



Girls Get Gliding

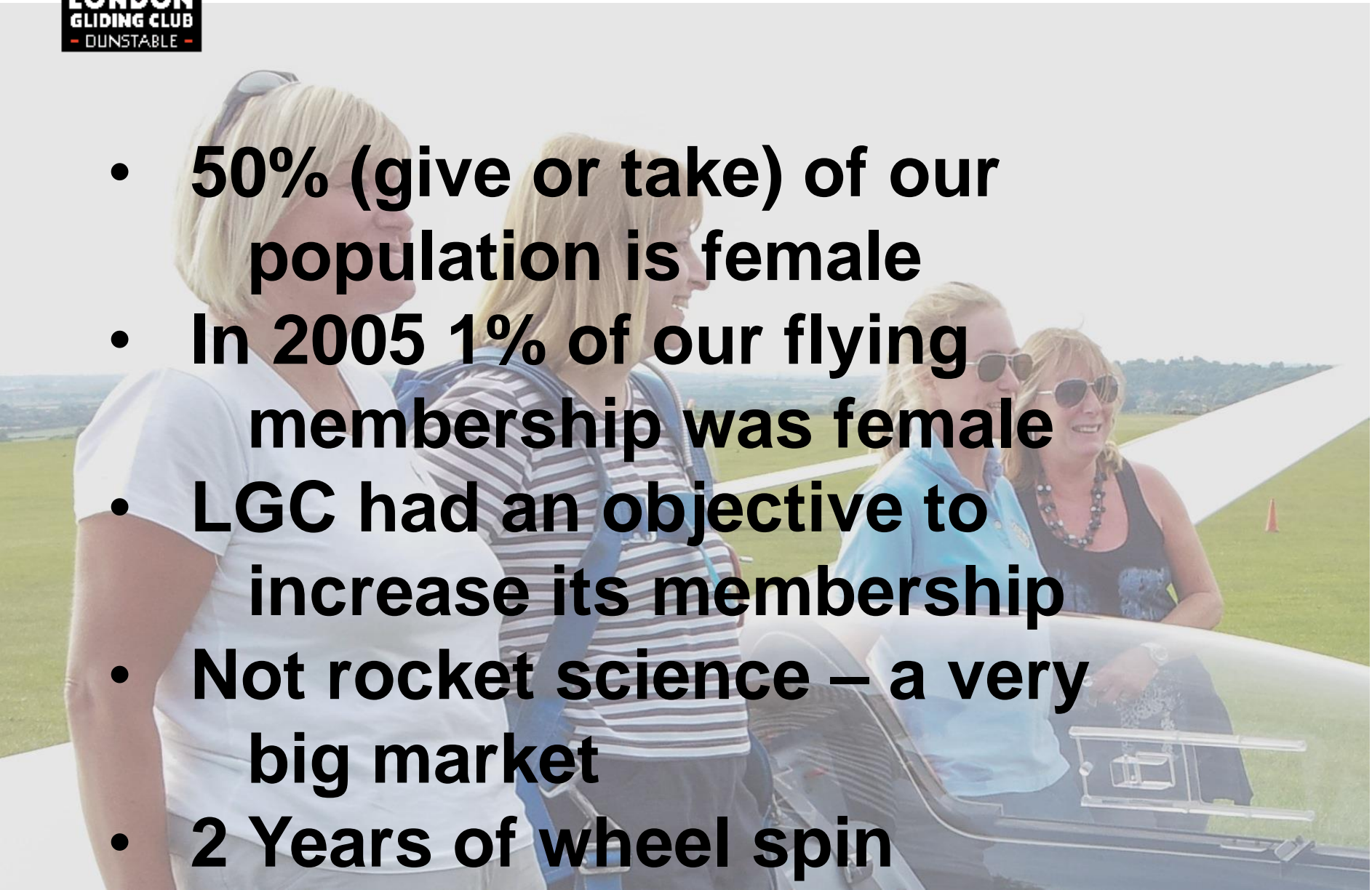
Gliding – A male Dominated Sport

WHY?



Girls Get Gliding

- **50% (give or take) of our population is female**
- **In 2005 1% of our flying membership was female**
- **LGC had an objective to increase its membership**
- **Not rocket science – a very big market**
- **2 Years of wheel spin**





Where to Start?

- Engage the females and ask them
- “That’s OK we want it done properly leave it to us”
- “We want a weekend day set aside during the summer with the whole club 2 seater fleet and all the instructors that WE want”
- “OK” – not a major investment



“Girls Get Gliding”

- Hate the title? The “Girls” idea – not mine
- A couple of meetings
- Concessionary rate? – Yes Cost plus a bit
- Pick the date – summer Saturday
- Publicity – just tell the members and visitors between now and then
- Who will instruct? – Let the girls decide
- Who will arrange ground support? – The Girls!



Results

- 5 K21s flown all day with female pupils aerotow only
- Motor Glider flown all day
- A relaxed, well run enjoyable day with more women than men around the place
- 2 new female club members
- A feeling of genuine commitment to address the imbalance



6 Years Later

- Each year we seem to gain one new long-term female member (plus a few shorter term members – consistent with male joiners)
- Now have a very slightly better balance with three female instructors
- One tug pilot
- One UK team member
- One UK team manager
- Still not “Critical Mass” but getting closer



What next?

- We operate in an area where the population now comprises less than 50% white British
- We have less than 1% of members from ethnic backgrounds.....
- We have played on the edge of trying to address this one but have a very long way to go