**3 YEAR IMPLEMENTATION PLAN**

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| **IDENTIFIED OPPORTUNITY** | **PLAN** | **LEAD COMMITTEE MEMBER** | **COMPLETION DATE** |
| We will enhance the high skills level of membership. | Skipper skills launched and monitored for success | Tim Bultitiude | 04/09/2021 |
| We will engage with our members in varied & challenging new ways, promoting the Club to potential new members. | Winter workshops monitored | Tim Bultitiude | 05/12/2021 |
| Commodores Cup | Mark Abbott | 01/12/2021 |
| SPYC Challenge | Mark Harling |  |
| Editors’ Photo Competition | Mark Taylor | 01/11/2021 |
| Winter Speakers | Stuart Robinson |  |
| We will increase ownership of events, by promoting members involvement in hosting. | Eberhart cup best event | Mark Abbott | 01/12/2021 |
| Menu choices for drinks and nibbles. | Sheila Barns | 01/03/2021 |
| Buddy, Buddy hosting | Peter Cox |  |
| We will engage with club members who don't attend weekend cruises, developing day sailing for, non-boat owners, less experienced or less able members. | Sailing day with defined objectives | Garry Stratton | 18/04/2021 |
| Midweek cruises to destinations | Peter Cox | 2022 |
| One day cruises in local area | Peter Cox | 06/11/2021 |
| Promote the skill set of non-boatowners to the less able | Garry Stratton | On going |
| We will make membership of the Club an invaluable aid to cruising | Tool trolly | Mark Abbott  Mark Harling | 01/01/2022 |
| Buy, 6 Children’s life jackets in 3 sizes, plus servicing. (Price based) | Mark Abbott | 01/03/2022 |
| Chart updated bi annually, almanac x3 updated annually library | Kevin Gillard | On going |
| We will encourage the next generation to sail | Children’s photographic competition | Mark Taylor |  |
| Inflatable event | Mark Harling |  |
| Young sailor’s bursary link with local area must get the media right. | Mark Abbott  Phill Barnes |  |
| We will strive to keep the Club the best value for money possible | New funding streams | Phill Barnes |  |
| Streamline expenditure | Richard White |  |
| We will announce ourselves to the wider cruising community, advertise the many advantages and facets of the Club, increasing our involvement with other clubs and the local area | Strapline and Mission Statement | Barbara De B | 01/04/2021 |
| Invite dingy sailors from Shotley Sailing Club on the navigation day and BBQ in evening. | Mark Abbott |  |
| Target Shotley Point Marina | All |  |
| Target Titchmarsh Marina | All |  |
| Identify other clubs that don't have a cruising club. Target them. | All |  |
| Circulate targeted motorboat flyers within marina | Peter Cox  All |  |
| Enlarge motorboaters from other marinas. | Peter Cox  All |  |