



Operating Procedures & BCYC Policy Statements

Revised April 2017

It is the BCYC General Committee's recommendation that all Members and Visitors using BCYC facilities observe, comply with and implement the Procedures set out within this Document during Club activities or other activities under the control of the Club.

Agreed and signed on behalf of the General Committee.

W Rhodes

Commodore Cheddar Watersports, Bristol Corinthian Yacht Club

BCYC Objectives - Overleaf

CLUB MISSION

To provide and sustain a friendly, vibrant, value for money boating club for sailors (of dinghies & windsurfers) and paddlers (of kayaks, canoes & paddle boards) wishing to safely enjoy inland water for recreational boating and racing.

We aspire to be:

- The number 1 choice of boating club in the Bristol and Somerset area
- Recognized among the top racing clubs in the country
- A quality, RYA certified, centre for learning and developing boating skills
- A fun place to make friends and socialize

Transformation Objectives & Strategies

Primary Objective: Grow membership to exceed 600 members

Secondary Objectives: Increase club activity and participation
Rationalize organization and operational efficiency

Why is this important:

- More revenue so can keep membership fees low = better value for money
- More people to share duties and effort to run the club = less effort per member
- Increased participation with more people to have fun = thriving club
- Ensures the club has a sustainable future

Sailing Strategy

- Capitalise on 7-day summer water usage opportunity utilising a buddy system for non-duty days
- Broaden use of water to paddle craft & invest in club kit - canoes/kayaks & paddleboards
- Build cruising/recreational sailing aspect of the club to complement racing
- Continue with a comprehensive program for club racing and open events
- Make craft hire more accessible with online availability/booking system
- Maintain quality of club craft

Training Strategy

- Build up a comprehensive program of training and activities to meet all groups
- Increase frequency of training throughout year
- Define clear pathways to join and learning to sail
- Leverage 'push the boat out'
- 'Try sailing' and 'tasters' to recruit new members
- Implement mentor support to look after new members
- Train and build pool of instructors
- Create list of professional instructors available to supplement club instructors
- Define training cost structure to generate profit for the club
- Develop strategy for converting Onboard & T15 activity into memberships

House Strategy

- Expand social activity within the club to make it a fun place to make friends and socialize
- Develop and provide a comprehensive program of social events
- Increase use of Bar
- Provide efficient, tasty galley meals
- Refurbish club house interior to make more attractive and welcoming
- Provide club storage capacity for some windsurfers and for new kit
- Prepare for renew of Bristol Water lease due in 2020 (Rhys Lankester)
- Develop community & wellbeing initiatives e.g. Physio, Men Shed

Communications Strategy

- Utilise surveys to understand factors impacting our membership
- Enhanced monthly newsletter & expand distribution to inform all family members
- Create new club website. Improve ease of use & content to inform all and attract new members
- Provide an online calendar for Sailing, Training and Social events
- Continue to raise club profile through media coverage
- Finalize rebranding and install signage
- Improve club image & user experience with club. - procedures, labelling, notice boards
- Develop and implement a social media strategy
- Continue to leverage good relationships with RYA
- Communicate and leverage the good relationship with Bristol Water
- Implement an incentive program for members to recruit a friend

Administration Strategy

- Group administration activity under Honorary Secretary leadership
- Change annual renew date from Autumn to Spring
- Simplify and automate administration processes to improve member experience and make volunteer tasks easier - Invest in tools as required.

Financial Strategy

- Manage operational revenue and costs such that after depreciation there should be a small surplus year on year to enable continuous club improvements
- Maintain a strong cash reserve to enable future clubhouse development
- Be prepared to invest a proportion of the cash reserve wisely on assets (craft/automation tools/property development) that will significantly improve the capability to grow membership and so return future revenue
- Ensure activities like training, social and open events are self-funding and generate profit for the club