



a) **Product**

The three key questions are:

Does the Club offer the facility to go sailing?

Do members feel good about sailing at AYC?

Do members feel their status is enhanced by sailing at AYC?

It was agreed that the Club is lacking in facilities for both dinghies and cruisers and that the basic utility is therefore missing. Lots of things could be changed to enhance the product on offer and suggestions included deep water moorings, improved clubhouse facilities, a facility to lift out and clean off cruisers, easier launching for dinghies etc.

b) **Price**

How are prices set?

Does the Club have a price strategy?

It was agreed that whilst the Club offers good value for money, there is opportunity to manipulate prices and the pricing structure could be adjusted to positively attract the kind of active sailing membership that the club seeks.

c) **Promotion**

Is the Club widely promoted?

It was agreed that this area is a big weakness. Many suggestions were made as to where the Club could be promoted, including: better PR, community outreach, schools, websites, youth organisations, inspire, local council, magazines, Arun regatta, class associations, regattas, advertising and internal PR.

It was also felt that a breakdown of current membership would be useful to ascertain how many members fall into categories such as "dinghy", "cruising" and "social".

d) **Place**

It was believed that the current location and layout were acceptable although there could be opportunities for better use of the layout of the site e.g. external BBQ and seating area and an improved slipway

e) **People**

More encouragement could be available for members and suggestions included: a volunteer co-ordinator, further involvement, better use of members' skills, new member packs, training for key staff on how to greet and welcome new members, new member secretary to attract and introduce new members and published photographs of key members.

f) **Process**

Processes could be regularly reviewed with particular emphasis on: mentoring, a more meaningful joining pack including a membership form making it plain that involvement in the club was expected and not optional, duty involvement and expectation, involvement of parents, acknowledgement of all enquiries, budget setting, delegation and the general office workload.

g) **Physical Evidence**

It was agreed that tidiness of the Club is fundamental and that more attention could be given to the overall appearance of the Club, including: improved posters, separation of the restaurant, tidiness of the dinghy pen including old sheds, engines, machinery etc, removal of all rubbish, tidiness of the training room and maintenance of the RIBs.

It was stated that plans are afoot in some areas and these should be well co-ordinated with formalisation and structure.

It was stressed that tonight's exercise was to give the Management Committee a focus for moving forward over the coming years and that no action would be taken without proper costings and full and appropriate consultation and communication.

DH was thanked for his efforts and handed the Chair back to NC.

**3 Moorings Development Committee**

Minutes had previously been circulated and three questions were considered:

*Should we lodge a formal complaint with the DoT re the way the recent application was handled?*

NR explained details of the discussion from the MDC and it was agreed that more time was required to consider the minutes. A decision will be made at the next MC meeting.

*New scheme – should we authorise KW to open negotiations with Harbour Master?*

NR presented a drawing of the new scheme, which was presented as a solution by the HM, with minor amendment by KW and it was agreed that KW should be authorised to open negotiations. However, concern was raised over the lack of attention to the north piling and it was emphasised that, at this stage, no expenses should be incurred. **Action: NC**

*Planning Application – re-submission?*

The current application expires on 7<sup>th</sup> June 2009 and re-submission will cost £1,190. It was agreed that KW should report back on his initial discussions with the HM before a decision is taken regarding re-submission.

**4 On Board – meeting with Mark Saul and Andy Hooper of the RYA**

SJ has been speaking to AH and has given a brief outline of suggestions made at the last MC meeting. NC, NR and DH will meet further with AH on the 31<sup>st</sup> March 2009. **Action: NC,NR,DH**

**5 ADC – Arun Core Strategy ‘Options for Growth’ – meeting at the Boat House on 12<sup>th</sup> March – who should and can attend?**

An email had been circulated from Littlehampton Marina who are organising a meeting to discuss this strategy and its impact. SJ will be asked to confirm that DH, BP and PH will be attending on behalf of AYC. **Action: DH,BP, PH**

**6 Any other business**

None.

**7 Date of next meeting: 11<sup>th</sup> March 2009.**

The meeting closed at 4.20pm.