

## **Comet Combined Class Association – Trio Builders Report, January 2026**

2025 was the first year that I did not build any new Trios. This situation is not unique to me, demand across the industry has been significantly down. Fortunately, I don't just offer new boats, sail repairs and boat repairs have kept us ticking over.

What the last year has done, has given me time to think about where I want to go with Peak Dinghy. I have realised that I have all the makings of a good little business, it just needs a better sense of direction, a plan to follow and the determination to deliver that plan

So what ideas for my plan in 2026? Well, towards the end of last year I managed to get a small grant to improve our website. The new one is going live any day now, so please take a look and let me know what you think.

I intend to use the new website as a foundation for a marketing campaign. I will be the first to admit that marketing is something that has been sadly lacking. It's good to see the Class Association investing some time and effort in membermojo and I will use that to share relevant information with you. Don't worry, I am not planning on bombarding you.

It's a few years since I sent out a Peak Dinghy Newsletter, but the Mailchimp account is still intact. So, I will be pressing that back into service a little too.

I would love to exhibit at the RYA Dinghy Show. Unfortunately, the rates that they charge a small business like mine are too high. I have tried to convince them that they should try to support a small business like mine. Especially, when you look at the number of similar businesses that have closed. Who's going to repair a tear in a sail or a ding in a boat when we are gone? Sorry, moan over !

If you have any suggestions on ways to promote the Trio, please let me know.

I hope you have a great time sailing in 2026.

Thanks

Glyn

Peak Dinghy