

## **BGA CLUB MANAGEMENT GUIDES**

### **Annual Reports and Understanding Impact**

## Annual Reports and Understanding Impact

An annual report covers the club's activity during the year. The most common sighting of them will be ahead of the AGM, but annual reports should be published on the website and circulated to club members. The report can also be used as part of the communication with local councils, stakeholders and potential partners such as grant making bodies.

Annual reports must cover:

- how the club operates;
- the goals & performance;
- corporate governance; and
- accounts.

### Annual Report – typical contents

Firstly, check the reporting requirements of whichever body your club is legally obliged to report to and start with those items.

Everything else will depend on what has been the focus for the club's activities during the year. If the club has been actively promoting a specific fundraising drive, then that will be relevant, but if they haven't then there would be no point reporting on fundraising.

- Letter from the Chair
- Information about the club's purpose, and how it is run and structured.
- A list of key personnel, such as committee members, their position and dates of term.
- Progress against the club's aims, purpose, development and/or business plans as well as an overview of any risks and how these are minimised.
- Overview of club activities including events, competitions and social activities.
- Overview of outward achievements like community engagement, environmental and social impact.
- Plans for working towards the club's purpose and objectives in the coming year.
- Updates on the membership, staff and volunteers, including numbers and diversity.
- Financial reporting including a summary of finances and annual accounts.
- Updates on sponsorship and fundraising efforts or partnerships.
- How to contact the club

### Impact

The core of the report is usually based on reporting required by Companies House, but a good annual report should also include information about the club's impact i.e. the difference the club makes for the people who take part in the wide range of gliding activities the club provides.

The definition of '*impact*' is 'the broader or long-term effect of the activities of a project or an organisation'.

Impact can often be captured by listening what people have to say about the difference that they have noticed. Clubs can also produce an *'impact report'*, annually or at the end of a specific project, which captures this information.

### **Presentation**

Pictures paint a thousand words and impact reports are usually visually attractive. There is no reason why the club's annual report shouldn't be enjoyable to read too.

Some reports are very long and others are brief. Search out reports from other organisations to get some inspiration. Put a call out to the club membership to see if there are people with relevant skills who could help out. There are some free to use online graphic design tools that have some good annual report templates that can provide a good start point for your design. Choose the layout that will work best – you can change all the colours and pictures.

It is unlikely that the club will commission a large commercial print run, so in the design considerations prioritise how the report will appear on screen. It might be worth getting a few copies printed at your local print shop for those members who would like a hard copy, but creating a heap of future recycling is a waste of valuable resources.

### **Gathering impact information**

Consider the overall themes for the club's work e.g. Flying; Training; Volunteering; Community; Events and so on. Gather information about each theme during the year, ready to be collated and presented in the annual report. The report could have a page per theme, which would work well in a PDF.

There are numerous ways to collect the information:

- quantitatively by measuring things like number of flights, km flown, hours, badge claims, competition results, number of juniors now employed in related industries, etc; and
- qualitatively by gathering what people say:
  - Ask club members for feedback about their gliding experiences
  - Ask them to share social media posts with the club's social media
  - Set up an easy online feedback form for people to complete periodically
  - Photos, videos etc
  - Testimonials and quotes

When getting permission from people to use their quotes and testimonials, ask them whether they want to use their first name, whole name, or whether they prefer to be anonymous.

### **Uses of impact information**

Snippets of stories, testimonials and quotes form the basis for social media posts.

Comments & feedback can be used to inform project development work, and also to illustrate funding bids.

To educate outside parties about what your club does – doing the gliding activities is a stepping stone to the difference the club makes for people. These might not be immediately obvious, for instance, our clubs are brilliant when it comes to keeping older people socially and physically active, especially after bereavement when someone's world can shrink to a very small and lonely place.

Gliding clubs are remarkable places.