



STAUNTON HAROLD SAILING CLUB

- Located in South Derbyshire, near Melbourne
- Formed in 1974 from amalgamation of the Three Counties, Leicester and Rolls-Royce Sailing Clubs
- Sail on the picturesque 130 acre Staunton Harold Reservoir
- RYA Training Centre, RYA Champion Club, RYA "OnBoard" Club, RYA "Sail for Gold" Club, Sport England Lottery Funded, Volvo Eco Challenge Award
- RYA Club of the Year Finalists in 2012 and 2013
- Sustained and significant development programmes in facilities, friendly and professional training courses, working with schools and the local community, promotion and image improvement
- Over 50% increase in active members in the last 3 years as a result of the club's development programme





Increasing and retaining membership by: Encouraging people to get out on the water

- Making it easy, attractive and convenient to go sailing
 - Friendly culture in the club – meet and greet all visitors
 - Sailing accessible for all
 - Sustained focus on encouraging people to go sailing
 - Dedicated club sailing and powerboat training fleet
 - Make sailing enjoyable both on and off the water
 - Both dinghy sailing and windsurfing are welcomed at the club
 - Open Days averaging 100 participants are regular calendar events
 - Ready availability of comprehensive information about the club and learning to sail
 - Friday Night Club (the original), sail training and social events open to all to have a go
- Availability of a comprehensive, professional and excellent value training for all
 - Full range of RYA introduction and development training courses
 - Incentive package for RYA 1 & 2 qualifiers to join the club – subscription discount, free vouchers for use of club boats, and qualifier's "pack"
- Schools/University Programmes
 - RYA Onboard - 5 local schools participating
 - Pingle "Special Needs" School annual programme
 - Schools membership plan available - 2 local schools participating
 - New targeted University Student package created for 2014





Increasing and retaining membership by: Providing a range of quality and safe activities for all

- **Powerboat, Health and Safety Courses**
 - RYA Powerboat, Safety boat and instructor courses
 - Race management training
 - First Aid Courses
- **Social Programme**
 - There has continuous development of the club's all important social programme to encourage members to get together, enjoy themselves and develop the club's great spirit
 - Our regular Friday Night Club has something for everybody, with activities off and on the water.
 - We run 5 very popular Junior Squad weekend camps - two days of training and fun
 - Regular social events: Regatta, Seasonal Dinner Dances, Quiz and Curry Nights and more
 - Bonfire Night – open to the local community
 - Club yachting trips, annual club ski trips and more
- **Health and Safety**
 - Fleet of 3 modern and fully equipped Safety Ribs
 - Monthly reviews by the Health & Safety sub committee





Increasing and retaining membership by: Providing a range of quality and safe activities for all

- Sailing


- Full racing programme throughout the year
- RYA resource training days
- Sailing available at all times provided safety thresholds are met
- Scheduled cruising on Thursday and Friday evenings and race days
- First National Championships at the club in 2013 (British Moths)
- 13 Opens hosted annually (2013 Laser Open attracted a record 63 entry)



- Training

- We have conducted a sustained development and expansion of our annual training programmes to suit all
- The club offers a comprehensive range of junior, youth and adult sailing courses
- RYA Go Sailing and Start Racing sessions (RYA 1, 2 & 3)
- Adult introduction to Racing and Race training courses
- Racing, performance sailing and seamanship skills training
- Regular fleet training and social events
- Comprehensive RYA Junior Training and Youth Race Training programmes
- Build youngsters racing skills to prepare them for the RYA Zone squads
- Support for Juniors progressing into National/Zone Squads, and Optimist/Topper travelling
- Encouragement and support for adult and junior sailors to travel regularly to Open events with significant successes in 2013





Increasing and retaining membership by: Attracting new club members and volunteers



- Promotion and Image Improvement with a targeted Marketing Programme
 - Dedicated Marketing Sub-committee of 5 with Marketing Rear-Commodore
 - Continuous and developing marketing and promotion programmes
 - Friendly and welcoming culture
 - Joining fee waived to encourage new members to join
 - Ready to help and advise
 - New attractive brand: logo, signage, club documents, branded clothing, car and boat stickers
 - New attractive professional club website constantly updated for internal /external communication
 - Clean, tidy, well laid out and managed site
 - We have improved modern signage
 - Promotion and image improvement
 - Internal Communication: Gmail, Facebook.
 - Information packs available at the gate and in the clubhouse
 - Club flyers at local centres including supermarkets, pubs, tourist centres
 - Club media and website continuously managed and kept current
 - Media: newspapers, sailing press, TV, radio, third party websites
 - News releases by Karenza, our regional RYA Communicator
 - Local community involvement through Schools and OnBoard
 - Invite public to specific events. i.e. Open Days, “Push the Boat Out”, “Taster” days, Bonfire night






Increasing and retaining membership by: Attracting new club members and volunteers

- Running a programme of significant investments in the Club's Facilities
 - The Sport England 2011 Survey showed good facilities are the main attraction for people to join a club and a sport, so we developed and have sustained an aggressive plan for improved facilities
 - Comprehensive fleet of club dinghies
 - Fleet of suitable and reliable safety and training boats
 - Two Community Funded Fevas - 2011
 - New Bar and "Dry" Area - 2011
 - New "Wet" Area - 2012
 - New Committee/Race Management Boat - 2012
 - New Changing Rooms - 2013
 - New Jetty and improved access to the water - 2013
 - New Sport England funded Safety Rib - 2013
 - Improvements to the training facilities and galley are scheduled in 2014/15





Increasing and retaining membership by: Engaging with the local community

- Local Schools/Universities
 - Significant focus on local schools with dedicated “taster” days
 - RYA OnBoard programme with 5 schools participating
 - Pingle Special Needs School programme
 - Two schools have joined the club running their own programmes alongside SHSC, and are increasingly becoming more integrated into the club
 - New targeted plan being developed for 2014 for University students (4 major local universities)
- Sailing club events for the local community
 - Regular Taster days (including the Friday Night Club)
 - Our “Push the Boat Out” Open Day attracted over 100 participants in 2013
 - Bonfire night for members and the local community
- Disabled participants
 - Our longstanding annual “Sailability Day” attracts well over 100 disabled participants
 - Plan to pilot additional Sailability sessions in 2014/15
- Charity
 - Annual Commodore’s Charity (nominated by club members) – raised over £1,500 for SUDEP, SANDS and Sail4Cancer in the last 3 years





Increasing and retaining membership by: Demonstrating good governance and club management

- **Management**

- The club is managed and run entirely by volunteers
- There is a Committee of 23 members
- There are 7 dedicated subcommittees
- Continuing to refresh the committee with new members.
- Every club member is a volunteer through the “duty” system
- Over 100 volunteers contribute directly to the running of the club on the committees, training, race management, safety, maintenance, bar/galley

- **Governance**

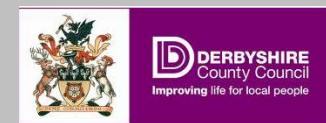
- Astute financial management has enabled the club to invest in significant new facilities.
- The club has used formal development planning for many years and is in very good health.
- Continuous monitoring of available financing and grants has resulted in a significant number of successful applications over the last 3 years
- We maintain an excellent relationship with our landlord, Severn-Trent Water plc
- Juniors devised “Green” ideas and won Volvo Eco Challenge Award in 2011 and 2012
- NTU Carbon Reduction Action Plan ongoing
- RYA Champion Club
- RYA OnBoard Club
- RYA Training Centre





Increasing and retaining membership by: Demonstrating good governance and club management

- Club has invested over £150,000 (including £75,000 from grants) in improving facilities over the last 3 years
- Grants awarded to the club:
 - Addition to club dinghy fleet of 2 RS Fevas - £2,000; East Midlands Airport Community Fund
 - Drinking fountain, seeding, wall insulation - £1,400; Volvo Eco Challenge Awards
 - New Committee/Race Management Boat - £10,000; Sport England Small Grants
 - Expansion and refurbishment of changing Rooms - £50,000; Sport England Inspired Facilities
 - Improved access to the lake - £1,000; Derbyshire County Council Sports Action Grant
 - New safety RIB - £10,000; Sport England Small Grants, Lottery Funded
- In progress:
 - Sport England Inspired Facilities Grant application for expansion and modernisation of club training facilities - £45,000
 - Sport England Small Grant application in development for powerboat engines and training support.





Staunton Harold SC has delivered significant success over the last three years

- Increase in membership
 - Over 50% increase in active membership in the last 3 years
 - Significant increase in schools participation with 2 local schools joining
- Increase in sailing visitors to the club
 - Open meeting attendances up - Laser Open with 63 participants
 - First Nationals - British Moths - great success on and off the water (Champion Toby Cooper described SHSC as “flawless and friendly”)
- Notable SHSC members sailing successes
 - 1st SailJuice winter series
 - Winners of Crewsaver Club Championship Trophy at Abersoch week, 1st and 2nd Lasers
 - 1st, 2nd and 7th in the Laser Midland Grand Prix 2013
 - Our young sailors in the National Topper Squad, Optimist Development and West Zone Squad
- Club Awards
 - Finalist in the RYA Club of the Year for 2012 & 2013
 - Finalist Yachts & Yachting Club of the Year 2014
 - CS&R Award for Green Thinking 2013
 - RYA Champion Club
 - RYA OnBoard Club
 - Volvo Eco Challenge Awards 2011 & 2012
 - Members received two 2013 RYA Volunteer Lifetime and one Junior Community Awards

