



BWPA Chairwoman's Report to the AGM 05 December 2021

Welcome to the AGM of the British Women Pilots' Association Ltd in this our 66th year as an Association. Thank you to Nicky Rowan for preparing the notices and documents for the meeting and to the committee for preparing their reports in a timely manner.

2021 was a year of hope, following a year of lock-downs. However, many of us still had to cope with the ongoing situation of the pandemic and the loss of friends and loved ones. There is no denying that we encountered further challenges with lock-downs and despite the best efforts of the NHS and government policies we find ourselves with continuing highs of infection rates as we enter the winter months.

However, following on from our success of online meetings and the growth of the Regional Groups, it is very pleasing to see that the 5 Regions announced last year have now expanded to 9 Regions, with North East England being our most recent entry. Our Regional Representatives have all been proactive in attending regular monthly online meetings and when able have held 'in-person' meetings. They have also reported increasing interest within their own areas, which has no doubt given rise to another year of growth for our membership base which currently stands at 436 members. This is 34% (111 members) up from roughly the same time last year, and membership retention is currently 80%. With 59% of all members now belonging to a Regional Group and more Regions anticipated in the coming months, that figure is set to increase further.

Claire Hatton, our Membership Coordinator reassures us that the online membership system works well and where potential improvements are identified, they are made in the interests of continued improvement.

As last year, it has been noted that the vast majority of our members are looking to build their network and receive advice and support from other female pilots, and with regards to this we have some very positive feedback about the instantaneous responses received from the various Regions WhatsApp Groups being very useful.

There remains a spread of members across the various age groups (please see Appendix for further membership statistics).

Annabel Cook continues to run an extremely successful website which has now been running for over two years and, through frequent updates, continues to look fresh. Remembering of course that the website is your BWPA hub of events information, articles, gazettes, documentation and even members discount codes and shopping. Look out for the addition of BWPA goodies, like hoodies and tees and treats for this Christmas, organised by Tara Cawdell as part of her Sales and Promotions role.

Year to date website users have increased 86% to 61,099, compared to 32,930 for the same period in 2020; a massive 735% increase compared to the same period in 2019.

The majority of user acquisition was through organic search – up 168% – suggesting our key wording is successful, with webpages appearing high up in search engine results. The website features a mixture of 22 informative, entertaining and celebratory news articles this year alone. We have had conversations with various members to complete these stories, with the aim of giving as many members as possible the chance to get involved and tell their story.

During 2021 Gemma Jefferies has sent 14 Mailchimp campaigns to members so far. There was a great response and interaction from members regarding the campaigns for scholarships, members' stories and requests for volunteers. Including website news stories in the campaigns has prompted a positive response in the Regional Groups from members who want to share their own stories.

Likewise, members have been encouraged to share their achievements with us on social media, some of which have then been shared as celebratory posts. The feedback on these posts has been very positive and many more members have chosen to have their achievements shared as inspiration to others.

Over the last year, with the help and overview of Steph Smith, the number of Facebook audience 'likes' has grown by 11.4% to 3,032 and the number of Twitter followers has grown by 19.4% to 1,583. The most successful campaign posts were related to the 2021 scholarships, which produced great engagement across both platforms. Remember to monitor our social media and 'share' posts of interest to help with the BWPA's visibility.

Bronwyn Fraser has also shared members' news through the BWPA Gazette and works quietly in the background editing and preparing that and the newsletters with a round-up of some of the most pertinent or interesting news stories, keeping us up to date with the achievements of our Scholarship winners etc.

The BWPA offered a range of scholarships for its members this year, including 2 new scholarships from Helicentre Aviation at £10,000 each; there have been 208 applicants and 19 scholarships awarded in total, which is 8 more than last year and more than double that from 2 years ago (2019). The extra savings from the continuation of online events and committee meetings allowed the value of some of our self-funded scholarships to be increased and the interest of sponsors to be piqued, meaning that with the goodwill of our current sponsors and the interests of new ones, there may be further scholarships to come (listings are on the BWPA website). This will require more help for our current Scholarship Coordinator Tamara Leitan, who already has a team of volunteer panellists to help sift through the applications. Please consider how you may help improve the future of our members by being part of this if you have the spare capacity.

Following on from the supportive nature of scholarships and sponsors, in support of the BWPA's STEM outreach aims, a significant number of outreach events have been supported by BWPA members which enabled The Aviatrix Project to work with a large number of schools and community groups across the UK and internationally. This equated to 47 school engagements for talks of which 56% were supported by BWPA members.

All BWPA projects are ably handled by our Treasurer, Catherine Hollywood, who has prepared the accounts for 2020-21 to be independently assessed and verified by Camfield, Chapman, & Lowe. Her report will be presented separately.

BWPA Deputy Chairwoman, Annabel Cook continues to lead the ever expanding Communications Team and her main tasks during 2021 have been around external partnerships, having successfully negotiated partnerships with:

Flight Deck Wingman,

two new scholarship sponsors,

a discount on courses for members

Emma Henderson's Project Wingman which sports our branding on both the bunting and deckchairs for the bus.

The ATTAGIRLS Molly Rose Pilot Scholarship (AMRPS) having our name associated with the scholarship and our branding on bookmark and postcards to accompany a related book.

Alongside this, Annabel has been leading the 'membership retention' strategic aim where the team put together a questionnaire around retention to send to all members. The response was fantastic, with 115 responses (excluding spam and duplicates), and is steering our decision making.

Our Secretary Nicky Rowan has spent many years with us in different roles and after a challenging (pandemic) two year stint as Secretary has decided that it is time to hand the baton over. Nicky has offered to stay on committee during the handover process.

As ever the committee will see further changes this year, with Fenella Jefferson disappearing to Singapore soon, Tamara Leitan busily flying her VIP passengers around and Rosemary Clemo taking time out to gracefully retire. I want to thank them all for their time on committee although Tamara will have plenty to keep her busy with the Scholarships as previously mentioned, and no doubt Rosemary will be seen enjoying our events without the effort of organising them.

Thanks also go to our volunteers working off committee; Beverley Harrison for her presentations and articles on our heritage and managing the Archive, Lesley Runnalls for providing information on GANG & RIN representing them and us at GASCo in cooperation with former BWPA Chairwoman Tricia Nelmes, Allie Dunnington for representing us at GAAC, our Regional Representatives, Scholarship panellists, working group members and many others.

For my part, I will continue to represent the UK through the BWPA on the FEWP board and am now their elected President since our successful FEWP AGM and get together in Cyprus in October. We were grateful that all get-togethers, apart from the actual AGM, were held outside and the weather was extremely favourable. There has been a slight change of plan from the last BWPA AGM report in that we will be holding the 2022 FEWP AGM in Serbia, and not Romania which will be 2023. Slovenia is planned for 2024, and potentially Austria for 2025 (tbc). I do hope that you will consider joining us for some of these.

Tara managed to attend one Private Flyer event and promote the BWPA there, while Allie attended another Private Flyer event covering GAAC and BWPA together. Obviously we are anticipating a busier summer of events for 2022 and hoping to expand some of the Regional get-togethers into more inclusive fly-ins etc.

I am very proud of the achievements of our members and volunteers through yet another year of uncertainty and hugely impressed at our growth and friendships. Well done and thank you all.

Sharon Nicholson

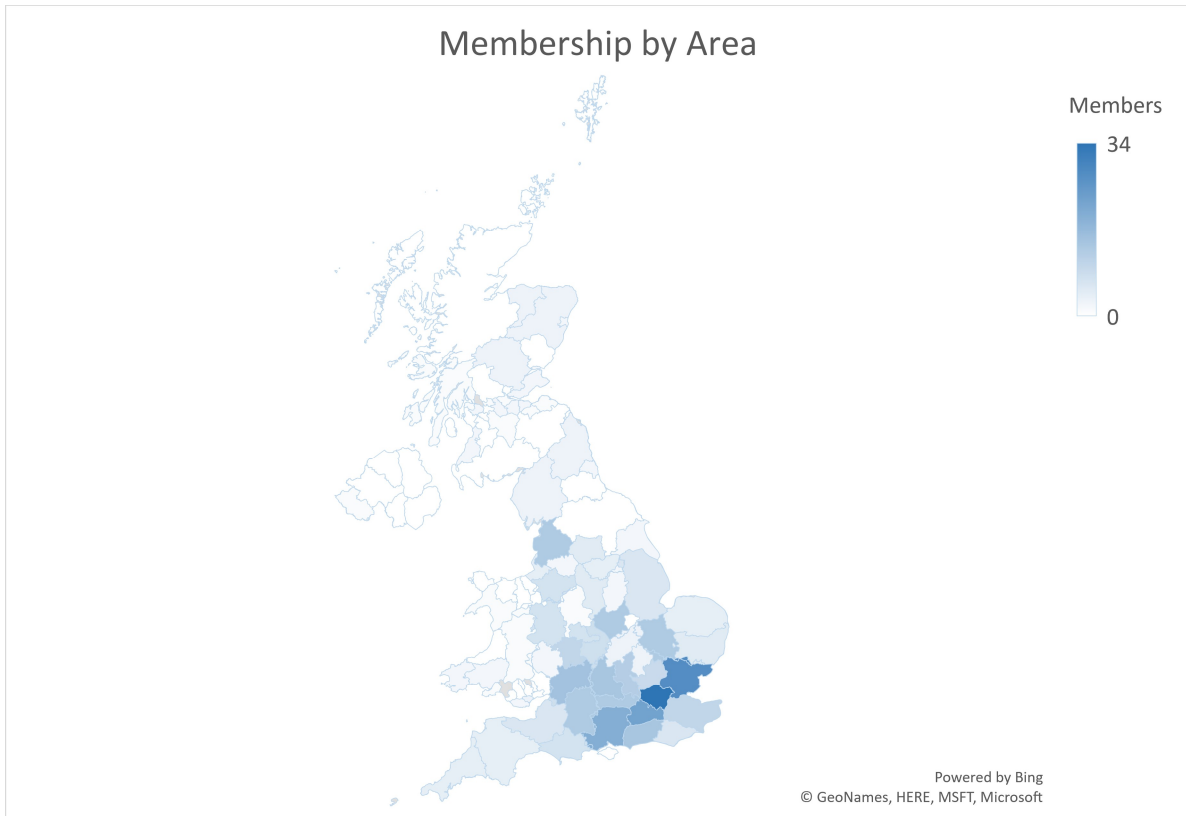
Prepared for the AGM planned for 05 December 2021

Abbreviations:

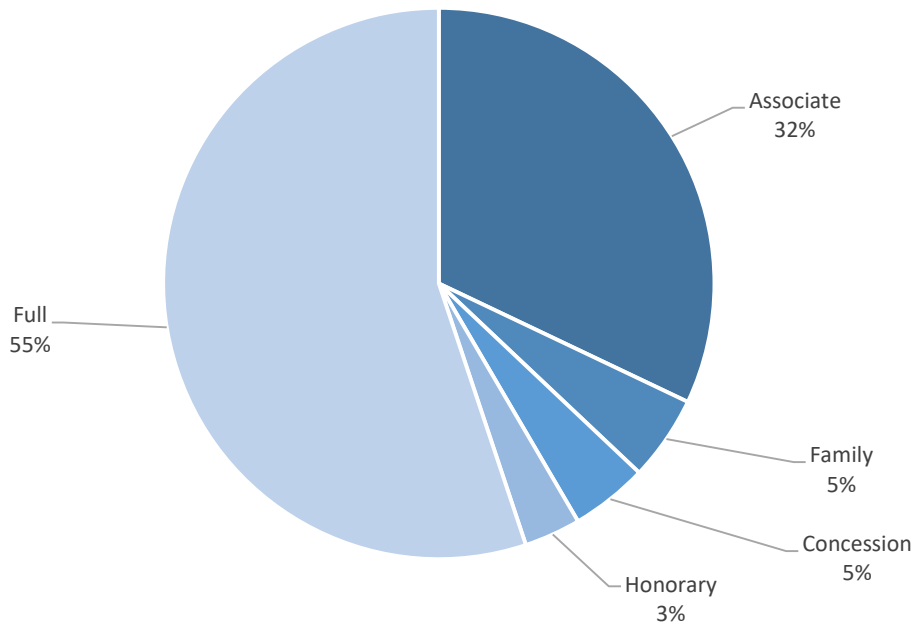
BWPA British Women Pilots' Association
FEWP Federation of European Women Pilots
GAAC General Aviation Awareness Council
GANG General Aviation Navigation Group (RIN)
GASCo General Aviation Safety Council
RIN Royal Institute of Navigation

Appendix to the BWPA Chairwoman's Report – Courtesy Helen Hennessy

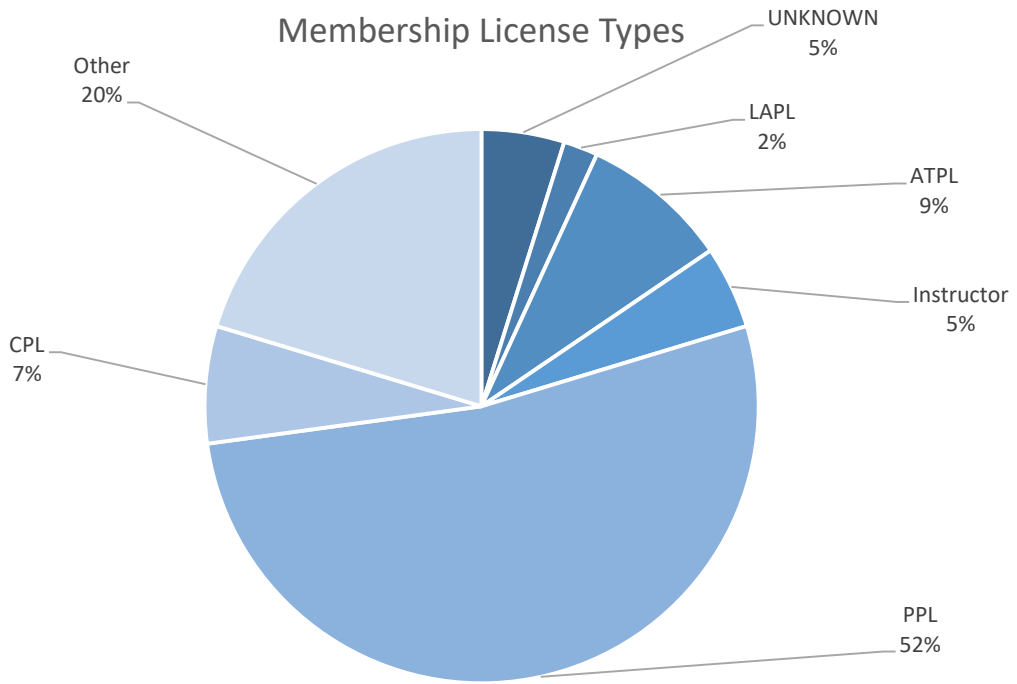
Statistics correct for October 2021



Membership by Type

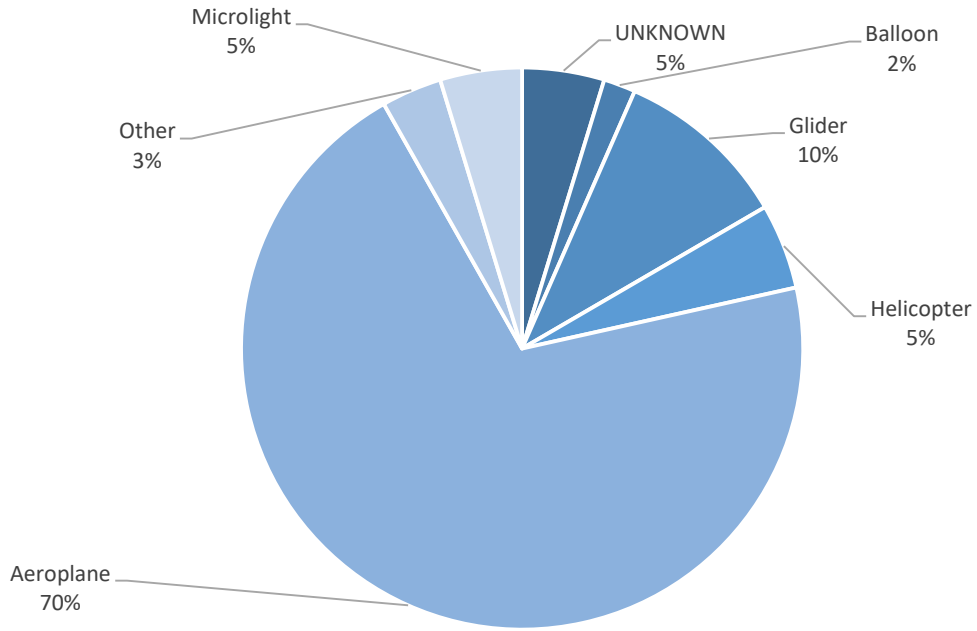


Membership License Types



10% of members have multiple license types

Membership Aircraft Types



10% of members fly multiple aircraft types

Membership by Age Group

