

November Newsletter

Flushing Sailing Club – Club Development Plan

At a special committee meeting, the Club Development Plan was approved. There will be a presentation about the plan to members on Tuesday evening 8th January, when it can be discussed. A link to the full plan is [here](#), but an outline of the main points is below.



Why do we need a Club Development Plan?

We need a new clubhouse and we need grants to fund it – so we need to have a plan.

Starting position

- Great position in keelboat racing (especially in ‘classics’) – but not growing membership numbers or participation.
- Fantastic character of club: all about yacht racing, not a social club, not cruising.
- Great local community links
- Legal structure is ‘unincorporated association’ – need to change to a form of charity if eligible for grants.

BUT

- Need new clubhouse – old one becoming very expensive to maintain and not designed for current needs

- Only used once/twice per week by FSC

So we need to plan for

- New clubhouse, better and more sustainable design for current needs
- Growth in membership and participation
- Growth in use of clubhouse: by FSC; by compatible other organisations; by local community

Whatever the plan, we need to be very careful not to damage the special character of Flushing Sailing Club. That character makes the club what it is and so we must guard it, whatever we do in the future.



What is the plan?

New Clubhouse

We already have planning consent (see later), next step is building regs – but more detailed design is expensive so need external grant funding to proceed.

Growth in membership and participation

We need to encourage more participants to become members. At present, most crews are not members – if we could persuade them to join it would give us more members, but just as important it would give us more and *younger* members. We could also offer a form of membership to the Flushing and Mylor Pilot Gig Club (FMPGC) or the Falmouth Working Boat Association (FWBA), offering evening use of the new clubhouse.

We also need to attract other potential members. So we need to update our marketing: by improving our press relations and by targeting our online activity towards potential members at the

same time as covering the needs of our existing members. So we need a Press Officer (any volunteers very welcome!) to increase our profile in the local media. Also any volunteers with experience of online marketing through websites or Facebook etc would be very welcome!

Growth in use of clubhouse

One of our weak spots in applying for grants is the fact that the clubhouse is only used once/twice per week by the club. In addition, the local community use is around three sessions per week, typically lunch club, pilates, charity events and village meetings.

We can generate higher usage by trying to have more FSC club evenings, or by encouraging use by other 'compatible organisations' such as the FMPGC or the FWBA.

Funding

After a three year process Flushing Sailing Club has now gained full planning consent from Cornwall Council for a new Clubhouse. Our location on New Quay is iconic - located at the entrance to the Penryn River, on a historic structure which is Listed Building in a Conservation Area and the Cornwall Area of Outstanding Natural Beauty immediately adjacent to the Fal Estuary Special Area of Conservation ! We are very lucky to have such great position on the water but all of these designations did require a very high quality design and the need to demonstrate our careful consideration of these key national and internationally significant environmental characteristics. Close work by the Club with CAD Architects of Truro has led to a building recognising both the operational aspects of the Club - the roof pitch following the alignment of the start/finish line, an elevated operations room and providing a "statement building" which is so successful that we received no objections to the planning application from either our neighbours or the statutory consultees. Now the even tougher work - the fund raising starts !

We need to be assured of the funds before we can start to incur more expenditure.

First, the club has some reserves and some promises from members, and there's fundraising within the club (monthly draw and so on). We want £100k from that. (£70k so far)

Second, we need to apply for grants. This is harder than it was in the Lottery's heyday, but still possible. Mike Swingler and others are tackling the applications; £150k - £200k is what we are aiming for here, perhaps 3 or 4 separate awards: Heritage funds, Waste companies (Landfill tax) and others.

Finally, the last £100k: Guy English proposes to tackle 'high net worth individuals' who might be present or past members, sail, or simply live in the neighbourhood and wish us well. This means approaching suitable potential donors - he has a little list.... but if you are such a lucky/hardworking person, or you know someone who may be willing, please do let him know! Of course, if you are affronted at not being asked yet, get in touch with Guy.

We don't need money till we know we can get enough - commitments is what we are looking for. Assuming we do get suitable charitable status we will be able to collect Gift Aid - another 20% bonus, and gifts would be IHT deductible too.. (40% for some!)

Recognition: Some folk prefer to be anonymous, which we will respect. Others like a token - and publicity may bring more offers. So we are proposing a little table of barely-tangible rewards, with an Honours Board of Donors each of whom will become a Vice President of the club. In addition, a gift of £5,000 will earn the donor life membership, and a donor of £10,000 will receive life membership including racing fees.