### Notes from Directors' Seminar 21 Jan 2017 at Dunstable

Pr	ese	nt:

Liz Sparrow	Alan Langlands	Graham Garnett
lain Baker	Justin Craig	Andy Roch
John Whiting	Matt Page	Brian Birlison
Richie Arnall	Martin Aldridge	John Roche-Kelly
Roy Pentecost	Andrew Sampson	Guy Corbett
Paul Duffy		

Actions - CC- generic comps committee action, otherwise initials as above.

### Introduction and agenda for the day

See attached presentation.

Key items discussed during the day – not necessarily in this order - were:

### Engaging Membership to be positive about your comp

- Sell financial benefit (needs to be one to do this!)
- It's fun to be there more buzz around the club, good social atmosphere and events
- Winch until the tugs start up
- Establish good liaison between club organisation and comp organisation
- Survey members about the comp and similar activities
- Get the 2-seaters flying in the comp with trainees
- Let the club benefit from the comp facilities/organisation Met, showers, whatever
- Think about how to minimise impact on those who don't want to fly the comp
- Use your comp as a platform to promote the club to the public ?? said they got lots of TL interest from this and to other pilots who will visit again if they have a good time
- Non-comp pilots and new members may feel intimidated by the comp activities / experienced pilots. Do an intro for them – brief them about comps – encourage them to come to Briefing – get them in the 2-seaters / off the back of the grid
- Consider positive incentives for people to help out with the organisation

### **Financial aspects**

- LGC noted that comps cost them money but it's an integral part of what the club does. Aston Down noted that they would not be allowed to run a comp if it didn't make a profit.
- Figures quoted by a couple of clubs aim to put up to £5K into the club funds.
- Clubs have different financial models, infrastructure, access to resources, etc. etc. and there's probably little to be gained sharing competition finance information. Don't assume that your competition finances are mirrored by anybody else.
- BUT some clubs expect to make a profit even if they don't fly Shenington and Aston Down both said this was their approach. To de-risk your comp finances can you do the same? Keys mentioned were to keep people onsite / engaged with club activity / bar etc and to treat people as customers, making it fun.

### **Deconflicting Regional competitions**

Action CC to establish a Regionals calendar.

2017 has 5 comps all the same week – competing for entries and for tugs.

- All agreed CC should get involved to reduce this although there was not an appetite for mandation. CC to develop a calendar where organisers can bid their intended slots at the earliest possible opportunity; organisers could then liaise to deconflict and CC help broker this.
- Organisers to enter preferred and no-go dates
- Debate noted that some clubs will want to maintain their preferred dates even if there is conflict.
- Comps can be on the same dates if they are sufficiently far apart, e.g. Sutton Bank and Tibenham, unlikely to get conflicts of entries or tugs
- 7-day comps action CC to remind directors this is available in Spring briefing
  - could be Monday-Sunday rather than Sun Sat
  - you still have to do all the organisation for a shorter comp so organisers were sceptical of this - although the pilot survey was in favour
  - $\circ$   $\,$  mandation (ie all Regionals) would level the playing field if we really want to go for this  $\,$

### Tug database

Action CC to set this up so clubs can see what tugs are where, potentially with contact details.

• Noted that due to different tugs being ok for different classes, it would need some sort of prioritisation process

### **Competition Organiser communications**

Action CC to set up a closed Facebook group – done during session.

- If you haven't been invited to join it, please let us know.
- Some clubs have a staffing issue. Why don't Organisers post here asking for help?
- Action CC can we create a database of experienced competition "staff" who might be willing to assist or at least mentor?

### **Getting New Clubs to host comps**

- Putting people in touch via FB page for sharing expertise, answering questions
- Possible Regional competition being run by clubs in a region (!!) sharing staff

### Rules Changes for 2017

See presentation attached for detail of changes in the 2017 Competition Rule Book. Action CC - amendment suggested re use of 'estimated' in 5.3.7

### **Designated Starts**

See presentation attached on the new IGC Designated Start rules.

- Available for competition at all levels but has not been tested in a major international at the time of writing immediately post Benalla.
- Intended to reduce gaggling before and after the start,
- Comps Committee would encourage and be happy to support any club wanting to use this procedure in 2017. Action any organiser interested to contact CC.

### **Event Insurance**

We punted this as a possible idea but didn't sense much interest in testing ideas for event insurance for completely washed-out competitions - some clubs make a profit even if there is no flying.

### Weather forecasting.

Action CC to look at options for a contract for professional met for all comps, including WeatherQuest as a specific.

Action BB to see if military forecasters could be available and on what terms

- Competition pilots will access TopMeteo, RASP, etc. and moderate the competition weather forecast with their own interpretations assuming decent internet or 3G access, which is increasingly the case but still not universal.
- The issue is the director & task setter having access to a quality weather forecast. At low key or better resourced competitions then a competent club member can be adequate, e.g. Dunstable, Lasham. Hugh Brookes is less available
   and in any case, UK competition gliding being overly reliant upon one or two people is a risk.
- Brian B has access to the Boscombe Down met people which works well locally
- Tibenham used UEA WeatherQuest last year
- Met-man 'dating app' to put people in touch with those prepared and skilled to help out? Action CC to consider
- How about offering free membership in return for Met services if you are near Reading / Exeter / UEA or a forces base with Met skills

### Easy weight scrutineering.

See attached presentation which lain summarised in the Seminar.

### Airspace

Andy reported CAA are pushing increasingly punitive action for infringements and suggested as a result we should review whether the current comp penalty structure remained fit for purpose

- Rules shouldn't allow competitive advantage from lawbreaking
- Discussion noted that we give 500pt penalties for parachute zone infringements not illegal but unsafe IF parachuting – vs smaller penalties for infringing forbidden airspace

We debated – without obvious conclusion / consensus –action CC to raise for debate at 2017 comp forums

- Buffer zones do we drop the 'just in' buffer?
- 'Outside airspace' buffer nb self-limiting was considered by most(?) a bad idea
- possible move to IGC penalties ie land-out at point of entry/DSQ for repeated offence

Action Directors to make sure pilots know they can and may be prosecuted – action CC to put into spring briefing

Action CC to provide consolidated view of infringements from comps for analysis of common issues and potential improvement action.

Noted that Shaun Lapworth will again provide competition airspace files.

### **The Bigger Picture**

<u>See presentation</u>. Introducing CC's Transforming UK Competition work, Iain laid out some benefits for clubs and for the sport in general if we can raise the profile of competition gliding to become visible to a wider public.

- We debated a web platform universally available to help minimise the effort of comp administration and maximimse the visibility to competing pilots, the wider sport and the general public and sponsors.
- Robocontrol from Aston Down does much of this already but is not freely available
- This would require give as well as take clubs would have to 'sign up' to a consistent brand at international level, spr.aero does this and some do, some don't.
- Action organisers to feed back re 'Ideal Comp' model.

### Raising the profile of glider racing

- Press release after Benalla has had poor take-up but it's a great opportunity can we strike while iron is at least warm?
- 2Press conference of medallists / consolidated attendance at events?
- Action CC to produce press release including recent medals with space for action Organisers to add club detail for release now highlighting the forthcoming comp
- We all loved the video coverage / Oz & NZ posts from Benalla Action CC to see if we can get guidance on making videos
- Action CC to produce media / social media guidance notes either as part of the existing organisers guide or as a separate document.

The presentations used during the day follow in PDF format. The full PowerPoint files are also available to download from the BGA website -

https://members.gliding.co.uk/library

selecting category = competitions, subcategory = information for organisers

# Introduction, Agenda etc

Slide 1





	COMPETITIONS AND AWARDS COMMITTEE
	Timing for the day
10:30	Arrival, coffee and intro - Liz
11:00	Feedback from directors – debate on key issues
12:30	Grab a sandwich then continue with:
12:45	Rules update - Alan <ul> <li>including weighing and start time presentations</li> </ul>
13:45	Transforming UK comps - Iain • 'Ideal Comp' model presentation • Discussion – what can we improve by sharing best practice?
15:00	Grab a cuppa for the Bigger Picture presentation • Discussion – how can we jointly best support this?
15:50	Wrap up - Liz
16:00	Close

# 

COMPETITIONS AND AWARDS COMMITTEE

# Common issues from reports

- Cost risks
- Filling the comp organisation
- Getting tugs in peak weeks
- 'Goldilocks' task setting..
- Club facilities
- Airspace issues Plus one opportunity for debate:
- Getting new pilots to fly in comps

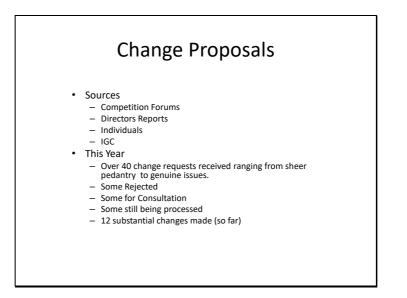
### **Rule Changes for 2017** Slide 1



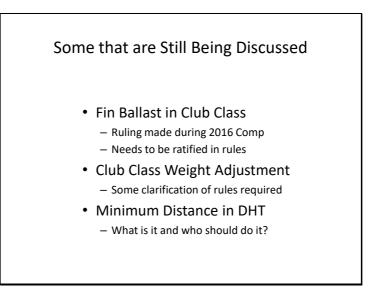
# **Rules Change Process**

- Proposals received during the year by Comps Committee are looked at during winter meeting round.
- Rules Sub-Committee Examines proposals and makes recommendations to adopt, reject or consult.
- Full Committee Reviews Recommendations
- New Rules Published in March/April





# 



Rules Changes Adopted

## 1. Junior Championship renamed as "Junior Nationals" (rule 4.4)

- This change reflects the fact that this competition has come to be known widely as "The Junior Nationals."
- Note: Name change only. No change to rating and British Team selection criteria.
- Thanks to Phil Jeffrey for this proposal

# 2. Alternative Rules & Procedures (Rule 4.7).

- Now requires the earliest possible publication of the intention to trial alternative rules and/or procedures. Previously, publication with the local rules had been the only requirement.
- Suggested by Phil Jeffrey

# 3. Notice of First Launch (Rules 5.3.7).

- This procedure now has the force of a rule, although it has been . best practice for some time:-
  - Estimated first launch time should be announced, ideally at briefing and updated regularly if slippage occurs.
  - In no event should a previously announced earliest launch time be brought forward.

  - 10 minutes warning of the time of the actual first launch must also be given even if it coincides with the previous estimated time.
    These announcements may be made using standard competition messaging systems as well as on the competition frequency. It should not be necessary to call pilots together for this.
  - If stream launching a second task group immediately after the first, the 10 minute notice rule will apply only to the first launch of the first group provided that the intention to stream-launch has been previously briefed.
  - ctor's Report s Dire

# 4. Maximum Start Height Clarified for Blue Days (Rules 5.6.3).

- On blue days, max start height defined as 1000ft above expected height of convection.
- From Andy Cockerell's Director's Report

# 5. Start Open Time Formula given 5 more minutes. (Rule 5.6.4).

- The start for each task group will open not less than 15 minutes, plus 1 minute for each 200 feet or part thereof by which the cloud base exceeds 3000 feet, after the last competitor in that task group has had the option to launch.
- Directors are reminded that this is a minimum time. More time may be allowed if necessary, for instance if the start zone is remote.
- Jointly suggested by Andy Cockerell and Gary Stingemore

# 6. Enhanced Option Is Just a Turnpoint Type (Rule 5.7).

- Enhanced Option Fixed Course Task Type has been removed. It was never really a separate type of task, just a special kind of TP.
- Pointed out by Phil Jeffrey

# 7. Final Control Point Radius (Rule 5.8.3).

- When a fixed course turnpoint is used as a final control point.
- And when there is more than one class whose last task legs approach the same control point from opposite sides:-
- A circle of up to 1km radius may be used instead of the standard 500m circle.
- From an idea by Russell Cheetham

# 8. Finish Ring Minimum Altitude Uses Take-Off Pressure Datum (Rule 5.9.3.2 & App 7.4).

- Clarification to avoid potential disputes when atmospheric pressure may have changed during a flight.
- From LashamGlide Incident reported by Andy Davis

# 9. ATZs added to Airspace Section (Rule 5.10.4).

• The Rules had previously been silent on ATZs. causing potential confusion regarding their status.

- Although ATZs are not designated as excluded airspace, penetration of an ATZ without first obtaining permission is illegal and must be avoided except for reasons of flight safety.

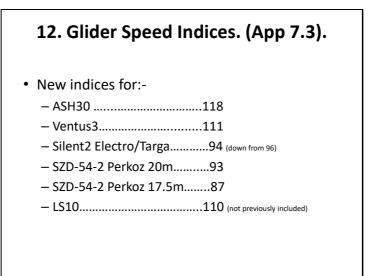
- Directors should consider designating selected ATZ's in the task area as additional penalty areas if they judge it appropriate. Pilots should be briefed accordingly.
   Unauthorised ATZ Infringements which result in a complaint from an airfield operator may, in addition, be dealt with by the application of an airspace penalty regardless of the briefed status of the ATZ.
   In response to a query from George Metcalfe

# 10. Radio and External Aids (Rules 5.12 & 5.13).

- Paragraph 5.13.2 removed as it was essentially a duplication of 5.12.1
- Another one from Phil Jeffrey

# 11. Womens' World Championship Team Selection Criteria Changed (Rule 6.2.6).

- Top 40% rule replaced by ranking score 650 or higher.
- This means in the top 80 or so.
- Prompted by a suggestion from Claudia Hill



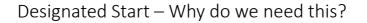


# Competition Rules 2017

• Target Publication Date March 1st

### **Designated Starts** Slide 1





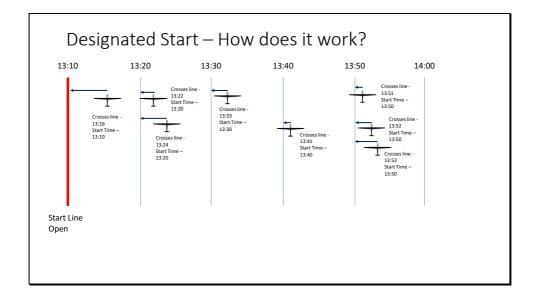
- Currently, your start time is the last time you cross the start-line after the opening of the start.
- Tactically, pilots will wait for gliders to start, then leave a few minutes later with the aim to catch up to the earlier starters and potentially just follow them around, having got 2-3 minutes in-hand on them.
- The waiting before the start often results in large gaggles forming. The gliders at the top of the climb do not want to start to avoid the situation above, so wait and the whole gaggle concertinas up at cloudbase – or top of convection
- Once on task, if you know you have 2-3 minutes in hand over others, it makes sense to stay in a gaggle with them.

# Designated Start – History and Status

- Initially trialled at the Masters Soaring events in St Auban and Germany in 1990s
- Well received at the time, but no push to implement at IGC level then
- IGC have voted to include as a start procedure
- Is now an IGC approved start procedure and in latest Sporting Code Annex A October 2016 (paragraph 7.4.1)
- Will be used at the European Gliding Championships in 2017 at Lasham and in Czech Republic
- Planned to implement at WGC from 2018
- SeeYou scoring script to support this will be available April 2017

## Designated Start – How does it work?

- Once the start-line is open there are time-blocks in which to start in
- The length of these blocks are set prior to the competition and is fixed
- The optimal time interval has been found to be 10 minutes
- If you start within a time block, your start time is the time at which that time block began
- For example:
- Start line opens at 13:10
- Designated start times are: 13:10, 13:20, 13:30....etc
- If you cross the line at 13:19, your scoring start time is 13:10
- If you cross at 13:21 your scoring start time is 13:20

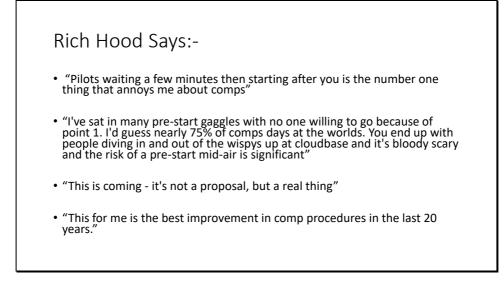


# Designated Start – Pros and Cons

- Pros:
- Minimises leeching and delayed-following at the start
- Prevents gaggles holding at cloudbase as no-one wants to start
- Encourages pilots to start without fear of losing out to those who wait a few minutes
- Cons:
- Not yet trialled in a major competition
- May still be some waiting for the next block start time

# Designated Start – Way of using it

- Should be standard start procedure for whole competition
- Block time should be fixed for entire competition
- Start line open time should be to nearest 10 mins on clock to aid mental calculations when starting

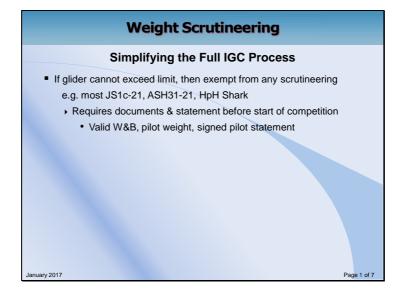


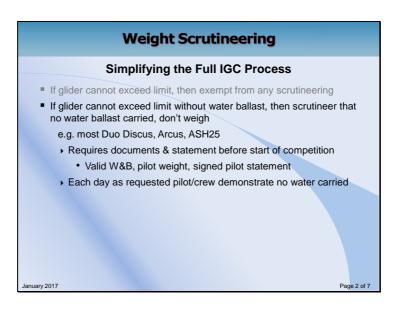


# Designated Start – Next Steps

- IGC to ratify use at EGC at spring meeting
- SeeYou to produce scoring script and competition scoring software update in April
- EGC will use designated starts at Moravska Trebova (Cz) from 20<sup>th</sup> July and at Lasham from 10<sup>th</sup> August
- Use at a UK competition in 2017?

Slide 1





#### Simplifying the Full IGC Process

- If glider cannot exceed limit, then exempt from any scrutineering
- If glider cannot exceed limit without water ballast, then scrutineer that no water ballast carried
- Sharing scrutineering information would reduce time, effort & inconsistencies
  - Dimensions for reference mass do not change over time
  - Glider & pilot masses can change
  - Requires documents & statement before start of competition
     Valid W&B, pilot weight, signed pilot statement
  - Recalculate reference mass (Excel exercise)

#### No need for actual reference weighing

Comps Committee could request/require pooling of information

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#### Simplifying the Full IGC Process

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- If glider cannot exceed limit without water ballast, then scrutineer that no water ballast carried
- Sharing scrutineering information would reduce time, effort & inconsistencies
- Provide weighing facility before competition starts
  - Allows ballasting optimisation (pilot benefit)
  - Allows reference weight determination (scrutineer benefit)

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Penalty-free

#### Simplifying the Full IGC Process

- If glider cannot exceed limit, then exempt from any scrutineering
- If glider cannot exceed limit without water ballast, then scrutineer that no water ballast carried

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- Sharing scrutineering information would reduce time, effort & inconsistencies
- Provide weighing facility before competition starts
- Random spot checks only on competition days
  - Focus on potential gross exceedances
    - Don't be over-critical

#### Simplifying the Full IGC Process

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- If glider cannot exceed limit without water ballast, then scrutineer that no water ballast carried
- Sharing scrutineering information would reduce time, effort & inconsistencies
- Provide weighing facility before competition starts
- Random spot checks only on competition days
- Enforce penalties & repeat scrutineering
  - 2 points / kg over limit x n<sup>th</sup> occurrence applied to next scoring flight
    - Reweigh until satisfactory (and re-penalise!)
    - Repeat scrutineering on later days

January 2017

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- Enforce penalties & repeat scrutineering

# Visible and genuine threat of penalties is enough for 95% pilots

Show intent & competence Demonstrate pragmatism

January 2017

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# LOCAL RULES & INFORMATION

# **APPENDIX 1**

# PROCEDURES TO BE USED FOR WEIGHT SCRUTINEERING

Sponsors



Page 1 of 4



# RULES

The take-off mass of an Open Class glider shall be the lower of the manufacturer's certificated limit and 850kg.

The take-off mass of a 20m Multi-Seat Class glider must be less than or equal to the least of maximum certificated take-off mass according to type certificate document and 750kg.

In a variation to the BGA Rules for Rated Competitions 2015, in these Nationals the IGC 'sporting limit' of 750kg in the 20m Multi-Seat Class will be waived for the Arcus M. This is to allow the Arcus M to compete as the typical unballasted mass is 770-780kg.

The BGA encourages organisers to check weigh gliders if they suspect that limits are being overlooked.

## OVERVIEW

The basic issue is that it is all too easy to ballast some gliders above the limit. Although weight scrutineering is routine in international competitions, it is not established custom and practice at UK Nationals, and a major difference from international competitions is that UK Nationals do not have official scrutineering/practice days before the competition starts.

Therefore rather than attempt to weight scrutineer all gliders every day, the aim in this UK Nationals is to check a few gliders each day, selected at random.

This procedure attempts to be fair and pragmatic. Inevitably there will be teething problems but with some flexibility from all involved, and the support and assistance of competitors and crews, we aim to make this scrutineering workable.

A key element will be competitors having already assured themselves of how to ballast their gliders within limits. There will not be an opportunity for test weighings during the Nationals, but there will be the ability to book test weighings in the week preceding the Nationals.

The scrutineering checks will be supervised by George Sanderson who has nearly 30 years experience in the weighing industry with one of the leading companies supplying weighing and force measurement equipment.

All competitors are requested to provide before the Nationals a copy of the glider's last weight & balance report and advise the maximum mass of ballast mass for their glider. Providing this information in advance will greatly assist in reducing time and effort for scrutineering during the Nationals. Please email to the Director at <u>the.zen.glider.pilot@gmail.com</u>.

Where documentation has been provided to demonstrate that the glider cannot be loaded above the limit (or has been configured not to exceed the limit), then there will be no weight checks – which will save a lot of time and hassle for everyone, and zero the risk of any penalty points for the competitor. Any such documentation must to be provided to Control before the closing of final registration and no later than 09:00 on Saturday 1st August, and must be accepted by the scrutineering team.

For other gliders a 'reference weight' will need to be established. After establishing the 'reference weight', weight checks on later competition days will be quick.

For the avoidance of any issues, there will be no water ballasting after the scrutineering area or on the grid.

### SCRUTINEERING AREA

The scrutineering area is midway along the track running across runway 04-22, about 100m in front of the 22 grid location.



#### Weight Scrutineering Procedures

## INITIAL SCRUTINEERING – ESTABLISHING THE REFERENCE WEIGHT

This procedure must be simple and quick to do but still accurate enough to highlight any discrepancies in weight.

An accurate mass must be obtained of the glider in its "ready for flight" state. This may include water ballast but MUST include batteries, any other permanently installed equipment and other normal personal equipment and supplies such as parachutes. Pilots may be weighed separately or an estimate of pilot weight made by the scrutineers. Parachute mass will be assumed to be 6.5kg each if not available for weighing.

As the glider will have to be weighed outside and will therefore be subject to windage effects, a +5kg error will be allowed. If the wind is particularly strong, the glider may be oriented when weighing to reduce the windage effect.

Two weighing platforms will be used to measure the weight on the main wheel and on the tail wheel/skid.

It is anticipated the accuracy of the scales will be +/- 0.5kg and the calibration will be traceable to National Standards. This will be sufficiently accurate for purpose and should prevent any dissention on the weight values obtained. Copies of the calibration certificates will be available for competitors to view.

To prevent any claims of errors or other disputes, no member of the crew or pilots will touch the glider while the weighing is in progress. They will, however, be required to assist in locating the glider correctly on the platforms. CGC will provide the personnel to do the actual weighing.

- 1. Glider state (e.g. ballast) is recorded along with other salient data.
- 2. Glider positioned in line with main platform. Any wing walker or supports, tail dolly and tow bar removed.
- 3. Glider main wheel positioned on main platform. All hands off except off except for the wingtip holder (CGC weighing team member). When the glider is balanced sufficiently, the wingtip holder lets go and calls out "ready" and the weight reading is recorded.
- 4. Step 3 is repeated with the tail wheel/skid positioned on the second platform
- 5. Pilot(s) plus parachutes can be now weighed on the platform and the values recorded.

Steps 1-5 give an accurate value for the glider plus equipment which will enable it to be established if the glider mass is within the limit.

If above the limit:

The over limit amount will be noted and a 2 point per kg over limit penalty will be applied to the pilot's next score.

The pilot and crew will remove the glider from the weighing area and dump ballast until they judge the glider mass will be below the limit, and then Steps 1-5 are to be repeated.

Once below the limit:

6. Wing walker/support, tail dolly and tow bar replaced, and tow bar coupled onto the tow car. The main wheel is then re-positioned on the platform and the 'reference weight' reading noted.

Step 6 gives a weight value which can be checked quickly as and when required when gridding, at the end of the flight or at other stages as required.



Weight Scrutineering Procedures

## DAILY SCRUTINEERING

As above, the glider will have to be weighed outside and will therefore be subject to windage effects, an error of +5kg will be allowed. If the wind is particularly strong, the glider may be oriented when weighing to reduce the windage effect.

One weighing platform will be used to measure the weight on the main wheel with the glider in its tow out configuration, and be compared with the 'reference weight'.

- 7. Glider state (e.g. ballast) is checked against the standard recorded in the initial weight scrutineering.
- 8. Glider towed so the main wheel is positioned on the weighing platform.
- 9. The weight reading is recorded and compared to the 'reference weight'.

### If above the limit:

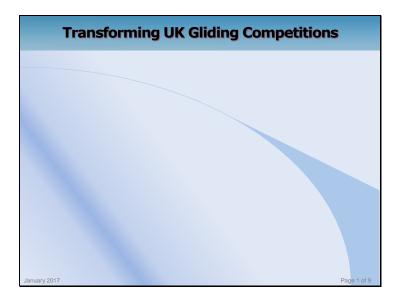
The over limit amount will be noted and penalty points will be applied to the pilot's next score.

The pilot and crew will remove the glider from the weighing area and dump ballast until they judge the glider mass will be below the 'reference weight', and then Steps 7-9 are to be repeated.

In cases where the glider has been demonstrated not to exceed the mass limit provided there is no wing water ballast, then the scrutineering will be limited to the pilot/crew demonstrating no wing water ballast is loaded. Please note that these gliders are not exempt from scrutineering.

The only gliders that are completely exempt from scrutineering are those that where documentation has been provided and accepted demonstrating that it is not possible to exceed the mass limit.

**Transforming UK Gliding Competitions - The Big Picture** Slide 1



# **Transforming UK Gliding Competitions**

#### Current Status & Issues

- Reducing entry numbers
- Increasing financial risk of hosting competitions
- Reducing number of Nationals host venues
- Variable quality of organisation
- Pure sporting contest vs. Rounded FUN enjoyable event
- Quality of online presence often poor & unattractive
- Media coverage: limited & local

ary 2017

Sponsorship: local, one-off and modest

In broader context of reducing number of UK glider pilots...



# **Transforming UK Gliding Competitions**

#### 1. Helping More Clubs Organise Competitions

- Why organise a competition? What's the benefit to the club?
  - Club members can fly in the competition or fly off front/back of grid
  - Minimise disruption to normal operations, rather enhance operations
  - with additional launch capacity
  - Additional facilities like catering & bar
  - Social buzz, evening activities/events, bar banter, parties,...
  - Potential cash injection (needs strong financial control)
  - Opportunity to engage with local community and promote/market club
- Making it easier
  - Competition Organisers' Guide contains a lot of useful guidance
  - Develop strong network of competition organisers & Comps Committee
  - Ask for help and advice and suggestions



Transforming UK Gliding Competition	s
3. The <b>BIG</b> Picture	
Use competitions as platform to:	
<ul> <li>Raise public awareness &amp; profile of gliding, locally &amp; more widely</li> </ul>	
Help reverse membership decline	
<ul> <li>Access major sponsorship, multi-event, multi-year</li> </ul>	
Key is excellent online presence & external communication:	
Public accessibility	
Media friendly	
Sponsorsable product	
nuary 2017	Page 6 of 9

# **Transforming UK Gliding Competitions**

#### The **BIG** Picture – How?

High standard of external communications Ultimate aim: national TV coverage

- Generate media communication templates
- Develop & share media networks and then coordinate use

Quality online presence Ultimate aim: 100,000+ website & YouTube hits

Ultimate aim: £100,000/year

- Common platform presentation with strong social media
- Enhanced tracking with real-time scoring/ranking
- Plentiful quality images (videos & photos) via YouTube & Flickr/Pinterest
- Enable external/offsite audience to engage and follow competitions

Drive towards sponsorable product

Develop & test marketing package

Seek sponsorship on commercial basis, understand sponsors' needs

Key is strong brand/image with consistent core messages



# **Transforming UK Gliding Competitions** Why Support The **BIG** Picture? Access & benefit directly from media coverage Marketing within gliding and wider public audience Additional visitor activity & increased membership Use of turnkey online platform • But requires populating with information... • Marketing within gliding and wider public audience

- Additional visitor activity & increased membership
- Access to sponsorship benefits

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- Share of financial sponsorship
  - Enhanced media access, content, coverage and quality