

British Parachute Association

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Communications Committee

Minutes of the meeting held on
Tuesday 21 February 2006 at 1200
at the BPA Offices, 5 Wharf Way, Glen Parva, Leicester

Present:	Eddie Jones Paul Applegate Kieran Brady Paul Moore John Page Elizabeth Stoodley	Committee Chairman
In attendance:	Liz Astill Tony Butler John Hitchen Lesley Gale Martin Shuttleworth	Administration Secretary Technical Officer NCSO (from item 5) Editor, <i>Skydive Magazine</i> Secretary-General
Apology for absence:	Tony Goodman	

Item Minute

01/06 Minutes

The following corrections to the draft minutes were made:

In the first paragraph of minute 45 on Magazine advertising rates, Elizabeth Stoodley had asked whether the arrangement with Warners advertising agency, who earned a 30% commission on advertisement sales, was a good deal for the BPA. In the third paragraph of the same minute, the figures on income had been calculated by Kieran Brady based on the rate card. In the seventh paragraph, the increase of 115% in advertising income per issue needed to be qualified by the addition of 'in the last six years'.

In minute 50, Editorial Report, the wording after 'the campaign's house colour' was deleted.

With these corrections, Paul Applegate proposed, and Elizabeth Stoodley seconded, a motion that the minutes of the Communications Committee meeting held on Tuesday 6 December 2005 should be approved as a correct record.

Approved

02/06 Matters arising

2.1 Use of the BPA logo (minute 43.2)

An updated draft of a proposed policy would be circulated for consideration at the next meeting.

Action: Next meeting

2.2 Magazine advertising rates (minute 45)

Lesley Gale reported that Adrian Bond planned to attend her next meeting with Warners Group, and she would report back.

Action: Next meeting

2.3 BPA Shop advertisement in Skydive Starter Magazine (minute 47)

Kieran Brady said he would speak to UK Parachute Services, the franchisees of the BPA Shop, and report the outcome to Lesley Gale.

Action: Kieran Brady

2.4 Club News (minute 50)

Lesley Gale confirmed that she had spoken to the 'Mag 7' at Strathallan, resolved the issues and that relationships were now good.

03/06 Editorial Report

Lesley Gale tabled her report on the February and April 2006 issues of *Skydive Magazine*. The Chairman said that the February issue had contained good articles and had been well received. There had been an article about the FS World Cup, but no article on the Artistics World Cup because no article had been submitted to the Magazine. Kieran Brady reported that a civilian Drop Zone Operator had pointed out to him that there had been a full-page advertisement for a military Drop Zone on page 74. Lesley Gale reminded the Committee that military centres had agreed not to advertise for first-time jumpers, and this advertisement had honoured that policy.

The Committee noted the planned articles for the April 2006 issue, the final selection depending as always on material of appropriate quality being available to the Editor in sufficient time.

04/06 Starter Magazine update

Lesley Gale tabled a paper summarising the minor variations that had been agreed for the reprint of the Starter Magazine. She said she would discuss with Chris Allen the proposed new photographs for inclusion.

Action: Lesley Gale

In discussion, the Committee noted that Skysurf was becoming less popular as a discipline, and may cease to be an IPC event. However, the Starter Magazine had been designed for first-time jumpers, and this was a group that often asked about Skysurfing. However, the Committee agreed by a majority to replace the article on Skysurfing with one on the growing discipline of Canopy Piloting. The Committee also agreed to delete the final photograph of a round parachute and to an update of the feature on the student of the year. Lesley Gale asked whether a page should be devoted to wind tunnels. John Page said that wind tunnels were free to advertise in the Starter magazine. Kieran Brady said it was important to canvass the views of Drop Zone Operators who gave out the Magazine before taking this idea any further. There was a meeting of Drop Zone Operators about insurance issues later today, and Kieran Brady would take the opportunity to consult then.

Action: Kieran Brady

Kieran Brady then proposed, and Elizabeth Stoodley seconded, a motion that the budget (as tabled) of £1,883 should be approved for a reprint of *Skydive Starter Magazine*, with variations to the content as agreed. This budget was assuming advertising revenue of £13,291 to offset production and printing costs of £15,173.

Carried unanimously

Lesley Gale said she would circulate the Committee with proofs in the format of pdf files before the next meeting. She would also speak to Warners to see if the schedule could be extended so the Starter Mag could be put to press just after the next Communications meeting, to allow full discussion by committee members. Eddie Jones said it would be important to check stocks to make sure that the BPA would not run out of Starter Mags.

Action: Lesley Gale

05/06 Communications Action Plan: 1 July 2006 to 30 June 2007

The Chairman invited suggestions for targets for consideration for inclusion in the Communications Action Plan.

5.1 Distribution of minutes

Elizabeth Stoodley proposed, and Paul Applegate seconded, a motion to include in the Action Plan a review of how minutes of BPA meetings were distributed.

Carried unanimously

Elizabeth Stoodley further proposed that hard copies of the Council and STC minutes should no longer be issued in Skydive Magazine, but should continue to be posted (after ratification) on the BPA website, with printed copies available from DZs or the BPA office on request. The cost savings would be approximately £5K per annum. This approach was supported by 78% of the membership who responded to the 2005 survey questionnaire.

Carried unanimously

5.2 Magazine website improvement study

Lesley Gale suggested a feasibility study for improvement of the Magazine website. It would include studying the cost and practicality of including pdf files of all Magazine pages, updating and adding new web pages, and investigating the possibility of selling photographs via the website. The suggested budget, to include making the website changes, was up to £5K. Kieran Brady believed the suggested budget was too much and that £500 would be more appropriate, to investigate only at this stage. Paul Applegate therefore proposed, and Paul Moore seconded, a motion to include a Magazine website improvement study in the Communications Action Plan for 2006/7 with a budget allocation of £500.

Carried unanimously

5.3 Advertising leaflet

Kieran Brady proposed, and Paul Moore seconded, a motion to allocate a budget of £1.4K on the design and production of a gatefold A4 leaflet to promote skydiving to non-skydivers. The cost would be at least recouped by sales to Drop Zones, etc.

Carried unanimously

5.4 Promotional poster

Elizabeth Stoodley proposed, and Paul Applegate seconded, a motion to design and produce a poster to promote skydiving to non-skydivers. The budget allocation was £1K, which would be at recouped from sales to Drop Zones, etc.

Carried unanimously

5.5 BPA Calendar 2007

Backed by strong support from the Membership survey, the Committee decided to publish a BPA Calendar for 2007. As agreed in previous years, the budget of £2K would come from the BPA's running costs and not from the Communications Committee's Action Plan budget.

06/06 Communications Action Plan targets for 2005/6

6.1 Start to publish pdf files on the Magazine Website **Achieved**

6.2 Run a competition in the Magazine to further improve reader interaction
This would be progressed ahead of its June 2006 target date for completion. **On target**

6.3 Publish a BPA skydiving calendar 2006, subject to consultation **Achieved**

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

51.5 Update the BPA Starter Magazine for first-time jumpers
See minute 4. **On target**

07/06 Committee Membership

Elizabeth Stoodley announced that, with regret, she had to stand down as a Member of a Communications Committee. This was because of the pressure of time with a full-time job and her new role as Artistics Discipline Rep on the Competitions Committee. The Chairman thanked her for her contributions to this Committee.

08/06 Dates of next meeting

Tuesdays at 1430 at the BPA Office: 11 April, 13 June, 15 August, 10 October and 5 December 2006

The meeting closed at 1320.