

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 15 April 2003 at 1400
at the BPA Offices, 5 Wharf Way, Glen Parva, Leicester

Present: Eddie Jones - Committee Chairman
Paul Applegate
Kieran Brady
Billy Gollan

In attendance: Tony Butler - Technical Officer
John Hitchen - NCSO
Bev Fairhurst - *Skydive Magazine*
Martin Shuttleworth - Secretary-General
Sue Waterfield - Administration Secretary

Apologies for absence: Calvin Blacker
Lesley Gale - Editor, *Skydive Magazine*
Ralph Fielding
Ian Midgley

Item Minute

08/03 Minutes

Paul Applegate proposed, and Billy Gollan seconded, a motion that the minutes of the Communications Committee meeting held on Tuesday 18 February 2003 should be approved as a correct record.

Approved

09/03 Matter arising: Communications Action Plan 2003/4 page 2, minute 3

The Chairman reported that actions relating to development of the BPA website had now been included with other development targets in the Development Committee's Action Plan. This decision had been taken following discussions with the BPA Chairman and the Development Chairman during the final edit of the consolidated Action Plan ahead of its submission to UK Sport. It had become clear that the balance and coherence of the Plan would be improved by making this adjustment, which had improved the Plan by grouping the targets in a more logical way. The targets themselves, and their associated budgets, had remained exactly the same.

Kieran Brady apologised for not having been able to attend the last meeting. He sought clarification of the Communications Action Plan targets, and their associated budgets, that had been agreed. He said that he had understood from previous discussions in this Committee that the Magazine had now reached a steady state such that no significant new investment would be required further to develop it. The Chairman explained that the targets that had been agreed for 2003/4 included extending the range of material on the Magazine website and to make an investment to save money, in the longer term, on the costs of routine updates of the Magazine website. As such, the targets and their budgets were compatible with discussions at previous meetings that had concluded that the Magazine had now reached a steady state in its development. Kieran Brady thanked the Chairman for this re-assurance.

10/03 Report on Skydive Magazine

In Lesley Gale's absence, Bev Fairhurst reported on *Skydive Magazine*. She spoke to Lesley Gale's written report (circulated) and summarised the content of the April 2003 issue, together with the planned content of the June 2003 issue.

There was a discussion on the selection of individuals to be featured in the *People in the Sport* series. The Committee was keen to see British skydivers featured - those with an interesting story to tell. The Committee sounded a note of caution that, in its view, the feature might be at risk of becoming trivialised if individuals were included before their story had developed far enough to be of sufficiently general interest to the readership. Kieran Brady said that the decision who was to be featured in this series was a matter for the Editor. He had provided the Editor with a list of names for consideration and he was sure that she would take note of the views expressed today by the Committee, which he asked Bev Fairhurst to relay to her.

The Committee was pleased to note from the written budget report that the Magazine's financial performance was broadly on target.

The Chairman said he would clarify with the BPA Chairman the status of the old photocopier from the BPA Office. (*Note:* The answer is that old photocopier had now been replaced, had been given to the Magazine free of charge. The old photocopier had been written off the BPA's asset register, and would otherwise have incurred a cost of disposal.)

Bev Fairhurst showed the Committee the new binders for the Magazine, which had been commissioned by Tony Knight, and reported that they were now available from the BPA Shop. The Committee gave a vote of thanks to Tony Knight for commissioning these attractive and functional binders.

Bev Fairhurst reported that she was to leave the staff of the Magazine to return to her roots in south west England. The Chairman said he was sorry to hear of this. On behalf of the Committee, and the BPA Council and membership as a whole, he thanked Bev Fairhurst for her contribution to the Magazine, and wished her every success in her future career. He then asked about the arrangements to find a replacement and Bev Fairhurst said that Lesley Gale had these in hand although it was too early yet for any outcome to be known.

11/03 BPA Skydiving calendar 2004

Lesley Gale had kindly circulated a costed budget proposal for the production of a BPA skydiving calendar 2004. After obtaining a considerable number of quotations for different formats, she suggested that the calendar could be provided within the £5K allocated to the project by opting for an A4 format such that it could be included as an insert with the December 2003 issue of *Skydive Magazine*. Bev Fairhurst showed the Committee an example of how the format would look. Inserting the calendar to the Magazine would be the most economical way to ensure that every full BPA Member got a free copy. The print run would be likely to produce additional copies, and Kieran Brady said he would contact Tony Knight to enquire whether these might be sold through the BPA Shop.

Action: Kieran Brady

The Committee looked favourably on this new proposal for a BPA calendar 2004. The Chairman had a question about the budget allocation for administration and project management, which he proposed to discuss with Lesley Gale at the next meeting. There followed discussion about the selection of photographs for use in the calendar, because the Committee believed that the provenance and balance of the photographs was an important issue that needed careful consideration to ensure that the most appropriate photographs were selected for use. The Committee suggested that Lesley Gale might put a note in the Magazine to invite the submission of British photographs for consideration, and bring say a selection of 12 photographs, together with a number of back-up photographs, for consideration by the Committee at a future meeting.

Action: Lesley Gale

Tony Butler noted that the BPA magazine had first been published in summer 1964 - therefore the year 2004 would be the Magazine's 40th anniversary. The Committee considered that it

might be appropriate to celebrate this in some way with the calendar. One suggestion was that the cover of the first issue of the Magazine might be reproduced on the back cover of the calendar.

12/03 Report on the Magazine website

Bev Fairhurst reported that the Magazine website had been updated with the four educational articles from the April 2003 issue, together with other features and news items including this season's programme of skills coaching roadshows. In response to a question about the number of hits the Magazine website was receiving, she believed that Lesley Gale now had some data, and would invite her to bring it to the next meeting.

Action: Lesley Gale

13/03 New page designs: Affiliated Clubs & Centres and Associated Organisations

Kieran Brady asked that a draft of the new format for the BPA Affiliated Clubs & Centres and Associated Organisations pages in the Magazine should be circulated to the Communications Committee ahead of its publication in the June magazine. He said that, as he had reported to the inaugural Council meeting, the Scottish Sport Parachute Association was no longer in existence, and reference to it should therefore be deleted from the Associated Organisations' page.

Action: Lesley Gale

14/03 Dates of next meetings

Tuesdays at 1400 at the BPA Office, Glen Para, Leicester (ahead of meetings of the Development Committee for those involved, at 1600; and the Council at 1830):
17 June, 19 August, 21 October, and 2 December.

The meeting closed at 1450.