

British Parachute Association

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Communications Committee

Minutes of the meeting held on

Tuesday 19 June 2012 at 1300

at the BPA Office, 5 Wharf Way, Glen Parva, Leicester LE2 9TF

Present:	Adrian Bond	-	Communications Chairman
	Paul Applegate		
	Marc Fletcher		
	Craig Poxon		
	James Swallow	-	From item 26
In attendance:	Liz Ashley	-	Editor, Skydive the Mag
	Tony Butler	-	Technical Officer
	Aisha Mason	-	Production Editor, Archant Dialogue
	John Hitchen	-	NCSO
	Stuart Meadows	-	Senior Account Executive, Archant Dialogue
	Martin Shuttleworth	-	Secretary-General
	Phil Sumner	-	Web Developer, Archant Dialogue
Apology for absence	Kieran Brady		

Item Minute

22/12 Welcome

The Chairman welcomed Aisha Mason, Production Editor, Archant Dialogue, who was attending her first meeting.

23/12 Minutes

The Committee noted that the minutes (circulated) of the meeting held on Tuesday 17 April 2012 had already been approved by the Committee, ratified electronically by the Council and published on the BPA website <http://www.bpa.org.uk/minutes>

Noted

The Editor pointed out that in minute 19, Advertising sponsorship in the Mag, the reference to the 'Kit News' page should have been 'Safety Zone'.

Noted

24/12 Matters arising from the minutes

24.1 Log of Mag downloads (minute 13.1)

There had been 17 downloads of the summer 1964 first issue of the BPA Magazine, which the Archivists had digitized and Archant Dialogue had uploaded to the Mag website using PageSuite software.

Noted

24.2 Vinyl promotional banners (minute 13.2)

Stuart Meadows of Archant Dialogue kindly agreed to produce some new vinyl banners for the Mag (for use on AGM day, etc) featuring the new masthead. The Chair said he would pass on details of the supplier we had used before.

Action: Chair, Archant Dialogue

24.3 Map of Affiliated Centres for display at wind tunnels (minute 13.3)

As John Page was not present, consideration of this item was deferred to the next meeting. In answer to a question about a new Centre that was applying for Affiliation to tonight's meeting of the Council, the Technical Officer said that new centres should be added to promotional maps and lists once they were up and running.

Action: John Page / Next meeting

24.4 Online renewals (minute 13.4)

Phil Sumner (web developer, Archant Dialogue) had arranged to come to the BPA Office on Friday 3 August to install the bridging program to link the BPA database with the facility for online renewals on the BPA website. This would allow trials of online renewals to begin.

Action: Archant Dialogue (Phil Sumner)

24.5 Advertising in the Starter Mag (minute 15)

Stuart Meadows reported that advertising income for the Starter Mag 2012 had been £1,061 higher than in 2011. He tabled a list of advertisers.

Noted

24.6 Refresh of Mag website (minute 17)

The Mag website had been refreshed by Archant Dialogue.

Completed

25/12 Editorial Report

The Editorial report had been circulated in advance. Advertising income for the June issue had been slightly lower than in the previous year.

Noted

After discussion, the Committee agreed to an arrangement to source an illustrated article that had been proposed to the Editor.

Action: Editor

26/12 Mag website

The Committee considered the future of the Mag website. Part of its purpose had been for Clubs & members to use it interactively. However, online social media had now largely overtaken this purpose, leaving the Mag website's most visited pages as the diary of events, digital back issues, and the image galleries, in that order.

The Committee discussed the possibility of selling digital subscriptions to the Mag to non-members in future, and asked Archant Dialogue kindly to investigate this for consideration at the next meeting.

Action: Archant Dialogue

After further discussion, the Committee agreed to seek to consolidate the BPA's web presence as a single hub, the BPA website, which the Committee considered to be most likely to optimise visitor traffic and advertising revenue. The hub would provide a portal to different sections such as the Mag, the BPA Archive Project, etc.

Agreed

The Editor noted that some adjustment would be appropriate to the listing options on the diary of events page.

Action: Editor / Archant Dialogue

27/12 Communications Action Plan: 1 July 2011 to 30 June 2012

27.1 Enhance media and public relations

A plan had been formulated with the help of Archant Dialogue, to take forward during the next Action Plan year (minute 28.1).

Plan prepared

27.2 Celebrate the BPA's 50th Anniversary 1961-2011

This item had been completed (minute 7.2).

Completed

27.3 Run an online BPA membership survey in spring 2012

The Chair reported that no suggested questions or themes had been submitted to him by Committees or Council Members, therefore no survey had been carried out this year.

Not completed

27.4 Research costs and issues in building a digital archive of the BPA Mag and, possibly, BPA minutes

Being progressed by the Development Committee through the BPA Archive Project

28/12 Communications Action Plan: 1 July 2012 to 30 June 2013

28.1 Enhance media and public relations

The Chair outlined Archant Dialogue's kind arrangement of access to Archant's regional magazine titles for human interest features, based on jumpers identified by Drop Zones. The Editor was concerned that it would take a lot of effort to work up such stories for publication, and that it would be difficult to quantify the benefit. She herself was fully occupied with our Mag, and did not wish to add any further burden to Club Reps who provided content for it.

James Swallow said, from his experience as a Drop Zone Operator, it was not always easy to obtain material on skydiving human interest stories for publication. He believed there was already more about skydiving and skydivers in the media than we might realise, without this new initiative.

After discussion, the Committee agreed to send an e-mail to DZOs to advise them of the opportunity of a feature in an Archant regional title, and to seek to spark at least one such feature as a trial exercise.

Action: BPA Office

The Technical Officer had previously suggested (minute 7) that the Drop Zone Operators' meeting in November might offer a good opportunity for an item on press and public relations.

Noted

Rich Rust, Media Co-ordinator, had sent an e-mail this morning, which had been circulated, but not all those around the table had yet had the opportunity to read and digest its contents. The Chair said it was important that PR and media activity should be joined up. Therefore, Rich Rust's suggestions should be considered in the light of our partnership with Archant Dialogue. Rich Rust's paper would therefore be considered at the next meeting.

Action: Next meeting

28.2 Improve communication with members

This target was to investigate cost and practicability of (i) arrangements for e-communications with members of BPA company documents (subject to new database capability and issue of printed notification to all members to enable individuals to opt out to continue to receive hard copies); (ii) e-mailing minutes as attachments rather than links.

To be progressed

28.3 Improve communication with non-members

This target was to (i) add free-of-charge subscription facility for the BPA e-Newsletter to the BPA website so non-members can sign up to receive it.

To be progressed

(ii) explore the cost/benefit of putting the BPA Mag on the Archant website

www.subscriptionsave.co.uk

Agreed with Council by e-mail to proceed, and completed

28.4 Review the role, function and future of the Mag website and the relationship between all of the BPA family of websites

See minute 26.

29/12 AGM Day

29.1 Saturday 26 January 2013 at the Marriott Hotel, Leicester

The AGM working party had met representatives of two shortlisted audio visual companies this morning. This had been with a view to awarding next 3-year contract to provide services on AGM Day.

Action: Ongoing, by AGM working party

29.2 AGM Day, January 2014

The Chair reported that the working party was planning to make a facilities visit to prospective venues in Chester and Wakefield.

Action: Ongoing, by AGM working party

30/12 BPA information poster

The Technical Officer reported that one of the series of eight A3-size BPA safety and information posters, headed 'FAI Certificates', was now out-of-date because the correct term was now 'BPA Licences' (Council minute 87/11). The Committee agreed that it would be appropriate at the same time to consider updating the layout and look of the poster, including its colour scheme. The Chair asked Archant Dialogue if they could kindly quote for design and printing of 50 updated posters.

Action: Archant Dialogue

The BPA's insurers, Jelf Manson Insurance Brokers and Liberty International Underwriters, had kindly sponsored the original run of the posters. Once the cost of the updated posters was known, the Office would ascertain whether this sponsorship might be renewed.

Action: BPA Office

31/12 Dates of next meetings

1300 on Tuesdays 14 August & 9 October & Thursday 13 December at the BPA Office, 5 Wharf Way, Glen Parva, Leicester LE2 9TF.

The meeting closed at 1450.