

RTYC Statements of Intent

Goals		Objectives	Action Plan
Membership:	To reduce membership losses by constantly improving the offering to our membership	1 Reduce membership losses to 5% per annum by 2025	1.1 To appoint a Membership Champion
	To increase the membership of the club by targeting individual, corporations & organisations	1 Increase membership by 10% per annum	1.1 The Membership Champion to lead new membership drive
Training:	To develop the skillset of the membership and attract new members	1 Increase revenue by 10% per annum	
		2 Increase number of instructors	
Staff & Volunteers:	To improve succession planning and standards	1 Implement a training package for our staff & volunteers	
Social:	To increase the engagement of the Membership	1 Increase the participation year on year	1.1 Market quiz nights to all new members
			1.2 Quarterly Flyers to be set up & distributed
		2 Increase the range of events	2.1 Comedy Nights
			2.2 Set Thursday each month for monthly talks
			2.3 Food Nights set night each quarter
			2.4 Review of Event Profitability
			2.5 Promote New Acts
			2.6 Breakfast club
			2.6 Ad Hoc Events
Community Engagement:	To continue to foster good relationships with local stakeholders	1 Maintain & build relations with local organisations and companies	1.1 To appoint a Community Liason Officer
Sailing Events:	To improve the club profile nationally	1 Increase membership participation	
		2 Maintain external sailing events	2.1 Development of succession plan
Bar:	To provide a focal point for the membership and guests	1 Increase revenue in line with membership numbers	1.1 Promotion of Social Eevnts
		2 Improve net profit margin	2.1 Increase in gross profitability via reduction in costs 2.2 To monitor casual staff
Catering:	To provide a focal point for the membership and guests	1 Increase revenue in line with membership numbers	1.1 Improve standard of food
			1.2 Consider outsourcing of food production
			1.3 Expand availability of food offerings
		2 Improve net profit margin	2.1 Consider outsourcing of food production
			2.2 Improve staff training to reduce wastage 2.3 Improve staff training to improve quality of food
Facilities:	To have facilities fit for a modern world	1 Ensure access for all with facilities to match	1.1 Consider use of Roof Space
			1.2 Upgrade of changing facilities
			1.3 Improved Disabled Access
			1.4 Implementation Commodores Campaign
			1.5 Improved cycle storage
Financial:	To ensure the financial sustainability of the club	1 Maintain a club surplus each and every year	1.1 Implementation of all of the above
			1.2 Constant eye on fixed costs reduction