

British Parachute Association

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Communications Committee

Minutes of the meeting held on
Tuesday 18 August 2009 at 1210
at the BPA Office, 5 Wharf Way, Glen Parva, Leicester

Present:	Martin Soulsby Paul Applegate Adrian Bond	Communications Chairman
In attendance:	Tony Butler Lesley Gale Simon Moody Amanda Nightingale Martin Shuttleworth	Technical Officer Editor, Skydive Magazine Warners Group (to item 41) Warners Group (to item 41) Secretary-General
Apologies for absence:	John Hitchen Craig Poxon Grant Richards	NCSO

Item Minute

39/09 Minutes

The Committee noted that the minutes (circulated) of the meeting held on Tuesday 23 June 2009 had already been approved by the Committee, ratified electronically by the Council and published on the BPA website <http://www.bpa.org.uk/minutes>

40/09 Matters arising

40.1 Membership subscription (minute 25.1)

The Committee confirmed that, unless it heard otherwise from the Treasurer, there would no longer be a magazine element shown separately on the list of BPA membership subscriptions with effect from the new membership year starting on 1 April 2010. The Committee understood that internal accounting would address tax issues.

40.2 Possible sponsorship of membership cards (minute 33.5)

Adrian Bond reported that he had been in touch by e-mail with BPA Member David Russell, who had offered to sponsor new membership cards. Because changing the type of membership card might mean the office could no longer turn them around so quickly, Adrian Bond said he would ask David Russell whether his kind offer of sponsorship might extend to other things within the BPA.

Action: Adrian Bond

41/09 Proposals by Warners for a new Mag website

Hcoms had been contracted to produce a new Mag website. However, at the debrief meeting held on 27 July on stage 1 of their web/database project for the BPA, Hcoms and the BPA had mutually agreed not to proceed. The Chairman said that the BPA's view now was that a publisher, with experience of running websites for other magazines, might provide the best means of updating the online presence of Skydive the Mag.

To that end, he was delighted to welcome to this meeting Simon Moody (Publishing Director) and Amanda Nightingale (Online Development Manager) of Warners Group Publications plc.

Warners were a publishing house that already had a long association with the BPA Mag as its advertising agents and printers and distributors. Warners Online ran websites for a number of other magazines. They had been briefed by Lesley Gale, Editor, on the online ambitions of Skydive the Mag, and gave an illustrated presentation (copied electronically afterwards to Members of the Committee) of how they would approach a new website for the Mag.

Warners produced a standard monthly management report for all the websites they managed. This enabled performance tracking and remedial and development action to be taken. Because a number of different sites were managed, they Warners could cross-fertilize ideas from one site to another. They had developed expertise in identifying optimal solutions to clients' needs based on realistic business models.

There followed discussion with the Committee about the use of digital publications as a marketing tool. This included the possibility of producing a digital edition of the Starter Mag that could be personalised for each participating Affiliated Drop Zone.

Warners said their costs for developing a new website for the BPA magazine - as set out in Lesley Gale's successful bid for the Editorial Services Contract (document 3) - represented good value because they already had a proven template. The project did not require them to start from first principles and design a new website from scratch. Further, it reduced risk to the BPA because similar websites had already demonstrated their suitability as the online presence of other specialist magazines within Warners' online portfolio.

The Chairman said that the intention was to have the new Mag website ready for launch in the New Year, bearing in mind that the new Editorial services contract ran from 1 January 2010.

The Chairman then thanked Amanda Nightingale and Simon Moody for their presentation, and they left.

The Committee discussed Warners' presentation and considered the range of options for the new Mag website. The Committee decided to invite Archant Dialogue, as another publishing house, to say whether or not it would be interested in developing a new website for the BPA magazine. Lesley Gale questioned whether it was necessary to look beyond Warners whom she had nominated in her successful bid document (document 3) for the Editorial Services Contract, after liaison with the Committee had already discounted a different web solution offered in Lesley Gale's original bid. The Committee believed that it was appropriate to consider other web providers as part of due diligence, and there remained time to do so, a decision being required at the next meeting in October to secure a launch next year. The Chairman therefore asked the Office to contact Archant and to advise him of their response.

Action: BPA Office

42/09 Editorial services contract 2010-2

The wording of the contract between BPA Ltd and Lesley Gale had been circulated to the Committee by e-mail. It was now subject to a read-through by legal advisers, following which the intention was to circulate the final draft to the full Council and to sign it at or shortly after the October Council meeting when all signatories were expected to be present.

Pending

In answer to a question, Lesley Gale said she had not yet set up a limited company as a party to the contract, but expected to do so. Adrian Bond asked that the run-on number in the contract should be given as 6100 copies to match a figure quoted earlier in Lesley Gale's successful bid, and this was agreed. There was discussion about prepayment discounts, and Lesley Gale clarified the position as set out in her successful bid.

43/09 Editorial Report and budget outturn 2008/9

Lesley Gale had circulated her Editorial Report. This included a number of e-mails of positive reader feedback on the current, August 2009, issue. Lesley Gale had also circulated the outturn for the Mag for the financial year ended 30 June 2009. After payment of the performance management bonus, a surplus of just over £16K was retained by the BPA. Lesley Gale said that, although advertising revenue, at £60K, was down about £8.6K on budget, this had been a robust financial performance in these difficult economic times where advertising in virtually all media

had declined. Part of the Mag's resilience was due to the fact that less advertising meant fewer pages, so that printing and distribution costs were also less than budget. But also Skydive the Mag appeared to have been hit less hard by the recession than some other specialist magazines. The figures circulated were subject to agreement [obtained since the meeting] with Jon Gretton, BPA Financial Administrator.

44/09 Starter Mag

The Chairman called attention to Grant Richards' suggestion of personalising a digital only version of the Starter Mag to each participating Drop Zone. Each DZ could then have its own cover. The digital issues would not carry advertising from other Drop Zones. This advertising was the reason why one, or possibly two, Affiliated Centres did not currently issue the printed Starter Mag to first-time jumpers. Tony Butler suggested that a digital Starter Mag could be issued on DVDs of first jumps. The Committee decided to discuss the idea with Drop Zone Owners & Operators at the BPA's next meeting with them on Tuesday 27 October 2009.

Action: Refer to DZO meeting

45/09 AGM

45.1 Saturday 16 January 2010

- Film Festival - The Chairman reported the rules had been published on the BPA website. He was currently seeking donations of prizes.
- Entertainment - Adrian Bond was in discussion about possible sponsorship of entertainment
- Blackpool rock - Adrian Bond was in discussion about possible sponsorship of a stick of Blackpool rock to each Member attending. The rock would be lettered 'BPA'. He asked for ideas for the label. There was a possibility of obtaining sponsorship for a carrier bag for each attendee that might contain commercial literature too.
- Audio visual contractor - Adrian Bond was considering four quotes obtained by the office, and would liaise with the contractor who appeared to offer the best deal.
- Mansons Insurance Brokers had kindly agreed to support a training day on Safety Management Systems for Drop Zone Operators and CCIs to be facilitated by Stuart Morris of the North West Parachute Centre, on Friday 15 January, the day before the AGM.
- The Hotel was now taking bookings at the BPA rate, contact details were on the BPA website.

45.2 Saturday 22 January 2011

The Chairman and Martin Shuttleworth had visited the Barceló Daventry this morning. The hotel had offered a fixed price of £3 per pint of beer or lager, or red or white house wine. Subject to the outcome of further negotiation on dinner price, the Committee would consider making a formal booking at its October meeting. It would reserve all of the Hotel's 155 bedrooms on a free sale basis (ie, not underwritten by the BPA) for the Saturday night, with a lower allocation for the preceding Friday night.

Action: Next meeting

46/09 Offer of videotape footage

A letter to the Chairman from Simon Ward dated 1 August had been circulated in advance. In the letter, Simon Ward had kindly offered to donate his videotape footage of skydiving, together with the relevant players, to the BPA for non-commercial use subject to certain terms that he had set out in the letter. The Committee believed this to be valuable footage that might form the basis of a student project to catalogue. Simon Ward had offered to provide information to assist in cataloguing. The Committee asked the Office to thank Simon Ward for his kind offer, and to ask him to clarify the volume of storage space it would require.

Action: BPA Office

47/09 Communications Action Plan: 1 July 2009 to 30 June 2010

47.1 Feasibility study of high-level full-time marketing/communications/PR staff post

The Chairman and Adrian Bond would develop this idea.

Action: Chairman & Adrian Bond

47.2 Conduct online Membership Survey/s

Adrian Bond would progress this.

Action: Adrian Bond

47.3 Publish a BPA Skydiving calendar 2010

Lesley Gale would produce this with input from the Committee, as usual. The calendar would be issued free-of-charge to Members as an insert to the December 2009 issue of 'Skydive the Mag'.

Action: Lesley Gale

47.4 Apply for a Heritage Lottery Grant to create an historical image archive of British parachuting

This was a continuation of a target from the last Action Plan year being progressed by the Chairman.

Action: Chairman

47.5 Harvest data on members' routes of entry to the sport

This would involve adding new tick-boxes about routes of entry on the conversion form, and recording such data on the new BPA Membership database, once this was available. .

Action: Chairman & Craig Poxon

48/09 Date of next meeting

Tuesday 13 October 2009 at 1200 noon at the BPA Office, Glen Parva, Leicester

The meeting closed at 1400.