



ERC Strategy – A vision for the future



March 2018

Prepared by the Committee of Eskmuthe Community Rowing Club – for consultation and approval

History

The Scottish Coastal Rowing Association formed on 29 May 2010, to encourage boat building, rowing and racing coastal rowing boats around the Scottish coastline. They soon began encouraging coastal communities to build their own boats, principally St Ayles skiffs.

Following this, a group of men in Musselburgh decide to build their own skiff, which launched on August 18, 2013. Whilst the boat was being built, the boat makers established a club, which they called Eskmuthe to make sure they did not upset any ancient rivalry between the two towns of Musselburgh and Fisherrow. The club was constituted on 24 October 2012. The boat was called Honesty, after the Honest Toun of Musselburgh, and has 'Fisherrow' painted on its side to show respect to both towns.

The club continued to grow and in 2014 was rowing regularly, taking part in local regattas and applied for an Awards For All lottery grant to provide funding to build a second skiff. This was successful, and Steedie Falconer was launched in May 3, 2015. Steedie was named after a local fishwife who died during the time the skiff was being built. The boat was registered as SCRA No 95, the same age as Steedie when she passed away.

Following the launch, the club became a Scottish Incorporated Charitable Organisation (SCIO) on 22 April 2016; the members began training in First Aid and Seamanship and continue to learn about rowing and the sea. Other members are now trained as SCRA Umpires and are licenced to use VHF radios.

The club has always had a strong community spirit and has taken part in the town's annual festival and communities days. We held the first-ever Rowing of the Marches event in 2016 for the town's Riding of the Marches, an ancient festival held every 21 years to mark the town's boundaries. Our event marked the sea boundary of Musselburgh. We have also taken out many young people's groups including Scouts, Duke of Edinburgh and Barnados. We also do several taster sessions for anyone who would like to try rowing every year.

We have regular fundraising events open to non-members and are hoping to build our own boatshed in the future. We continue to take part in regattas throughout Scotland and the north of England and have begun having longer rows, including one from Fisherrow to North Berwick.

Mission Statement

Eskmuthe Community Rowing Club's aims are to:

- Run a community coastal rowing club to promote social and competitive rowing plus boatbuilding and maintenance for all members.
- Be an affordable, interesting and attainable water sports club that the community want to join
- Increase water-related activities (rowing) and promote health and well-being for the Fisherrow and Musselburgh communities
- Promote partnership and community involvement in the waterfront and waterfront regeneration
- Highlight the unique heritage and culture at Fisherrow and the surrounding waterfront area
- Provide a sport for all – young and old, rich and poor, any ability and a focal point for local people and visitors

Vision

To be a non-elitist well-established option for everyone who wants to try a local water sport.

To have our own place on the seafront alongside the other water sports clubs.

To ensure our members feel motivated and interested in club activities they have suggested themselves and the Scottish Coastal Rowing events.

Strategy Priorities for 2018

To continue our mission into 2018 we looked at our current Strengths and Weaknesses and considered what Opportunities and Threats could take place. (SWOT analysis)

Strengths

1. Charitable status allows us to apply for funding and grants
2. Enthusiastic Committee members willing to progress the mission
3. Good external communication particularly social media
4. Latest survey of members confirms people are happy with the club
5. Increasing membership

Weaknesses

1. No permanent central place to repair the skiffs and hold equipment.
2. Governance – not all policies and procedures in place
3. Website not yet live

Opportunities

1. New Harbour/Waterfront association being established, Eskmuthe is involved and becoming a stronger voice in the area
2. New members bringing new skills and enthusiasm in new areas
3. New funding opportunities appearing as companies and associations become more charity & community focussed

Threats

1. Not being able to keep on top of repairs and maintenance all year round
2. Not enough people come forward to help take on tasks
3. Lack of coxes
4. Need for more training as the club grows
5. New funding opportunities not identified

Goals

To continue the good progress the club has made over the last 5 years establishing itself as a permanent sport for Musselburgh. To continue with the project to build a boathouse on the waterfront. The boathouse would also allow us to more easily maintain the skiffs, have somewhere central to hold our equipment and attract new members.

- The boathouse project therefore should progress throughout 2018.
- Finalise all the outstanding policies and procedures by the end of the club year.
- Finalise the Website by the end of the club year and continue to keep it up to date.
- Create training and membership strategies for the year and track progress.
- Continue regular social media presence.
- Participate in SCRA and other club events.
- Continue to increase membership (see membership strategy)
- Build reserves
- Develop 3-5 year goals with input from the membership
- Continue with action plan