

BMAA COUNCIL MEETING

Deddington. 24/09/2018 0930

The purpose of this meeting is to receive a microlight school and member research project report and BMAA Member Survey; to discuss the findings; to review strategy planning with a mind to improve member experience, to increase membership, to increase participation in the sport of microlight flying in the UK.

Present

Rob Grimwood	RG Chairing the meeting
Richard Bisiker	RB
Tim Burrow	TB
Rob Hughes	RH
Derek Lamb	DL
Gavin Teasdale	GT
Frank Thompson	FT

Geoff Weighell	GW
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Amanda Lord	AL
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Introductions

Each person present introduced themselves.

Amanda Lord had been contracted to conduct the survey and present the findings.

AL Report

The research report was presented and each item discussed in detail.

GW Survey

The member survey was presented and the synopsis discussed.

(AL left the meeting at 1400)

The members discussed the findings of both reports and concluded that initial action should be taken on three fronts.

Schools

Schools should be assisted where possible to help grow their businesses in order to demonstrate a better and more positive link and working relationship with the BMAA. Additionally, schools which committed to enrol all students in the BMAA would be rewarded by a zero-cost fee structure for membership and permit revalidation for school aircraft. This would be used as an incentive to promote BMAA membership.

Digital media

Better use of all digital media to promote microlight flying and engage with members.

YouTube BMAA videos. "Promoting microlighting" RH to write draft, consult and action. Target date next meeting. **Action RH**

Video competition for members similar to the photo competition. RH to launch video competition.

Action RH

Communication

Better communication of BMAA activity with members including staff day to day work.

Outside help will be needed for managing information dissemination as current staff are not trained to effectively do this.

GW Meet the BMAA days are an important part of this type of communication.

Personnel

It was agreed that AL should be asked to take a lead role in guiding the required improvements in all three areas to achieve continuity of message and approach. RG suggested an initial contract of 100 days per year. GW would agree terms with AL. **Action GW**

Next meeting

Previous strategy document review. Strategy SC to review following Council members' review at the next meeting.

5 in 5 to be adopted as BMAA policy

GW to write article to reflect the minutes. **Action GW**

Meeting closed 1545.