

Guidance notes for NWGGW25

This event aims, over a weekend (1 or 2 days) to introduce glider flights to women who wish to learn to glide. With the ultimate goal of increasing the membership numbers at clubs.

The dates are April 26th- April 27th with a fall-back date of May 17th – May 18th. Please note

- Although there are both days of the weekend identified, clubs can choose to select one day only, or even select the fall-back date/s as their primary date. Just select when registering.
- Much feedback was received from the previous event and following a wash up meeting some changes and improvements have been made.
- BGA through its participation project will provide some national social media coverage – please note that it is still important to engage with your local media.
- Marilyn and Suzanne, through the BGA Expanding Horizons project, can give your club ideas on how to engage with your local community - contact Marilyn@gliding.co.uk
- An electronic poster will be produced again to support promotion of the event
- A press release that clubs can adapt to meet local needs will be provided.
- BGA intends to produce an interactive map of all participating clubs that will have links to contact details for participating clubs and will be shared on social media platforms and available on BGA website.
- BGA will support incentives (detail still being reviewed) to support clubs in encouraging women to return to the club after the NWGGW25 event.
- These guidance notes are to support the planning, running and follow up of the event and will be made available to all clubs.

Before the Event

- Have a resource person at the club to centralise requests for participation and respond to media inquiries; If you have a women's ambassador, they may be able to lead on this.
- Recruit a team of volunteers to run the event (men and women)
- Use the BGA poster provided and adapt for your own club use.
- Link with the BGA social media posts to maximise promotion of the event.

- Agree where it is best to promote and advertise your event, local BWPA groups could be a starting point.
- Agree (with the committee) an attractive price including all membership opportunities that your club has with hopefully a special offer for women that participate in this event
- Book pilots and gliders for this event only for that day; try to ensure you have some female role models.
- Ensure you have sufficient volunteers for the day to help ensure the smooth running of the event and show gliding in a positive light.
- If you have a simulator that can be used during the weekend that will also support the event, it could be used as a backup if the weather prevents gliding. Remember to organise volunteers to efficiently run the simulator.
- Get the club ready for visitors, this is a good opportunity to have a good clean up and get rid of rubbish.
- Remember to cancel early enough in the day if the weather does not allow the operation to take place in good conditions.
- Prepare an information pack to give to those participating, this could include a map of the airfield, some safety information for the day, a small piece about gliding, information about the club, some information about key personnel, onward costs for those that want to join, maybe a logbook. It just needs to be very personal to your club.

On the day of the event.

- Organise a friendly welcome: **coffee/cake** is very popular with visitors.
- It is probably a good idea to have two scheduled registration times (suggestion 10am & 2pm) you can then introduce the day (after any safety briefing about fire alarms etc.) by running the YouTube clip “go Gliding” (link below) or links you have to your own club.
- At the registration include information you have about your club, but also, your communication (contact, social networks, website) and photos of your club, looped on a screen if possible; photos of the event to then communicate on your media (website, Facebook, Instagram, etc.).
- At registration you may wish to cover topics, such as safety at the launchpoint, how to put on a parachute and why we use them and of course the amazing opportunities, fun and excitement gliding can bring.
- You may also wish to include that gliding involves teamwork on the ground and allow the women attending the event to meet each other.

- Ensure your volunteers for the day are positive, to help ensure the smooth running of the event and show gliding in a positive light.
- If you have a simulator that can be used during the weekend that will also support the event, it could be used as a backup if the weather prevents gliding. Remember to organise volunteers to efficiently run the simulator.
- Take the opportunity to sign up new members.

After the event (follow up)

- Contact the people registered to have them flown later if the event is cancelled and you do not have the use of a simulator.
- After the flight, give each participant a flight certificate and a Go Gliding and Women Gliding leaflet.
You can also provide literature about your club.
- To retain the interest of the participants of this event offer some products, with clear and “all-inclusive” prices (**Training courses, Membership offers**) that are flexible and accessible.
- Retrieve as many e-mail and telephone contacts as possible from participants, or from those who have contacted you to offer them deals (**intensive courses, all year-round training, and any other arrangements specific to your club.**).
- In terms of communication, if your club has a Facebook page or an Instagram account, remember to put photos of the participants with a smile. These photos should be the subject of an agreement beforehand, for this you will need to have an image rights form to be signed by all those present on the day of the event, this could be part of the membership form. If you post photos, using social media should help to support maximum coverage of your club and all it has to offer.
- Please collect data of how many attended the event and how many new members signed up. Please pass this information to BGA women’s advocate.

Thank you for your commitment to promoting women in our wonderful sport of gliding.

For help or further information contact yvonne@gliding.co.uk

Glide Britain video links:

<https://www.youtube.com/watch?v=9wF3-iwIQoA&t=8s>

<https://www.youtube.com/watch?v=UHR2Hxk-E8Q>