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Communications Committee

Minutes of the meeting held on

Tuesday 11 December 2001 at 1410

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

Present:	Kieran Brady	-	Committee Chairman
	Paul Applegate		
	Ian Midgley		
	Craig Poxon		
	Lofty Thomas		
In attendance:	Tony Butler	-	Technical Officer
	Lesley Gale	-	Editor, Skydive Magazine
	Beverly Fairhurst	-	Skydive Magazine
	Martin Shuttleworth	-	National Administrator
	Lucie Wood	-	Development Officer
Apology for absence:	John Hitchen	-	NCSO

Item Minute

39/01 Minutes

Paul Applegate proposed, and Lofty Thomas seconded, a motion that the minutes of the Communications Committee meeting on Tuesday 23 October 2001 should be approved. This carried unanimously.

Approved

40/01 Matters arising

40.1 Starter Magazine (minute 33)

After discussion, the Committee decided that Lesley Gale would circulate proofs of each advertisement to Tony Butler at the BPA Office, with a copy for information to each Member of the Communications Committee. This would be as a further check to ensure that the advertisements did not, so far as the BPA was aware, contain any ambiguous or misleading wording. In order not to delay printing, any question about the wording of an advertisement would need quickly to be referred back to Lesley Gale, and no news would be taken to mean there was no problem.

40.2 Classified advertising (minute 34)

Lesley Gale proposed that classified advertising in Skydive Magazine should be linked with that on the BPA website by offering advertisers a deal in which the £15 cost for advertising in either medium should be increased by £7.50 to £10 to advertise on both. This would generate extra revenue on both sides. The Chairman said that this had already been agreed in principle and could therefore go ahead.

Action: Lesley Gale / Lucie Wood

40.3 Letter from Adrian Bratby (minute 37)

Lesley Gale had replied to the letter from Adrian Bratby discussed at the last meeting. This had generated a further letter from him, and a condensed version of the correspondence was to be

published in the December Magazine with a full version on the Magazine Website, where visitors could offer their own comments.

40.4 Short Committee video for the AGM (minute 36)

The Chairman reported that he had discussed this with Chris Allen, and they had agreed not to progress the idea of AGM videos on the work of the committees.

41/01 Editorial Contract

In the absence of any questions or comments, the Chairman confirmed that the Committee was content with a new contract fee per issue of £7,980 as discussed at the last meeting (minute 31 refers). This fee would next be reviewed in August 2002, to be effective from October 2002.

The Committee agreed that Lesley Gale could submit her invoice per issue on the day the Magazine was handed over to the printers. As each invoice would be for the agreed fixed amount, there would be no delay in authorising payment (unless for any reason any invoice was for a different amount).

42/01 Magazine Budget

The Magazine budget for the current financial year, 1 July 2001 to 30 June 2002, was discussed. In its current format, the budget showed an income of £136,941 that included a carry forward of £9,941 from the previous year. The year end profit was shown as £3,341. The Chairman noted that, were the carry forward not to be included, the Magazine would be budgeting to make a loss of £6,600.

After discussion, the Committee decided that the budget should be re-presented to the next meeting for formal approval by itemising income and expenditure for the year, together with the outcome, which in this case was a loss. At this point, the carry forward of profit from last year should be shown. This would more than offset the loss, and result in the budgeted profit already set out. It would also be helpful to include the actual figures for the last financial year as a comparison with this year's budget. These were presentational changes to make the budget easier to understand. They also ring fenced last year's profit instead of treating it as income in the current year. Although a loss on trading for the current year was being budgeted, Lesley Gale expected the Magazine to perform better than budget such that the loss could be reduced or eliminated.

Action: Lesley Gale

Lesley Gale tabled a sheet showing Magazine performance against budget for the financial year to date. Performance was ahead of budget. She reported that she had obtained a digital camera from Olympus without charge, in exchange for publicity in the Magazine. Some of the £250 for contingencies would need to be spent on Club News Postboxes as these had not been budgeted separately.

43/01 Magazine Report

Lesley Gale reported that the printers had experienced a problem with glueing the pages of the October issue, which would not recur. The December issue should be mailed out tomorrow, 12 December. It included 10 pages of Club News. There had been a problem with the mailsort for BFPO addresses, which was being rectified. A 'meet the new Council' article was planned for the February 2002 issue.

There followed a discussion about whether or not it might be appropriate to feature military centres in the 'DZ Focus' in the Magazine. Lesley Gale said that the Club Reps of some military centres had requested this. The Chairman reminded the Committee of a long-standing agreement between military and civilian Drop Zones that that military centres would not advertise. Although 'DZ Focus' was an editorial feature and not advertising, it was necessary to proceed cautiously and to consider whether any variation in the usual format might be required were military centres to be included. The Committee agreed that, in the first instance, Lesley Gale should write to the DZ Commandants of the APA, RAFSPA, RAPA and Cyprus to ask whether or not they might be interested for their centres to be included in a 'DZ Focus' feature, and report back.

Action: Lesley Gale

Lesley Gale said she would clarify with the insurers whether the libel insurance for the Magazine covered kit news and incident reports.

There followed a discussion about the format and content of incident reports, which Lesley Gale thought might be improved. The Committee was mindful that what could be published was severely constrained because the time period between an incident and any associated court case was typically 12 to 18 months, and sometimes up to 5 years. Anything that appeared in the Magazine might be used in a legal case, and could be detrimental to the BPA. Therefore, fatalities were recorded in the STC minutes rather than as incident reports in the Magazine. Tony Butler said that the STC minutes referred to the comprehensive fatal incident report that was always prepared by the STC, and summarised its conclusions. The Committee concluded that the existing arrangements for coverage of incidents in the Magazine remained the best practicable, given legal considerations relating to the publication of such material.

44/01 Membership Survey Questionnaire

The Committee agreed that 20 questions from Skydive Magazine, each with a simple answer of yes or no, could be included in the Membership Survey Questionnaire to be included with the February issue of the Magazine. The information yielded would stay with the BPA, and might be helpful in attracting advertisers to the Magazine. Kieran Brady was compiling the questionnaire and the Committee confirmed that it was content for him to use his discretion to decide what should be included. He and would let the BPA Office have the final version in mid-January in time for printing. He said he had yet to receive questions from Committee Chairmen.

Action: Kieran Brady

45/01 Starter Magazine - second printing

Lesley Gale said that proofs should be available at the February 2002 meeting.

46/01 Websites

Ian Midgley reported that the BPA website was now almost fully complete, and that the Magazine website had been entirely revamped. Two banner advertisements would shortly be in place on the BPA homepage.

The Committee agreed that agendas of Council and Committee meetings could be posted on the BPA website - this would not incur any additional cost.

Action: BPA Office (Lucie Wood)

Ian Midgley said that the £2K cost of re-designing the Magazine website had come from the Development budget. The Magazine itself also had a budget for website development. He said he would propose to the next meeting that any further expenditure on the Magazine website during the current financial year ending on 30 June 2002, beyond the £2K already spent from the Development budget, should come from the Magazine budget. This would keep expenditure on both Development and the Magazine on budget.

Craig Poxon said he had raised a question about the reference address on the Magazine website. This presently included reference to the web design company ZCT. There would be a cost to be advised to change this to the BPA website address, which would look better.

47/01 Taxation of Sports Clubs

Lofty Thomas had attended a meeting of the Federation of Yorkshire Sport which had discussed government consultation on whether there was a need for tax exemptions for voluntary sports clubs. CCPR had issued a document that had put the issues into plain English. The Chairman asked that Craig Poxon, as the BPA's representative on CCPR, should identify and arrange to circulate any relevant information to Clubs and Centres that might be affected.

Action: Craig Poxon

48/01 Date of next meeting To be arranged for February 2002.

The meeting closed at 1550.

Distribution: Council/Committee, Vice Presidents, Staff, and Editor