

British Parachute Association

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Communications Committee

Minutes of the meeting held on

Tuesday 17 August 2010 at 1200 noon

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

Present:	Martin Soulsby	-	Communications Chair
	Paul Applegate		
	Christopher Beattie		
	Adrian Bond		
	Craig Poxon		
	Andy Scott		
In attendance:	Liz Ashley	-	new Editor, <i>Skydive the Mag</i>
	Tony Butler	-	Technical Officer
	Zoë Francis-Cox	-	Editorial Director, Archant Dialogue
	Lesley Gale	-	retiring Editor, <i>Skydive the Mag</i>
	Mick Hurrell	-	Managing Director, Archant Dialogue
	Martin Shuttleworth	-	Secretary-General
Apologies for absence:	John Hitchen	-	NCSO

Item Minute

39/10 **Live streaming**

Craig Poxon was again using his own camera and equipment to live stream this meeting to members over the web as part of a trial. It would also be available for later viewing on demand.

40/10 **Welcome**

The Chairman welcomed Mick Hurrell, new Managing Director of Archant Dialogue and Liz Ashley, new Editor of *Skydive the Mag*, to their first meeting.

41/10 **Minutes**

The Committee noted that the minutes (circulated) of the meeting held on Tuesday 22 June 2010 had already been approved by the Committee, ratified electronically by the Council and published on the BPA website <http://www.bpa.org.uk/minutes>

42/10 **Matters arising**

42.1 Unauthorised use of the BPA logo (minute 28)

www.vegasextremeskydiving.com was continuing to display the BPA logo without authorisation despite several requests from the BPA to remove it, and a promise by BPA Member Eddie Carroll, who was based there, to do so. The Committee was concerned that it was misleading to the Centre's customers and potential customers for the BPA logo to be used by a Centre that was not Affiliated to the BPA and that did not therefore operate to the BPA Operations Manual.

Andy Scott proposed, and Adrian Bond seconded, a motion to ask the Office to seek to arrange a letter to be sent to the Centre by a legally-qualified Vice President. This carried unanimously.

Action: BPA Office

42.2 Libel insurance (minute 31)

The Council had carried a motion (minute 42.1) to put in place Hiscox professional indemnity insurance, which included libel cover within wider cover as part of its insurance package for associations. This would take effect on 1 September 2010 to follow the expiry, on 31 August, of the existing libel insurance arranged by Lesley Gale that also covered the BPA, as she would by then have stood down as Editor (minute 43).

42.3 Online magazine subscriptions / Mag and BPA websites (minute 36)

Zoë Francis-Cox reported that it would be more economical for Archant Dialogue to service both the Mag website and the BPA website with a single e-commerce facility covering online Mag subscriptions and membership renewals. It would therefore be developed as part of the new BPA website / online renewals project.

Agreed

In answer to a question from the Chairman, Zoë Francis-Cox said that Archant Dialogue was allowing time for the new Mag website to become established with solid traffic before it promoted the sale of advertising space on it. She expected promotion of advertising opportunities on the Mag website to begin next month.

Action: Archant Dialogue

Phil Sumner, Archant Dialogue's web developer, had visited the BPA Office with two colleagues on Wednesday 4 August to receive a briefing on the BPA database from staff. His written report would be forwarded later this week.

Action: Archant Dialogue

43/10 Editorial Report

Lesley Gale had circulated her editorial and budget reports in advance. She said that the handover to Liz Ashley was going well. Lesley Gale's last day as Editor would be Thursday 19 August.

The Chairman reported that Lesley Gale wished to keep the domain www.skydivemag.com as she owned it. The Mag website would therefore be transferred to a reserve domain that the BPA had registered two years ago, www.skydivethemag.com. Lesley Gale said she would point her domain to the new Mag domain until members and other visitors got used to the new URL, and that she had no plans to do anything with her domain for at least a year. She said that 'Skydive Mag' was not the name of the BPA Magazine, which was 'Skydive the Mag' and that the 'skydivemag.com' domain was hers in her capacity as a sole trader, in the same way that she owned her office equipment, which the Committee was not of course expecting to be given over to the BPA.

Lesley Gale said that when she had taken over the BPA magazine, it had been called 'Sport Parachutist'. She expected that the new Editor might, in due course, wish to consider updating its title again.

The Committee discussed the matter of the domain name of the Magazine website. Some Committee members raised concerns whilst others considered it to be a minor inconvenience of little or no future significance.

In discussion with Liz Ashley, new Editor, it was decided that her e-mail address would be editor@skydivethemag.com. Archant Dialogue would look after the 'skydivethemag.com' domain for the BPA, who held title to it, and set up the Editor's e-mail address accordingly. For this, they would need access to the control panel from Hcoms, the BPA's web consultants.

Action: Archant Dialogue

In response to good wishes from the Chairman, Liz Ashley said she was looking forward to her new role as Editor. She said that as she was a teacher, she would be unable to attend afternoon meetings during term time, although she planned to attend Council meetings in the evenings. She had therefore made an arrangement that Kirsty Kelly, Assistant Editor at Archant Dialogue, would attend meetings of this Committee and report back to her on key issues ahead of that evening's Council meeting.

44/10 Contract with Archant Dialogue

Adrian Bond had circulated in advance to the full Council the final draft of the contract between BPA Ltd and Archant Dialogue Ltd. It covered the Mag, the Mag website and a new BPA website with an online membership renewal facility. The Committee was content to recommend to the Council that the contract be signed by the BPA. Archant Dialogue had already signed.

Action: Recommend to Council

[Note: Council accepted this recommendation (Council minute 58.1) and the BPA has now signed the contract.]

45/10 Communications Action Plan: 1 July 2010 to 30 June 2011

45.1 Develop a communications plan

45.1.1 Communicate regularly with members by e-mail

The Chairman thanked Craig Poxon for putting him in touch with a company that specialised in online communications, with whom he had arranged a meeting. The question was how should we best communicate with members? What should we be sending out? Should we have a monthly e-newsletter? It might cover news from STC, Riggers, etc; and regular features driven by the annual cycle such as a call for nominations to Council; reminder to vote in the elections; promotion of the AGM, etc.

Action: Chairman

45.1.2 Run more regular shorter membership surveys each focusing on a specific theme

Adrian Bond was progressing this target. He said that more frequent but shorter membership surveys offered the potential to select a theme for each survey, for example based on a particular Committee or Subcommittee's area of work. This would make the surveys less repetitive. Incentives to complete a survey, such as the digital camera prize kindly donated by Archant Dialogue for the survey held earlier this year, were important in building and maintaining response rates.

Action: Adrian Bond

Paul Applegate said the BPA needed to demonstrate the practical use of survey results to future planning. The Chairman asked that survey results should be referred to wherever appropriate in minutes and in Action Plans.

Action: Remind Committees

45.1.3 Publish campaign posters to send to DZs on (i) BPA information; (ii) safety

Andy Scott had successfully completed the publication of a series of eight new BPA information and safety posters. They had been supplied to all Affiliated Centres for display, to provoke discussion of the themes to members. The posters would be uploaded to the BPA website. They were also currently on display in the BPA Board Room. Andy Scott thanked the BPA's insurers, Manson Insurance Brokers and Liberty International Underwriters, for kindly sponsoring the posters by meeting their print costs including lamination. He also thanked Archant Dialogue for designing and producing the posters. The Chairman thanked Andy Scott for progressing this project so quickly, which made it the first completed Communications Action Plan target of the current Action Plan Year.

Completed

45.2 Contact stakeholders on developing a marketing and retention strategy for the sport

The Chairman was progressing this.

Action: Chairman

45.3 Publish a BPA Skydiving calendar 2011

Liz Ashley, Editor, reported that a number of photographs for consideration for the 2011 calendar had already been received, and a call for more had been included in the August issue of the Mag. Lesley Gale had passed over her file of potential calendar photographs for 2011. Archant Dialogue was progressing advertising sales. The shortlisted selection of photographs would be presented at the next meeting.

Action: Liz Ashley & Archant Dialogue

45.4 Re-apply for a Heritage Lottery Fund (HLF) grant to create an historical image archive of parachuting in the UK

The Chairman was progressing this with contacts in education.

Action: Chairman

46/10 AGM Day – Saturday 22 January 2011 at the Hilton Coventry

46.1 BPA FilmFest 2011 Final

The Chairman reported that, following a call for potential sponsors, Airkix had come forward with the best proposal and the Committee had selected them as sponsors for a period of three years. Airkix would provide the winner with a transferable voucher for an hour's tunnel time. Four runners-up would each receive a voucher for 15 minutes' tunnel time. There would also be Airkix Go Pro prize of a Go Pro camera for the best use of humour in any entry. This was a quite separate award open to all entries, whether selected as one of the five finalists or not. Jeff Zaltman, of Flying Aces' / Airsports tv, who was one of the judges, had kindly offered their website as a host for the finalists' films, of which the filmmakers would retain copyright. The judges would select the five finalist films, and the membership on AGM day would select the winner based on the volume of applause, using a sound meter or 'clapometer'.

Ongoing

46.2 Programme of evening entertainment

Adrian Bond said the AGM working party, which had met this morning, proposed a trio of entertainments, supported by other activities, on the evening of AGM Day 2011. The main evening shows would comprise

- 1830-1915 BPA FilmFest 2011 Final sponsored by Airkix
- 1945-2045 BPA's Got Talent 2011
- 2100-2145 Miss BPA 2011, a drag contest with an all female judging panel -
& 2215-2230 a parody of beauty contests

The food would be barbecue-style, to offer best value to members. The shows would be followed by the always-popular disco until about 0200. This was a radical departure from the traditional formal dinner, in response to its sharp decline in support over the last few years. It was the kind of entertainment that was typically enjoyed at Drop Zones. Sponsorship was being sought either for the shows and/or other activities such as casino tables (with fun 'money'). As these entertainments were to be provided for members by members, the cost and risk of hiring circuit entertainers would be avoided. The intention was to offer members a strong and varied package of entertainment free of charge, the only cost being the optional barbecue-style buffet that would cost less than a formal dinner.

The Committee supported trying out this new format, which had been informed by feedback from members.

In answer to a question, Zoë Francis-Cox said that Archant Dialogue would be pleased to help to design event logos and produce promotional posters for the evening entertainments.

Adrian Bond reported on members he would approach to invite as compères for the evening, and on invitations for judges for Miss BPA. He said the next stage was to call for entries/contestants for each of the segments.

Action: Adrian Bond / BPA Office

46.3 Hotel bedroom rates

Craig Poxon reported there had been a thread about hotel bedroom rates at the AGM on UKS. He had clarified the position, which was not entirely straightforward, after consultation with the Office. The BPA would publish information on the BPA rate in the Mag and on the BPA website. Other rates, which may vary in cost and availability, may also be available.

Action: BPA Office

47/10 AGM Day – Saturday in mid/late January 2012 at the Reebok Stadium, Lostock, Bolton

Adrian Bond reported that the second and third Saturdays in January 2011 had been pencilled in, but that the date could not be confirmed until the 2011/2 football fixtures were published in summer 2011. The Chairman said feedback from some members he had spoken with in London and the south was that Bolton was a long way north of the Daventry area of Northamptonshire, which Craig Poxon had shown to be the lowest average travel distance based on a an analysis

of members' postcodes. However, Craig Poxon noted that membership surveys had supported moving the AGM around.

Ongoing

48/10 Correspondence

The Chairman referred to the item on the agenda of tonight's Council meeting concerning e-mails seeking sponsorship that the BPA had received from two university skydiving clubs in the north east of England, one of which had been addressed to RAeC, who had forwarded it to the BPA. The Chairman said that at Council he would offer to contact the university clubs concerned to remind them of the special position of BPA as the sport's National Governing Body and of RAeC as the FAI National Aero Club for the UK that precluded both from acting as typical commercial sponsors. The Committee agreed.

Action: Chairman

49/10 Vote of thanks to Lesley Gale

The Chairman and Committee gave a vote of thanks to Lesley Gale for her 15 years as Editor. A memento would be presented to her at tonight's meeting of the full Council. The Chairman wished Lesley Gale every enjoyment of her forthcoming Winston Churchill Fellowship Study Tour of big-way formations. Lesley Gale said the Mag was in safe hands and wished Liz Ashley every success as Editor.

50/10 Live streaming

Craig Poxon reported that 9 members were tuned into the live stream of the meeting.

51/10 Dates of next meetings

Thursday 14 October and Tuesday 7 December at 1200 noon at the BPA Office, 5 Wharf Way, Glen Parva, Leicester LE2 9TF.

The meeting closed at 1340.