

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 20 April 2004 at 1400
at the BPA Offices, 5 Wharf Way, Glen Parva, Leicester

Present:	Eddie Jones Paul Applegate Calvin Blacker Kieran Brady Tony Goodman Elizabeth Stoodley	Committee Chairman from item 15
In attendance:	Tony Butler Lesley Gale John Hitchen Martin Shuttleworth Sue Waterfield	Technical Officer Editor, <i>Skydive</i> Magazine NCSO Secretary-General Administration Secretary
Apologies for absence:	Chris Allen David Hickling Ian Midgley	Chairman of Council

Item Minute

- 12/04 Minutes**
Tony Goodman proposed, and Calvin Blacker seconded, a motion that the minutes of the Communications Committee meeting held on Tuesday 17 February 2004 should be approved as a correct record. **Approved**
- 13/04 Matters arising**
- 13.1 Contract for Editorial Services, October 2003 to October 2004 (minute 2.1)**
The signed contract had not been returned to the BPA Office, so a new copy was provided for signature today. This was duly signed and returned. **Completed**
- 13.2 Telephone number of Strathallan (minute 2.2)**
This had been corrected in the Magazine. **Completed**
- 13.3 Action Plan Target: BPA Webpage on Skydiving Records (minute 3.1)**
This idea had been passed to the Development Committee, who had included it as a target in the Development Action Plan for the year 2004/5.
- 13.4 Letter to Empuriabrava (minute 7)**
The Chairman confirmed that he had replied to Empuriabrava as agreed. **Completed**
- 13.5 Equipment missing from Spain (minute 10)**
Lesley Gale confirmed this had been covered in the Magazine and on the Magazine website.

14/04 Report on Skydive Magazine

Lesley Gale tabled her Editorial Report that covered the April 2004 issue and planned content for the June 2004 issue. It also included an budget update. Expenditure was £600 over budget because of increased mailing costs and printing more lengthy minutes. Income was £2,500 over budget. Overall performance to date was therefore nearly £2K better than budget.

15/04 Starter Magazine Reprint

Lesley Gale had circulated a paper on reprinting and updating the Starter Magazine. It included a number of budget options ranging from a completely new magazine to minimal changes. Lesley Gale reported that there had been a problem with the allocation of advertising space to one Affiliated Centre but this had been resolved, and already up to £5K of advertising had been sold in the reprint.

A hard copy of an e-mail from Chris Allen, BPA Chairman, had been circulated. In this, he requested a detailed breakdown of the budget figure for 'editorial, design and scanning' as set out in Lesley Gale's paper.

Action: Lesley Gale

Chris Allen also noted that he had received representations about advertising in the Starter Mag. He said that the Starter Mag "*at its conceptual stage, was designed to increase the size of the full membership by showing first time jumpers - tandem and charity in particular - that skydiving was actually a sport, rather than a death defying adventure, which they could join and participate in. Upon its first distribution, full time membership figures did actually rise and have continued to rise since. Although it would be easy for the Association to say that the Starter Mag has been a success, in terms of increasing the size of the full membership, we do not actually have any figures to prove that this is the case, or indeed that it is successful at all. To this end, I request that the Committee, in its consideration of the future of this publication, look at doing a 1 year 15,000 run of the Starter Mag without any commercial advertising. For clarification, I am not suggesting that this be done for the upcoming run, but that it be considered as an Action Plan item for the future. If the Starter Mag were to be devoid of advertising, except for BPA contact details, the office would be able to take note of the success of the publication (by asking callers where they got the BPA number from and noting the number of Starter Mag references and indeed other references) by giving us accurate figures as to the actual inquiry rate as a result of the publication. The Communications Committee would also be in a position of being able to review its advertising policy for the publication upon a resurgence of commercial advertisers for the following run.*"

The Committee agreed with the BPA Chairman that it would be sensible to review the future of the Starter Magazine now that it had been going for several years. But rather than do it now when stocks of the previous printing were about to run out, it would be better to reprint now and review the future of the Starter Mag next year - when there would still be one year's supply of the new stock remaining - as part of the Communications Action Plan for 2005/6.

Kieran Brady proposed, and Weed Stoodley seconded, a motion that the BPA should continue to offer the Starter Magazine in its present format for the time being, and to review its structure, content and function next year as part of the Communications Action Plan for 2005/6. This would include a review of the policy on carrying advertisements in the Starter Magazine.

Carried unanimously

Calvin Blacker proposed, and Kieran Brady seconded, a motion that a reprint of 30,000 copies of the Starter Magazine, being approximately two years' supply, should be reprinted with a new cover, removal of most photographs of round parachutes, and various other non-major updates. The net cost to the BPA (after taking account of advertising revenue) would be £6,210, which was 21p per copy.

Carried unanimously

Lesley Gale suggested that the article in the existing Starter Magazine on 'Choosing your kit' was a little too advanced for readers who had just made their fist jump. She suggested that it might be better published on the Magazine website. This would free up four pages. The Committee

noted that these pages could be given over to editorial or advertising, and Elizabeth Stoodley suggested an equal balance of the two. Kieran Brady proposed, and Calvin Blacker seconded, a motion that the content of these four pages should be left to Lesley Gale to decide, in consultation with the Committee Chairman.

Carried unanimously

For the new cover, the Committee expressed a preference from three suggestions tabled by Lesley Gale. If she subsequently found a better shot, Lesley Gale said she would e-mail it to the Committee and BPA Office and Chairman for approval.

Action: Lesley Gale

Lesley Gale said the Starter Magazine would be reprinted during mid-May 2004, just ahead of present stocks running out.

Action: Lesley Gale

The Chairman thanked Lesley Gale for her work on the Starter Magazine reprint.

16/04 Update on achievement of targets in the Communications Action Plan for 2003/4

16.1 Secure online Magazine subscription facility

32 online new Magazine subscriptions had been taken to date, which had more than covered the cost of this new facility.

Target achieved

16.2 In-house update of Magazine website

Lesley Gale reported that Colin Bridges (Editorial and Website Co-ordinator for the Magazine) had now left the Magazine's staff. Before going, he had passed on his training to Lesley Gale.

Target achieved

16.3 Electronic Drop Zone focus

A print out of the draft new e-DZ focus page for Strathallan was tabled. The Committee decided that the new format should replace the existing DZ page on the BPA website, provided that certain information on the existing page - including as general aviation information and a link to online weather information - were added to the new e-DZ page. As general aviation information was of particular importance, this needed to go in the heading.

The Strathallan page had been used to try out the new format. Langar had also been invited to submit content for a trial page, but not all of the content had yet been received so their draft page was not yet ready.

The Committee agreed that Affiliated Clubs and Centres should now be invited to submit content and that the new e-DZ Focus pages should, as available, be substituted for the existing DZ pages on the BPA website. It was agreed that these had to be phased in as and when the DZs supplied the information, something which the BPA Office had no control over and that therefore it was understood that the Action Target completion date of 2004 would possibly not be met by all the new pages.

On target

16.4 Publish a BPA skydiving calendar 2004

Letters of thanks for publishing the calendar had been received. A 2005 calendar was a target in the new Action Plan starting on 1 July 2004.

Target achieved

17/04 Dates of future meetings

Tuesdays at 1400 at the BPA Office, Leicester: 15 June, 17 August, 19 October and 7 December (after the EGM).

The meeting closed at 1530.