



General Committee Update – April 2018

MESSAGE TO MEMBERS FROM THE COMMODORE

Many people have recently asked what your General Committee and its Commercial Team have been doing since the AGM. This newsletter details some of their work.

A great deal of time and consideration has been invested into how best to address the many, but not insurmountable issues that we face. But like all things there is a need to balance what we need to deliver both short and long term, to get it right!

We are increasingly recognising the importance of improving and better structuring the commercial processes and decision making in the Club. Therefore from this month and until the AGM I will be informally chairing a new Commercial Sub-Committee which, if successful, we will seek to make permanent at the next AGM.

Until then the work and effort of those members of the General Committee involved in each of the development projects will become more apparent to you all. I hope you will support and help them in their efforts to take our Club forward..

On other matters Lea Bennett, the Club Secretary, has retired early after 15 years due to ill health and has now left the Club. We thank her for all her efforts and wish her well and she thanks past Commodores and staff for all their support. Philip Thwaites has taken over as Treasurer until the next AGM and Steve Cawdle has been co-opted onto the General Committee to help on development plans. We would welcome others who feel they are able to make a positive contribution or offer advice.

Dave Atkinson

For perhaps too long we have reported on the problems that the club faces rather than its opportunities and whilst this year's necessary increase in subscriptions has lost us some members we have also had the highest number of new members in the first quarter for many years. Continuing with the good news, we have now had the chance to analyse the results from our Membership Survey¹ and the results point to a hugely popular club that holds a particular place in the affections of its members. It also highlights areas where need to improve and where our development and investment priorities should lie.

As reported at the AGM, the General Committee's Commercial Team have been at work on a range of projects and the focus of these groups is being fine-tuned to reflect the findings from the Membership Survey. Overleaf you will find a summary of the work to date.

¹ A note detailing the findings of the research results is contained within the Summer Programme Mailing. A fuller summary of the results with charts and observations can also be found on the Club's website



The **Clubhouse Team**, are busy working on boosting the club's presence on the High Street and hope to create a shop-window for the club, complete with items for sale and information about membership and events in the coming months. They also plan to brighten up the alleyway to the Club with improved lighting and renovating the main front door. They have superbly redecorated the Centenary Room where work from local maritime artists will be hung and we are very grateful for the members help led by Alan Gentry.

On the water, the **Sailing Team** has been exploring ways to get more sailors to come to the club with the view of then persuading them to join. To that end, an extended Happy Hour will be introduced solely on Tuesday evenings from 20:30 to 22:30pm with a special food and drinks package and are working on ways of marketing this to all past and present racers, including Round the Island competitors, to generate increased bar and restaurant turnover and to promote the club as an 'end of racing' venue.

In order to increase awareness of what a great place the Club is, the **Marketing Team** is working to ensure the much needed new ISC website becomes a priority. It is our window to the world and it is crucial that it looks good, is constantly updated and is easy to access. A website development order has been placed with a local Company and discussions are currently underway. There has also been a concentrated effort to increase our use of social media, especially Facebook, which offers free advertising opportunities to promote the whole Club, as well as specific events and other related opportunities. For example, working with the CBA who held a successful working breakfast for 26 members a few days ago.

Making the best use of the clubhouse when it is quiet or when rooms are empty, is a focus for the **Events Team** who are trying to broaden the reach of the Club in order to see it used more by non-members for specific events and activities, as we sadly cannot simply expect the existing membership to come into the Club more often. The purpose is to try and generate much needed income to avoid big increases in subs. This includes potentially using a refurbished top enclosed marquee as a wedding and business venue, attracting the business community via networking breakfasts and other business focused events. In addition, an architect has now been appointed to prepare cost effective ideas on how to better utilise the whole building and make the best use of the different rooms and outside areas. This may include upgrading all the bedrooms in the accommodation block to en-suite, finding uses for the currently empty rooms, utilising and improving the conference rooms.

We are aware of the importance of respecting our history, protocols and formalities. All the Commercial Team's work is directed towards improving and increasing the value of membership and in so doing, helping ensure people stay as members and can agree that the Island Sailing Club is the friendliest and most popular club at the heart of world sailing.