



Welcome to Gunner Sailing

Sailing and Adventure with the Royal Artillery Yacht Club

Club Objectives and Goals
Version 9.4 / Updated July 2025

Club Objectives and Goals v9.4

CLUB OBJECTIVE – To encourage sailing and seamanship among members and promote sailing within the Royal Artillery by providing opportunities, encouragement, funding, and support to all members of the Royal Regiment, especially younger members who wish to engage in the sport for adventurous training, as well as competitive and recreational benefits.

CLUB GOALS - 1) Increase and maintain active membership to 400+ (including serving members of at least 200); 2) Engage over 200 members and temporary members annually in various sailing activities, including at least 100 serving members under the age of 30; 3) Achieve satisfaction levels of over 80% in the AGM membership survey. 4) Manage club finances to meet goals with the funds for long-term improvement of our boats and equipment.

STRATEGIC ACTIONS and MEASURES

1. BOARD SAILING – Use a wide range of board sailing disciplines, together with our strong links with AISTC, as a way of introducing new serving soldiers to the RAYC, as well as entering/achieving success in Army and civilian BS competitions.

MEASURES: 1) +50 new members / TMs per year from AISTC; 2) Annual Board Sailing festival involving at least 30+ people; 3) Satisfaction of BS activities at AISTC activities at +80%; 4) Results from Army / Civilian championships.

3. OFFSHORE SAILING Encourage members to develop their sailing skills through our annual offshore regatta and by maximising the use of our two offshore boats or potential new boats, subject to confirmation of our Hull Replacement Plan.

MEASURES: 1) +100 members pa inc at least 50 serving members under 30 inc YOs and Phase 2 recruits; 2) 15+ entries to annual Yarmouth regatta; 3) Annual boat utilization of at least +40% for boat 1 and +55% for boat 2; 5) Satisfaction of OS activities at +80%; 6) Regular entries in wider OS events e.g. Tall Ships, Fastnet etc.

5. BOATS and EQUIPMENT – To maximise annual utilisation and revenue from exiting boats or by potentially upgrading our two offshore yachts that are more suitable for use by all RA units and our members (see options under consideration). To ensure that we provide the right kit and support for growing participation in all Board Sailing disciplines and for inshore sailing as required.

MEASURES: 1) High boat and equipment utilisation; 2) +80% satisfaction levels from users of current boats; 3) Positive membership feedback on equipment.

2. DINGHY SAILING – Encourage members and new members to progress their sailing skills with dinghy and day boat sailing via our strong links with AISTC, Sea View Sailing Club, plus regular entries into the Army championships.

MEASURES: 1) +50 members dinghy sailing at AISTC every year, including annual training week and regatta; 2) Annual keel boat regatta with at least 10 crews; 3) Satisfaction of DS activities at +80%. 4) Results from Army DS championships.

4. SAIL TRAINING / ADVENTURE TRAINING – To maximise our resources to offer a good range of RYA offshore training courses, together with adventure training opportunities with a focus on younger soldiers across the Royal Regiment.

MEASURES: 1) Run annual sailing training week at AISTC for at least +50; 2) Run at least +20 days for Off-Shore sail training per annum; 3) Use club boats to run at least 80+ days of adventure training per year, including option for winter sailing exercises; 4) Satisfaction of sail training activities at +80%;

6. MEMBERSHIP and PROMOTION - Use website, social media, Gunner magazine and emailing to regularly promote Club and recruit new members. Maximise history and facilities of the Club to drive membership. Keep fees affordable but at levels that cover principal admin costs of running Club.

MEASURES: 1) Increase active membership from 300 to over 400 by 2028; 2) Enhance participation among younger members; 3) Track the number of articles published in Gunner Magazine each year; 4) Monitor website and social media metrics, etc.