

21st October 2015

Dear Strut Chairman

At the last National Council meeting the representatives of the clubs and struts decided that the NC had run its course and voted to stop meeting. It was agreed, however, that a working group would be set up under the chairmanship of John Holden of the Devon Strut to find alternative and more effective ways to harness the ideas and resources of the clubs and struts for the benefit of our members. This working group prepared a paper for the Board to consider at its September meeting. The Board agreed to focus initially on those ideas that were considered by the working group to be of high value and capable of being implemented quickly.

The recommendations extracted from the paper:

Recommendations

The following recommendations are in no particular order of priority. Comments as to practicality and value-added are there as a starter for Board consideration.

1. Capitalise on the huge potential of our magazine, "Light Aviation", to inform more extensively about what the Board is doing for the membership. This could be through the Chairman's and Chief Executive's columns and/or with a "racy" – that is to say accessible and entertaining – piece provided separately. ***(Easy to do. High potential value.)***
2. Encourage the submission of articles by key LAA people to Pilot, Flyer and the BMAA's magazine, on topics of general interest to the light-end-of-aviation fraternity. ***(Easily said, less easily done. Added value?)***
3. Develop the existing e-Newsletter to include Board communication. ***(Someone would need to own this task. Probably worth doing.)***
4. Revitalise the LAA on-line forum, by appointing a "Webmaster". ***(Someone would need to be appointed to this role. Not easy!)***
5. Endeavour to "moderate" on behalf of the LAA the Flyer forum, by countering negative stories and developing positive ones. ***(The Webmaster might usefully undertake this role too.)***
6. Initiate an e-mailed communiqué to nominated LAA Strut and Club representatives, for their promulgation to their respective groups, creating a feedback loop at the same time. (Cascade and fountain, as I call it.)

(A Board observer should be appointed/elected for this task.)

7. Create an on-line "virtual National Council", a forum for nominated Strut and Club representatives to communicate with each other. *(This needs co-ordination. Could be the Webmaster. Added value?)*
8. Organise a forum as a bolt-on to the AGM, with an agenda interesting-enough to encourage greater participation in the AGM. *(This could be a Board task. High potential value. Manageable.)*
9. Consider organising a National Conference, probably one day plus dinner. *(This demands a professional approach; so probably need to hire.)*
10. Consider creating a new, smaller, focused, activist body; "son of NC". *(Challenging for the Board? Can suitable individuals be found? Too soon, too difficult to formulate, too unpredictable, too low value?)*

As remarked earlier, these recommendations can only be instigated if individuals can be found to take them forward; and please do not lose sight of the Struts and Clubs in the bid to enhance communication more generally.

John Holden

One idea was to improve direct communication with the clubs and struts through frequent newsletters and the use of our website to give timely updates on HQ activities. If you check the news section of the website today you will see that there is summary of what the Board discussed at our last meeting.

This Chairman to Chairman e-letter is also an attempt to improve involvement and connection with the clubs and struts. I will try to do this as regularly as possible in an attempt to keep you up to date with the key issues that are being dealt with at HQ and would welcome your feedback on this idea as well as inviting you to raise issues of interest and concern to your club or strut.

Both Steve Slater and I are keen to meet you and, if you have not already done so, we would welcome an invitation to come and chat to your members at one of your regular meetings during the next year. You can contact me at brian.davies@laa.uk.com and Steve on steve.slater@laa.uk.com. We look forward to hearing from you.

With best regards



Brian Davies

LAA Chairman