

MARKETING LESSONS FROM THE CASC CONSULTATION

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BRITISH
GLIDING
ASSOCIATION

Community Amateur Sports Club

Tax breaks and £ benefits

At least £350k pa

BUT in return, clubs must:

- Be open to all
- Be flexible around affordability
- Facilities must be accessible by all members

38% registered

plus 12% wish to

Junior Gliding Centre

Criteria to gain accreditation

- Policies & processes 'scaffolding'
- Named volunteers taking responsibility
- Team approach
- Links to local groups

25 JGCs

15 of which are CASCs

CASC (and JGCs)

- Club management
 - Positive
 - Flexible
 - ‘can do’
- £s to boost facilities and flying activity
- Viewed as well-run → more grant success

More people fly more 😊

**The
Gliding Club**

**PEOPLE MUST
FLY AS MUCH
AS POSSIBLE**

**INCLUDING THE
COMMITTEE...**

**THE COCKPIT
SHOULD BE A
COMMITTEE-FREE
ENVIRONMENT**

Gliding Club Schemes

What effect do these schemes have on clubs?

- Creative solutions & products
- Specific needs are considered and met
- Volunteers are valued
- Better governance
- Better communication
- Grants! etc etc

Benefits

EVEN if the club decided not to go ahead

CASC Consultation

Challenging targets around:

- Affordability
- Accessibility

Response = very high THANK YOU!

We analysed clubs from a very different perspective:

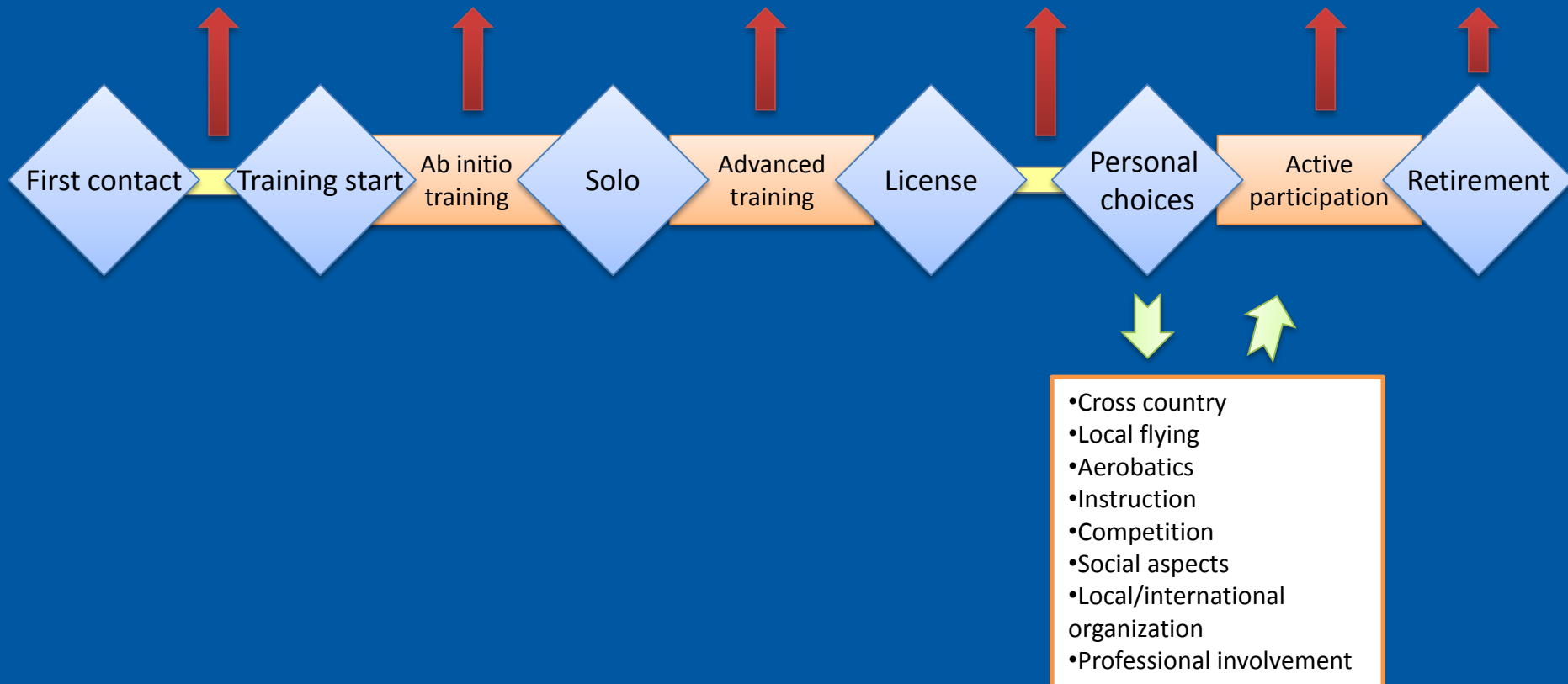
- Annual membership & flying fees
- Products & packages

A health check for gliding

What we discovered:

- Gliding is (by far) the top CASC sport
- The costs aren't hidden
- Gliding is more affordable than we thought
- Clubs have designed a whole range of
 - Flying packages & products
 - Pricing schemes

Flying packages and products



Examples of existing club packages and products

Bulk buy of launches or flying fees for a 20 - 25% discount

Free or reduced charges at times when demand on club facilities is lower

Concessions on membership, launch fees and flying fees for:

 Juniors (under 26) – with some clubs providing free flying fees

 Students

 Elderly (over 65)

 Families

Fixed price to solo membership & training packages

Fixed price bundles of launches and flying fees at discounted rates

Hosting University Gliding Clubs as affiliated clubs, giving reduced cost flying for students

Block membership for specific groups such as schools

A fixed fee for flying club gliders of £350pa, regardless of the time spent flying (membership and launch fees to pay on top) – this rewards the keenest pilots

Caps on launch and flying fees in a day

Reduced soaring fees

Specific young person, disabled and schools schemes

Discretionary scholarships and bursaries – often funded from legacies and gifts

Midweek discounts (open to all members)

Winter soaring ticket, and other season tickets (similar to bulk buy schemes)

Free flights for young pilots, on specific schemes, sometimes in exchange for helping around the club and supporting flying activities

Pricing schemes

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- A fixed fee for flying club gliders of £350pa, regardless of the time spent flying (membership and launch fees to pay on top) – rewarding keenest
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A health check for gliding

What we discovered:

GLIDING DOES A LOT ALREADY

What could we do with greater
collaboration and co-operation
between clubs?

MIHIRLWYGH

- Treasurers' Forum & CFI Forum
- Consider your current products & packaging
- Talk to (and work with) other clubs
- Call on BGA support
- Review effectiveness

Be creative – don't self limit