



Email Title : The Future of the SMTC

Dear Member

2020 has been a quite extraordinary year for us all; it's also allowed me plenty of time to reflect upon the future of our Club with valuable input from the Secretary and senior Members.

As I set out in my address at the AGM in February, I am determined that we continue to enjoy our Club and everything it means to us all. Whilst it's my privilege to lead you, the Club is defined by its Membership. And however tempting it may be to look nostalgically backwards through rose tinted glasses we need to look forwards to our 150th Anniversary and beyond.

When it comes to defining what the Cresta means to us all I believe it is quite simple: the SMTC is the finest amateur sporting Club in the world. I'm referring not only to the exhilaration of riding, but the camaraderie and friendships we share both in St Moritz during the season and all over the world during the rest of the year.

Three key areas focus my thinking:

Riding and Racing at the Core

At the heart of our Club is the Run and the huge thrill of riding and racing. Without a Run there could be no Club, and so I am totally committed to working hard to ensure Members of all abilities continue to enjoy their experience of riding and racing on the Cresta, and to encourage them to bring their friends.

Maintaining and Growing the Membership

No successful Club stands still – we have to move forward and continue to attract new Members to the SMTC – not for the sake of it, but because the future of the Club depends on this. There is a balance between retaining the features of the Club that the current Members value whilst staying relevant and attracting the next generation of riders and Members.

We remain sensitive to Members who were reluctant to see the increased riding by lady riders. We are taking measured steps including addressing such practical matters as shared space in an already cramped Clubhouse and issues around racing.

Evolving the Club Spirit and ensuring its health into the future

Our Club Spirit is very special – it is difficult to articulate what exactly defines it – suffice to say we all know it and love it.

For me, the Cresta Spirit is about the bond that we share from our love of the sport, of the fear, the fun and friendships we experience together both at and away from the Run, and which increasingly over time we have been able to enjoy as families.

We don't want the Spirit to change dramatically and we do want it to continue to be the rare thing it is. Collectively that is our responsibility. No one person or group can dictate the recipe for the Cresta Spirit; but we all can play a role in looking after it. Despite some differing views in recent years, we can all see that the greater goal is to preserve what we love and look ahead to a continuing bright future for the Club.

At the AGM I promised the Committee would seek input from all the Members to try and distill our hopes and fears for the Club's future so that we can move forwards once everyone has voiced their opinions.

To that end, this survey has been designed to explore Members' attitudes to the Club, participation in riding and the degree to which you feel that your behaviours have changed in recent years – as well as some forward looking questions.

I would be grateful if you would take the time to complete the survey by **Monday 5th October 2020**.

It should take no more than **15 minutes**.

Please click on this link to take you to the Survey:

<https://www.surveymonkey.co.uk/r/SMTCMembershipSurvey>

Please do not forward the link to anyone else - it is for your response only.

All responses will be treated in accordance with professional guidance on data protection and complete confidentiality.

I look forward to reviewing your responses and to welcoming you back to the Club this Season. We have included a question asking for an indication of your intentions to visit in Winter 2020/21 and I would be grateful if you would answer this question to the extent that you can at this point to assist with our planning, about which I will be writing to you very soon.

With very many thanks,



James Sunley
President

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If you have any questions on the survey, please contact:

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