

BGA Club Management Conference 23 Nov 2013

Lobbying
Picking your Fight
Maintaining Relationships

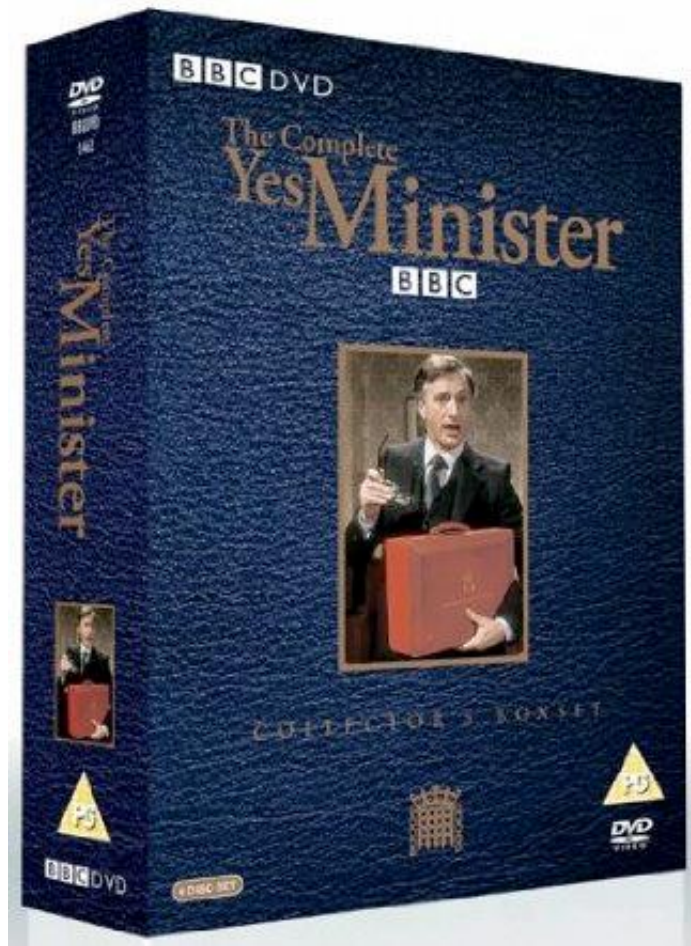
Paul Jessop
BGA Development Committee

1. KNOW WHO MAKES DECISIONS

Official BGA Training Video



Available from Amazon



£7.75

2. KNOW THEIR INFLUENCE

Ministers



Members of Parliament



And also...

- Members of the Scottish Parliament (MSPs)
- Welsh Assembly Members (AMs)
- Members of the Legislative Assembly (MLAs)



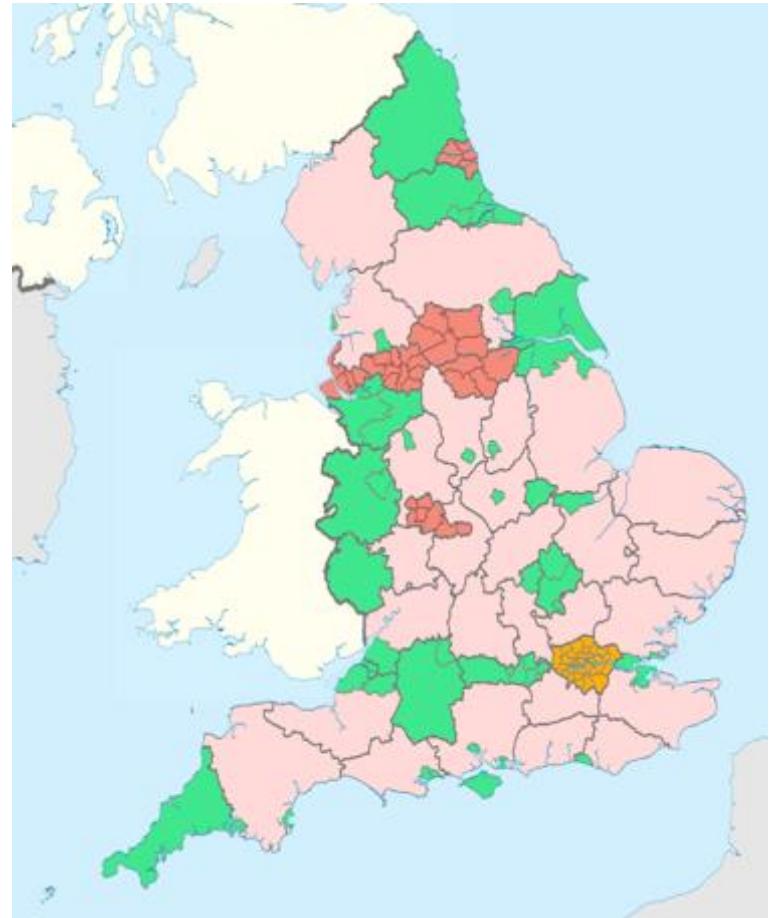
And in local government

- Elected Councilors
- Leaders
- Committee Chairmen
- Mayors and Lord Mayors
- Elected Mayors
- Officials



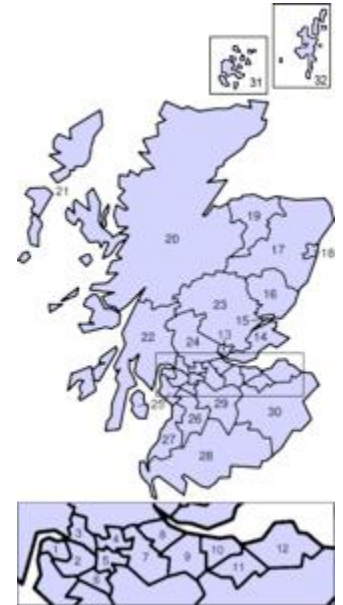
Know your competences (England)

- Two Tier Counties
 - County Councils
 - District Councils
- Unitary Authorities
- Metropolitan Districts
- London Boroughs
- City of London
- Isles of Scilly



The Nations

- Scotland
 - Unitary Authorities
- Wales
 - Principal Areas
 - Community Councils
- Northern Ireland
 - Districts



Dignitaries

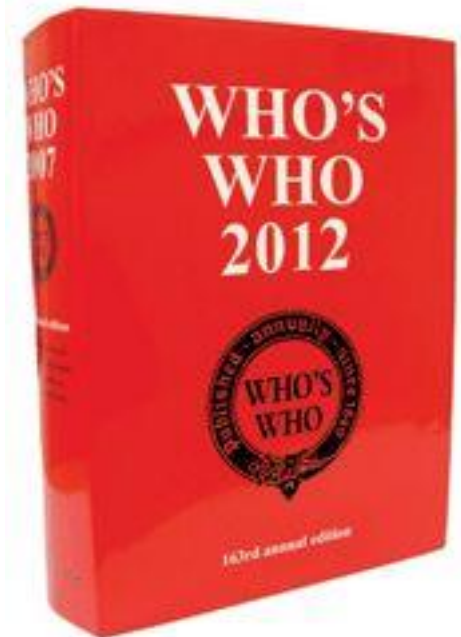
- The Bishop, the Dean, the Vicar, the Priest
- The Imam, the Rabbi, other faith leaders
- The Residents' Association Chair
- The Chamber of Commerce President
- The Rotary, WI, TWG Leader
- The NFU Chairman
- The Vice Chancellor, the Head Teacher

3. RUN THE SCENARIOS



Who

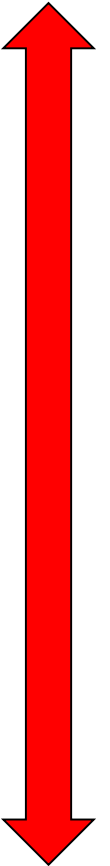
- Who makes the decision
- Who influences the decision
- What can we do now to be ready
- Prioritize the list
- Keep it up to date



4. MAKE A PLAN

Contact Plan

- People you will actively seek out and engage with
- People you will locate and start a conversation, if only to put it on hold
- People you will note in case you run into them
- People you decide are not important to you



Club's Objectives

- Start/continue a conversation
- Feed a message
- Warn help may be needed
- Seek guidance
- Look well connected
- Look responsible



Contact's Objectives

- Represent constituency
- Be seen
- Look connected
- Celebrate local facilities
- Have fun?
- “Putin Factor”



Contact Opportunities

- Dignitary flying day
 - Eggs in baskets
- Open the competition
- Launch a recruitment drive
- Cut the Ribbon
 - Club House
 - Winch
 - Ka8
- Photo Opportunity
 - 14 year old solo
 - Disability Flying Day
 - Women's Gliding Day
- Carnivals, fetes, shows, festivals, etc.



Club Member Talking Points

- Targets of opportunity
- Don't expect everyone to be a lobbyist...
- But don't deny them the opportunity



Doctor Livingstone I presume

Gotchas

- The weather
- Safety, safety, safety
 - Not just the dignitary
 - But avoid the pointless hi-viz
 - Celebrate common sense
- Gift limits and perceptions thereof
 - Check and re-check
- The “plus one”

5. INCLUDE NATIONAL EVENTS IN THE PLAN

Events

- Youth in Aviation Day
- National Women Go Gliding Day
- International Championships



6. WHEN PUSH COMES TO SHOVE

Picking Your Fight

- Is this the “big one”?
- Who can really help?
- Should we keep our powder dry?
- Make a decision



7. BE READY FOR THE NEXT ONE

Saying Thank You

- Celebrate success
- Or demonstrate persistence after failure
- Send a digital photo
- Send a certificate of appreciation
- Send a “tombstone”
 - Maybe 10cm of winch cable/aerotow rope

8. SHARE BEST PRACTICE

Don't Keep Secrets

- Write a story
- Submit it to S&G
- Tell the BGA Development Committee
- Tell it to the next Club Management Conference

ANY QUESTIONS?