

British Parachute Association

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Communications Committee

Minutes of the meeting held on

Tuesday 19 April 2011 at 1530

at the BPA Office, 5 Wharf Way, Glen Parva, Leicester

Present:	Adrian Bond Paul Applegate Kieran Brady Craig Poxon	-	Communications Chairman
In attendance:	Liz Ashley Tony Butler Kirsty Kelly John Page Martin Soulsby Phil Sumner Martin Shuttleworth	- - - - - - -	Editor, Skydive Magazine Technical Officer Archant Dialogue (items 15 & 16 only) Chairman of Council Archant Dialogue (items 15 & 16 only) Secretary-General
Apologies for absence:	Alex Busby John Hitchen	- -	NCSO

Item Minute

12/11 Start time

The Chairman thanked members of this and the Development Committee for kindly agreeing to swap meeting start times with this Committee, as he had not been available at the usual start time of 1200.

13/11 Minutes

The Committee noted that the minutes (circulated) of the meeting held on Tuesday 22 February 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>

14/11 Matters arising

14.1 Unauthorised use of the BPA logo (minute 3.1)

The Committee noted that Edward Carroll BPA 116942 had, to date, not removed the BPA logo from his website www.vegasextremeskydiving.com where it was being used without authorisation. Per minute 89.1 of the Council meeting held on 7 December 2010, a letter had been sent on 29 December 2010 asking him to remove the logo in order that he would be eligible to renew of his membership from 1 April 2011. He had now applied for renewal, and been advised that the Office had not been authorised by the Council to process it.

The Committee decided on further action to be taken.

Action: BPA Office

14.2 Sale of advertising on Mag website (minute 3.3)

Kirsty Kelly (Assistant Editor, Archant Dialogue) reported that Rob Crane of Archant Dialogue had sold two advertisements on the Mag website at £50 a month each, and hoped that this would pave the way to more sales.

Ongoing

14.3 New BPA website and database (minute 3.4)

A link to the new BPA website under development by Archant Dialogue had been circulated in the agenda. Phil Sumner (Web Developer, Archant Dialogue) reported that the website was nearing completion and would be available for launch with an improved 'member check' facility which includes membership number and ratings (and which Council members would need to try out and agree before launch) pending the new online database going live at a later date. The banner advertisements on the new site would rotate to give each equal exposure. The Office mentioned the need to synch the content of the new website with the latest content of the current website before switchover. Phil Sumner said he would provide the Office with training and instruction on how to update the content of the new site. The online database was ready for further trial when staff from the membership services section of the BPA Office were available later in the year after the high workload of the peak renewal period.

Ongoing

14.4 Mailsort program (minute 3.5)

Craig Poxon had kindly provided the Office with a script to extract data from the BPA database for Archant Dialogue to mail the Mag to members. The program appeared to have worked well, with no reported duplicates.

15/11 Editorial Report

The Editorial Report had been circulated with the agenda.

15.1 50 Golden ticket inserts

Of the 50 golden tickets entitling the recipient to a year's free BPA membership that had been inserted into copies of the April Mag, 23 had been redeemed to date, leaving 27 unclaimed. Tickets had an expiry date of 28 April. The Chairman said he would use social networking to again remind members to check their April Mag for a golden ticket, and he would review the position after the expiry date.

Action: Chairman

15.2 February issue

Kieran Brady was concerned about an item in 'Kit Zone' on p54 of the February 2011 issue that reported Bill Booth's of manufacturer United Parachute Technologies (UPT) comments on pilot chutes. He said everything in the article was correct, but that it did not tell the full story as the type of pilot chute mentioned was not suitable in all circumstances. Liz Ashley said that all items on rigging were sent before publication to Paul Applegate in his capacity as Chair of the Riggers' Subcommittee. Paul Applegate said that he had not considered it appropriate to augment material from a UPT press release, which was not reproduced in full, with a caveat. The Chairman suggested that Kieran Brady and Paul Applegate might wish to discuss the matter in more detail outside the meeting.

Noted

15.3 Complimentary mailing list

The complimentary Mag mailing list was discussed. Kirsty Kelly said the postal cost was about 45p to 50p a Mag when sent by Archant Dialogue. Liz Ashley (Editor) said she would liaise with Committee members and staff as appropriate and distribute an updated, and wherever possible, slimmed down version before the next meeting.

Action: Liz Ashley

15.4 Mag online

Martin Soulsby (Chairman of Council) asked whether the Mag online should be behind a members-only login, once the new database was integrated with the website. Craig Poxon suggested that it would be helpful to have access to logs of Mag downloads in formulating a view on this. Phil Sumner said he should be able to provide this information.

Action: Phil Sumner

16/11 Starter Mag 2011

30,000 copies of the new Starter Mag for 2011 had been published at the end of March. The Chairman thanked Archant Dialogue for making a favourable adjustment to the BPA on their commission and the cost of delivery.

Adrian Bond asked about the remaining stock levels of the last Starter Mag. Kirsty Kelly said she would find out.

Action: Kirsty Kelly

17/11 Communications Action Plan: 1 July 2010 to 30 June 2011

The Committee reviewed progress in meeting this year's Action Plan targets.

17.1 Develop a communications plan

17.1.1 Communicate regularly with members by e-mail

The BPA e-newsletter was now being transmitted to members every other month, between the months in which the Mag was published.

Achieved

Craig Poxon reported that at least 50% of newsletter e-mails for March 2011 had been opened, but it was not always possible to tell. Some members had said on Facebook that they had not received the e-newsletter. He said he would try to chase up these non-receipts to see if there was a problem with some e-mails getting through.

Action: Craig Poxon

Martin Soulsby said he had spoken with a member last year who was involved in e-mail distribution, and who might be able to provide advice on software issues, should it be needed. The Chairman said he believed Archant Dialogue might be able to offer an e-mail package. In the first instance, he would talk to them.

Action: Chairman

The next BPA e-newsletter was due in May 2011, and the Chairman called for items. He would put out a call for items by e-mail to the full Council.

Action: Chairman

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

The 2011 online membership survey was now running and included a group of questions about competitions policy. The Chairman reported there had been 137 responses to date. The survey would close on Friday 13 May.

Achieved

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

Achieved

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

Martin Soulsby was continuing to progress this as Chairman of Council.

Action: Chairman of Council

17.3 Publish a BPA Skydiving calendar 2011

Achieved

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

Martin Soulsby reported he was contacting HLF to determine whether or not the application criteria had changed.

Action: Chairman of Council

18/11 Communications Action Plan: 1 July 2011 to 30 June 2012

After careful consideration, the Committee agreed to recommend the following Action Plan on page 4 to tonight's meeting of the full Council.

Action: Recommend to Council

19/11 BPA 50

The Action Plan (minute 18) included three items to help to celebrate the BPA's 50th Anniversary 1961-2011, targets 2.1, 2.2 and 2.3.

Target 2.1 Liz Ashley would research contributors to the series of articles on each of the last five decades of British sport parachuting. A call for help from a volunteer member or members in assembling and maintaining a BPA archive (Development Action Plan target 5) would be included.

Action: Liz Ashley

Draft Communications Action Plan 2011-2

Target	From	To	By	How	Budget
1. Enhance media and public relations	Existing arrangements	Improved arrangements	June 2012	Work with Archant Dialogue, Skydive the Mag, the BPA Media Co-ordinator and BPA staff	No additional budget required
2. Celebrate the BPA 50 th Anniversary 1961-2011	'Ordinary' year	BPA's 50 th Anniversary	March 2012	1 Series of special articles, one for each of the 5 decades over 5 issues of Skydive the Mag, June 2011 to Feb 2012 (no additional cost) 2 Issue members with a BPA 50 th Anniversary car window sticker 3 Commission an honours board for the BPA Board Room of Chairmen of Council since 1961	2 - £800 3 - £850
3 Run an online BPA Membership Survey in spring 2012	2011 survey	2012 survey	June 2012	Prepare a survey on a specific theme or themes and post link on BPA website	£75
4. Research costs and issues in building a digital archive of the BPA Mag and, possibly, BPA minutes	Mag digital archive to 2005, minutes digital archive to 2000	More complete archive	June 2012	Research costs, logistics and other issues	No additional budget required

Liz Ashley reported that, with respect to possibly extending the online Mag archive back in time, Archant Dialogue had indicated that to digitise Mags earlier than the issues for which they had pdfs from Warners, which was pre-200?, was likely to be a laborious process involving scanning individual pages. However, it was possible that scanning equipment with a more automatic facility might exist within the newspaper division of Archant, and Dialogue was looking into this.

Tony Butler again advised against extending the online historical archive of BPA minutes (presently from the year 2000) for legal reasons. Craig Poxon said that minutes would be available with back Magazines in national repositories such as the British Library should anyone visit to access them, and that expert witnesses would be likely to have their own full collection.

Noted

Target 2.2 The Office would progress printing the BPA 50 car window sticker per the best of three quotations (circulated before the meeting).

Action: BPA Office

Target 2.3 The Committee thought the quote the Office had obtained from a specialist honours board manufacturer was too expensive. Kieran Brady kindly offered to obtain a quote from a signwriter whom he believed was likely to be substantially less expensive. Martin Soulsby suggested that a call for quotes might also be placed on UKS. The Committee planned to obtain two boards as the first might be nearly full with the names of past Chairmen over the BPA's first 50 years.

Action: Kieran Brady / Martin Soulsby

20/11 **AGM**

20.1 Reebok Stadium, Bolton, January 2011

The Chairman reported that he and BPA staff had made another facilities visit to the venue. Negotiations were continuing on drinks availability and prices. The plan was to have a formal dinner in the evening, possibly with a 'James Bond and his baddies' and/or BPA 50th anniversary theme. Alex Busby was seeking a range of seminars for the afternoon. Evening entertainment options were being considered.

Ongoing

20.2 January 2012

Venues in Central England were being considered. The Leicester Marriott Hotel and the Ricoh Arena, Coventry, would be visited later this month.

Ongoing

21/11 Budget

The Chairman of Council outlined an item on budgets he planned to put forward to tonight's meeting of the full Council. In considering budgets for the next financial year, he wished to see each Committee take clear responsibility for monitoring costs against budget for the areas under its control. Budget would therefore become a standing item on each Committee agenda, as was already the case for Competitions. For the Communications Committee, budget items would include the Mag, the Starter Mag, the calendar, the BPA and Mag websites, and other BPA publications. This would enhance transparency and accountability. The Committee supported the proposed new arrangement.

To be discussed at Council

22/11 Dates of future meetings

At 1200 noon at the BPA Office, Glen Parva, Leicester, on Tuesdays 21 June, 16 August, 11 October & 6 December 2011.

The meeting closed at 1740.

Ratified electronically by the Council and published on 5 May 2011.