

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

Wednesday 25 June 2008 at 1340

at the BPA Offices, 5 Wharf Way, Glen Parva, Leicester

Present:	Adrian Bond Paul Applegate John Page Craig Poxon Grant Richards	Communications Chairman (from item 21.1)
In attendance:	Tony Butler Helen Lucas Martin Shuttleworth Martin Soulsby	Technical Officer Membership Services Secretary-General Co-opted
Apologies for absence:	Lesley Gale John Hitchen David Ibbotson Paul Moore	Editor, Skydive Magazine NCSO
Observer:	Kieran Brady	

Item Minute

19/08 Minutes

John Page proposed, and Paul Applegate seconded, a motion that the minutes of the Communications Committee meeting held on Tuesday 22 April 2008 should be approved as a correct record.

Approved

20/08 Matters arising

20.1 Complimentary mailing list (minute 11.2)

The Committee thanked Lesley Gale for making a few additions to, and de-duplications of, the complimentary Magazine mailing list. The number of complimentary Magazines supplied to non-Affiliated overseas Drop Zones had been reduced from 48 to 45.

20.2 Possible article on ground launching (minute 13.2)

The Chairman reported that the consensus at the last meeting had been not to run this, at that time unseen, article. Lesley Gale had since circulated the draft of article by e-mail. The Chairman noted that it was a 'how to do it' article rather than a news item.

Craig Poxon said that ground launching appealed to canopy pilots and was an incredible tool in canopy control. Why not therefore run an article on something BPA Members were doing, accompanied by an appropriate warning caveat?

Tony Butler said it was important to respect that the governing body for ground launching was the British Hang Gliding & Paragliding Association, which was the authoritative source of expertise on this activity. Martin Shuttleworth said that a factor to bear in mind was that the

BPA's governing instrument, its Memorandum & Articles of Association, set out the BPA's objective 'as to promote and encourage sport parachuting'. A feature of this nature in the Magazine might come outside the scope of the BPA's governing instrument. Also, ground launching was not covered by the BPA Operations Manual and therefore fell outwith the BPA's third party insurance cover. Because ground launching could be – and often was – practised outside controlled conditions, an article might be seen as an encouraging members to try it. If so, it could be perceived as potentially prejudicing members' safety, and the BPA might even leave itself open to a risk of unfortunate legal consequences were it to publish. Paul Applegate agreed that caution was called for on the basis that the BPA had a duty of care to its members.

The Chairman summarised the Committee's conclusion that it would not be appropriate to run the article on ground launching as it came outside the sport. However, a news item in the *Newsround* section of the Magazine would be appropriate, referring to an external website so it was clear to readers that the BPA did not have regulatory control of this activity.

Action: Lesley Gale

21/08 Editorial Report

Lesley Gale had circulated her Editorial Report in advance with apologies for her absence as she would be out of the UK at the time of the meeting. She had subsequently added four more items, which had been included on the agenda.

21.1 June 2008 issue

John Page said he had been disappointed to note that the page 1 editorial had not included an apology for the presentational issues with the DZ article on Skydive Airkix in the February 2008 Magazine. Concern had been expressed by some other Drop Zones and the article had been discussed at the Council meeting on 22 April 2008 (Council minute 28.1/08 refers).

21.2 Future issues of the Magazine

21.2.1 Mag Competition

Kieran Brady (Chairman, Pilots' Committee) had kindly offered to sponsor a prize competition in the Mag for the first jumper to jump out of all generally available UK registered aircraft for skydiving. The Committee welcomed this idea as it would encourage members to experience the range of Drop Zones available in the UK. The Committee invited Kieran Brady kindly to scope out the idea with the Editor.

Action: Kieran Brady & Lesley Gale

21.2.2 Mercedes car advertisement

The Committee agreed to the first commercial advertisement on the Mag website, to be placed by Mercedes, who were also advertising with other adrenaline sports. Craig Poxon said the advertisement needed to have an appropriate technical and aesthetic fit with the rest of the site. The Chairman would liaise with the Editor on her return to the UK and update the Committee in due course.

Action: Chairman

21.2.3 'Square One' catalogue

Square One had expressed interest in including their catalogue as an advertising insert to the Magazine. Craig Poxon tabled the catalogue, which was a substantial document that might sit oddly as an insert as it probably weighed as much if not more than the *Skydive the Mag* itself. Subsequently, Warners had quoted for printing a 20pp summary extract that might literally be more fitting as an insert. Feedback from the advertiser to Warners and then to Lesley Gale was awaited on this. The Committee asked Lesley Gale kindly to keep it informed.

Action: Lesley Gale

21.2.4 UKProBASE

Craig Poxon spoke to this item. He reported that a new organisation - UKProBASE www.ukprobase.com - had been established at the initiative of a group including BPA Members. UKProBASE had been formed to promote legal jumping from fixed objects in the UK. It was as a not-for-profit organisation that organised high profile BASE jumping events. It would reinvest all revenue it raised into making its events bigger and better for the participants, spectators, hosts and media. It had already organised several demonstration jumps. Craig Poxon reported that UKProBASE had its own operations manual, risk assessments and third party insurance. Further events were being planned for this year, including jumps from a stationary wind turbine in Norfolk. A Drop Zone and a wind tunnel (not sharing the same name) were sponsoring events.

The X Games, on which Craig Poxon sought coverage from the Mag, was an extreme sports showcase event that to take place in Holland that would include BASE jumping and British BASE jumpers.

John Page said that the most appropriate way to cover this in the Magazine might be with a news item in Newsround. This could provide the address of the UKProBASE website, and needed to be worded so that it could not be taken to suggest that the BPA was, as a body, in any way associated with UKProBASE, or that UKProBASE's procedures were accredited by the BPA. Martin Soulsby concurred that the news angle was appropriate. The Committee agreed, and asked Craig Poxon and Lesley Gale kindly to circulate a draft to the Committee ahead of publication.

Action: Craig Poxon & Lesley Gale

21.2.5 Deadlines for Committee feedback

John Page called attention to e-mails from the Mag that required feedback from Committee Members with very tight, and for him unrealistic, reply deadlines. The Chairman said the Committee would ask Lesley Gale kindly to note this and allow more time in future.

Action: Lesley Gale

22/08 Libel insurance

Following a change of broker used for office insurance by the BPA Office, correspondence on libel insurance had been circulated in advance. The Committee decided to renew the existing annual policy cover for libel insurance for the new financial year from 1 July 2008. [Note: This item has no bearing on the BPA's third party public liability insurance policy for the sport, or the broker of that policy, both of which remain unchanged.]

Action: BPA Office & Lesley Gale

23/08 Use of BPA logo - competitions

BPA Form 263, on use of the BPA logo, did not cover to its use by competitors. This Committee, at its meeting on 19 February 2008 (minute 10), had therefore asked the Competitions Committee for advice on use of the BPA logo in the context of competitions. The Competitions Committee had duly responded with a draft of suggested additional wording (circulated). The present meeting reviewed this and made two minor variations: (i) 'selected to represent the UK' was changed to 'invited to represent the UK'; and (ii) 'approval by the Competitions Committee' was changed to 'approval by the BPA'. The agreed wording, as follows, was then recommended, through these minutes, for formal adoption by the full Council.

Teams or individuals who are invited to represent the UK at World Championships or other recognised international events, may use the BPA logo on clothing and/or parachuting equipment.

Where the BPA logo is incorporated within, or used as part of, another design or where a design proposes to use or adapt some feature of the BPA logo, the design must be submitted in advance for consideration for approval by the BPA.

*Appropriate use of the BPA logo in print and online media relating to the team or individual in their capacity as representing the UK will normally be acceptable. This includes use to seek sponsorship for the team or individual for the purpose of representing the UK in the above competitions, always providing such use is for a non-commercial purpose and is not used to imply BPA endorsement of a sponsor. The BPA logo must **not** be used to promote coaching, publications or any other commercial or fee-earning service that may be provided by a team or individual.*

The decision of the BPA shall be final on the use or otherwise of its logo in any specific context. The Competitions Committee is always pleased to give advice.

Action: Recommend to the Council

24/08 Communications Action Plan: 1 July 2007 to 30 June 2008

The Chairman was pleased to report that the Committee had completed its work on the 2007/8 Action Plan on time and within budget.

Completed

25.1 Publish a new BPA website

The Chairman projected on the wall an image of the working draft of the front page new website which was now in 'wide screen' format as a result of feedback from the Committee to the first draft, which was also shown for comparison. The Committee agreed that, judging from the homepage, the design of the new website appeared to be progressing well, and John Page made some suggestions to improve contrast quality where lettering was overlaid on a background image. The Office would convey these suggestions to Graham Hayes of Hcoms, the contractor that was constructing the site.

Action: BPA Office

The Chairman then reported on an informal working group that had met that morning comprising Craig Poxon, Tony Butler and Martin Shuttleworth from the staff, and himself, which had progressed the development of new website navigation tabs to help make use of the site as easy as possible. The intention was to make navigation simple and user-friendly for the various types of visitor, including Members, the general public and others such as researchers and journalists.

There followed a discussion on how to avoid use of the term 'disciplines' as in 'skydiving disciplines' because, although it was a well-understood term, it carried negative connotations from its other meanings, such as 'the act of punishing'. It was difficult to come up with an alternative, but reference to the *Starter Mag* revealed that Lesley Gale had used the phrase 'aspects of skydiving' which had positive connotations in other uses, for example the stage musical *Aspects of Love*. The Committee therefore decided to adopt 'aspects' as a tab on the new BPA website.

The Committee decided not to continue on the new website with the 'Team contacts' page for members seeking teams and teams seeking members. The page had always been sparsely used and this function was now carried out more interactively by UKS.

Classified advertising of kit, etc, was also offered by UKS but the BPA classified webpage - prefaced by a detailed disclaimer - was more heavily used than the 'Team contact' page and generated about £1100 per annum in income that helped to offset the running costs of the BPA website. The Committee therefore decided to keep the classifieds page. The display fee of £15 for a classified advertisement had not been reviewed for at least 5 years. The intention had been to review the display fee in line with a projected increase in traffic to the website, but as it had turned out, few reliable statistics had been available on a continuing basis. The Committee decided, on the launch of the new BPA website, to increase the display fee to £20 per advertisement, irrespective of the price of the item/s being sold, and to apply the same fee for items for sale as items wanted.

Agreed

(Paul Applegate observed that there appeared to be no disclaimer by the classified advertisements on page 88 of the June 2008 issue of *Skydive the Mag*. The Chairman asked that this be minuted for consideration by Lesley Gale.)

Lesley Gale to note

The Drop Zone map page would include a link to the display teams page, for website visitors who, rather than seeking a jump themselves, were looking for a display team to make a jump, for example at an event they might be organising. The Committee decided to discontinue the 'DZ Focus' page and instead to link each location on the DZ map direct with the Affiliated Club or Centre's own website. (The BPA-hosted DZ Focus pages had a propensity to become out-of-date and there was now little need for them because all the information they contained, and usually much more, was available from centres' own websites). The general aviation information on each Drop Zone (longitude, latitude, radio frequency, telephone number, etc), which was safety-critical, would continue to be available by a link from the DZ map page to BPA Form 192 DZ Frequencies and Contacts.

The Chairman said the intention was to e-mail Committee Members, and then the full Council, with the updated working draft of the new BPA website with a view to it going live before the end of July 2008. Feedback would be invited, as before, through a blog.

The Committee considered the need for the 'BPA Forms' page to offer a search facility at least by keyword, title and form number, to make it easier to find a BPA Form. On the current website, visitors to the 'BPA Forms' page were faced by a long and rather daunting list without any easy way to search it.

Action: BPA Office / Hcoms

John Page asked about the planned introduction of e-mail addresses for Council Members on the BPA domain [Council Member Name @bpa.org.uk]. The Chairman advised that this could not be done until Hcoms took over technical control of the domain from the existing web consultants ZCT. It was noted for action at that time.

Action: BPA Office / Hcoms

25.2. Prepare to publish a new Mag website or web pages

A provisional budget of £1,5K had been set for the new Magazine website (minute 15.2). A quotation from Hcoms dated 6 May had been circulated on receipt. This quoted £950 + VAT to develop the new website for the Magazine. The quotation was on the basis that the new Mag website, with its own distinctive personality and its own URL (web address) would be developed as an additional fifth phase of the work for which Hcoms had already been contracted by the BPA to develop a new BPA website (minute 25.1). This enabled the quotation to benefit from an economy of scale and to for the online magazine subscriptions function to be driven by the new BPA database. The Committee unanimously agreed to recommend to the full Council that the quotation be accepted.

Recommend to the full Council

25.3 BPA Skydiving Calendar 2009

This was on target for publication and issue as an insert to the December 2008 issue of *Skydive the Mag*.

On target

25.4 Explore the feasibility of creating an historical image archive of British parachuting

Martin Soulsby was pleased to report that he had received positive feedback from the preliminary grant application form he had submitted to the Lottery Heritage Fund. He had also been advised to keep the images within the UK, ie not to send them abroad to be scanned. He reported that the Heritage Lottery Fund grant application forms were changing, and that the new ones were due to become available in September 2008. The formal application would not therefore be lodged until the new forms were available.

However, there was much to consider in the meantime. With an archive image bank of at least 2500 and probably many more images available, and new photographs being taken all the time, criteria for the selection of images were critical to the project's success. These criteria would in effect determine the ultimate size of the image bank. Martin Soulsby said he hoped to propose to the next meeting a draft of the criteria for the selection of images.

Action: Martin Soulsby

Another issue to consider was how rapacious the media was likely to be in its hunt for images in the unfortunate event of an accident or incident, especially if it involved a fatality. Kieran Brady said he already had experience of this in the context of an incident some years ago at his own Club, and that one solution might be to introduce a delay such that it might take a few days to download certain images. By then, the worst of any press feeding frenzy would have been likely to have subsided.

25.5 Investigate the possibility of introducing a new, more durable type of membership card

The Chairman reported that he was currently investigating the options and would report back in due course.

Action: Chairman

26/08 Review of contract fee for Editorial services

The Chairman flagged up that now the financial year-end of 30 June was nearly with us, consideration needed to be given to the contact fee for Editorial Services for the next financial year, from 1 July 2008 to 30 June 2009.

The financial outturn of the Magazine would not be known for some weeks, until the accounts for the year had been completed. The Chairman reminded the Committee that, in addition to the

contract fee of £10,005 per issue, for one issue every two months, paid six times a year, the Committee had negotiated with Lesley Gale an incentive scheme (minute 47.2 /07 of the meeting held on 4 December 2007) whereby any profit of more than £6.5K over the approved budget would be divided equally between Lesley Gale and the BPA at the end of the financial year (realistically, in August). It was not yet known whether the profit-sharing incentive would be triggered in the financial year ending on 30 June 2008 nor, if it were, what the amount of any shared profit might be.

The Editorial Services Contract specified that payment for services during the period of contract would be renegotiated prior to start or renewal of the contract, and would be based on punctuality, defined as within one week of intended Magazine distribution, quality of the Magazine as decided by the membership by survey, and budget management performance. The Chairman reminded the Committee that the recent online Membership survey had confirmed that an overwhelming 89% of Members believed the BPA should continue to publish a Magazine.

The Chairman said that Lesley Gale had provided him, as a benchmark, with data she had obtained on a strictly confidential basis from editors of kindred magazines in other countries on their remuneration packages. The Chairman said It had to be borne in mind that commercial and economic conditions varied from country to country, that in some cases editors overseas were engaged on a contract of employment rather than a contract for services, and that some comparator magazines were published monthly rather than bi-monthly. When these factors were taken into account, the comparisons were not entirely parallel and therefore not conclusive.

The Committee decided that it would not be in a position to formulate a recommendation to the full Council until the accounts for the year 2007/8 had been finalised. As a matter of principle, the Committee believed that, as last year, any percentage increase in contract fee should not exceed any percentage increase in the pay of the employed BPA staff from 1 July 2008 that the Council might agree at its meeting tonight (Council minute 55 refers).

27/08 Dates of next meetings

Tuesdays at 1400 at the BPA Office, Glen Parva, Leicester: 19 August, 7 October and 2 December 2008.

The meeting closed at 1610.