

West Pennine Windsurfing Club Development Plan

Overview

Where we are now:

- 1 Membership is stable (increased very slightly in the last 2 years)
- 2 Funds remain healthy, though expenditure exceeds income
- 3 We struggle to get enough willing and trained volunteers for boat operation
- 4 We only have a small number of first aiders who have received refresher training in the last 3 years
- 5 We have one Senior Instructor and very few others suitably trained and willing
- 6 Lack of club wetsuits, buoyancy aids and capacity to instruct beginners hinders our ability to hold Open Days
- 7 Our June/July Thursday Club Night isn't well attended and members don't commit to events in case the wind doesn't blow
- 8 The same 10 or so people help with maintenance and improvements and most is done by about 4
- 9 Trees on the North shoreline obstruct wind more than we would like
- 10 Our attempts at close ties with the RYA accredited Hollingworth Lake Water Activity Centre foundered due to Council cost-cutting
- 11 Communication with members is via our website, occasional emails and an annual newsletter. We also have a Facebook Group and a few members have joined a WhatsApp Group
- 12 Website with shoutbox and weather links is our principal 'shop window' for prospective new members and visitors
- 13 Renewal of our lease threatens to raise costs and increase the club's responsibilities, but may also provide opportunities for improvements to the buildings and external spaces

Where we'd like to get to:

- 1 Increase membership so income exceeds expenditure
- 2 Boost volunteer numbers and participation levels - instructors, boat operators, race marshalls, 1st aiders, maintenance
- 3 More member involvement in organising and taking part in events, especially at short notice when wind favourable so we achieve a real buzz/greater desire to belong
- 4 Actively encourage other watersports (SUP, canoeing, kayaking, wing foiling) to grow our membership
- 5 Work towards affiliated club(s) to manage the activities of these other watersports if/when more members join to do them
- 6 Forge links with some local organisations and run tasters to recruit members - Moving Forces (military veterans), Park Run, Watergrove Trust, Scouts ...
- 7 Organise some land-based activities such as monthly evening & weekend mountain bike rides in Summer
- 8 Survey our members to improve communications with them and use different comms channels to recruit more members
- 9 With more activities and events and more members we could usefully communicate more often, by email & social media
- 10 Make clubhouse more comfortable and welcoming - sofas, redecorating, replace gas boiler, replace taps, improve car park
- 11 Users of club kit can readily locate the right mast & boom for each sail

Objectives

Overarching Objective:

To be a friendly, thriving club with windsurfing at its heart and with stable or growing membership providing income to cover or exceed expenditure

Objectives for core elements of the club:

Core Elements	Headline Aims
Resources	Club has sufficient funds for operating costs, potential risks and future replacement of equipment
Facilities	Ensure clubhouse facilities are safe, comfortable and clean and we have a range of kit in good order for use by members and visitors
Activities	Members enjoy visiting because of a good range of sports, activities and events
Volunteers	We always have sufficient support on the committee and with maintenance and specific roles and can fill vacancies as they arise
Governance	Carefully manage the club's interests now and safeguard these into the future