

## SHOTWICK LAKE SAILING DEVELOPMENT PLAN

The attached plan is intended to inform others about the aims and aspirations of the club, to inform the Membership of the Club of the intentions of their Committee, and also to enable the Club to be helmed on the appropriate course by its Committee.

The Club seeks to encourage participation, proficiency, safety and most importantly the enjoyment of sailing, windsurfing and canoeing. The intention is to offer water sports facilities to the widest possible section of the local community this includes all age groups and backgrounds.

The Club supports the Welsh Yachting Association ethos of 'More and better sailing' which focuses not only in developing and supporting sailors to aspire to Regional and National level but also increasing participation more generally to support the Health Challenge Wales objectives of the Welsh Assembly Government.

### SHOTWICK LAKE SAILING CLUB - A SWOT ANALYSIS

The aim of the plan is to determine how we get to where we want to be, and a good tool for that is to undertake a SWOT Analysis of where we are NOW. Hopefully then our course should be clear!

**SHOTWICK LAKE SAILING CLUB**  
**SWOT ANALYSIS**

<p><b>STRENGTHS</b>          Established R Y A Club.          Recognised Volvo Campion Club          Safe Water.          Good structural facilities          Qualified Instructors..          Range of current equipment &amp; boats, fit for purpose.          Established Club rules and committee.          Established over 25 years          Easily accessed from Flintshire, Wrexham and the Chester areas.          Good links with Less abled groups.          Active youth sailors including GBR and Welsh squad members.          Regular and active race structure          Family orientated club.          Hand over of 'key' from WA / Corus June 06.          Increasing membership numbers          Secure equipment storage.          Room for further expansion.          Established internet presence.          Committed volunteers.</p>	<p><b>WEAKNESSES</b>          Access- away from the main roads, so limited 'visibility' to prospective new members.          Public impression that we are still associated with and part of steel works.          Lack of marketing effort.          Lack of increase in the number of volunteers as club membership and activities expand.          Web site not always up to date.          Septic tank expensive to empty.          Policy and practice for the removal of abandoned craft.</p>
<p><b>OPPORTUNITIES</b>          Purchase of Lake for security of future.          Improve access to facilities at club for Youth Group, Less Abled and encourage more female participation.          Increase number of qualified instructors and assistants.          Improved structural facilities for less abled          i.e., showers/ toilets / changing rooms          Storage of windsurf boards.</p>	<p><b>THREATS</b>          Legal obstacles to purchase of the lake.          Vandalism.</p>

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Development of windsurfing Further web site development Increased volunteer involvement.	
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## **PROFILE OF THE CLUB**

Shotwick Lake Sailing Club has existed for over 25 years as a family club.

In February 2006 the club became independent of Corus as Shotwick Lake Sailing. The organisation is a Company Limited by Guarantee and a registered Charity.

In 2005 the club was given the opportunity to purchase the site and following fund raising sufficient finance was raised.

In July 2006 a Grand Opening of the club was held attended by Assembly Members, MP's and representatives from the Sports Council for Wales, Flintshire Community Trust, Corus and the Welsh Yachting Association where the 'key' to the site was handed over.

Currently as of Jan 2011 the final legal purchase has not been completed due to delays with solicitors and legal queries that are currently being resolved. The Board of Directors are continually pressing for these items to be resolved as soon as possible. The 'risk' to the club due to the purchase not being completed is small but will not be removed until the purchase is complete.

Shotwick Lake Sailing strives to ensure it remains inclusive and accessible to all sections of the community. Shotwick Lake is particularly suited to beginners to sailing, windsurfing and canoeing regardless of their age, ability or gender.

The Lake is inherently safe in that it can be accessed around its entire circumference, and its small size enables quick recovery should conditions change unexpectedly. It is non tidal.

## Achievements to date:

### 2004

Decision to move forward in purchasing sailing club from WDA. Appointed solicitor to progress purchase.

Following advice from FLVC established company limited by guarantee 'Shotwick Lake Sailing'

Obtained Registered Charity status for the promotion of sailing and associated water sports.

Trained additional Dinghy & Powerboat Instructor

### 2005

Funding secured for site purchase.

Closer co-operation links set up with permit groups to encourage greater involvement / training opportunities / increase involvement from similar groups.

Mobilised local AM, MP's to support club purchase.

Sailing Club affiliated to the Flintshire Well Being Network.

### 2006

Trained two additional RYA dinghy sailing instructors and two additional Senior Instructors.

Comprehensive programme RYA dinghy and powerboat courses held.

Three Wanderer sailing dinghy's purchased for training.

Training from Solo / Scorpion National Champion arranged.

Three boats for less abled sailors regularly taking part in racing events.

Facilitating WYA Development Squad Training.

### 2007

Held successful open day in June.

New safety boat & engine purchased.

Six Topper dinghies purchased.

Access dinghy purchased.

Developed / Improve web site

Produced publicity leaflet.

Produced regular newsletter.

### 2008

New Newmatic 360 purchased.

6 No Optimist dinghy purchased.

Achieved Volvo Champion Club Status

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2009

4 No additional Optimist dingies purchased.

Received Volvo Eco Challenge Award

Grant funding secured for boat covers and instructor training.

Provision of signs to guide visitors.

Provision of lap top, camera & projector to assist training.

3 No Assistant Instructors Appointed Mar 2009.

Improved launching area.

2010

1 No Club Racing Coach trained

Membership numbers increased by 10%+

Increased number of Junior & Youth members.

Purchase of new racing marks & flags.

Frostbite race series sees the largest ever entry.

The following section details the proposed development plan forward. The plan once accepted by the sailing club committee for implementation will be reviewed and monitored on a six monthly basis in January and July each year.

**ACTIONS FOR FURTHER DEVELOPMENT.**

<b>Short term (within 2 years)</b>				
<b>Action</b>	<b>Target Timescale</b>	<b>Responsibility for action.</b>	<b>Resources</b>	<b>Measure of success</b>
Achieve purchase of sailing club site.	Complete by Mar 11...	GAF	GAF time. Solicitor costs circa £600.00	Purchase achieved.
Establish Youth committee and have representative to the main committee.	Apr 11	NH		Committee / representatives established.
Set up Youth area on web site.	June 11	NH		Area on web site.
Develop Volunter recruitment, reward & retention plan.	Mar 11	TB		Plan developed.
Develop Environmental Policy	Feb 11	TB		Policy posted on Web site.

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Action	Target Timescale	Responsibility for action.	Resources	Measure of success
Increase the number of dinghy assistant instructors and Dinghy Instructors to allow shared workload with volunteers.	Annual	GAF/TB	Instructor time.	At least one new dinghy assistant instructor to be trained year on year. Increase No of RYA course places available by a minimum of 10% year on year for next five years.  3 No AI's Mar 09
Increase number of Senior Dinghy Instructors to allow shared workload with volunteers.	Annual	GAF/TB	Instructor time.	At least one new senior instructor every two years. Increase No of RYA course places by a minimum of 10% year on year for the next five years.

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Increase number of powerboat instructors to allow shared workload with volunteers. Allows greater access to training for safety boat helms.	First new PI by July 11	GAF/TB	Instructor time.	At least on new PI every three years. Increase No of RYA course places by a minimum 20% for the next five years.
<b>Action</b>	<b>Target Timescale</b>	<b>Responsibility for action.</b>	<b>Resources</b>	<b>Measure of success</b>
Provide dedicated parking space for less abled sailing and improve circulation route.	April 11	CJ	Volunteer time and funding.	Improvements implemented.
Develop maintenance plan to identify future budget expenditure requirements and items that require maintenance to meet statutory requirements.	By Jan 11	PG/GAF	PG/GAF time.	Plan developed.

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<b>Medium term (two to five years)</b>				
<b>Action</b>	<b>Target Timescale</b>	<b>Responsibility for action.</b>	<b>Resources</b>	<b>Measure of success</b>
<p>Improve and extend changing facilities to match increased use and meet DDA requirements for less able sailors.</p> <p>Linked to completing purchase.</p>	<p>Develop plan by June 2011 , Complete by Jan 2015</p>	TB	See separate plan.	Facility operational by Jan 2015.
<p>Establish RYA accreditation for windsurfing courses.</p>	<p>Training 2009 Accreditation 2010.</p>	TB	TBA	Accreditation achieved.
<p>Decrease Environmental Impact.</p> <p>Upgrading foul drainage system. Incorporation of renewable energy sources for hot water.</p> <p>Part of larger bid with disable changing.</p>	<p>Develop plan by July 2011, Complete by Jan 2015</p>	TB	Grant funding and technical proposals.	Proposal implemented.

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<b>Long term (five to twenty years)</b>				
<b>Action</b>	<b>Target Timescale</b>	<b>Responsibility for action.</b>	<b>Resources</b>	<b>Measure of success</b>
Ensure club remains a viable and valued community sailing facility.	Ongoing	Committee	None	Facility utilisation increasing year on year.