

British Parachute Association

5 Wharf Way
Glen Parva
Leicester
LE2 9TF

Tel: 0116 278 5271
Fax: 0116 247 7662
e-mail: skydive@bpa.org.uk
www.bpa.org.uk



Communications Committee

Minutes of the meeting held on

Tuesday 11 October 2011 at 1300

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

Present:	Adrian Bond	-	Communications Chairman
	Paul Applegate		
	Kieran Brady		
	Alex Busby		
	Craig Poxon		
In attendance:	Liz Ashley		Editor, Skydive Magazine
	Adam Browning	-	Archant Dialogue
	Tony Butler	-	Technical Officer
	John Hitchen	-	NCSO
	Kirsty Kelly	-	Archant Dialogue
	John Page	-	(from item 45.4)
	Martin Shuttleworth	-	Secretary-General
	Phil Sumner	-	Archant Dialogue

Item Minute

43/11 Welcome

The Chairman welcomed Adam Browning of Archant Dialogue who was succeeding Kirsty Kelly as Assistant Editor of Skydive the Mag.

44/11 Minutes

The Committee noted that the minutes (circulated) of the meeting held on Tuesday 16 August 2011 had already been approved by the Committee, ratified electronically by the Council and published on the BPA website <http://www.bpa.org.uk/minutes>

45/11 Matters arising

45.1 Reminder to members who change their address (minute 34.2)

Kirsty Kelly confirmed that a reminder to members had been included in the Mag to notify the BPA Office of any change of address.

45.2 Logs of Mag downloads (minute 34.3)

Phil Sumner tabled a log of Mag downloads. He said that the system did not allow identification of downloads by country. Craig Poxon said this was slightly disappointing, although we knew that visitors to the Mag website were broadly in a ratio of 50 UK to 10 US to 3 Spain with smaller numbers from many other countries. Craig Poxon would continue to monitor downloads, for which Archant Dialogue would provide the data.

Action: Craig Poxon

45.3 Mag website (minute 35.3)

The Committee asked Phil Sumner kindly to replace the listing date by the event date in the events zone section of the front page of the Mag website. Liz Ashley asked whether the next three upcoming events in the calendar could automatically be listed there.

Action: Archant Dialogue (Phil Sumner)

45.4 Advertising on the BPA website (minute 37.1)

There seemed to be no systematic problem with the new arrangements for banner advertising on the BPA website, which was now managed by Archant Dialogue, using Adtec. Although

one advertiser had declined to continue citing this as a reason, it was envisaged that cross advertising between the Mag and BPA websites could be encouraged. Rob Crane (Advertising Sales, Archant Dialogue) was understood to be promoting advertising packages for 2012 and the Committee wished him every success with this.

45.5 New BPA database (minute 37.2)

Phil Sumner reported that the database search facility needed maintenance before he could come to the Office to work with BPA staff on starting the migration of membership data to the new database. See minute 50.

Action: Archant Dialogue (Phil Sumner)

45.5 BPA vinyl promotional banners (minute 38.2)

Adrian Bond reported that several DZs had purchased a BPA promotional vinyl banner. The Committee agreed to ask at the BPA meeting for DZOs to be held on Tuesday 1 November whether this was something that other DZs may require. DZs would be asked whether they might like the BPA to provide such a banner to each DZ free of charge, with a refund to those who had already purchased one.

Action: Refer to Open Forum at DZO meeting

45.6 New RAeC website (minute 40)

The Office had sent BPA text, together with skydiving images kindly supplied by the Mag, to the RAeC for use on its planned new website.

Completed

45.7 Promotional material for freshers' fairs (minute 41)

The Office reported that 8 freshers' packs had been sold for £5 plus postage (unless collected) each comprising 4 Try Skydiving posters, 250 Try Skydiving leaflets, 25 Freedom of the Skies brochures and 15 BPA 50th Anniversary car stickers.

Completed

Craig Poxon reported he had posted scans of the posters and leaflets on the BPA's Facebook page.

46/11 Editorial Report

Kirsty Kelly tabled the Editorial Report, which was noted. She confirmed that Adam Browning was taking over her role as Assistant Editor of Skydive the Mag.

47/11 Complimentary Mag mailing list

Liz Ashley (Editor) had already circulated by e-mail the working draft of the updated list, after consultation with Kieran Brady. The Committee now reviewed the list in detail with a view to minimising it to help to contain costs.

The following decisions were taken.

- The Editor would advise overseas non-affiliated DZs that the Mag was now available online and would no longer be sent to them in hard copy except by subscription.

Action: Editor

- Kieran Brady proposed, and Alex Busby seconded, a motion that the Editor should advise UK DZs in writing that they would no longer automatically receive complimentary DZ copies of the Mag, but if they responded saying that they wished to continue to receive these, then they would continue to be sent.

Action: Editor / Archant Dialogue

- Whilst non-member contributors to the Mag would continue to receive a complimentary copy, the Editor would write to a number of others on the list, as identified at this meeting and noted by her, to say that 'as with most organisations, we need to manage our costs and therefore we should like to continue to provide you with the Magazine, but on a subscription basis.'

Action: Editor

- With regard to supplying complimentary magazines to sister skydiving National Governing Bodies (NGBs) in other nations, Tony Butler said he would supply the Editor with a list of the main associations. Kieran Brady said we needed to focus on European

skydiving NGBs, some of which were not included on the present complimentary Mag mailing list.

Action: Tony Butler

- Skydiving equipment manufacturers and wind tunnels would be removed from the complimentary Mag mailing list. It was noted that many manufacturers and the UK wind tunnels advertised in the Mag, and so would continue to receive a complimentary copy as advertisers.

Action: Editor

Once the above variations had been included, the Editor would circulate the resulting complimentary Mag mailing list to the Committee for consideration for final approval at the next meeting.

Action: Editor

48/11 Map of Affiliated Centres for display at UK wind tunnels

The Committee agreed that John Page would liaise with the Editor and Archant Dialogue to update the now out-of-date maps of BPA Affiliated Centres on display at the Milton Keynes and Bedford wind tunnels. He would also provide one of the updated maps for the newer wind tunnel in Manchester that had not been in operation at the time the original maps had been produced.

Action: John Page / Editor / Archant Dialogue

49/11 BPA e-Newsletter

Craig Poxon reported that a custom domain had been purchased and used by the third-party mailer, but had not yet at least had much effect on the read rate, which in fact had gone fractionally down. The mailer had indicated that it might take a few issues of the e-newsletter for the read rate to improve. He was continuing to maintain a dialogue with them.

Action: Craig Poxon

The Chairman called for items for the November BPA e-Newsletter to be e-mailed to him.

Action: All

50/11 New BPA online database

Phil Sumner of Archant Dialogue would liaise with the BPA staff to arrange a date for him to come to start migrating the membership data from the current BPA database to the new online database that had been developed by Archant. Once working satisfactorily internally in the BPA Office, it would enable trialling of online renewals.

The Chairman asked Phil Sumner kindly to provide a timeline for this project, which would be drafted at the forthcoming meeting between Phil Sumner and the BPA staff.

Action: Archant Dialogue (Phil Sumner)

[**Note:** Subsequent to the meeting, the date of Phil Sumner's visit to the BPA Office was fixed for Wednesday 2 November.]

51/11 Communications Action Plan: 1 July 2011 to 30 June 2012

51.1 Enhance media and public relations

The Chairman would arrange a visit to Archant Dialogue on Thursday 24 November to progress this. The Chairman of Council, Development Chairman and Editor tendered their apologies as they would not be available.

Action: Chairman

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

- BPA 50th Anniversary car stickers had already been issued. **Completed**
- The well-received series of five articles would continue in the Mag, looking at the history of British skydiving in each of the BPA's five decades to date. The December 2011 Mag would focus on the 1990s.

Action: Editor

- The Committee agreed the silhouette of a skydiver sourced by Archant Dialogue to feature as the background to the honours board listing Chairmen of BPA Council since foundation.

The Office would now commission production of the board, and a spare blank board for future use as the first board, after 50 years, was likely to be full or nearly so.

Action: BPA Office

51.3 Run an online BPA membership survey in spring 2012

The survey would be drafted nearer the time.

Action: February 2012 meeting

Alex Busby questioned the value of membership surveys when for this year's, only 237 members – just 5% of the total – had responded. He asked whether it was worth the cost. The Chairman said that the cost had been only £75. Craig Poxon defended the surveys because he believed it was the remit of elected representatives to canvass the membership. He said that respondents could probably be divided into two categories: (i) those that cared; and (ii) those with an axe to grind about something. The consensus of the Committee was that, whatever the response rate, membership surveys were worthwhile and the analysis of responses was significantly better than nothing.

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

Craig Poxon reported that this target was on hold for the time being because of cost issues until technology moved forward. He was, however, continuing to review possible options to meet the target.

Action: Craig Poxon

52/11 AGM

52.1 Reebok Stadium, Bolton, Saturday 28 January 2012

The Chairman reported that the AGM Working Party had met this morning to progress plans for the BPA AGM to be held on Saturday 28 January 2012 at the Reebok Stadium, Bolton, Greater Manchester BL6 6SF. Alex Busby had been developing the afternoon seminar programme, which was now a near complete draft.

Exhibition space (3m x 3m) was available price £125 + VAT, the income from which would be used to offset the venue hire charges. Information for exhibitors would be available shortly from the BPA Office.

Action: BPA Office

Dinner tickets were on sale from the BPA Office at £25 each. Seating would be on rounds of 8. Top table guests had been invited, including all living former BPA Chairmen.

The MC/entertainer had double-booked himself and let us down. The Chairman was seeking to make alternative arrangements for an MC/entertainer and one of two possible bands and would circulate his suggestions by e-mail in due course.

Action: Chairman

52.2 Saturday 26 January 2013

The Chairman reported that contract negotiations were continuing with the Marriott Hotel, Leicester.

Action: Chairman / BPA Office

53/11 BPA skydiving calendar 2012

The Editor tabled a printout of a number of images shortlisted for possible inclusion in the BPA skydiving calendar 2012, and invited feedback, some of which she received immediately from around the table. The print run would be the same as last year.

Action: All

54/11 Thanks to Kirsty Kelly

The Chairman thanked Kirsty Kelly of Archant Dialogue for her valued contribution as Assistant Editor of Skydive the Mag, and wished her well on her forthcoming world tour.

55/11 Date of next meeting

Tuesdays 6 December 2011 at 1300 at the BPA Office, Glen Parva, Leicester LE2 9TF.

The meeting closed at 1435.

Ratified electronically by the Council and published on 14 November 2011.