place for the near beginner or sailor who has lost confidence.

- There has historically been some separation between the cruiser and dinghy communities.
- The cruiser programme is not as well developed, or well supported, as the dinghy programme.

Opportunities

- Our club is well placed to position itself as the area's premier club for fun, family sailing, and for intermediate sailors who want to develop their abilities.
- Our cadet base could be the future of the club if we could find ways of keeping / attracting sailors in their late teens / early 20s.
- We have some cadet parents who don't currently sail and some members who might sail (or sail more) if we could identify and remove the barriers restricting their current participation.
- We are next door to Portsmouth Watersports Centre, have developed a relationship with them, and have the opportunity to develop this relationship to mutual benefit.
- We have a web and social networking presence that could be developed further.

Threats

- Declining and ageing membership and declining activity levels could spiral until the club becomes little more than a boat yard and bar.
- There are more dynamic alternatives for the keen sailor – such as HISC, Locks.
- The club will not thrive without active Executive support to drive a club development plan alongside this sailing development plan.

What does success look like?

Success is where the majority of our members actively sail, and are enjoying their sailing and developing their skills. Our members tell their friends and colleagues how good it is to sail at and be members of Tudor. Passers by see an active, fun and friendly club going about its business. New members are welcomed and become active, engaged members.

What is our ambition?

To become the area's premier club for those who want a fun and family-friendly environment in which they can develop and improve their sailing. We are building on our strengths, not trying to replicate what HISC and Locks do. Most of our programme will be aimed at the improving sailor, with increased focus on removing barriers to active participation. Our programme will continue to include events to

stretch our members, such as the Langstone Harbour Race Weekend, Inter-Club Race Series and long distance races.

Our priority goals

- To increase participation in sailing activities, helping remove barriers for those who don't currently participate.
- To provide activities and support to help members develop their sailing abilities.
- To mentor and support new members and cadet parents to ensure they become active members.
- To develop a stronger cruiser programme and foster Integration between dinghy and cruiser sailors within the club.

Key Activities to support our Priority Goals

The Sailing Committee will work on the following key activities in support of our priority goals.

Priority goals	Key activities
To increase participation in sailing activities, helping remove barriers for those who don't currently participate	<ul style="list-style-type: none"> • Identify groups of members who are currently less active, understand the barriers to their participation, and actions that could be taken to overcome these barriers. These might include women, cadet parents, older sailors. Prioritise actions for inclusion in the 2015 programme. • Encourage parent / cadet racing, perhaps by introducing a prize for the best parent / cadet team in one of our series. • Ensure cadet participation in the main programme is encouraged and supported.
To provide activities and support to help members develop their sailing abilities	<ul style="list-style-type: none"> • Organise sessions where members help each other to repair / tune their boats, and where there is help on the water for sailors looking to build confidence and improve. • Meet with Portsmouth Watersports Centre to look at how we could help each other, including signposting each other's services and looking to develop a programme where PWC 'graduates' sail PWC boats in TSC or jointly run events. • Encourage doubled-hander dinghy owners to invite less experienced sailors as crew.
To mentor and support new members and cadet parents to ensure they become active members	<ul style="list-style-type: none"> • Ensure all new members are introduced to the dinghy / cruiser / cadet captain as appropriate, and that the relevant captain maintains contact with them. • Set up a 'buddy' system whereby new members have a named 'buddy' with similar boat and interests who will support and encourage them. • Consider reintroduction of a dinghy racing series for those new to racing (similar to the old Saturday series). • Make more of existing opportunities such as Push the Boat Out and our Novice and Endeavour races.
To develop a stronger cruiser programme and foster Integration between dinghy and cruiser sailors within the club	<ul style="list-style-type: none"> • Revitalise the crew matching system. • Encourage cruiser helms to invite a dinghy sailor to crew on their cruiser. • Develop the cruising in company evenings for cruisers and dinghies.