

MGC Strategy Survey 2024

Summary Results (Many thanks to ChatGPT)

Q1: What would you like the club to be like in 10 years' time?

(64 respondents, 120 responses)

Responses prioritised by category

1. Club Culture and Atmosphere (14):

- **Friendly and Welcoming Environment:** Many responses emphasize a need to maintain a friendly and inclusive atmosphere (10).
- **Avoiding Cliques:** Multiple responses point to reducing cliquish behaviour, which some members find off-putting, particularly for newcomers (4).

2. Operational Improvements (14):

- **Seven-Day Operation:** Members express a desire for the club to be open every day, possibly with expanded aerotow options (8).
- **More Solo Flying Opportunities:** Numerous mentions of increasing opportunities for solo flying, which many feel are currently limited (6).

3. Youth Engagement and Support for Juniors (12):

- **Junior Training and Retention:** Frequent mentions of the need for training programs for juniors and younger members (7).
- **University Outreach:** Many see partnerships with universities as a promising channel to attract younger members (5).

4. Fleet and Equipment Improvements (11):

- **Solo Gliders for Members Without Their Own:** Numerous members mentioned needing more solo gliders accessible to non-owners (6).
- **Fleet Modernization:** Suggestions for adding higher-performance single-seaters and maintaining a range of gliders for different skill levels (5).

5. Catering and Social Spaces (11):

- **Reliable Catering:** Many members stress the importance of catering and suggest expanding it to serve visiting cyclists and hikers (7).
- **Member Kitchen Facilities:** Suggestions include adding facilities like a fridge, microwave, and sink for members to use (4).

6. Financial Strategies and Membership Structure (7):

- **Membership Pricing:** Members suggest tiered pricing to accommodate younger and senior members while ensuring financial stability (4).
- **Diversifying Income Streams:** There are ideas for generating revenue by hosting open days, silent auctions, and catering to non-gliding visitors (3).

7. Infrastructure and Environmental Improvements (6):

- **Hangar and Maintenance Facilities:** Proposals for hangar upgrades and better maintenance facilities for both the fleet and members' equipment (3).
- **Renewable Energy Initiatives:** Some members advocate for EV charging points and solar power for sustainability (3).

8. Volunteer and Duty Structure (5):

- **Enhanced Volunteer System:** Some suggest a structured volunteer duty system to streamline club operations and ensure fair distribution of work (5).

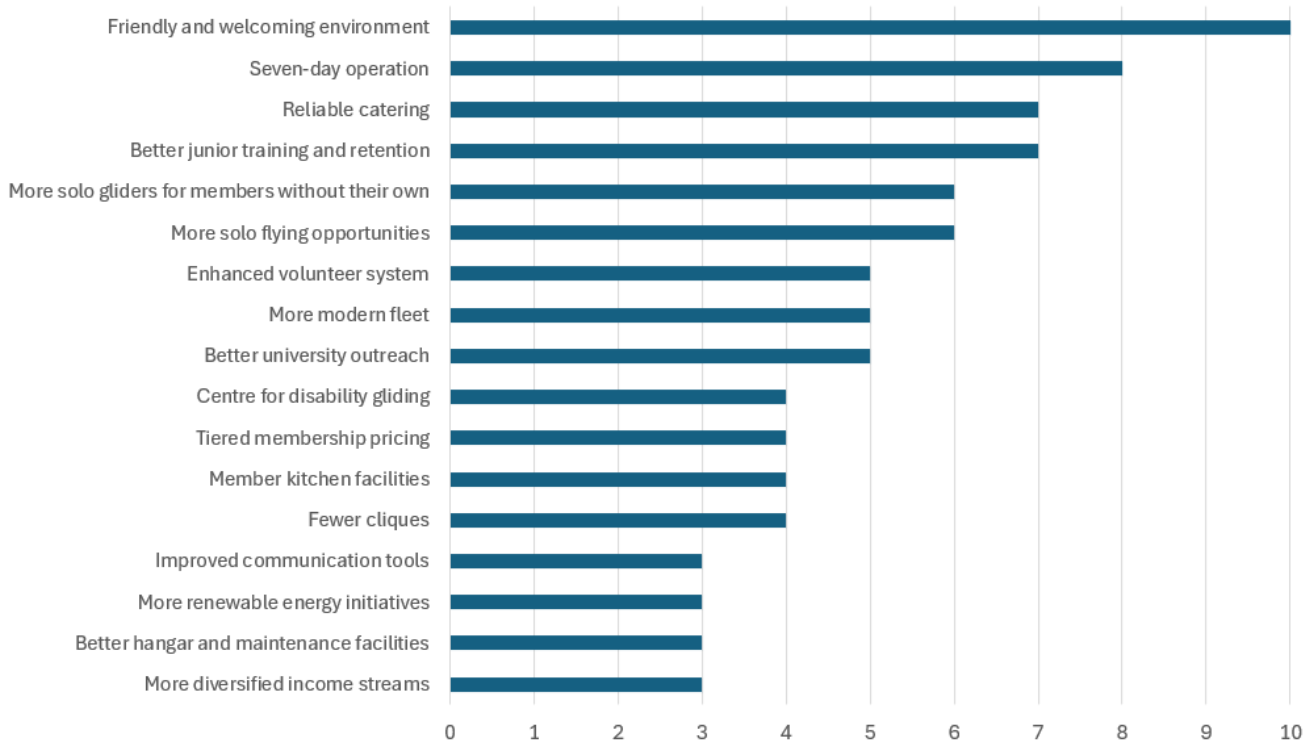
9. Disability and Accessibility Initiatives (4):

- **Centre for Disability Gliding:** Several responses propose a specialized program or centre to attract disabled pilots and diversify membership (4).

10. Modernization and Digital Engagement (3):

- **Improved Communication Tools:** Suggestions for better digital tools to keep members informed and engaged online as well as in person (3).

Responses prioritised individually



Q2: "What would you like to be getting out of the Club in 10 years' time?"

(41 respondents, 59 responses)

Responses prioritised by category

1. Flying and Progression Opportunities (21):

- **Access to Gliders:** Many members want continued access to a high-performance single-seater, ensuring quality flying experiences as private ownership may not be feasible for all (8).
- **Flexibility in Scheduling:** Several members value the option to fly at flexible times, including shorter morning or evening slots (6).
- **Enhanced Training and Mentoring:** Numerous members seek better mentoring and structured progression pathways, especially for cross-country (XC) flying and achieving advanced flying levels (7).

2. Social and Friendly Environment (15):

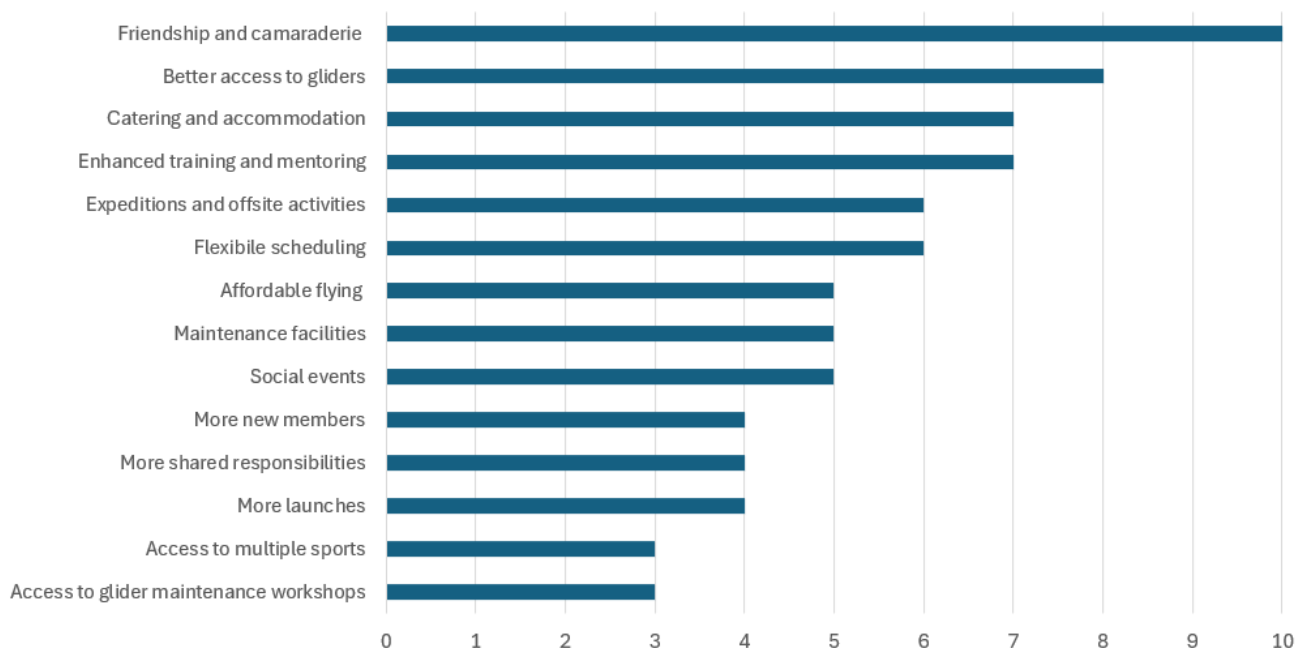
- **Friendship and Camaraderie:** A large number of responses emphasize the desire for the club to remain a friendly, welcoming, and socially vibrant environment (10).
- **Social Events:** Continued interest in activities like Saturday dinners, social gatherings, and excursions, which foster a sense of community (5).

3. Operational Efficiency (8):

- **Improved Launch System:** Some members mentioned needing better-organized launching, reducing wait times and maximizing flying opportunities (4).

- **Shared Responsibilities:** There is interest in a more equitable sharing of club duties to prevent volunteer burnout (4).
- 4. Glider Maintenance Facilities (8)**
- **Maintenance Facilities:** Onsite maintenance and support for both club and private gliders is highly valued (5).
 - **Glider maintenance workshops:** Several suggestions for offering glider maintenance classes and workshops (3).
- 5. Longevity and Sustainability (7):**
- **Multi-sport Venue Ideas:** Suggestions include diversifying activities at the club to attract a broader audience and access funding, potentially through grants for multisport offerings (3).
 - **Attracting New Members:** Members highlighted the need to create an environment that appeals to future generations, maintaining the club’s longevity (4).
- 6. Onsite Facilities (7):**
- **Catering and Accommodation:** Many respondents want reliable catering, ideally to Helen’s standard, and suitable accommodation for longer stays (7).
- 7. Expeditions and Offsite Activities (6):**
- **Club Expeditions:** Several members would enjoy organized excursions to other sites, allowing them to experience different flying conditions and social interaction in new settings (6).
- 8. Value for Money (5):**
- **Affordable Flying:** Some members wish to maintain or improve the affordability of flying to make the club more accessible, especially for newer or less frequent flyers (5).

Responses prioritised individually



Q3: "What changes would you like to make over the next 10 years?"

(39 respondents, 48 responses)

Responses prioritised by category

1. Infrastructure and Facilities (17):

- **Fleet and Hangar Improvements:** Members frequently requested improvements to the fleet, such as adding a spin-capable two-seater and enhancing maintenance facilities (7).
- **Building and Grounds Maintenance:** Requests included reroofing the hangar, fixing the airfield (6)
- **Accommodation improvements:** Improving accommodation facilities, including adding sinks in twin rooms (4).

2. Improved Communication and Member Involvement (13):

- **Better Communication:** Many members expressed a desire for more regular and transparent updates from the committee (8).
- **Member Engagement:** There is an interest in promoting a stronger sense of ownership among members, especially newer ones (5).

3. Operational Changes (11):

- **Task Sharing and Volunteer System:** Members emphasized the need for a balanced sharing of operational responsibilities among members, potentially through mandatory volunteering (6).
- **Refined Booking and Launch System:** There was feedback about improving the launch scheduling system to maximize flying time and ensure fair access (5).

4. Modernizing Training and Mentoring (9):

- **Structured Training:** Members suggested creating a clearer, more structured training program, potentially with published materials and mentorship (6).
- **Flexible Learning Options:** Some called for flexibility to address weather-related disruptions in training schedules (3).

5. Financial Management and Revenue Generation (9):

- **Diversified Income Streams:** Ideas for generating additional income included leveraging the club's location for public activities, adding a café for passing visitors, and exploring sponsorship opportunities (5).
- **Flexible Pricing Structures:** Members expressed interest in pricing models that support club sustainability while being fair to different membership types (4).

6. Youth Engagement and Inclusivity (7):

- **Attracting Younger Members:** Suggestions included recruiting younger members and adapting membership structures to appeal to people with young families and busy careers (4).
- **Disability and Inclusivity Initiatives:** Some members proposed seeking funding for accessible equipment, like a disabled-adapted single-seater (3).

7. Marketing and Outreach (7):

- **Branding and Social Media:** Several responses encouraged the committee to promote the club more actively, especially on social media (4).
- **Community and Public Engagement:** Members proposed organizing public-friendly activities, involving other local groups, and creating a welcoming "kerb appeal" to enhance first impressions (3).

Responses prioritised individually

