



ISLAND CRUISING CLUB

Dear Members and Supporters,

OCTOBER 2024

Our plans and hopes for this 2024 season have not been realised partly because of the severe rainwater damage to our houseboat Lady Adrienne (Lady A) which has made her unusable for this season. We also found that our website functionality hasn't generated the expected interest and although the website was visited many times we received very few enquiries for anything other than some courses for Island Spirit. Advice from the RYA was that we urgently needed to change to a new website and improve our social media presence. Following local donations to fund a new website and promotional leaflet we are just about good to go. Repairs to Lady A are well under way. Following many generous donations including a new set of ship's batteries, money to re-wire them in and to buy new bedding/carpets/ paint etc and some working capital to help get through to next year, we are still alive and making many plans to help us get to the windward mark.

If you received my letter by post then you will have seen from the copy of our new leaflet that we have put a lot of thought into the best direction for ICC to pursue. (Please would you pass on the leaflet or new website information to a potential new member) If you have received my update by email then please have a look at the final draft of the new website can be seen at www.islandcruisingclub.co.uk . When the website goes live it will be at www.islandcruisingclub.com .

Our conclusion is that we primarily need to be focused on finding active new members who would use the club regularly and who can in time help with the running of the Club. Our market research and feedback totally confirms that the plan is viable – we just need to get the word out to the many who don't know what we have to offer. The RYA have been very helpful and together with one of UK's largest training operations we are going to promote ICC as a destination venue for those who have trained to sail but don't have access to a boat. The availability of accommodation on Lady A is a key part to this offer.

Given the improvements and changes outlined above, ICC is now in a much more positive situation than it was 12 months ago. We will be doing everything we can to put the club in a better place by this time next year.

As always, thank you for supporting the club with your subscription which is in itself a very important income to help with ICC's basic costs. Please keep supporting the Club and if possible re-start your sub if it has stopped for a while. Please check that your subscription is leaving your account as normal.

Yours sincerely,

Richard Martin (Commodore)

commodore@islandcruisingclub.co.uk or tel 07967597527

P.S. If you have received this letter by post then it means we don't have an email for you. Please send me your email address so that we can save on stamps.

VOLUNTEERS – can you help with fleet maintenance – antifouling, painting, carpentry and mechanical jobs. There is accommodation available on board Lady A if you would like somewhere to stay.