

The logo for Locks Sailing Club is set against a background of sailboats. The word "LOCKS" is written in large, bold, red letters with a white outline. To its right, the words "SAILING CLUB" are written in white, bold, sans-serif capital letters with a black outline. The background shows the masts and sails of several sailboats, including one with a red and white flag and another with a blue sail. Text on the sails includes "RS 400", "SKIFF", "SSE", and "128 951".

LOCKS SAILING CLUB

Locks Development Plan
January 2017



LOCKS SAILING CLUB

Strengths

Friendly welcoming club

We would recommend it to a friend

Family friendly

High Standard of Racing

Small, so members know each other

High levels of participation

Areas for Development

Increase turnout for races esp. fast handicap

Support juniors to progress and get racing

Increase membership and improve introductions for new members

Training/talks/development for members

Patrol boat qualifications

More informal social opportunities linked to sailing

LOCK

ING CLUB

New members

Club boats

JUNIORS

Sailing and Racing



Compliance



LOCKS SAILING CLUB

Priorities: Sailing, Racing and Juniors

- Combine interclub racing and regattas for major interclub series
- More regular slot for juniors
- Include a series of shorter races (sprint series) to encourage juniors and those new to racing
- Develop crewing opportunities and members helping new adult members
- Family fun opportunities (such as Push The Boat Out) to encourage new sailors



LOCKS SAILING CLUB

Priorities: New Members and Club Boats

- Increase boats available for juniors and members not yet ready to buy a boat (particularly younger adults)– secure Sport England or small grant funds
- Consider members' duties to include taking new members out as crew
- Welcome pack for new members – who, what, how
- Publicise club more – social media, articles
- Take part in regional/national events – Push the Boat Out and Family Fun events to encourage new members



LOCKS SAILING CLUB

Priorities: Social and Publicity

- Continue most popular annual events – ‘fitting out supper’, dinner dance, quizzes, regatta BBQs
- Create series of sailing related social events e.g. ‘off the water’ training sessions or visitor speakers
- More regular food after sailing
- Continue regular feed of info to website and regular member communications
- Greater use of social media and RYA opportunities
- Target internal communications through new webcollect system

The logo for Locks Sailing Club is prominently displayed at the top of the slide. The word "LOCKS" is written in large, bold, red letters with a white outline. To its right, the words "SAILING CLUB" are written in white, bold, sans-serif capital letters with a black outline. The background of the logo area shows a close-up of several sailboats, with their masts and sails visible. Some sails are white with red and blue accents, and some have the text "RS 400" and "SSE" printed on them. A red and white flag is also visible on the right side of the logo.

LOCKS SAILING CLUB

Priorities: Compliance, Finance and Club Maintenance

- CASC, Finance, Bar, Insurance, Licenses
- Improvements to membership system and knowledge
- Patrol boat qualifications for all patrol boat drivers
- Update Constitution – ‘Club Rules’
- Improve internal club decor
- Re-establish Maintenance Schedule and budget finances