

British Parachute Association

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Communications Committee

Minutes of the meeting held on
Tuesday 14 June 2005 at 1430
at the BPA Offices, 5 Wharf Way, Glen Parva, Leicester

Present:	Eddie Jones Chris Allen Paul Applegate Adrian Bond Ralph Fielding Elizabeth Stoodley	Committee Chairman Chairman of Council (from item 16.1) (from item 16.1)
In attendance:	Liz Astill Tony Butler Lesley Gale John Hitchen Martin Shuttleworth	Administration Secretary Technical Officer Editor, <i>Skydive Magazine</i> NCSO Secretary-General
Apologies for absence:	Kieran Brady Tony Goodman	

Item Minute

14/05 Minutes

Paul Applegate proposed, and Adrian Bond seconded, a motion that the minutes of the Communications Committee meeting held on Tuesday 19 April 2005 should be approved as a correct record.

Approved

15/05 Matter arising: Magazine inserts to Members living outside the UK (minute 12.2)

In response to a query by Paul Applegate, Lesley Gale said that she would investigate the mailing situation with regard to BFPO addresses with the aim of ensuring that BPA calendars and other Magazine inserts would be included in these in the future, so that Members at BFPO addresses would receive the same mailing as UK-based Members.

Action: Lesley Gale

Paul Applegate asked whether arrangements could be made for Members living outside the UK, but who did not have a BFPO address, to receive membership renewal forms, the BPA minutes and calendar as an insert to the Magazine. Lesley Gale replied that the current overseas mailing address labels did not differentiate between Members and non-member magazine subscribers. To be able to send the minutes and calendars to Members at private addresses overseas, the two sets of labels, one for each of the above categories, would be needed. The Chairman asked the office to contact Mike Gorman, who had written the BPA Members Database Program, to ask whether it would be possible to arrange for the computer to produce the two sets of labels required.

Action: BPA Office / Mike Gorman

16/05 Report on Skydive Magazine

16.1 Editorial report

Lesley Gale tabled her editorial report.

16.1.1 Coaching Roadshows

Paul Applegate raised an issue about some coaching roadshows in the diary of events in the June 2005 Magazine. He said that the Competitions Committee had no knowledge of two of these roadshows, and believed them to be DZ-organised events. It was surprising that one of the dates was not over a weekend, as was usual for BPA Coaching Roadshows, but on a Thursday and Friday. Lesley Gale cross-referenced these dates to an advertisement placed by the DZ concerned on page 35 of the June issue. In discussion, the Committee believed that the listing of these roadshows was ambiguous in that it was not clear whether they were official BPA Coaching Roadshows or DZ-organised coaching. Paul Applegate said it would be appropriate to reserve use of the term 'Coaching Roadshow' for BPA-organised events, and not to use it for other coaching events organised by DZs themselves. Lesley Gale said she would discuss this issue with John Smyth, Competitions Chairman. She would also discuss with him the channels of communication and sources of notification of events in an effort clearly to differentiate BPA-organised events from other events in the diary and advertisements.

Action: Lesley Gale

16.1.2 Club News

Chris Allen noted an article in *Club News* on page 75 of the June issue, which had been called to his attention, in which an Affiliated Centre had made a reference to its 'sister drop zone in Spain'. The Committee believed that mention of a 'sister drop zone' could be taken by readers to imply that it too was a BPA Affiliated Centre, which the DZ in Spain was not. The Committee asked Lesley Gale to keep a careful eye on future items in *Club News* to ensure that its content related to Affiliated Clubs & Centres. The Chairman said that, as a guiding principle, a first mention of a Club event such as an overseas trip or boogie was news but repeated mentions tipped the balance into advertising.

Action: Lesley Gale

16.1.3 Specialist articles

Chris Allen brought to the Committee's attention the specialist article on Freely Stretches by Louis Harwood on page 20 of the June issue. He said that exercises 2 & 5 were contra-indicated and consultative advice might usefully have been sought from Dr John Carter (BPA Medical Adviser) before going to print. The Committee noted that Louis Harwood was not a medical practitioner and that if a person had a weak neck before embarking on these exercises they could suffer injury.

The Chairman said that any article on any specialist theme should be peer reviewed before publication, for example by Dr Carter for medical subjects and by Tony Butler and John Hitchen for parachuting safety issues.

Action: Lesley Gale

16.1.4 General comments on the June 2005 issue

The Chairman invited the Committee to give feedback on the cover photographs used for the Magazine. He said that the Freely World Record photograph used on the cover for June 2005 appeared to him to be a little two-dimensional. He said that the articles and *Club News* included some excellent photographs.

16.1.5 August 2005 issue

Lesley Gale's report included a list of planned articles and features for the August 2005 issue. The actual selection would include some articles from the list, according to the quality and timing of submissions. Lesley Gale said she would much appreciate help for the *For Starters* series of articles for post Cat-8 jumpers. There had been a suggestion from a Member for an article on 'Licences & Stickers post Cat-8', and Lesley Gale asked for suggestions of anyone who had the knowledge to write such an article.

16.1.6 Budget

Lesley Gale reported that some invoices for the June 2005 Magazine had still to be received for payment. Jon Gretton had estimated this year's subscription income for the Magazine to be £93,500 in comparison to last year's figure of £93,950. However, the slight year-on-year

estimated drop of about £450 in income was more than offset by an increase in advertising revenue. Final figures would be brought to the next (August) meeting. The Committee was pleased to note that the budget was on target.

16.1.7 Advertising in the Magazine

Lesley Gale reported on a new advertising sales initiative for the June 2005 Magazine whereby BPA Affiliated Clubs & Centres had been offered the opportunity to place full colour advertisements for the monochrome (black and white) rate. The primary aim of this was to offer UK Drop Zones a better service and improve the quality of their advertisements. She said this had resulted in an overall net increase in advertising revenue because more advertisements had been placed. Lesley Gale said that she planned to continue with this arrangement. The Committee considered that this was an interesting initiative to help to promote UK Drop Zones and asked Lesley Gale to monitor the results. Chris Allen noted that two different advertisements on adjacent pages in the June issue, both with a black background, appeared at first glance to be a single advertisement. Lesley Gale said this was a good point that she would bear in mind in future issues.

16.1.8 Overseas mailing

Lesley Gale reported that the present overseas mailing service was delivering Magazines late, with some taking up to seven weeks in transit. She therefore planned to revert to using Royal Mail. Their charge was 15% higher but the service was quicker.

16.1.9 VAT on the Freedom of the Skies brochure

The Committee asked Jon Gretton (BPA Financial Administrator) to clarify the VAT position of the *Freedom of the Skies* brochure, with reference to both printing costs and resale to Clubs & Centres.

Action: BPA Office (Jon Gretton)

17/05 Communications Action Plan targets for 2005/6

17.1 Start to publish pdf files on the Magazine Website

Lesley Gale reported that this target had been achieved at no additional cost.

Achieved

17.2 Run a competition in the Magazine to further improve reader interaction

Lesley Gale reported that she had drafted a letter to Olympus, a camera manufacturer, to ask for an update of the Olympus camera given to the magazine for its use, and whether they would be prepared to donate a camera as a sponsored prize for a readers' photographic competition in the Magazine. This might involve the submission of photographs for use in the Magazine and/or Calendar 2006 (item 17.3)

Action: Lesley Gale

17.3 Publish a BPA skydiving calendar 2006, subject to consultation

Lesley Gale reported that plans for the Calendar 2006 were on track. The Chairman confirmed that informal feedback from the analysis of the membership questionnaire 2005 – responses to which were still being received – indicated support by the membership for a 2006 calendar. He said it would take some time before all the returned questionnaires had been analysed and that, in the meantime, plans for the calendar 2006 should be progressed.

On target

17.4 Update the Freedom of the Skies brochure to attract new BPA members

This had already been achieved.

Achieved

17.5 Update the BPA Starter Magazine for first-time jumpers

Lesley Gale reported that about half the existing stock of the Starter Magazine had been used up. She therefore suggested that the target should be to have completed the updated reprint by this time next year. The Committee agreed, and asked that the item should be included on the agenda for the October 2005 meeting so that planning could start in good time.

Action: Bring forward to October 2005 meeting

18/05 DZ page

Tony Butler reported a number of updates to the DZ pages. Skydive Southwest had been a BPA Affiliated Centre up to 31 March 2005 but from 1 April it had become a BPA Associated Organisation. Northumbria Parachute Centre was a potential new Centre but no opening date

had yet been announced. The Cornish Parachute Centre was due to open in 2006.

Lesley Gale said she was planning to discontinue the use of numbers on the DZ map in the Magazine. This would help to make the page easier to update when there were additions or deletions. She invited any suggestions from the Committee about the appearance of the DZ page to be brought to the next meeting, before the page was redesigned.

Action: Committee Members

19/05 Use of the BPA logo

The Chairman reported that he had become aware of at least one website that was using the BPA logo without permission. Only BPA Affiliated Clubs & Centres were entitled to use the logo, which was copyright to the BPA. Others, such as instructors, had no automatic entitlement to use the logo, but could apply to the BPA in writing, stating their case. The Chairman said it was important for the BPA to maintain control over the use of its logo and its application in order clearly to distinguish BPA Affiliated Clubs & Centres. He asked the Office to carry out an Internet search for the BPA logo and to ask any unauthorised users kindly to remove it from their websites.

Action: BPA Office

20/05 Advertising leaflet

The Chairman asked Lesley Gale to explore the cost of producing an advertising leaflet to promote skydiving. He had in mind a smaller and simpler leaflet than the *Freedom of the Skies* brochure, to be printed in full colour and using different photographs. Such a leaflet had been suggested at the DZ Operators' Forum held on 8 March 2005, to be made available for bulk purchase by Clubs & Centres in the same way as *Freedom of the Skies*. Any new 'advertising flyer' might also be of use in providing publicity for skydiving for display at the planned wind tunnels in the UK (Development Committee minute 23.3 refers).

Action: Lesley Gale

21/05 Dates of future meetings in 2005

Tuesdays at 1430 at the BPA Office, Leicester: 16 August, 11 October and 6 December.

The meeting closed at 1630.