

For Discussion at Mondays AGM

PSAA the Future?

Introduction

Since the summer the Management Committee has been considering the present position of the Association, options have been discussed and considered that may move us forward into the future. This document summarises the current situation and lists the options for your consideration in advance of a general discussion at the AGM in February.

You can make comments prior to the AGM, and Bob Detheridge our Publicity Officer will be co-ordinating them. Please email bd@interpen.co.uk, or telephone at 01803 524762, or email club on info@psaa.org.uk.

Currently

The Association has experienced a steadily decreasing membership base which has halved in the last 10 years, from around 850 to 400 (currently 360), and this has also resulted in a substantial reduction of membership income, and with less members' less takings over the bar, profits from the bar have also reduced in the same period.

Total bar takings are currently static at around £75,000 – £80,000 a year. Even with reduced opening hours, savings on wages, bar efficiencies, cost cutting and running more events through members and external sources, it is becoming more difficult to maintain the level of income, with fewer members having to support the cost base.

At some point in the not too distant future it is possible that income and profits could become less than the costs required to run the Association. We have savings, around £30,000, it is not Management policy to use this money to subsidise the day to day running of the Club. The Management Committee believes PSAA must consider alternative ways of operating and try to reverse the decline in membership and get current members to use the clubhouse more if it is to survive profitably in the longer term.

Sea fishing has declined as a sport in the last 15-20 years with declining fish stocks, and juniors are not taking angling up as a hobby. Freshwater fishing is, by definition, maintained largely by restocking as required. There is little coarse fishing featured in PSAA events even though a coarse section was commenced about 7 years ago.

Very few new members are younger than 20-40 years old. The majority of members are in the 50+ age group, and Junior membership is at an all time low.

Whilst the Association is intended to cater for all anglers, its obvious emphasis is, as noted by the current name, on sea angling. A proportion of the PSAA income is devoted to rewarding sea anglers for their success in catching fish.

Members are reluctant, for whatever reason to serve on the Management, Bar and especially the Entertainments Committee, and consequently a very small amount of income is devoted to social events. The majority of PSAA income now comes from the bar and Party type events. Previously, with a strong membership, this income stream was not necessary, but it is becoming increasingly important to assist our diminishing takings from a reducing membership. Membership consists of several categories although the only category with voting rights is Angling.

Publicity and promotional material has been mostly dedicated to sea fishing with freshwater activities receiving little or no publicity. There is minimal interest from media in other activities of the Association.

Few members (less than 10% of the membership) attend the Annual General Meeting so there is less opportunity of the Committee posts being filled. There is minimal regular communication between the committees and the members because of the lack of support on Committees and inadequate computer resources. The management Committee considers to improve matters that Ordinary members should be allowed to serve and have a vote on all Committees, and up to three of the six elected anglers posts on the Management Committee be open to election of Ordinary members.

Despite renewed publicity, there has been no substantial increase in membership. A new approach to potential members would generate considerable interest in local and national media. This should attract younger members, with consequent improved income.

The Future?

The Management Committee has discussed and considered a number of options. If approved at the AGM, such changes may improve our situation, and could justify holding a Press Conference at Ravenswood where local angling and leisure media editors could be entertained to demonstrate our facilities.

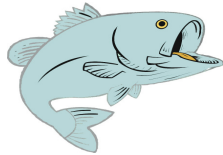
Together with a new approach to the market, new name and logo, plus enhanced product offering, the Club could embark on an aggressive sales campaign to both local and national areas. Any promotional activity would, however, fail if we do not make the best use of available resources to communicate with all members.

Proposed Options

CHANGE CLUB NAME

The current name Paignton Sea Anglers Association is considered to be too long, old fashioned and only represents sea angling. The common name used by members and others for the PSAA is the 'Anglers' or 'The Club'. It is proposed that we create a new, shorter more up to date trading name and brand logo for the Association, which is changed to "The Anglers".

A new logo and name is proposed, as illustrated: {other options may come forward at the AGM}



The Anglers

More than an Angling Club

For HMRC, VAT and Charitable status purposes it is prudent to retain the Paignton Sea Anglers Association name, and this would appear in small print on the bottom of our letter headed paper as "Paignton Sea Anglers Association trading as The Anglers".

MEMBERSHIP STRUCTURE

Historically, it has always been an unwritten rule of the Management Committee that the percentage of Ordinary membership of the Association cannot increase over the percentage of Angling membership. This has not been an issue in the past with a rising membership, but recently with a falling Angling membership it has become a limiting factor to increasing our overall membership. The Management Committee has taken advice and opinion from the Licensing Authorities who confirm that our current rules as written do allow the Ordinary membership percentage to be increased above the percentage of Angling membership without affecting the voting rights of Angling membership.

The Licensing Authority also advised that our procedures for signing in guests/non members needs to be reviewed. It is proposed to increase visits from 6 to 10 before membership has to be applied for. This would provide a more open access for guests/non members, with free entry for the first 3-5 visits, and a charge for remaining visits to be determined by the Management Committee.

INCREASE MEMBERSHIP

Management Committee will adopt a plan to increase membership amongst both angling and social members.

WEBSITE

Management Committee will adopt a plan to create a new website. It is necessary to update and improve the Club's website, create an achievable forward programme. Changes would allow members to be informed quickly about all aspects of the Club's activities.

NEW INCOME STREAMS

Management Committee will consider alternative income possibilities. With the potential for increasing membership, additional income could fund further fishing-based and social activities and better social activity resources. Renewed interest by promoting an increased programme of social activities could be forthcoming.

ASSETS

Our Clubhouse at Ravenswood is our most valuable asset, and the committee has discussed the option of selling it and downsizing to another property. Although a more central town location may be preferable, it was considered that it would be difficult to find such a property to suit our needs, and the workload involved with moving to new premises would be too great on the small committee we now have. The Management Committee will retain Ravenswood premises for the foreseeable future, but will make plans to redecorate and rebrand, especially on the ground floor and entrance area to create a fresh new image for the Association.

Notices of Motion for the AGM:

Alteration to Rule 1

Change of Trading Name

From "The Association shall be called "The Paignton Sea Anglers Association"

to "The Association shall be called "The Paignton Sea Anglers Association trading as "**The Anglers**"

Reason: To try and give the club a wider appeal and a more modern feel, Shorter name easier to remember

Alteration to Rule 10

From: Members under the age of eighteen years of age, Ordinary Members, Sporting Members, Temporary Members are not allowed to vote at meeting of the association.

To: Members under the age of eighteen years of age, Sporting Members, Temporary Members are not allowed to vote at committee meetings of the association.

Reason: to allow Ordinary members who sit on committees to have a vote at those meetings

Alteration to Rule 15.

Change "restricted to 6 visits per annum" to: "allowed up to 10 visits per annum,

Reason: To give potential new members more access, we may make some visits free it will also allow more access to members families who don't visit enough to warrant membership, we are also being advised to tighten our guest signing in policy by licensing.

Alteration to Rule 16.

From: together with six elected Anglers

To: " together with six elected Anglers or to include upto three elected Ordinary members"

Reason: To encourage Ordinary members to sit on committee and give them a voice