

MYC Strategy Group

4 April 2024

The Strategy Group

Elected members of MYC Executive Committee

- Russell Evans (Treasurer)
- Rachel Ace (Vice-Commodore)
- Geoff Hulland (Rowing Captain)
- Dick Lewis (Trustee)
- Kimberley Littlemore

MYC members

- Leila Connolly – The Outdoor Partnership
- Ceri Edwards – Rowing club member

MYC Strategy Group - address the decline in



FUNDS



MEMBERSHIP



PARTICIPATION/VOLUNTEERING



FACILITIES

Sailing & boating: participation & consumer trends

June 2023

RYA CYMRU • WALES

Liz Rushall, MBA, MCIM, BA

rushall marketing

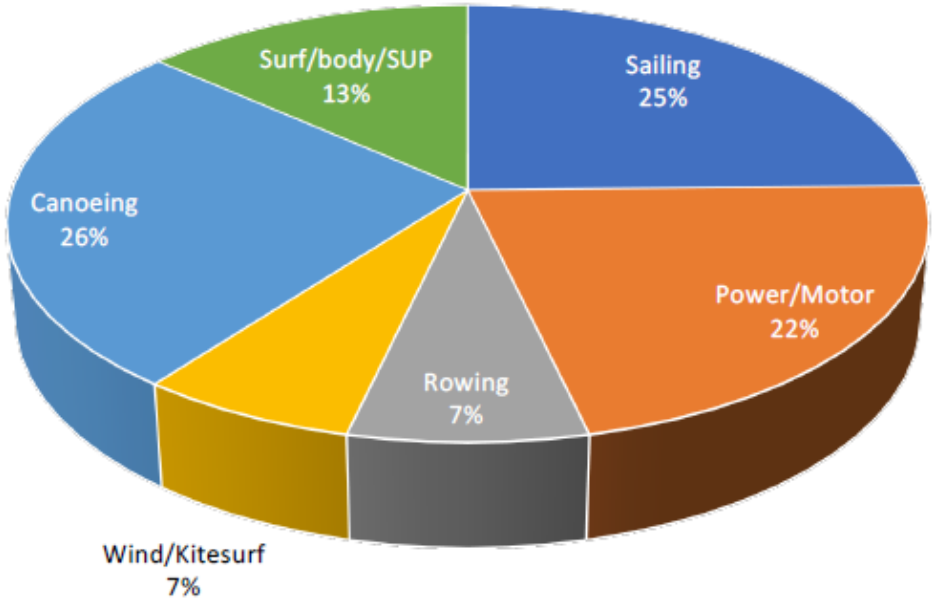
People **are** doing things differently

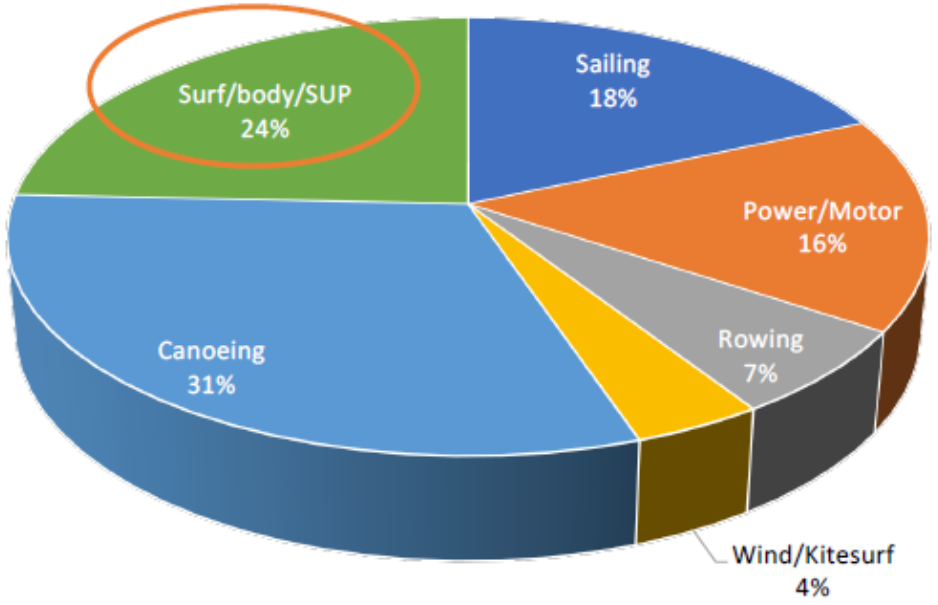
The watersports data in this decade shows a shift towards more watersports / multi-activities

2009

11% growth Surf/Body/SUP
5% growth Canoe/Kayak

2019



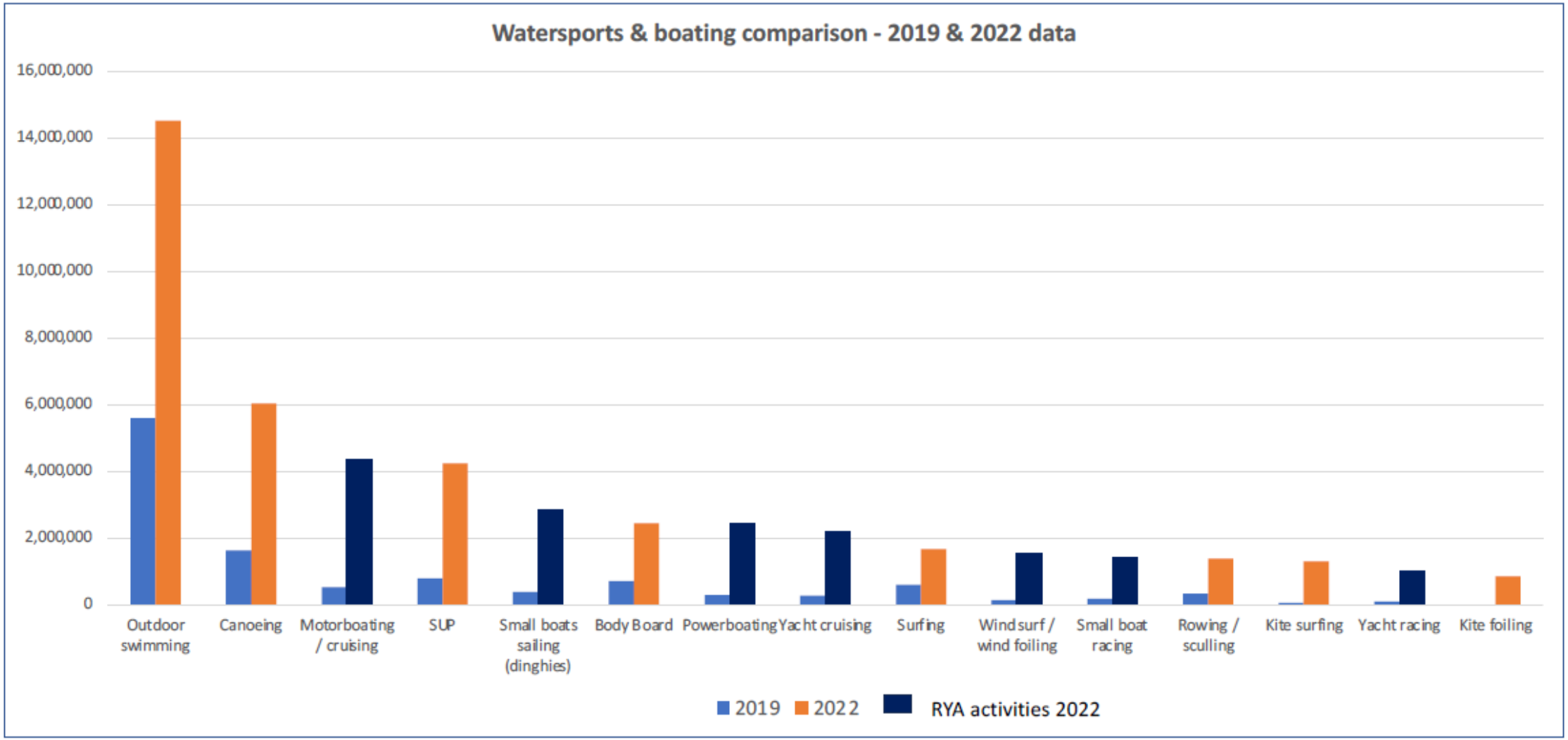


Total participants 4.8m

Total participants 5.3m

Source: Arkenford Watersports Survey, 2020

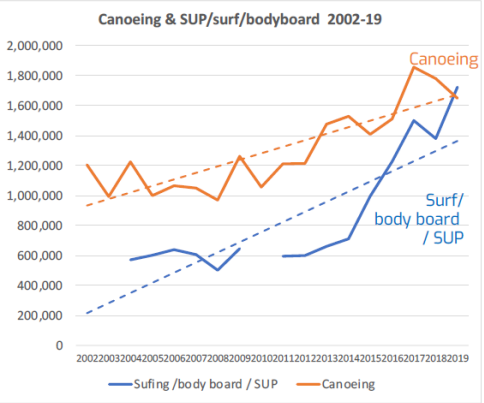
Watersports / boating comparison 2019 & 2022



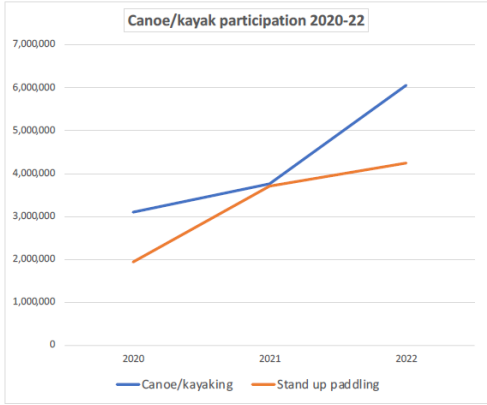
NB Participants may do more than one activity

Source: Watersports Survey, 2019 & 2022

Canoe & SUP participation trends 2002 to 2022



Since 2002: Canoeing: 37% increase, 444k
Surf/body/SUP : 200% Increase, 1.1 m
By 2019 SUP represents just over 1/3 of total figure



Since 2020: Canoeing: 95% increase, 6m
SUP: 118% Increase to 4.2 m

Reasons why SUP/Canoe continues to grow

- Quick & easy to use & do
- Relatively affordable, compared to boats
- Portable / Easy to store
- Accessible to many
- Product innovations: inflatables, touring
- Low maintenance
- Simple to book, buy / find info (Go Paddle)
- Easy to hire - without qualifications
- Easy to find places to start & continue
- Easy to get started / learn – without lessons
- Versatile – use anywhere
- Infrastructure/club house not essential

Younger @customers - doing things #differently

Talking a different language

	Maturists (pre-1945)	Baby boomers (1945-1960)	Generation X (1961-1980)	Generation Y (1981-1995)	Generation Z (Born after 1995)
Formative experiences	Wartime rationing Rock'n'roll Nuclear families Defined gender roles - particularly for women	Cold War 'Swinging Sixties' Moon landings Youth culture Woodstock Family-orientated	Fall of Berlin Wall Reagan/Gorbachev/ Thatcherism Live Aid Early mobile technology Divorce rate rises	9/11 terrorists attacks Social media Invasion of Iraq Reality TV Google Earth	Economic downturn Global warming Mobile devices Cloud computing Wiki-leaks
Percentage in UK workforce	3%	33%	35%	29%	Employed in either part-time jobs or apprenticeships
Attitude toward career	Jobs for life	Organisational - careers are defined by employees	"Portfolio" careers - loyal to profession, not to employer	Digital entrepreneurs - work "with" organisations	Multitaskers - will move seamlessly between organisations and "pop-up" businesses
Signature product	Automobile	Television	Personal computer	Tablet/smartphone	Google glass, 3-D printing
Communication media	Formal letter	Telephone	E-mail and text message	Text or social media	Hand-held communication devices
Preference when making financial decisions	Face-to-face meetings	Face-to-face ideally but increasingly will go online	Online - would prefer face-to-face if time permitting	Face-to-face	Solutions will be digitally crowd-sourced

Barclays.com - Talking about my generation

Demographics & the generations next 5-10 years

Active 3rd age
55+



Less early /mid 50s
65+ dropping

Gen X
mid 30s-50s



Mid to late 40s will drop

Gen Y
20s-mid 30s



Millennials will represent nearly 25% UK popln.
Will become the largest segment

Gen Z
teens-20s



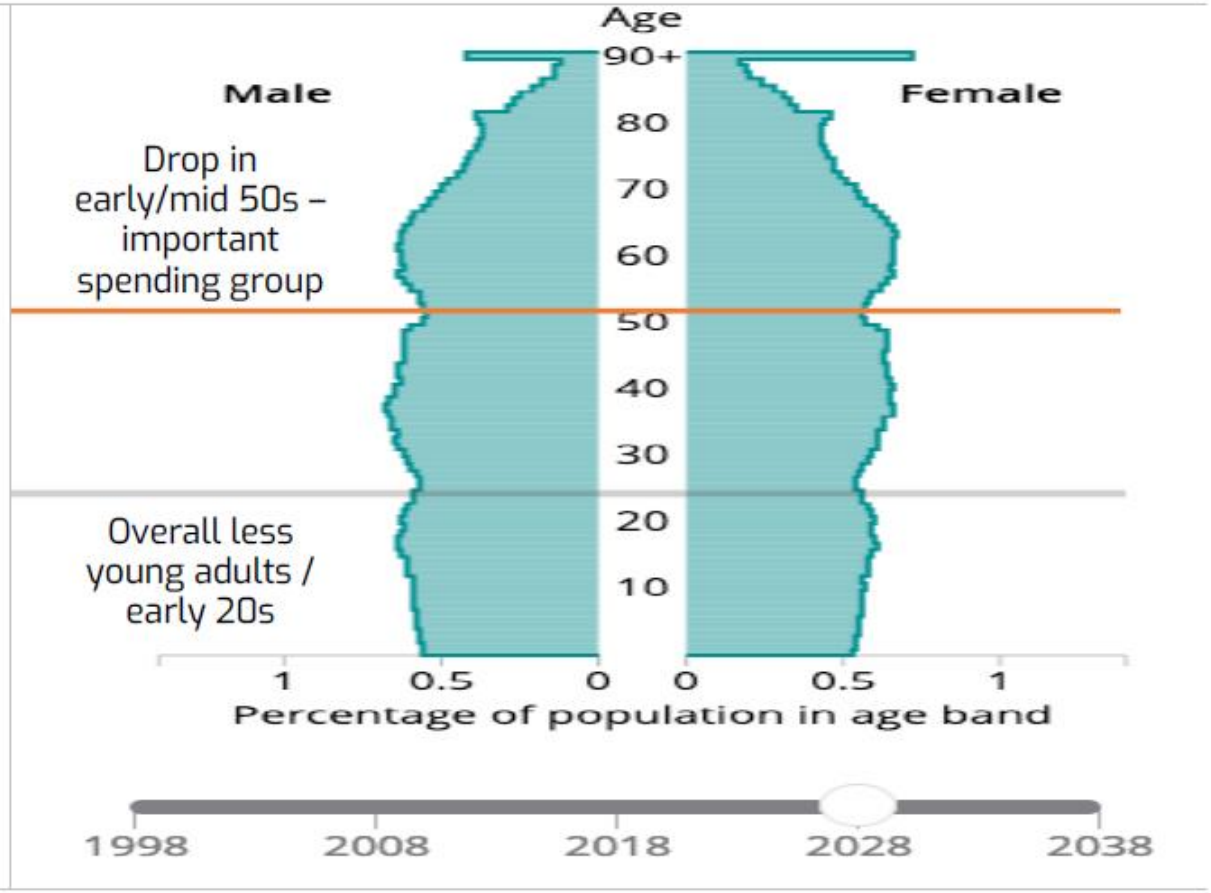
Fewer young people moving toward mid/late 20s

Source: Futures Report 2017

UK population – looking 10 years ahead



2018



2028

Gen Y & Z - outdoor recreation changes

Less interest in



Competition



Organised sport



Formal training

Moving towards…







Personal challenges
Multiple activities







Natural fitness
Lifestyle **…fun!**







'Just do it'
Experiences

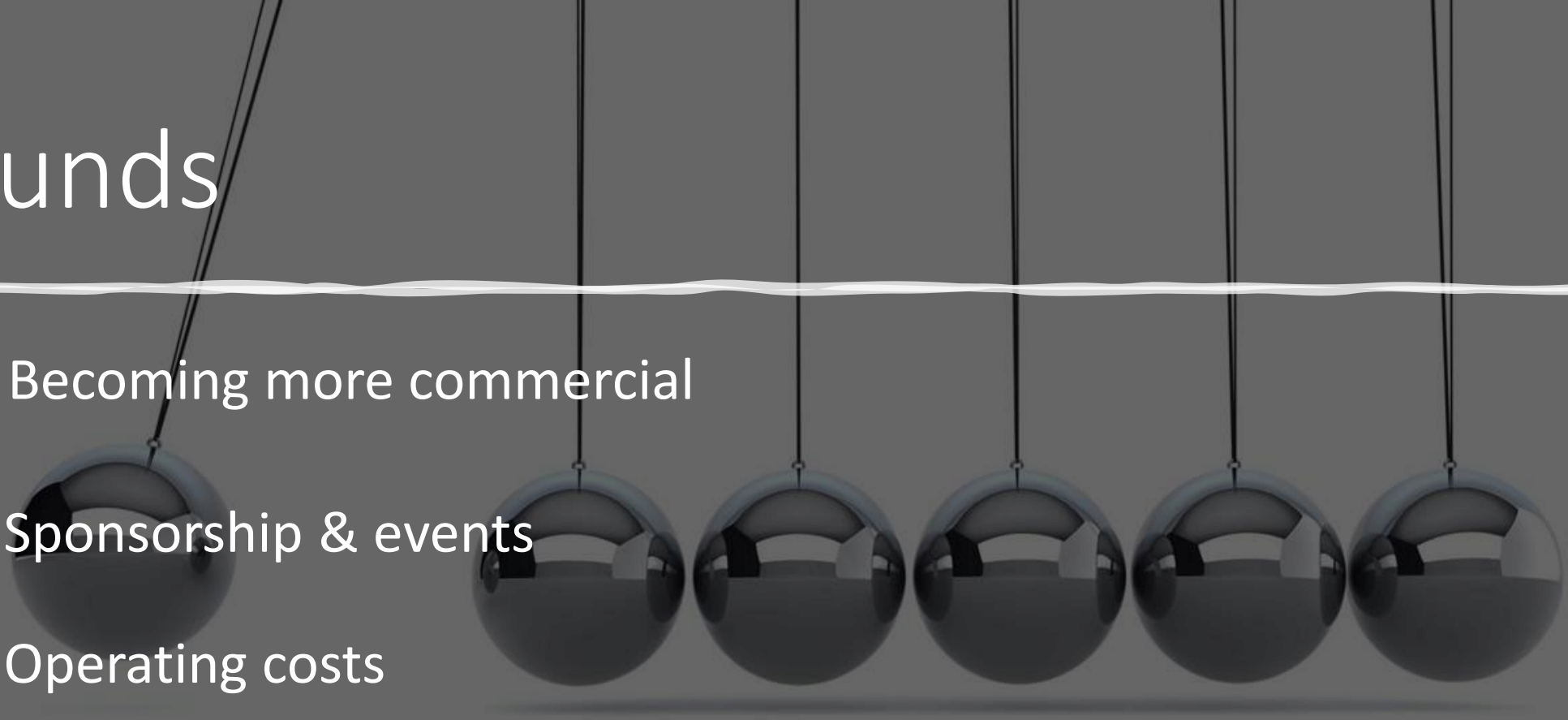
Source: Getting Active Outdoors 2015, Sport England

MYC Finances

Recent Trend in Finances £000s

	2021	2022	2023	2024 to date	
Cash	51	34	27	20	
Profit	9	-11	-10	-10	Est
Bar profit	-4	-6	5.5	-3	Est
Membership	21	26	26	28	
Utilities	4.5	6	11.5	12	Est
Cleaning	1.6	3.7	5.5	5.5	
Maintenance	1.5	4.5	1.6	6.6	
Grants	45	3	0	0	
Wages	29	31.5	32.5	37	
Waterside Operating Profit	-2.7	0	0.8	10	
Waterside M'tce	0	6.3	8	2.5	

Funds



- Becoming more commercial
- Sponsorship & events
- Operating costs
- Grants

Membership

- Membership income continues to decrease. How can we reverse this trend?
- Clubs that have examples of increased membership and participation



Participation and Volunteering

- How can we increase volunteer numbers?
- How can we create enthusiastic and inspirational volunteers?



Some clubs said they relied upon a small number of volunteers to sustain the day-to-day running of the club

These clubs depended on a few key members to carry out specific tasks, some of which were not included in the official club duty roster e.g. fixing boats, maintenance work around the club-house. Many of these members had years' worth of sailing experience and club knowledge, which made it feel more difficult to hand over tasks they could complete easily – creating a volunteering model that risked being unsustainable in the long term.



After training new members without much support for 5 years, Brian has decided to step back from this additional voluntary activity to focus on his on sailing

"I train people every weekend and actually, that's quite a lot of work." – Daniel, 60s (Pebble Loch SC)

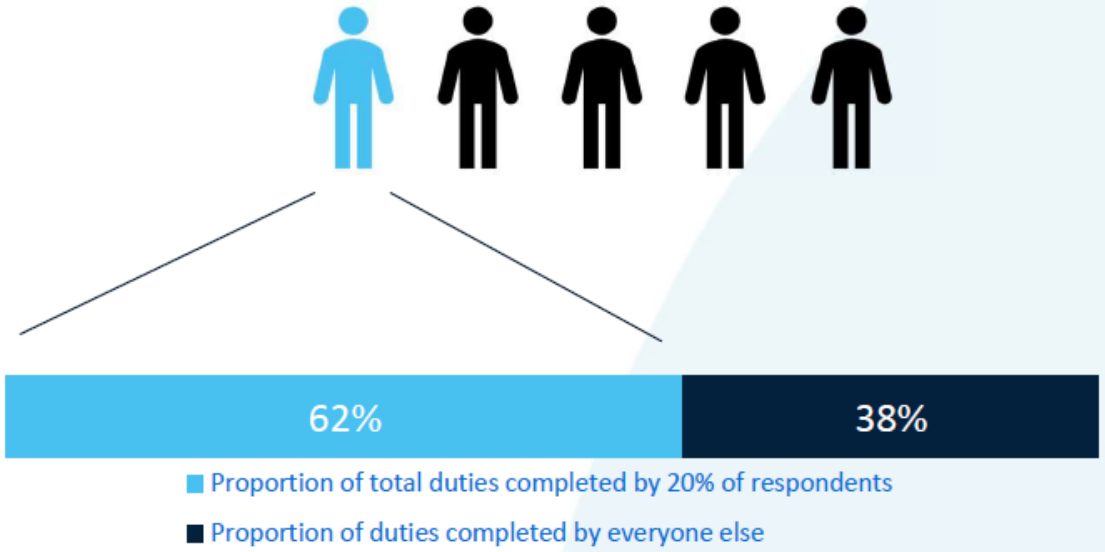


Tony regularly came down to the club to check if they needed any help, usually with fixing the boats. He felt other members didn't always keep up their share of the tasks

"Quite a few people come and sail and leave" – Tony, 50s, (Port Harbour SC)

RYA

Volunteering was unfairly distributed among members overall, with some contributing far more than others - meaning some members were underutilised for volunteering duties



A highly committed core of **20%** of members are completing **nearly two thirds** of the total number of duties. This equates to 172 people completing a combined total of 7556 duties over the past 12 months – or an average of **61.9 duties each.**

These highly committed members also comprised the majority of people who said that they felt others "did not always do their fair share within the club" in their survey answers.

RYA

The volunteer survey indicated there are opportunities to tap into members' desires to support their club

47%

of members want to **contribute more** to their club

***statistic taken from volunteering survey*

Just under half of those surveyed said they want to contribute more to their club.

There are a number of reasons why people do not currently feel they do enough.

This figure suggests that clubs could increase engagement by addressing their members' motivations in their membership offer – both in terms of activities and duties provided.

RYA

Barriers that prevent people from volunteering more regularly

Key structural barriers clubs encountered which could be overcome.

These barriers fell into 3 key areas:

1. Tensions with other members
2. Transactional view of membership
3. Not knowing how they could get involved

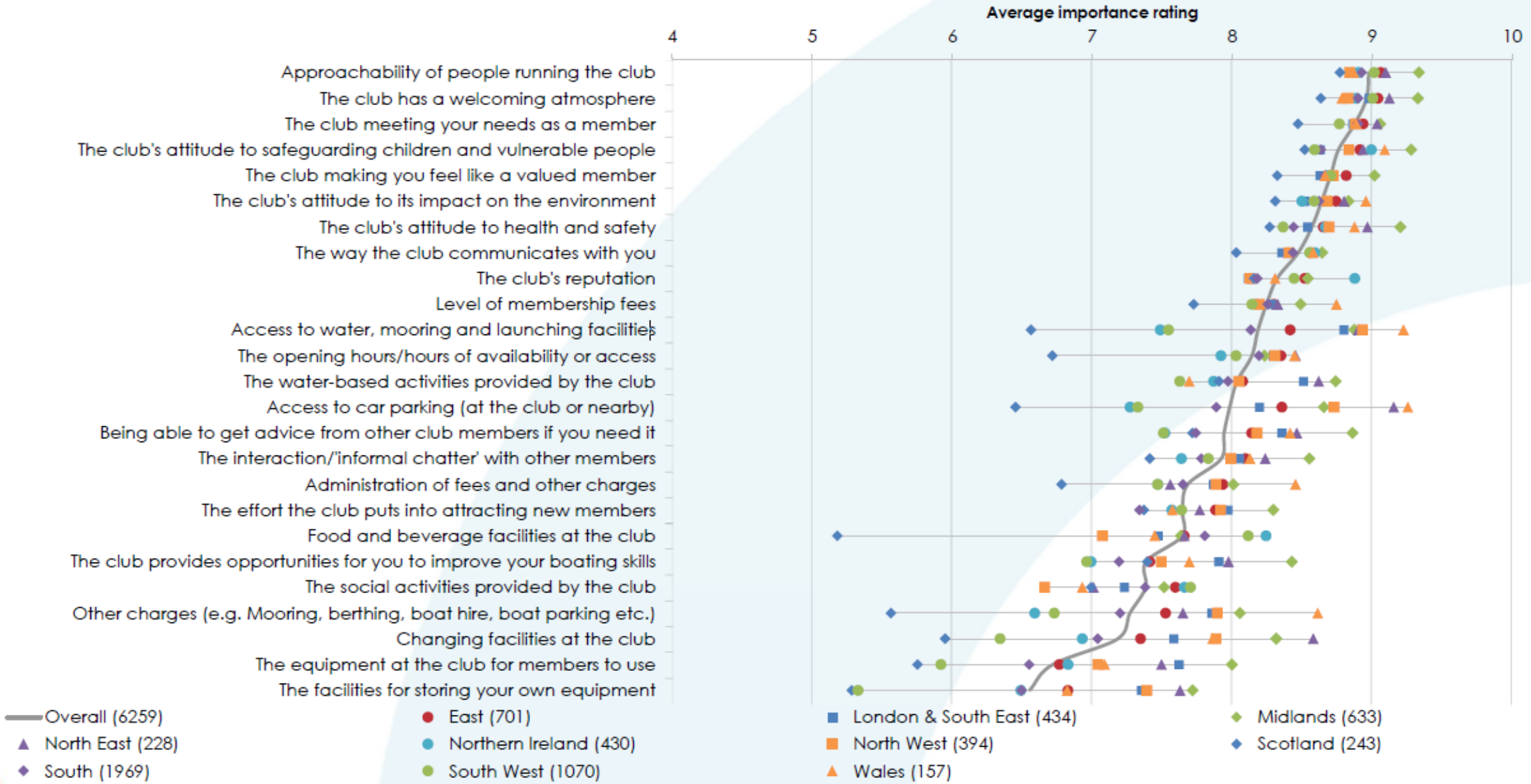
RYA

The four key drivers for club membership also impacted why people wanted to volunteer

SPORT	SELF	SOCIAL	COMMUNITY
• Love of sailing and boating • Learning to sail • Improve and pushing the sport, i.e. competing • Sharing the sport with other people	• Learning new life skills • Developing confidence • Gaining experience • Receiving training • Building identity and feeling proud of oneself	• Meeting new people • Making friends and maintaining friendships • Taking part in social events	• Feeling part of a group or network • Giving back • Having shared ownership • Contributing and helping others

Club Member Satisfaction

How important or unimportant are the following to you? *(1=of no importance at all,10=extremely important)*
Sorted in descending **importance order**



We have a sailing and rowing heritage dating back to the 1930s that we are keen to preserve















The Mumbles Coastal Community builds seafaring expertise

- Many local lifeboat crew learned to sail at MYC
- Their expertise and volunteering skills were nurtured by the Club
- Many of them are also volunteers for the coastal rescue service
- This is incredibly valuable



Facilities – Equality Diverse Inclusive (EDI)

Sadly, our current facilities are not fit for purpose.

Option	Advantages	Disadvantage	Outcome
Status quo	No disruption	This option is not sustainable	Discounted
Status quo and diversify eg SUP/swimming	No disruption New membership £	Building not accessible Changing not private	Discounted?
Refurbish existing buildings	Less controversial Inclusive – access etc Improves area Easier to attract new members	No easy funding availble No change to operating model and so not sustainable Prob more expensive than rebuild	Discounted
Refurbish existing buildings and diversify eg SUP/swimming	Inclusive – access etc Could make funding bid easier Improves area	Got to raise funding Have we got time? Prob more expensive than rebuild	Is this an option?
Collaboration with BCYC	Natural connection Proximity	Red lines –car park/use of their building	Under discussion but not clear what looks like
Rebuild existing site and diversify eg SUP/swim	More cost effective Improves area Inclusive - access	Would lose a base for yr Got to raise funds Have we got time? Main road	Is this an option? Potentially cheaper than refurb option

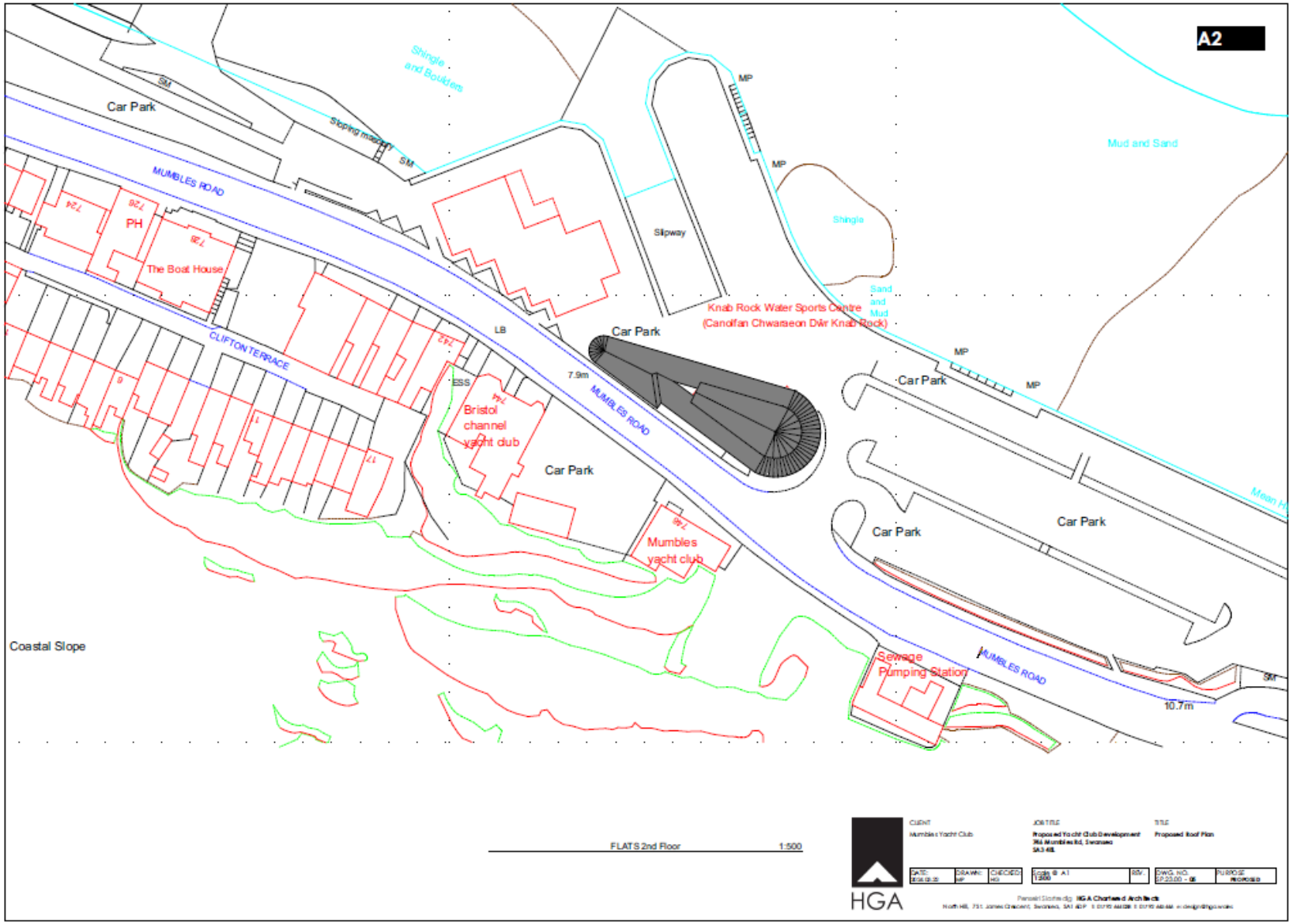
Option	Advantages	Disadvantage	Outcome
New build on Knab Rock and and diversify eg SUP/swimming			

Mumbles Watersports Centre

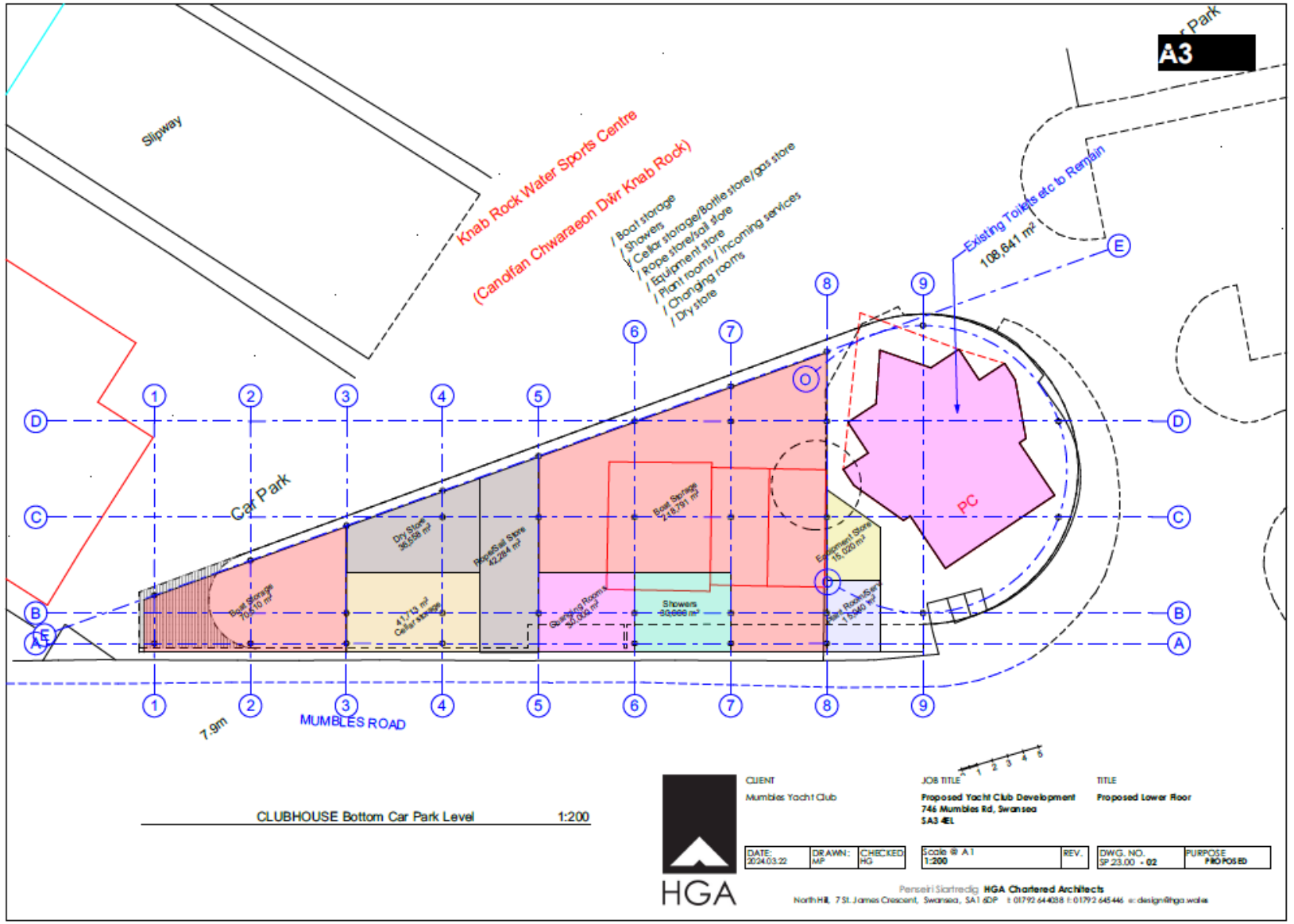
A tidal coastal watersports hub

Mumbles Watersports Centre

A Marine Centre of Sporting Excellence


A2
Shingle and Boulders
Car Park
SM
Sloping masonry
MUMBLES ROAD
PH
The Boat House
CLIFTON TERRACE
LB
ESS
7.9m
Bristol channel yacht club
Car Park
Slipway
MP
Shingle
Mud and Sand
Knab Rock Water Sports Centre
(Canolfan Chwaraeon Dŵr Knab Rock)
Sand and Mud
Car Park
Mumbles yacht club
Coastal Slope
Sewage Pumping Station
10.7m
FLATS 2nd Floor
1:500
HGA



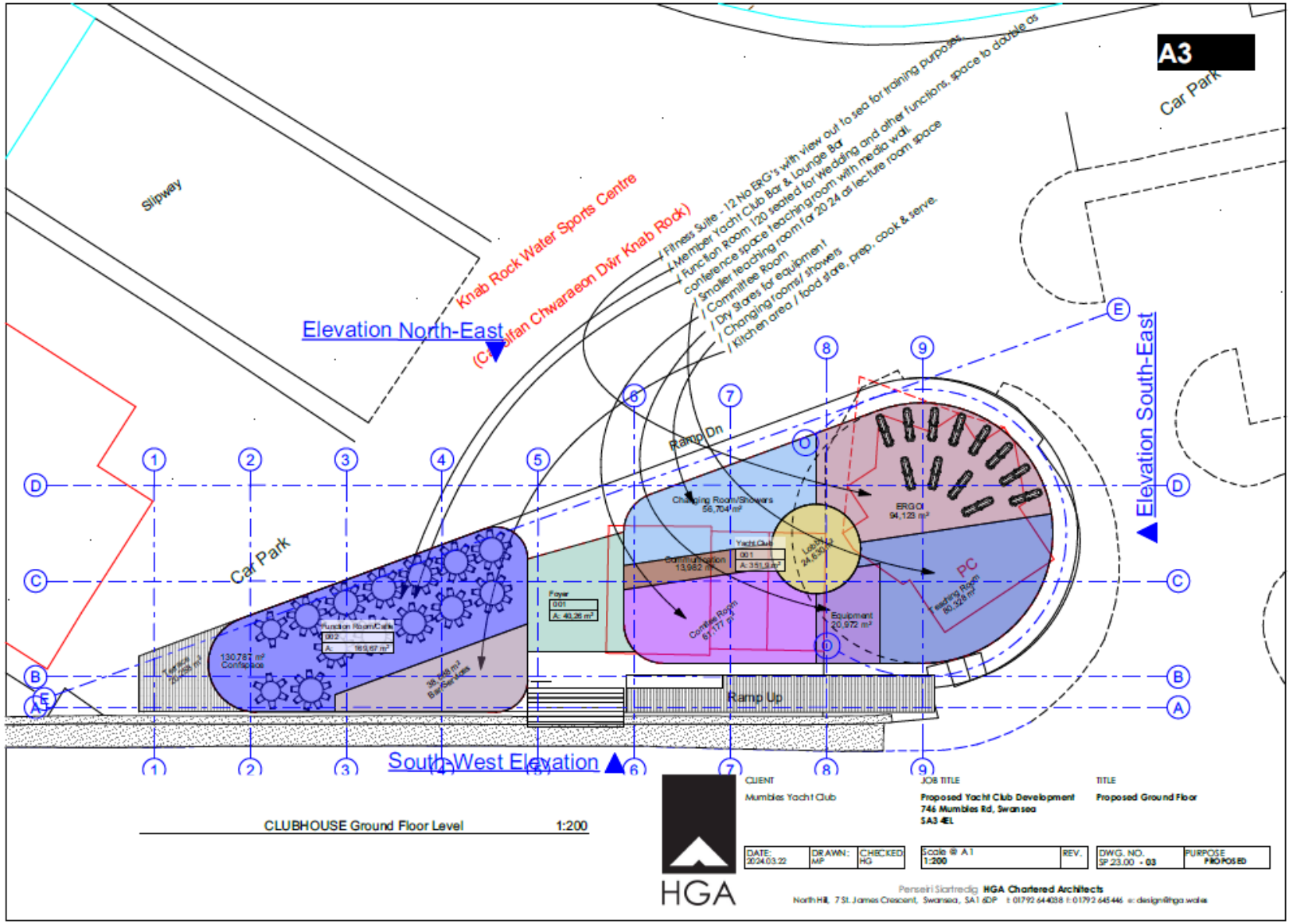


CLUBHOUSE Bottom Car Park Level 1:200

HGA

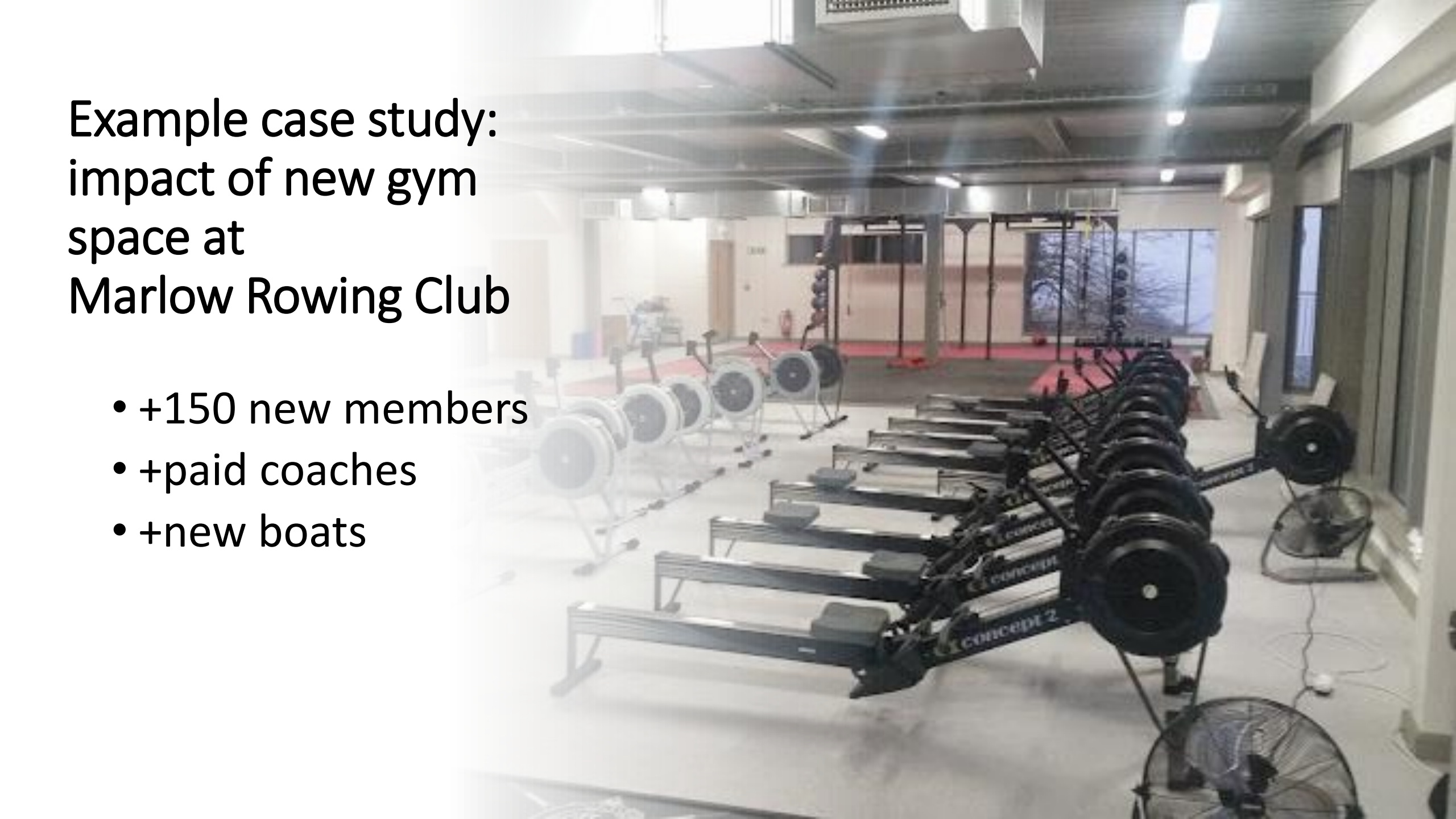
CLIENT: Mumbles Yacht Club	JOB TITLE: Proposed Yacht Club Development, 746 Mumbles Rd, Swansea, SA3 4EL			TITLE: Proposed Lower Floor		
DATE: 2024.03.22	DRAWN: MP	CHECKED: HG	Scale @ A1: 1:200	REV.	DWG. NO. SP 23.00 - 02	PURPOSE: PROPOSED

Penseiri Siartredig HGA Chartered Architects
North Hill, 7 St. James Crescent, Swansea, SA1 6DP t: 01792 644088 f: 01792 645446 e: design@hga.wales


A3
Slipway
Knab Rock Water Sports Centre
(Canolfan Chwaraeon Dŵr Knab Rock)
Car Park
Elevation North-East
Elevation South-East
South-West Elevation
Ramp Dn
Ramp Up
Car Park
Fitness Suite - 12 No ERG's with view out to sea for training purposes
Member Yacht Club Bar & Lounge Bar
Function Room 120 seated for Wedding and other functions, space to double as conference space teaching room with media wall.
Smaller teaching room
Committee Room
DIY Stores for equipment
Changing rooms/ showers
Kitchen area / food store, prep, cook & serve.
Changing Room/Showers 56,704 m²
ERG 01 94,123 m²
Yacht Club 001 A: 351,94 m²
Foyer 001 A: 40,26 m²
Function Room/Cafe 002 A: 169,67 m²
130,787 m² Conference
Committee Room 61,177 m²
Equipment 70,972 m²
PC
Teaching Room 80,328 m²
CLUBHOUSE Ground Floor Level 1:200
CLIENT
Mumbles Yacht Club
JOB TITLE
Proposed Yacht Club Development
746 Mumbles Rd, Swansea
SA3 4EL
TITLE
Proposed Ground Floor
DATE: 2024.03.22
DRAWN: MP
CHECKED: HG
Scale @ A1 1:200
REV.
DWG. NO. SP 23.00 - 03
PURPOSE PROPOSED
HGA
Penseiri Siartredig HGA Chartered Architects
North Hill, 7 St. James Crescent, Swansea, SA1 6DP t: 01792 644038 f: 01792 645446 e: design@hga.wales

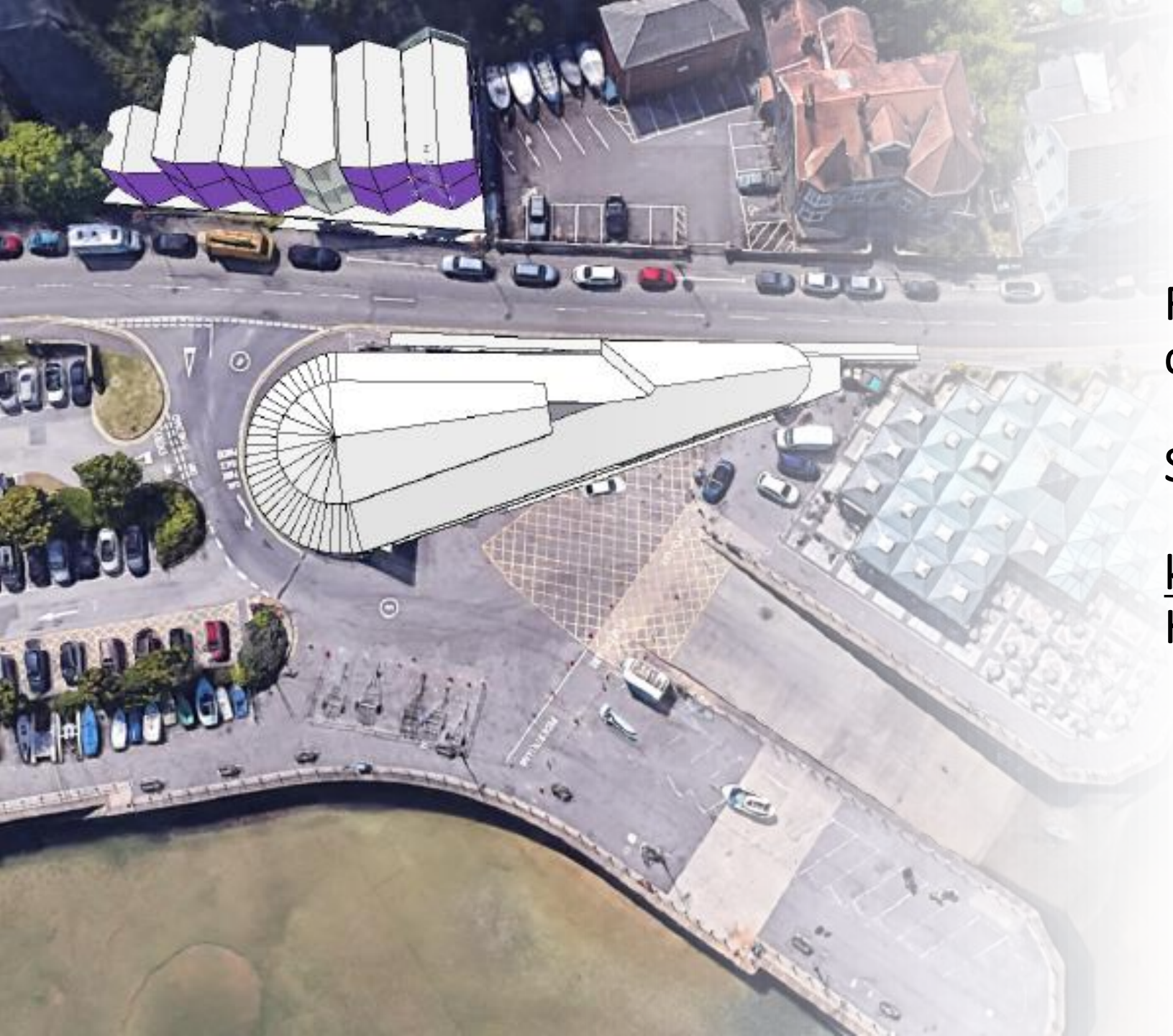
Example case study: impact of new gym space at Marlow Rowing Club

- +150 new members
- +paid coaches
- +new boats



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Option	Advantages	Disadvantage	Outcome
New build on Knab Rock and and diversify eg SUP/swimming	Realising the value from selling MYC building with planning permission Council get more houses Pays for new build (partly or totally) Can stay here during Benefits to Council (new lease+CAT) No road to cross Improves area	Uncertainties such as cost of a new lease Uncertainties of how much £ the flats will sell for Can we produce the right operating model work? Can we generate enough income to afford torun the slipway +public facilities?	Preferred



For further discussion please contact:

Strategy Group members

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