

BMAA Council meeting

1 November 2021 @ 0930

Extraordinary meeting of the BMAA Council to discuss short- and medium-term strategy



Present:

Tim Burrow [Chair]

Derek Lamb [by zoom]

John Waite

Bill Davis

Rob Grimwood

Ed McCallum

Rob Hughes [BMAA CEO]

Apologies: Richard Bisiker.

Reference: Chairman's agenda (attached)

General discussion

Confirm the relationship between Council and the CEO; The Council has the authority to decide policy and strategy and to direct the CEO to implement decisions. The CEO reports back to Council any impact of the implementation of such decisions.

BMAA needs to improve the link with clubs/schools. Work with clubs/schools when they have open days or events to promote their activity and also to attend these events to represent the BMAA.

The Panel of Examiners comprises Fiona Luckhurst, Marcus Dalgetty, Dave Garrison, Graham Hobson, Phil Reed, Rob Grimwood. Their main responsibility is to maintain training standards. This is primarily through the examination of instructors.

The BMAA should promote flight instruction through information, seminars, advice and support to encourage more FIC schools.

The position of Flight Training & Liaison Officer needs to be redefined. It should be linked to the Panel of Examiners and be able to support the work of the panel. **ACTION: RG to review the FTSLO job specification.**

Staff members are encouraged to connect with Council. Reports for council meetings should focus on director-level information and not day-to-day managerial detail.

(Amanda Lord (AL) joined the meeting via telephone)

Promotional activity for 2022

- Regular YouTube videos, including adding them to the BMAA website.
- Website – continue the refresh and ensure consistent branding, add videos.
- Consider attending the 'Private Flyer' shows. The organiser has offered a microlight-specific section. This would be a good opportunity to appeal to potential Light Sport Microlight (475 to 600kg) pilots.
- Identify a series of events for 2022 for the BMAA exhibition trailer to attend. These should be low cost, shared with a local flying school and appeal to non-flyers. The local school should provide an aeroplane (ideally a flexwing) and contribute to the site costs. In return the BMAA supports and promotes their

involvement, provides a BMAA staff or council member to represent the BMAA while the school can also promote their own services and sell flight experiences and flying training.

- Should the BMAA organise an instructor seminar in 2022 – and include non-instructor content? Expand it into a social event (with dinner/overnight hotel stay)?
- Encourage student pilots who are not BMAA members to join.
- Encourage all microlight pilots to support and join the BMAA.

(AL left the meeting)

Other initiatives

- BMAA should target up to 5 County or regional shows for 2022 and to take video footage of one or more of the events for BMAA's own purposes.
- Set a budget for exhibitions and the trailer for 2022.
- To change the perception of the word 'microlight', BMAA should consider advertising in GA magazines.
- Aim to maintain membership levels at 4000 and to concentrate on the range of microlights now in the BMAA with emphasis on promoting Light Sport Microlights (LSM).
- Partner with LSM manufacturers at shows to sell new 600kg aircraft.
- Offer a reduced permit fee to SSDR non-members to return to 2-seat flying
- Expand the 'Club' aspect of the BMAA (as opposed to the engineering/regulatory services)
- Promote the Wings scheme to instructors. Add Wings credits to the Open Series.
- Host an online pub night or occasional Q&A with the CEO or other Council members.
- Define the focus of promotional material and activities – to target specific groups of potential members.
- Attend the Aero Expo at Friedrichshafen to encourage European LSM manufacturers to sell in the UK.
- Promote the environmental credentials of microlights vs. heavier aircraft and also the green and natural spaces that are small/grass airfields.

Decisions

- 1) Promote BMAA membership to everyone flying microlights (and FLPHG). **ACTION: CEO to create a draft plan to highlight the 'club' aspects of the BMAA to attract non-members**
- 2) **ACTION: AL to identify up to 5 County/regional shows and liaise with local schools to draw up a costed plan.**
- 3) CEO to attend Aero Expo in Friedrichshafen. ACTION: CEO to
- 4) Promote Light Sport Microlights to current GA pilots

Rob Hughes

BMAA CEO

3 November 2021