

# British Parachute Association

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## Communications Committee

Minutes of the meeting held on  
**Tuesday 16 August 2005 at 1430**  
at the BPA Offices, 5 Wharf Way, Glen Parva, Leicester

<b>Present:</b>	Eddie Jones Chris Allen Paul Applegate Adrian Bond Kieran Brady Tony Goodman	Committee Chairman Chairman of Council (from item 28)
<b>In attendance:</b>	Liz Astill Tony Butler Lesley Gale Martin Shuttleworth	Administration Secretary Technical Officer Editor, <i>Skydive Magazine</i> Secretary-General
<b>Apologies for absence:</b>	Ralph Fielding  Elizabeth Stoodley	

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### Item Minute

#### 22/05 Minutes

Paul Applegate proposed, and Adrian Bond seconded, a motion that the minutes of the Communications Committee meeting held on Tuesday 14 June 2005 should be approved as a correct record.

**Approved**

#### 23/05 Matters arising

##### **23.1 Magazine inserts to Members living outside the UK (minute 15)**

Lesley Gale reported that Mike Gorman, Computer Consultant, had visited the office to consider development of the computer program to sort non-UK mailing labels for the Magazine into two batches (i) overseas members, who would receive BPA inserts such as minutes and the BPA calendar, etc; and (ii) overseas non-member Magazine subscribers, who would not receive BPA inserts, because they were not Members. A further meeting with Mike Gorman would be necessary to progress this. Lesley Gale confirmed that overseas members were now receiving minutes etc – the issue that remained to be resolved was that some overseas non-member Magazine subscribers were also receiving them.

**Action: Lesley Gale/BPA Office/Mike Gorman**

##### **23.2 Coaching Roadshows (minute 16.1.1)**

Lesley Gale had discussed the diary listing of BPA Skills Coaching Roadshows with John Smyth, Competitions Chairman, and agreed to reserve the term 'Coaching Roadshow' exclusively for use in connexion with these official BPA events, to distinguish them from Club & Centre-organised coaching weekends.

### **23.3 Specialist articles (minute 16.1.3)**

Lesley Gale reported that she had established a system for review of appropriate specialist articles prior to publication in the Magazine by the appropriate BPA experts in the field, such as the BPA's technical staff on safety and training and Dr John Carter, BPA Medical Adviser, on medical matters including Drug-Free Sport.

### **23.4 VAT on the *Freedom of the Skies* brochure (minute 16.1.9)**

The Chairman had received confirmation from Jon Gretton, BPA Financial Administrator, that the BPA's *Freedom of the Skies* brochure was zero rated for VAT.

### **23.5 Run a competition in the Magazine to further improve reader interaction (minute 17.2)**

Lesley Gale reported that Olympus had kindly agreed to update the Magazine's old Olympus camera with a new, more compact, version. She planned to send Olympus copies of magazines containing photographs taken on the new camera, and would in due course suggest a camera as a prize for a skydiving photographic competition. This was an Action Plan target that was not due for completion until June 2006, so there was still plenty of time.

### **23.6 DZ page (minute 18)**

Lesley Gale said that she had not yet received any suggestions from the Committee about possible re-design of the DZ page in the Magazine, and that suggestions would still be welcome. After discussion, the consensus was that the page was effective as it was and that a re-design was not necessary. Tony Butler advised Lesley Gale that Skydive Swindon was no longer operational but that a new Drop Zone, Skydive London, was now based at the same site.

### **23.7 Use of the BPA logo (minute 19)**

The Committee confirmed that only BPA Affiliated Centres had an automatic right to use the BPA logo. Other organisations, such as booking agencies, were not permitted to use the BPA logo as it might appear to imply that they were in some way linked to the BPA. The Committee then considered a range of other bodies and organisations that a trawl of the Internet had revealed as displaying the BPA logo on their websites. This included BPA instructors, other BPA Members, university and college skydiving clubs, some overseas non-Affiliated Drop Zones, and even a local authority. The Committee confirmed that BPA instructors and other parties with some attachment to the BPA could write in to ask for permission to use the BPA logo, stating their case. But there was no right for these or other individuals or organisations to use the BPA logo, and the Committee asked that the owners of all websites making unauthorised use of the BPA logo should be asked to remove the logo.

**Action: BPA Office**

## **24/05 Editorial report**

### **24.1 August 2005 issue**

Lesley Gale had circulated her Editorial Report before the meeting. The Committee agreed that it had been another good issue. There was a discussion about the cover photograph, *Club News*, and coverage of wind tunnels. The Chairman said he had been surprised to see a further editorial item about a UK wind tunnel in *JM's Newsround* ahead of any official openings, the first of which was understood to be planned for later this month.

### **24.2 October 2005 issue**

The Editorial Report contained a list of possible articles, from which a selection would be made nearer the publication date according to the quality and availability of material submitted. The Committee confirmed that it was satisfied with the range of subjects covered on the list. In answer to a question from Lesley Gale, Kieran Brady suggested that Mark Bayada might be a suitable person to approach to ask if he could write an article on licences and stickers for the *For Starters* series.

## **25/05 Budget**

The outturn of the Magazine for the financial year ended 30 June 2005 was an underspend of £8721 according to Lesley Gale's budget (circulated) although Jon Gretton's figure was about £800 lower. This was probably due to the allocation of invoices to one side or other of the year

end, and the actual figure would be as per the audited accounts. Lesley Gale reported that all Magazine costs had remained within budget, and that advertising revenue had comfortably exceeded its budget, which had more than offset a downturn in subscription income.

Kieran Brady asked about advertising rates, and Lesley Gale said she would send him and Adrian Bond a rate card. 70% of advertising income came to the BPA, and 30% to Warners, the advertising sales agency.

**Action: Lesley Gale**

Kieran Brady asked if printing the Magazine had been put out to tender, so that we knew the printing costs were competitive. Lesley Gale said that she had obtained tenders for printing in the past, but she was extremely happy with Warners printers who always delivered the job to a high quality and on time. She said there had never been a quality issue with Warners, and Kieran Brady agreed that the printing faults that had occurred with the previous printers did not happen now. However, the Committee believed that it was worth benchmarking Warners' print costs, and asked Lesley Gale to do this.

**Action: Lesley Gale**

Lesley Gale had circulated a suggested updated budget for the current financial year, 2005/6, which the Chairman asked members of the Committee to consider before discussion at the next meeting. Chris Allen noted that BPA membership figures, year-on-year, tended to oscillate around a particular figure. He suggested that the budget for subscription income should stay the same as last year, rather than use the figure in the suggested budget which assumed an increase of 155 members. Lesley Gale explained that the budget figure was based on a 5 year average. The Chairman said that the budget figure for subscription income would be considered, along with the rest of the budget, at the next meeting.

**Action: Next meeting**

**26/05 Freedom of the Skies brochure**

Lesley Gale reported that 45,000 copies of the *Freedom of the Skies* brochure had cost £2,642, which was under budget by £558. It would continue to be sold to Clubs & Centres etc for 12p per copy.

**27/05 Advertising leaflet**

Lesley Gale tabled a quotation for an A4 gatefold 'teaser' leaflet for skydiving. Kieran Brady proposed, and Adrian Bond seconded, a motion to order a print run of 100,000 copies at a cost of £1,165, but emphasised that the content must be guaranteed to sustain this run.

**Carried unanimously – Action: Lesley Gale**

Lesley Gale invited any input from Committee Members about the content of the new leaflet, and said she would prepare a mock-up of the leaflet for the next meeting.

**Action: Lesley Gale**

**28/05 Communications Action Plan targets for 2005/6**

**28.1 Start to publish pdf files on the Magazine Website**

This had already been achieved.

**Achieved**

**28.2 Run a competition in the Magazine to further improve reader interaction**

See minute 23.5.

**28.3 Publish a BPA skydiving calendar 2006, subject to consultation**

Lesley Gale reported that plans for the Calendar 2006 were on target, subject to the analysis of the 2005 Membership Questionnaire Survey confirming that Members wanted a 2006 calendar.

**On target**

**28.4 Update the Freedom of the Skies brochure to attract new BPA members**

This had already been achieved.

**Achieved**

**28.5 Update the BPA Starter Magazine for first-time jumpers**

This would be put on the agenda for discussion at the next meeting.

**Action: Next meeting**

**29/05 Membership questionnaire survey 2005**

The 2005 Membership Survey Questionnaire, which had been circulated in the February 2005 Magazine as an integral part of the Membership renewal form, had resulted in approximately 2,500 completed questionnaires being returned by the end of July. This was an excellent response rate, 68%, compared with the response rate to the last survey in 2002, which had been only 25%. However, the workload of manually analysing the questionnaires was proving a burden for the BPA Office. The Committee agreed that it was important to analyse all questionnaires. After consideration of a number of options, the Committee authorised the office to outsource the remaining work for example to responsible students or retired people so that the analysis could be completed. The outcome would be important to guide the Council in formulating its Action Plan for 2006/7.

***Action: BPA Office – Liz Astill***

**30/05 Getting the message across**

Elizabeth Stoodley had raised an issue by a note she had circulated in advance of the meeting. This concerned a visit she had made to a Club at which she had spoken to jumpers and discovered that items that had been covered in the minutes and under *BPA matters* in the Magazine did not seem to be getting across. This included issues about roadshows and coaching. She said that Nigel Holland had reported a similar experience that a jumper had complained that 'no one had told him' about an Artistic Roadshow.

The Chairman said that this was a valid issue. The problem was that no-one read what is written to the fullest extent: people tended to read what they wanted or expected to see. The consensus of the Committee was that all that could be done was to publish the information in the Magazine and on the BPA website, in a clear format and at a location (such as the diary) where Members could easily find it. Promotion of Coaching Roadshows and other Centre-based events was also a job for the host Club or Centre concerned.

**31/05 Dates of future meetings in 2005**

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

The meeting closed at 1630.