

British Parachute Association

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Communications Committee

Minutes of the meeting held on

Tuesday 14 August 2012 at 1400

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

Present:	Adrian Bond Paul Applegate Kieran Brady Craig Poxon	-	Communications Chairman
In attendance:	Liz Ashley Tony Butler John Hitchen Stuart Meadows John Page Martin Shuttleworth James Swallow	-	Editor, Skydive the Mag Technical Officer NCSO Senior Account Executive, Archant Dialogue Secretary-General From item 39.2
Apologies for absence	Aisha Mason Marc Fletcher Phil Sumner	-	Production Editor, Archant Dialogue Web Developer, Archant Dialogue

Item Minute

32/12 Minutes

The Committee noted that the minutes (circulated) of the meeting held on Tuesday 19 June 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

33/12 Matters arising from the minutes

33.1 Vinyl promotional banners (minute 24.2)

Stuart Meadows of Archant Dialogue kindly agreed to clarify the position on the costs of new vinyl promotional banners for the Mag. These were needed because of a change to the design of the Mag's masthead, initiated by Archant Dialogue. The Committee therefore assumed that the artwork would already exist and not need to be prepared at an additional cost.

Action: Archant Dialogue (Stuart Meadows)

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

John Page reported that this was progressing. Display frames would be required for the Manchester wind tunnel, because it had opened after we had provided frames for the display of our maps at the other tunnels.

Action: John Page

The Committee would also ask wind tunnels whether they would be able and willing to display copies of the gatefold BPA leaflet 'Try Skydiving'.

Action: BPA Office

33.3 Online renewals (minute 24.4)

In the absence of Phil Sumner (Web Developer, Archant Dialogue), Stuart Meadows (Senior Account Executive, Archant Dialogue) reported that Phil Sumner's visit to the BPA Office, which had been planned for 3 August, had been postponed because of personal and technical issues. See minute 35.6.

Action: Archant Dialogue (Phil Sumner)

33.4 Mag website diary of events page (minute 26)

Liz Ashley reported that this web programming update was on hold pending the Committee's review of the BPA's web presence (minute 37.4).

Action: Subsumed in 37.4

33.5 Update of BPA safety and information posters (minute 30)

There was a significant stock of the seven of the eight BPA safety and information posters that were still current (the poster entitled 'FAI Certificates' was now out of date because of the new name 'BPA Licences'). These posters were A3 size and laminated. Tony Butler reported that some Clubs & Centres were using them as place mats in their canteen, a purpose for which they were ideal - and likely to be read! The Office would seek to encourage Clubs & Centres to take fresh supply of the posters by highlighting their use as canteen place mats.

Action: BPA Office

The Office reported that a request had been made to the insurers for them to consider sponsorship of new or updated safety and information posters. A reply was awaited. Meanwhile, the Committee would consider feedback on the design and content of the posters before commissioning any new or updated versions.

Deferred

34/12 Editorial Report

The Editorial report had been circulated in advance. The Editor reported that the cover image on the August issue had been similar to that used on the cover of the latest USPA magazine, which she also showed to the Committee. The Editor said she and her USPA counterpart had together noted the coincidence. It was not the first time that such a coincidence had occurred, and it showed that two skydiving magazine editors, working independently and on different continents, shared a similar view of what constituted a good cover image. This was probably more reassuring than surprising.

The Editor reported on the content of the August issue. Feedback to date from members suggested that it had been well received.

The Editor said she would set out some ideas for future articles, in a paper for the next meeting. In this context, she would seek a discussion about the possibility of including material on other airsports in which sport parachutists might be interested. Kieran Brady urged caution because the promotion of other airsports in our members' magazine could divert money from our sport. Tony Butler (Technical Officer) said that it would be appropriate to consult with sister airsports bodies if we were considering publishing material related to their sports.

Action: Editor / Next meeting

35/12 Report from BPA publishing partner Archant Dialogue

35.1 Advertising revenue - Magazine

Advertising revenue for the August issue had been £16,460. This was an increase of £858 on the August 2011 issue. There had generally been a very positive response from advertisers.

35.2 Advertising revenue, August 2012 – Mag website
£45.83.

35.3 Advertising revenue, August 2012 – BPA website
£205.83.

35.4 Advertising sales

The Chair asked Archant Dialogue to seek to generate more cross-media sales. Advertising in the magazine was buoyant but on the websites there was still some banner space not generating any income. The Committee believed that offering package deals of print and web together to appropriate advertisers (restrictions applied to what could be advertised on the BPA website) might help to address this disparity.

Action: Archant Dialogue (Stuart Meadows)

35.5 Subscription revenue, August 2012 – www.subscriptionsave.co.uk

8 new online subscriptions sold (8 UK & 2 rest of Europe)

35.6 BPA online renewals project

This was experiencing difficulties in creating a virtual environment to emulate the BPA Office's server and desktop environment. Archant Dialogue had therefore actioned Computerlink (Leicester) to provide a working virtual environment, so that testing could begin.

Noted

36/12 BPA position statement on commercial activities in sport parachuting

A draft position statement had been circulated with the agenda. It had been drafted by the Secretary-General after consultation with the Chairs of Council and Communications. It was consequent on a small but recurring number of enquiries from the public about arrangements for jump bookings made through agencies, particularly if the customer had encountered a problem of some kind. One agency had apparently ceased to trade and had been subject to enquiries by the police. A charity that had organised fundraising jumps through this agency had contacted the BPA because the agency had stated on its website that it had used 'BPA instructors' and the charity had believed that this had meant that the BPA had run the agency. The BPA position statement therefore included an explanation of what was meant by the term 'BPA instructor'.

The Committee recommended the draft statement to Council for adoption.

Action: Recommend to full Council

37/12 Communications Action Plan: 1 July 2012 to 30 June 2013

37.1 Enhance media and public relations

Currently, this target comprised three strands:

- 1 Generating subjects, then copy/images, for human interest features involving skydiving to send to the editor of an appropriate Archant Life regional title. The Office had sent an e-mail to Affiliated Clubs & Centres to ask them for leads. There remained the question of who would write the features.

Ongoing

- 2 Preparing a media pack for Affiliated Clubs & Centres. The Communications Chair and Secretary-General had discussed this on their visit to Archant Dialogue last November, at which a draft media pack had been discussed. They would review the material from this and seek, with Archant Dialogue's further advice, to progress it into a finished media pack for Affiliated Clubs & Centres.

Action: Chair and Secretary

- 3 Work of the BPA's honorary Media Co-ordinator, Rich Rust, whose paper (previously circulated) had been received on the day of the last meeting, so discussion of it had been deferred until today's meeting. Rich Rust's paper was noted with thanks.

Noted, with thanks to Rich Rust

The paper generated a discussion about getting our message across through the media. Rich Rust had suggested, and the Editor agreed, that an editorial calendar would be a good starting point. Rich Rust had also suggested compilation of a central media database. A media pack for Affiliated Clubs & Centres was in preparation (item 2 above).

Considerable discussion then took place arising from Rich Rust's point about the new social media. The BPA Facebook page was administered by the Chair and Vice Chair of Council, although the Office also had administrator access. The Committee congratulated the Chair and Vice Chair of Council on the positive and engaging tone they had set on this, and the interaction with members they had achieved. The Office called attention to potential issues we had not yet had to face, simply because those administering the BPA Facebook page were at the very centre of the Association, ie policymakers. If there were to be more use of a greater variety of social media channels in the future, it may raise issues about how to ensure that the BPA's voice was always authentically represented.

The BPA's recognition of the independent website for skydivers www.ukskydiver.co.uk (UKS) was raised, and whether such recognition remained appropriate now that other social media

channels had evolved. The Committee decided that this should be an item for consideration at the next meeting.

Action: Next meeting

Kieran Brady said that media matters in some way resembled pieces of a jigsaw. The question was how we sought to fit them all together. The Chair said that the next item (minute 38), which would consider a suggestion to hold a seminar on 'Skydiving and the media' might help to answer that question.

37.2 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, which Craig Poxon was progressing.

Ongoing

37.3 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 could 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

Completed

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

The Chair reported that he had discussed by telephone the online output of the BPA Archive Project with Graham Spicer, one of the BPA Archivists. The plan was to optimise the BPA's online presence by means of consolidation. The single hub or portal would include those parts of the current Mag website that attracted the most visitors and were therefore empirically the most useful to members and other readers of the Mag. Underused sections of the current Mag website, that the Editor saw little or no point in retaining, included market place, Club Zone, photos and videos. These sections had now been superseded by social media such as Facebook, which the BPA was itself using successfully (minute 37.1, point 3).

Key issues about the consolidated BPA web hub included:

- 1 Should it have a password-protected members' area, and if so what content should be restricted to members only?
- 2 Should there be an online subscription facility for non-members to subscribe to digital editions of 'Skydive the Mag', or should digital back issues be freely available on the web?

The Committee looked forward to receiving Archant Dialogue's advice on options for subscription sales of the digital edition of 'Skydive the Mag'.

Action: Archant Dialogue (Stuart Meadows) / Next meeting

The Chair suggested, and the Committee agreed, to establish a working party on to formulate recommendations to this Committee for subsequent recommendation to Council on consolidation of the BPA's web presence around a single hub. As this would be likely to involve changes to the present Mag website, the Editor would be a member the member of the working party, as would the Chair and the Secretary-General. The working party would also consider, in consultation with the BPA Archivists, how best to assimilate the online output of the BPA Archive Project as part of the BPA's overall web presence.

Web hub working party established

38/12 Invitational seminar on 'Skydiving and the media'

A paper by the Secretary-General had been circulated with the agenda after informal consultation with the Chair and Zoë Francis-Cox, Publishing Director of Archant Dialogue. This suggested that the BPA might hold an invitational seminar with input from Archant Dialogue (being part of Archant, a media company with a significant portfolio of regional newspapers and

magazines) to help to answer the question 'What message/s should the BPA be putting out, and to whom?'

The Committee considered that such a seminar may provide a useful input to putting together the pieces of the media jigsaw (minute 37.1), and asked the Chair and Secretary-General to seek to progress the idea further.

Action: Chair / BPA Office

39/12 AGM Day

39.1 Saturday 26 January 2013 at the Marriott Hotel, Leicester

The AGM working party was continuing its planning, including negotiations with the preferred audio visual services supplier.

Action: Ongoing, by AGM working party

39.2 AGM Day, January 2014

The Chair reported that the working party had visited a possible venue in Wakefield, which had unfortunately not fully matched our needs. A possible venue in Chester had also been discounted. However, the working party this morning had visited what appeared to be a splendid venue in Nottingham, about which we were negotiating on price.

Action: Ongoing, by AGM working party

There followed a discussion about the wisdom of changing the AGM Day venue every year, whereas before we had stayed with the same venue in Hinckley, Leicestershire, for a decade or so. The Chair said that feedback from the membership survey indicated a majority of the membership wanted the event to move around. Kieran Brady asked that the locations should be kept as close to the main populations of jumpers as possible.

40/12 Committee membership

James Swallow confirmed that he was not a member of this Committee, although he sometimes sat in on meetings. The Secretary apologised to him for listing him in previous minutes as 'present' (ie, as a voting committee member) when it his name should have been listed as one of those 'in attendance' (ie, not a voting committee member).

41/12 Dates of next meetings

1400 on Tuesday 9 October & Thursday 13 December at the BPA Office, 5 Wharf Way, Glen Parva, Leicester LE2 9TF.

The meeting closed at 1525.