



THE ISLAND SAILING CLUB – AT THE HEART OF SAILING

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GENERAL COMMITTEE NEWSLETTER – AUGUST 2018

As we enter the third month of splendid weather, we hope our members are making the most of the Club's glorious views and enjoying al-fresco dining at its best. Moving the Round the Island Race from June to July makes comparing June's catering and bar revenue with that of previous years difficult, but early indications are that these combined figures will be positive and so maintaining the pattern of growth that started in May.

Nonetheless, we must continue to work hard to fill trading troughs and attract younger members to the Club by adding new types of events to our social calendar. The House Committee are busy preparing the winter programme for our members. We hope to offer more variation alongside our traditional events; themed nights, quiz nights, and musical experiences together with our quarterly Wine Club evenings and a magic show! If you've any ideas or requests, let us know.

Discussions have taken place with a planning consultant to identify any issues we might have with replacing the temporary structure on the top balcony with a permanent heated one and all looks positive. We are therefore finalising costs for this project as well as working on a business case to see if the development can not only enhance the utility of the Club for the benefit of our members, but also if it will enable us to increase revenue and profit from functions and events. The three top floor areas – Centenary Room, Outside Balcony and a Marquee with views – would be a dream location for weddings, celebrations or meetings for 60 to 70 people.

Our signage continues to be upgraded and in addition to the new entrance signs, external banner and street banner, we will be putting up signs to welcome visiting sailors. For Cowes Week we are welcoming non-members for breakfast, lunch and tea in the hope that once they have enjoyed our views and our food they will be encouraged to join. In addition providing the much needed revenue that the restaurant needs and which will of course help to control subscriptions.

We are a member's club, and the General Committee's priority is to continually strive to enhance that experience. We are therefore preparing a rewards package that will list an enormous range of "Friends". These will be businesses and clubs that will offer discounts, rewards, offers and benefits to ISC members.

In addition, we will be reaching out to other affinity groups and local sports clubs to hire our rooms and top marquee and balcony with the intention of showcasing our Club and attracting new members. These may include walking and cycling groups, or garden societies, and so on. It may transpire that these clubs and societies would also welcome new members and we are also investigating the scope for special offers, trial activities or discounts.

The webcam is now up and running and ultimately will be on the new website. In the meantime, we have a temporary page where it can be viewed so that wherever members find themselves on the seven oceans or five continents they can be reminded of Cowes. [Webcam Link Click Here](#).

Finally, please do let us know if you would like to help on an informal or formal basis with the Club's committees; as always, the more there are to share the load, the lighter it becomes.

Keeping the burgee flying high.

The ISC General Committee