

What Members Can Do to Help Reduce Subscriptions

There are many ways that you as members can help us reduce subscriptions. We could make substantial further reductions in subs below the projected level of sub-£500 if you are able to do this.

All these numbers are indicative (please see footnote for further details and caveats) but are intended to give a flavour of the possible impact of each thing.

For every £11,000 of extra net revenue or £22,000 of buttery spend we could reduce full member subs by £20 and spouse member subs by £10.

Or, to put it differently, if in aggregate we could increase our net revenue by £56,000 we would potentially be able to reduce the full member sub by around £100.

If we had an increase in members of say 100 full and 50 spouse members, the reductions would be £109 for £10,000 of extra revenue, £124 for £20k of revenue etc.

I list below a number of examples. None of the things on the list are impossible, individually or collectively, far from it.

1. Come Sailing: come to the Ready to Race Weekend in March, get your boat on the water for the first races of the season and/or the Start of Season Party and sailing day, and sail all season. The more you come to the Club, the more you will feel you have got out of your sub and your subscription per day at the Club will come down.
2. Use the Club: use our buttery and bar more, both socially and on sailing days, if there is anything you don't like with the offering we have please tell us immediately so we can address it, support the dinners and class events, winter events etc. If say 200 of our most active members each spent say £100 more we would get £10,000 more net revenue.
3. Rediscover Your Club: we have all been through stages in our lives when getting to the Club has been difficult, or we get out of the habit, or lose enthusiasm for it. If 200 of our less active members got back into coming to the Club regularly that could easily result in getting £5,000 more net revenue.
4. Hold Private Parties or Dinners at the Club: the Club is a very popular and good value venue for members to hold private parties, dinners and the like and we can cater for up to 120 people seated, with access to overnight accommodation. If we ran say 20 events in a year, we could easily generate £20,000-£30,000 more net revenue. Contact the office for details.
5. Bring Your Company or Organisation, or ones you know, to the Club for Events: the Club is developing its offering for midweek external events such as team-building, off-sites, strategy days etc. Contact the office for details. As above, if we ran say 20 events in a year, we could easily generate £20,000-£30,000 more net revenue.

6. Tell your Friends about Weddings at the Club (or get married here yourselves!): the Club is a wonderful and quite unusual venue for a mid-week summer or winter weekend wedding and we have a fully developed and successful offering, including the ability to seat 120 people and offer overnight accommodation in our uniquely quirky rooms. We are now also licenced to do civil ceremonies at the Club. We do a dozen or more weddings a year. What each wedding contributes towards the P&L varies considerably, but a further 3 weddings could easily generate £10-15,000 extra net revenue.
7. Upgrade your Membership: upgrading your absentee membership to full membership or one of our other membership categories would enable you to have unrestricted or less restricted use of the Club again and if say 50 of our 200+ UK Absentee members did so it could allow us to reduce subs by up to £33.
8. Encourage your Spouse to Rejoin: if say 50 people joined or re-joined as full spouse members (remember non-sailing spouses no longer have to do duties unless they are supporting Juniors) or in one of our other membership categories we would create up to £12,750 of new revenue.
9. Help us Sell Sponsorship Opportunities: the Club is very disciplined about the extent to which sponsorship and advertising is used. However, it already is a valuable contributor to reducing pressure on subs and a further £10,000 of net sponsorship revenue after all attributable costs seems entirely within the realm of doable. Contact Stephen in the office for details of potential opportunities.
10. Volunteer your Time: any time you are able to volunteer could help us reduce costs. We spend a significant amount of money dealing with temporary cover for peak times in our workload that the permanent staff cannot manage. Any staff costs we can save on a sustainable dependable long term basis would have the exact same subs impact per £ as the other examples listed above. Click on the green Volunteering tab of the website
11. Use our Automated Systems: using our online systems, Dutyman in particular, will reduce a significant amount of office time and ultimately have the same benefit on subs as volunteering. If adopted widely, it is another source of potential subs reduction

All the above numbers are indicative but are intended to give you a flavour of the effect of various things and to demonstrate the powerful impact of members helping to increase membership numbers and/or increase revenue over and above what the existing team can feasibly manage.

Charles Hyatt
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Footnote:

For every £11,000 of extra net revenue or £22,000 of butterfly spend which we felt to be sustainable long term, there would be the potential to make a subs reduction. If the whole amount was applied

to our budgeted existing age 35+ full and spouse members only, this could allow us to reduce the full member subs by £20 and our spouse member subs by £10 per £10,000.

A simple calculation sheet to give further background to these numbers is available on request.