

British Aerobatic Association 2017 Annual General Meeting Minutes

Introduction

1. Welcome by the Chairman (Steve Todd)

There were 24 members present. The chairman thanked the Arrow Mill Hotel for hosting the event and Jen Buckenham for the administration.

2. The minutes of the previous AGM

There were no comments on the minutes that had been available on the website since shortly after the last AGM.

Review of 2016

3. Report of the Chairman (Steve Todd)

The chairman congratulated the following who had received notable recognition during the year:

- Alan Cassidy had received an FAI Silver medal.
- Brian McCartney had received a Royal Aero Club Bronze Medal.
- Emily Collett had received the Brabazon Cup from the British Women Pilots' Association.

The new events in 2016 were the highly successful "Get into Aeros" events for both power and glider. There had also been the first RV event.

4. Report of the Head of Contest Organisation (Brian McCartney)

It had been another successful year. Two aircraft were damaged in landing accidents but nobody was hurt. The emergency procedures worked well.

The "Get into Aeros" and RV events were very good new events. Apart from September, the judging lines had been staffed satisfactorily. Brian thanked Rod Hervé for being a glider pilot who judged at power events and the HCO wished for more crossover.

In the coming year, the Judging School will be at Sywell. The next day, there will be a seminar for potential and actual CDs and CJs. There are some rule changes for 2017 and these will be on the website. Advanced power now includes tail slides and gliders no longer have a harmony mark.

There are fewer power events in 2017 but more classes at each event so that the number of available sequences will be similar. Sywell used to charge a per day fee for the Senior National. Jen had negotiated a fee on a per pilot basis. Even so, the event will cost £2,000 to stage.

Jen Buckenham took this opportunity to thank those who had contributed to the cost of her wonderful flight in a Spitfire. Paul Brice and Brian McCartney had organised this at no cost to the Association.

5. Finance report (Paul Brice)

In summary, there was an overall surplus of £10,000. Primarily, this was because less was spent on supporting the international teams. Membership subscriptions and contest fees had risen as well. This provided a solid basis for development expenditure in 2017 and 2018.

Paul thanked David Cowden for his continuing generous support of the international teams. Also Philip Meeson for his donation that was used for the Get into Aeros initiative.

Overall financial summary

All figures in £'000

	2012	2013	2014	2015	2016	Change
Receipts	31.1	29.9	26.6	27.9	32.2	+15%
Payments	(27.7)	(30.2)	(23.7)	(38.9)	(21.7)	(44%)
Net cash result	3.5	(0.3)	2.9	(11.0)	10.5	
Cash at period end	44.8	44.5	47.4	36.4	46.9	+£10.5

Analysis of receipts

	2012	2013	2014	2015	2016	Change
Subscriptions	13.9	16.4	11.3	11.0	13.6	24%
Comp fees	12.9	11.4	10.6	10.3	12.7	23%
Sponsorship	0	0	0	0	0	-
Other income	4.3	2.1	4.7	6.5	5.9	(9%)
Totals	31.1	29.9	26.6	27.8	32.2	16%

Analysis of payments

	2012	2013	2014	2015	2016	Change
UK comp costs	6.6	7.0	8.0	8.2	11.4	(39%)
Team costs	13.4	11.3	6.5	20.9	1.9	-
Bursaries paid	0.7	4.4	2.6	2.1	1.8	14%
Insurance	1.1	1.1	0.9	0.9	0.9	-
Affiliations – AOPA etc	1.6	1.7	1.7	1.8	2.1	(17%)
Other payments	4.3	4.7	4.0	5.0	3.6	28%
Totals	27.7	30.2	23.7	38.9	21.7	44%

- ▶ UK comp costs include £4k of aircraft hire for the Power Get Into Aeros event.

Election of directors

6. Nominations

There were three nominations for the three vacancies. Accordingly, Jen Buckenham, Paul Conran and Rodolphe Hervé were elected.

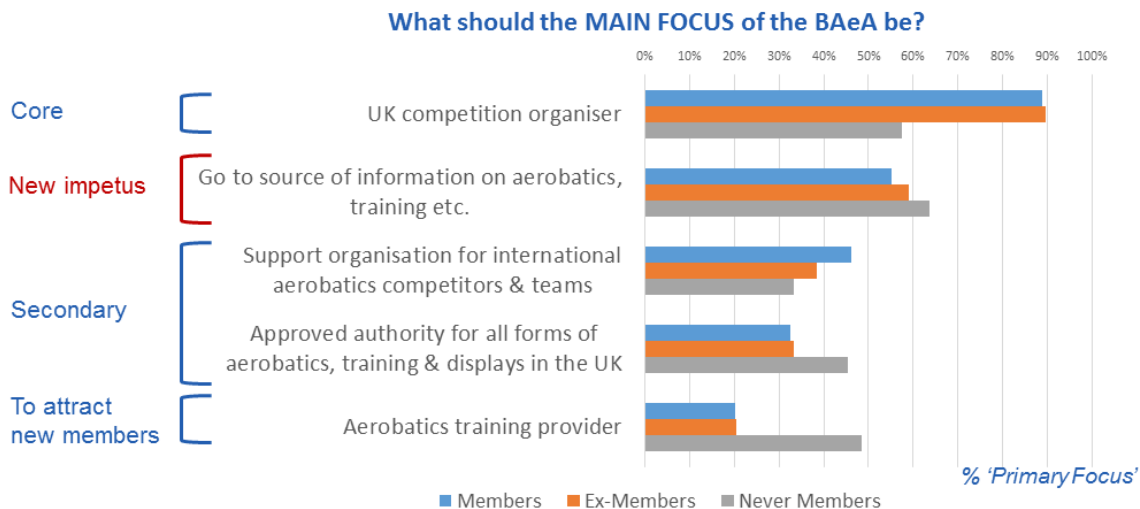
Outline plans for the future

7. Plans of the Marketing Working Group (David Nichols)

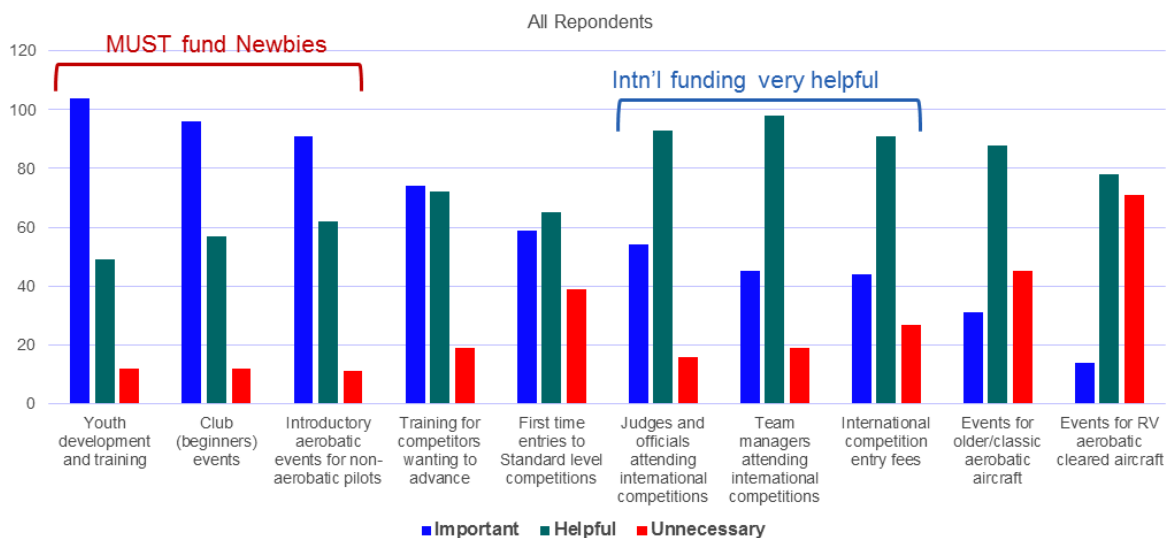
The Marketing Working Group consists of David Nichols, David Thomson, Alex Cartwright, Dave Farley, Graeme Fudge and Steve Todd. The Group had conducted a

survey and received a response from 110 members, 47 ex-members and 75 non-members. The results were:

BAeA ROLE is clear: UK Comps + Source of Aeros info



BAeA FUNDING: NEWBIES, INTN'L Comps & JUDGING



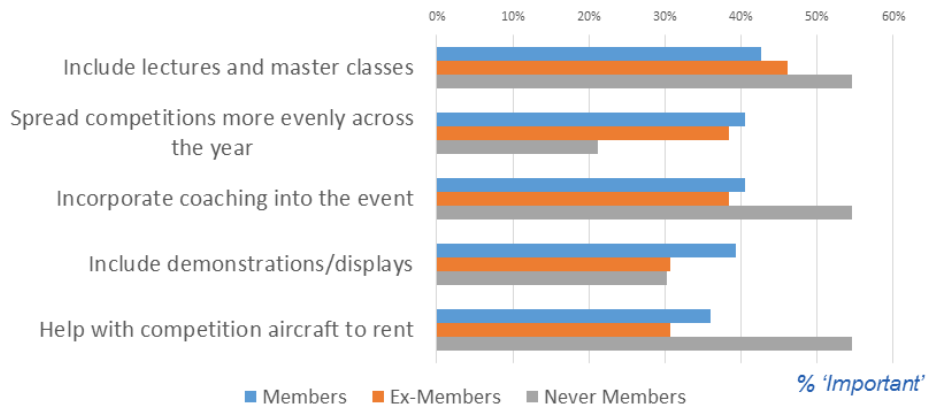
Qu: What should the BAeA help fund?



COMPETITIONS: Top 5 ways to make comps more attractive

How could the BAeA make UK competitions more attractive to YOU?

TOP 5

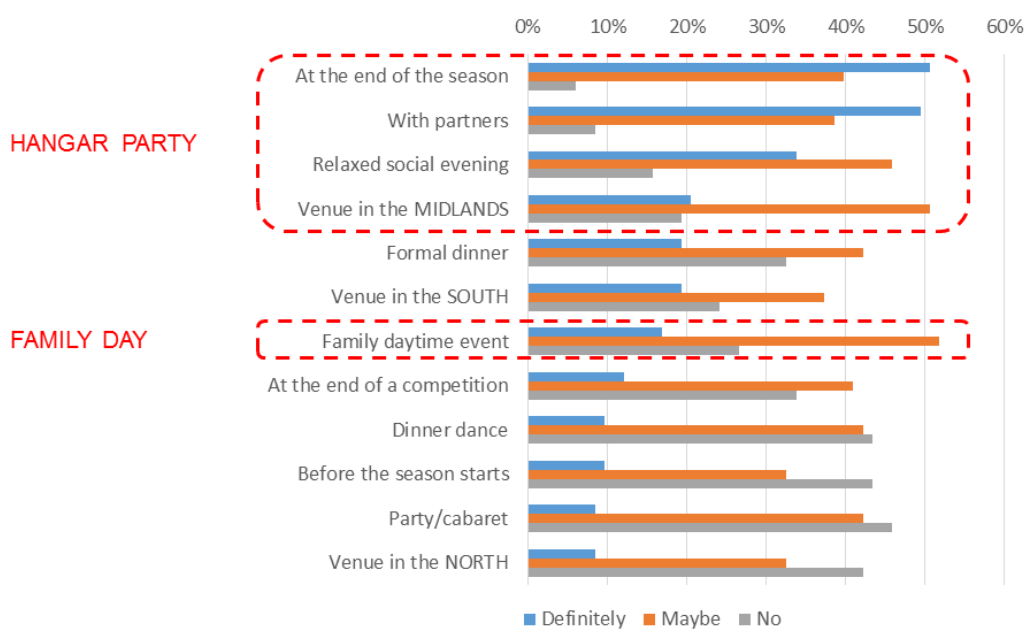


Shows how we can make comps more attractive to POTENTIAL members too



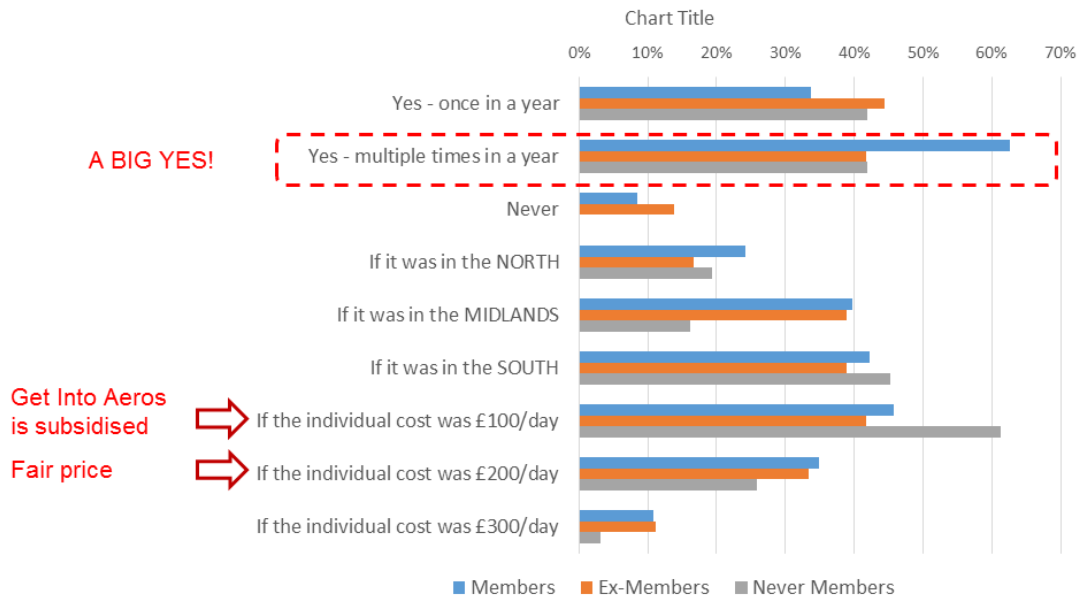
SOCIAL: Yes - end of season HANGAR PARTY + FAMILY DAY

Should the BAeA hold an annual social event or party?

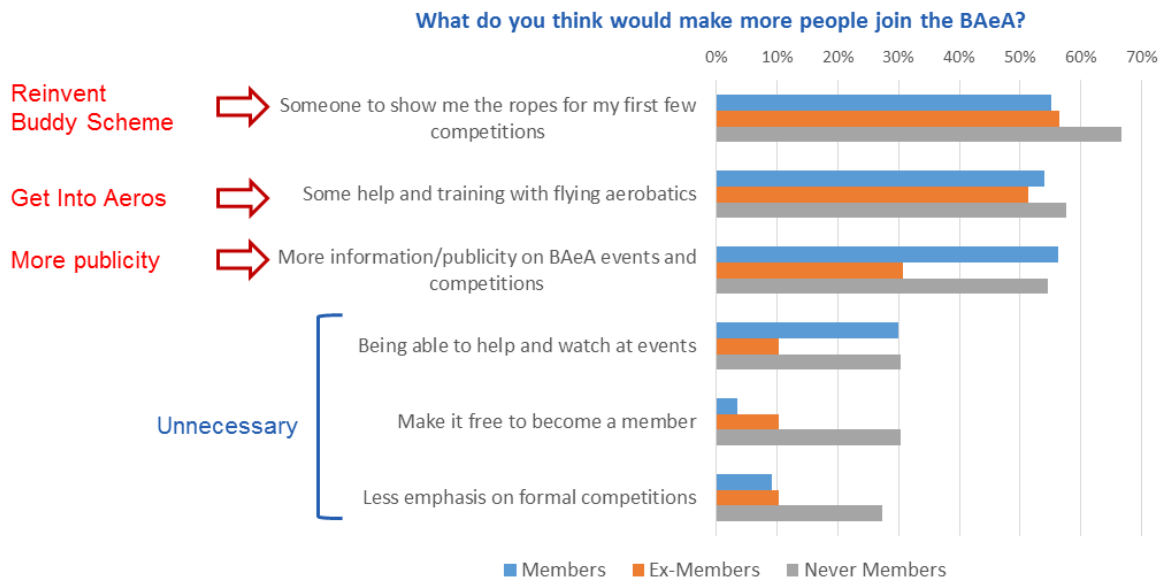




TRAINING CAMP: Yes - MULTIPLE training camps each year



NEW MEMBERS: Reinvent BUDDY SCHEME + TRAINING + MARKETING

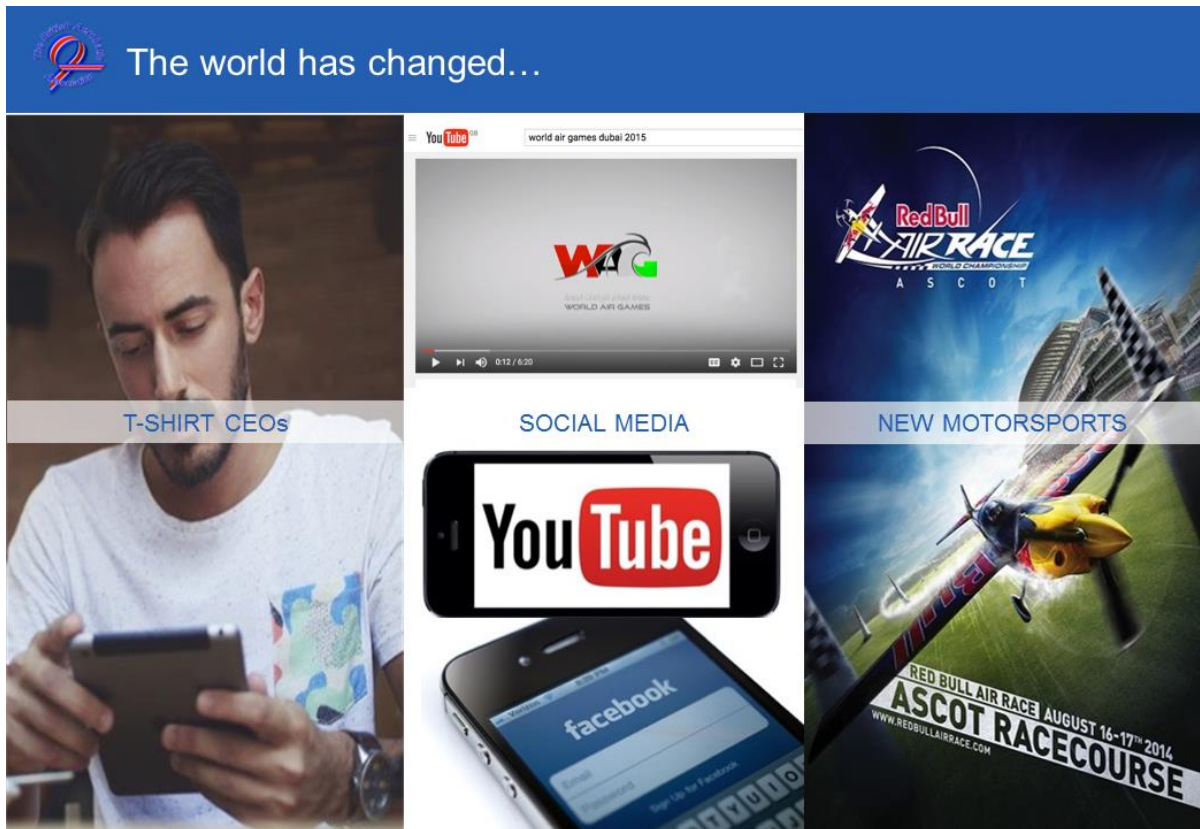


Marketing strategy for 2017/18

The strategic vision is to be the focus organisation for all aspects of developing and testing aerobatics skills in the UK and to be the home of British Aerobatics

Strategic Objectives:

- I. Membership development to target a sustainable base membership of 250 by end 2018 and 500 by 2022, bringing in youth
- II. Provide world leading domestic competitions, National and Open championships and associated training programmes and administration.
- III. Fund and train World and European medal winning teams at Intermediate (Power only), Advanced and Unlimited by 2022.
- IV. Train, develop and promote world class judging and contest officials.
- V. Own and administer the UK's aerobatic qualification and syllabus.



The sport is for those with control over their own working life who communicate through social media.



MARKETING PLAN 2017/18

Get New Members	Smoke On Membership - Display Pilots - LAA/AOPA David Nichols	Training Membership - Aerobatics Training Organisations tbc	Get Into Aeros - Power - Glider - RV tbc, Paul C, Phil M
Broaden Support	YouTube Channel Chris Brook	International Teams PR Graeme Fudge	Hangar Party tbc
Raise our Game	New Logo/Identity David T, David N	Competition Training Camp Paul Brice	Feedback Survey David Nichols
Online Database Alex Cartwright, Dave Farley			

Communications will be focussed through a database.



Online Database

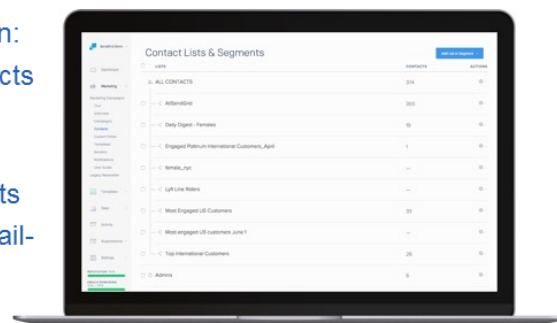
We have identified a simple-to-use ONLINE DATABASE & MAIL-SHOT system:



We have tested it and demonstrated that it can:

- Allow us to keep an up-to-date list of contacts to support our marketing campaigns
- Create attractive, interactive emails
- Send them to sub-categories of our contacts
- Allows contacts to unsubscribe from our mail-shots

It is flexible enough to do all we need



SendGrid is £10 per month for:

- Contact list below 2,000
- Sending <40,000 emails per month

Marketing Working Group: Database
Alex Cartwright, Dave Farley

There is a need for a new logo to meet modern needs and to compare with our peer group:



REDESIGN BRIEF

- SIMPLER
- EASY TO READ
- WORLD CLASS
- GREAT FOR DIGITAL
- WORKS FOR TEAMS, GLIDER & EVENTS

British Sporting Associations: HIGH STANDARDS



Peer
Group

The new logo will need to have “appendability” of team names or championships. The group proposes to keep the existing corporate name for legal purposes but, for everyday use, the name should be:

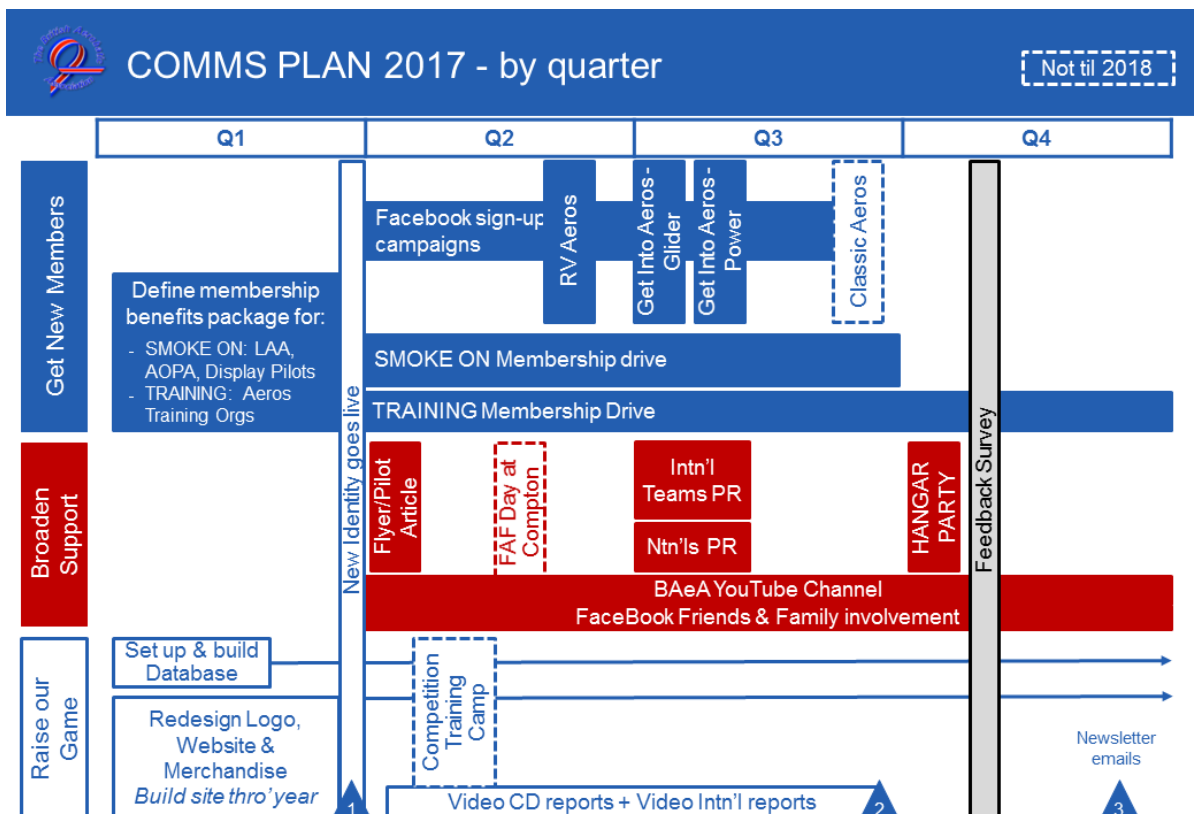
BRITISH AEROBATICS

Merchandise



The new development would be to have merchandise specifically for supporters. It is now possible to have a "print to order" arrangement with a supplier so we would no longer need to hold stock.

The marketing plan



8. Plans of the International Working Group (Phil Massetti)

The purpose of the working group was to fund and train teams to achieve international success. At present, the results indicated that UK pilots were about 5 points off the podium. To overcome this shortfall the working group was looking to raise money to provide training to talented pilots. These pilots must be willing to commit to the necessary effort and to operate as a team.

The group would prepare a media pack for potential sponsors. Historically, sponsors wanted TV exposure. However, the commercial world is changing and mobile and social media are the way forward. One very successful international consumer products group will not allow marketing presentations unless the presenters start with explaining how their proposals relate to mobile.

The marketing survey indicated a need for training events and this has been taken on board. There will be a number of training events leading up to a big event in 2018 at Sywell.

Specific plans

9. Financial support

As announced last year, there will not be a bursary scheme in 2017. Instead those funds will be carried forward to support training in 2018 on a talent and needs basis.

10. Get into aeros

There are plans to follow up the success of the 2016 events for both power and gliders. The glider event will be at Lasham on 16-17 September. The power event will be at the back end of the season or carried over to 2018. In each case, there will be surrounding activities including talks. In the case of gliders, the fewer participants will allow more flights per pilot.

11. Any other formal business

The committee will be taking a fresh look at the buddy scheme. The idea would be to focus on supporting organisations rather than on individual buddies.

12. Prize giving

The winners of the 2016 trophies and awards (not all of whom were present to receive them) were:

Tiger Club Trophy – All Sports Power points	Kris Liesmons
Golden Frog Trophy – Most Power points in a French aircraft	Emily Collett
Marcus Norman Trophy – Sports Power Unknowns	Kris Liesmons
Swinstead Trophy – Intermediate Power points	Jan Nijhof
Pitts Trophy – Type trophy	Jan Nijhof
Extra Trophy – Type trophy	Chris Brook
Diana Britten – Highest scoring female pilot	Emily Collett

Manx Kelly Trophy – Advanced Power points	Chris Brook
Glider Points Trophy	Dietmar Poll
Len Perry Trophy – Highest placed Unlimited pilot in international competition	<i>Not awarded</i>
CD of the Year	Chris Sills
Judge of the Year	Ian Scott
Chipmunk Trophy – Most support in a non-flying role	Charles Baker

13. Close of the meeting