

# British Parachute Association

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## Communications Committee

Minutes of the meeting held on  
**Tuesday 23 April 2002 at 1400**  
at the BPA Offices, 5 Wharf Way, Glen Parva, Leicester

<b>Present:</b>	Kieran Brady	-	Committee Chairman
	Eddie Jones		
	Craig Poxon		
<b>In attendance:</b>	Tony Butler	-	Technical Officer
	Lesley Gale	-	Editor, <i>Skydive Magazine</i>
	Beverly Fairhurst	-	<i>Skydive Magazine</i>
	John Hitchen	-	NCSO
	Martin Shuttleworth	-	National Administrator
	Sue Waterfield	-	Administration Secretary
	Jim White		
	Lucie Wood	-	Development Officer
<b>Apologies for absence:</b>	Paul Applegate		
	Ian Midgley		

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### Item Minute

#### 11/02 Quoracy

The Chairman confirmed that, in accordance with the Committee's terms of reference, the meeting was quorate with two voting members present.

#### 12/02 Minutes

Eddie Jones proposed, and Craig Poxon seconded, a motion that the minutes of the Communications Committee meeting on Tuesday 19 February 2002 should be approved.

**Approved**

#### 13/02 Matters arising

##### 13.1 DZ Focus feature in the Magazine (minute 2.3)

Lesley Gale reminded the Committee that, as previously agreed, she had written to military DZ commandants to ask whether they would like their DZs to feature in 'DZ Focus' in the Magazine. Silver Stars had said they would like to feature, but their copy and photographs had not been received in time for inclusion in the April issue. Either they or Skydive Redlands, a new DZ, were therefore likely to be featured in the June issue; or if not, CCSPC Cyprus would be included. Lesley Gale reported that she had also received a reply from Netheravon, which had said it would prefer not to be included in the 'DZ Focus' series.

**Ongoing**

##### 13.2 Taxation of Sports Clubs (minute 2.6)

Craig Poxon reported that the Chancellor of the Exchequer's recent budget statement had included a provision for sports clubs to seek various tax concessions by registration as a charity

on the basis of the public benefit of healthy recreation. However, this good news had been tempered by the fact that Charity Commission guidance had specified a number of sports, including skydiving (along with several other air sports), which it did not consider would be likely to fulfil the criterion of 'healthy recreation'.

**No further action**

**13.3 Start and finish date of annual Editorial contract (minute 8)**

Since this item had been raised by Ian Midgley, the Committee decided to hold it over until the next meeting when he would be present.

**Action: Next meeting**

**14/02 Report on Skydive Magazine**

Lesley Gale tabled a report on *Skydive Magazine*. This was well on track within the approved budget. The report listed articles in the April issue, together with planned features in the forthcoming June and August issues. Lesley Gale said she would liaise with Craig Poxon about an article on tracking planned for June. She asked the Committee for suggestions of members to feature in the *People in the Sport* series: it was planned to feature Paul Applegate in the August issue. Lesley Gale confirmed that the libel insurance already in place *did* cover Kit News and Incident Reports. Incident Reports had adopted a new format with its new co-ordinator, Rick Boardman, and this new format looked as if it was going to become popular with readers.

Analysis of the Magazine readership survey questionnaires returned after circulation in the February issue was proving, as expected, to be a long and time-consuming job. There was discussion about whether to have a cut-off date and seek to publish the analysis of the results in the June issue, or defer this until the August issue which would allow more time for analysis, and mop up late returns. The Chairman said the Committee would be content with whatever timetable Lesley Gale considered to be the most appropriate and practicable, and she agreed to keep him informed.

Pursuant to minute 7, the late submission by Bristol Web Factory (BWF) of their bought invoice to the Magazine for £2K of work on the Magazine website was further discussed. ZCT, the new website hosts to whom Bristol Web Factory had affected what had unfortunately turned out to be a less than satisfactory handover, had estimated that cost of the additional work to the BPA had been £1959.25. After discussion of various options, Craig Poxon proposed, and Eddie Jones seconded, a motion that Lesley Gale should write to BWF with a photocopy of the correspondence from ZCT setting out the additional costs that had been incurred on handover, and inviting BWF kindly to reconsider its position in the light of this.

**Carried - Action: Lesley Gale**

**15/02 Starter Magazine - second printing**

Lesley Gale tabled a report summarising progress, and thanked Members of the Committee for their speedy approval of the proofs. She said that the second printing of 30,000 copies of the Starter Magazine would be run soon. Proofs of the advertisements had been seen by the BPA Office, as previously agreed (minute 40.1/01). A few BPA Associated Organisations had, to date, failed to renew their Association (which had expired on 31 March) despite several reminders, and the Committee agreed that any that had not renewed by the print deadline would have to be omitted.

The print cost of the run, which was expected to produce sufficient copies to last for about 18 months, was £14.5K against which its advertising income to the BPA of £9K had to be offset, leaving a net cost to the BPA of an estimated £2K to £3K per annum (assuming distribution costs, by the box from Warners Printers direct to participating DZs, remained negligible).

There followed a discussion about allocation of advertising on the outside back cover (obc) of the Starter Magazine. Unfortunately, an element of confusion had arisen that had resulted in the obc being offered for sale at a commercial rate, and purchased by Target Skysports. However, the BPA Shop had understood that they would be offered first refusal on the obc, consequent on having had the same position for their advertisement in the first printing. The Chairman had just received a letter by e-mail from Tony Knight of the BPA Shop, which he read aloud, as Tony

Knight had unfortunately been unable to come to attend this meeting as he would have wished.

Tony Knight's letter outlined the history of the BPA Shop being given a free-of-charge advertisement in the first printing, in reciprocation for database work that he had undertaken for the BPA; and his expectation that the BPA Shop would have been offered the same spot in the second printing, in reciprocation this time for some £1,500 of royalties on the sale of first jump vouchers that accrued to the BPA during the past 18 months. Although the vouchers did not carry a sufficient profit margin to the BPA Shop to enable it to pay the full commercial rate for advertising on the obc, Tony Knight had stated that he was willing to pay the difference between the cost of advertising on the inside back cover (ibc), which Lesley Gale had offered him on a complimentary basis, and the obc. He further observed that he considered the BPA Shop to be a less contentious type of advertiser than any individual Drop Zone for such a prime advertising spot.

Lesley Gale apologised for this unfortunate misunderstanding. She said that sale of the obc had been offered in good faith on the open market, and that, among other potential advertisers, any Affiliated DZ could have purchased it.

After a full discussion, Eddie Jones proposed, and Craig Poxon seconded, a motion that the already-agreed contract with Target Skysports, which had been made in good faith on both sides, should be honoured.

**Carried**

The Committee thanked Tony Knight for calling this matter to their attention, and sought his understanding in the decision it had just had to make. Eddie Jones proposed, and Craig Poxon seconded, a motion that the offer of a completely free-of-charge advertisement for the BPA Shop on the inside back cover - still a prime spot - would of course remain, and the Committee felt certain that Tony Knight would be able use this to optimum effect.

**Carried**

**16/02 Websites**

Lucie Wood reported that the hosting arrangements for the BPA website had been updated such that it was now hosted on the BPA domain (rather than the domain of the website developers, ZCT Ltd). The Magazine website was due shortly to come under the BPA domain, too.

**17/02 Freedom of the Skies brochure**

Stocks of this brochure, held at the BPA Office, were becoming depleted, although it was likely that the existing stocks might last for some months. Lesley Gale agreed to obtain quotations for reprinting. The brochure had been updated at the last printing a couple of years or so ago. Reprint costs could be minimised if there were few, if any, this time. The only content identified that might benefit from amendment was the paragraph headed 'Sponsored charity jumps', revised wording for which Tony Butler kindly agreed to advise in due course.

**Action: Lesley Gale**

**18/02 Dates of future meetings in 2002**

Tuesdays at 1400 at the BPA Office, Leicester: 18 June, 20 August, 22 October, 10 December.

The meeting closed at 1540.