

Outreach Coordinator's report.

The focus so far this year has been

- Encouraging the continuation of increased junior membership within my own club (IVC MAC).
- Encouraging CL sport fliers to enter junior level stunt competitions, wherever they may be found.
- Attending Zoom meetings to discuss national action for the Outreach Project under Helen Jones.

Details

- IVC MAC is probably one of the few clubs in the area (if not the country) which is attracting a steady influx of new junior members. If only this trend could be repeated area wide, but that is just a dream. The influx achieved has been hard won and has required a measure of compromise (and even unpopularity) amongst the traditionalists (old farts) within the club.
- Interesting to see Facebook posts from friends in USA(AMA) reacting to an article from an organisation called 'Tail Heavy', saying that the AMA have the wrong approach by 'preaching only to the converted' and they need to change to an 'Outreach' approach.
- There have been 5 CL stunt contests this year where a beginner event has been offered, plus the Gala at Buckminster (June 20th. & 21st :-
- Old Warden Mayfly, May 18th. Ray Malmström Cup, 2nd June. CLAPA Champs 22nd June, Old Warden, 27th. July, British Nationals, 30th. August.
- Entries varied but were between 3 or 4 entrants per (rarely the same contestants). So around 13 entrants had their first taste of the mayhem that is CL stunt at beginner level.
- The key thing is them coming back for more which has happened in around 5 cases. Not exactly impressive, but we keep the pressure up to get them to enter.
- There have been 2 zoom meetings this year so far and progress has been very slow. Representation at the meetings has been from only a few areas. Some potential ideas have been discussed and are with Helen to be added to the plan. One or 2 clubs seem to carry the burden of encouraging young people to take up the hobby, including IVC MAC, Peterborough and the rocket association in the Bristol area who have done very well. In every case, new members are being recruited, often against heavy internal opposition from established members. It is a real uphill struggle as expected.

John Copsey - East Anglia Outreach Coordinator.