

Targets / Action Plan (Updated: 8th July 2011)

ACTION / TARGET 2010-11	Objectives	Comments / Further Details	Timescale	Monitoring
A. Improve Facilities	i) Clubhouse - Interior (Bar, kitchen, committee / dining room) - Television - Heating, plumbing etc.	Research being carried out. ● MYC Committee to collect and suggest ideas for the bar. ● Develop, fund and & implement	2011	<ul style="list-style-type: none"> ● Heating system examined ● Painted club interior ● Cooker in kitchen replaced ● Loft has been lagged ● Boiler replaced
	ii) Compound - Utilities (electricity & water) - Parking - Boat storage - Security	A great deal of work already completed & more planned ● Develop "Issues Log"	2011	<ul style="list-style-type: none"> ● Compound re-wired ● Meter in place ● Parking and Boat Storage reviewed ● Sand prevention measures in place ● Options for development of boat house considered
B. Develop/update policies	- Health & Safety policy - Risk assessments	Policy to be developed ● MYC Committee to discuss, adopt & action	2011 April	<ul style="list-style-type: none"> ● Health & Safety policy developed ● Reviewed and adopted by Mgt. Committee 15/4/11
C. Review Fees	- Review fee structure	Fees reviewed and amendments presented to AGM	2011 AGM	<ul style="list-style-type: none"> ● Research into fees carried out ● Amendments made ● Continue to review and consider further amendments (as appropriate)
D. Improve communication	i) Create and implement communication strategy - 2-way process - internal & external	● Develop communication strategy (<i>detailed steps to be agreed</i>)	2011	<ul style="list-style-type: none"> ● Options considered ● Strategy under development
	ii) Use a variety of methods e.g. newsletter, website, notice board, e-mail etc.	Crew's Nest being produced Website in place ● Review website	2011	<ul style="list-style-type: none"> ● Newsletter produced regularly ● Website requires further review
E. Increase marketing of the club and publicity	- Ensure frequent and accurate press articles reporting club activities & achievements	● Ensure regular press coverage required (confirmed by survey)	2011	<ul style="list-style-type: none"> ● Press coverage to be developed further

ACTION / TARGET 2011-12	Objectives	Comments / Further Details	Timescale	Monitoring
F. Ensure adequate safety boat cover for activities	<ul style="list-style-type: none"> - Train members - Ensure maintenance of safety boats & equipment 	<ul style="list-style-type: none"> ● Carry out audit ● Encourage more members to support ● Train more members for safety boat cover 	2011-12	<ul style="list-style-type: none"> ● Safety boat training available ● Further courses planned to increase number of club members qualified to provide safety cover ● VHF radio courses planned
G. Ensure financial security	<ul style="list-style-type: none"> - Consider options to increase income from bar takings - Offer training courses to members & non-members 	<ul style="list-style-type: none"> ● Set up work-group to consider and develop ideas ● Social Committee to consider options for providing food. ● Develop commercial aspect of training 	2011-12	<ul style="list-style-type: none"> ● Additional social activities taking place to increase income ● Power boat training bringing in income ● Income from 3 Peaks event ● Continue to monitor financial situation
H. Support development of Children's Sailing	<ul style="list-style-type: none"> - Look for funding to upgrade equipment e.g. Toppers - Upgrade equipment - Train more volunteers 	<ul style="list-style-type: none"> ● Look for funding to replace boats ● Develop links with other clubs 	2011-12	<ul style="list-style-type: none"> ● Link made with sailing club on Severn ● Funding available for individual to receive Sailing Instructor training
I. Increase membership	<ul style="list-style-type: none"> - Identify & target potential groups of new members - Identify reasons for losing members & take preventative action - Identify activities to attract new members - Organise "recruitment" events e.g. "open-days" 	<ul style="list-style-type: none"> ● Create sub-group ● Act on findings of survey ● Follow up questionnaires where 'potential members' have been identified. 	2011-12	<ul style="list-style-type: none"> ● New opportunities to increase membership considered ● Reasons for losing members investigated, but no reasons that require actions have been identified ● Potential members from survey to be contacted
J. Develop links with other clubs	<ul style="list-style-type: none"> - Investigate possible links with other clubs - Develop links 	<ul style="list-style-type: none"> ● Develop possible links with: <ul style="list-style-type: none"> i) Severn ii) Arklow 	2011-12	<ul style="list-style-type: none"> ● Link made with childrens' sailing club (Severn) ● Twinned with Arklow Sailing Club (link to be developed) ● Link with Rotary Club (Paddlesports weekend)

ACTION / TARGET LONGER TERM GOALS (2012+)	Objectives	Comments / Further Details	Timescale	Monitoring
K. Complete purchase of Club building	Complete purchase whilst maintaining financial security	Regular payments being made	2012+	<ul style="list-style-type: none"> • Review regularly
L. Offer a wide range of social & sporting activities	Increase membership and participation through attracting individuals to take part in additional activities	Important to consider both social <u>and</u> sporting options.	2012+	<ul style="list-style-type: none"> • Link with Rotary Club – Paddlesports weekend • Increased range of social activities offered e.g. music nights
M. Exert pressure to ensure that harbour is maintained & improved	MYC to be represented in groups e.g. <i>Harbour Development Committee</i> , which are involved (both directly & indirectly) in the maintenance and development of Barmouth harbour.	Harbour essential to club's existence and functions.	2012+	<p>Harbour Development Committee:</p> <ul style="list-style-type: none"> • Dialogue with Economy & Community Dept. Gwynedd • Maintenance issues: <ul style="list-style-type: none"> ○ Key wall repair ○ Dredging • MYC to take lead role in community initiative (& present information on suitable pontoons) • Investigate Environment Agency 'Splash Fund' as a potential source of funding
N. Address diversity issues within membership	Take appropriate steps to ensure equality		2012+	<ul style="list-style-type: none"> • Monitored in bi-annual survey
O. Continue to contribute to local area: <ul style="list-style-type: none"> • Social / community • Health agenda • Harbour • Economy • Tourism • Prosperity of town 	MYC to provide valuable contribution to local community and area on a variety of levels including social and economic.		2012+	<ul style="list-style-type: none"> • Social activities held in club: <ul style="list-style-type: none"> ○ Bingo ○ Quiz ○ Music nights • Host for community meetings e.g. 1st responders, Harbour Users • Children's Sailing • Link with Rotary Club – Paddlesports weekend • Host 3 Peaks Yacht Race • See Action M (above)