

British Parachute Association

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Communications Committee

Minutes of the meeting held on
Tuesday 13 October 2009 at 1210
at the BPA Office, 5 Wharf Way, Glen Parva, Leicester

Present:	Martin Soulsby Paul Applegate Adrian Bond Craig Poxon	Communications Chairman
In attendance:	Tony Butler Lesley Gale Helen Lucas Paul Moore Martin Shuttleworth Weed Stoodley	Technical Officer Editor, Skydive Magazine Administration Secretary (to item 53) Secretary-General
Apologies for absence:	John Hitchen Grant Richards	NCSO

Item Minute

49/09 Minutes

The Committee noted that the minutes (circulated) of the meeting held on Tuesday 18 August 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>

50/09 Matters arising

50.1 Possible sponsorship (minute 40.2)

Adrian Bond reported that he had not yet heard from BPA Member David Russell in reply to his {Adrian Bond's} e-mail enquiring whether he would be prepared to sponsor something other than membership cards.

Ongoing

50.2 Videotape footage, etc (minute 46)

The Chairman said he would enquire about the skydiving videotapes and accompanying video players that Simon Ward was kindly donating to the BPA. He understood that these were currently with David Turner at Skydive Airkix.

Action: Chairman

51/09 Editorial services contract 2010-2

Adrian Bond pointed out a typographical inconsistency that would be corrected. In reply to a question from the Chairman, Lesley Gale said she had not yet decided whether or not to form a limited company to carry out the contract. For the time being at least, the contract would be in her name.

The contract would go forward for consideration for final approval by the full Council at its meeting tonight.

Action: Refer to Council

52/09 New Magazine website

Further to minute 41, Lesley Gale had met with Archant Dialogue, who had prepared some designs and concepts for a new Mag website. This was a bespoke proposal, in contrast to Warners Online's proposal (minute 41) for customisation of their pre-existing template. The Archant solution offered the opportunity to assist with co-ordinating the Magazine by taking submissions in an intelligent way – for example, it would prompt for information and only accept copy of the required length. There could be a secure login facility for regular photographic contributors, capable of taking the high resolution images needed for print publication. These were facilities that Warners were not currently able to offer.

Archant also had exciting ideas about the events calendar, which might be made into an online social network around key events, to consolidate it as a key site on the web for news, views and results. This could help to inform coverage of the event in the printed Mag. Archant had also suggested that classified advertising might be extended into an online directory of skydiving services.

At a design and build cost of £14,900, the Archant solution was significantly more expensive than Warners. However, it offered the opportunity to do considerably more and this might well offer cost savings in other areas of Mag production.

Lesley Gale reported that Archant believed that the new website would be able to generate the £500 a month advertising revenue, the BPA share of which would more than cover their monthly maintenance fee of £200. Archant would be able to sell advertising, both online and in the printed Mag. They were willing to match the 30% commission rate that Warners charged. They believed they could secure more non-core advertising from lifestyle products outside skydiving.

Lesley Gale said that she would like to continue discussions with Archant and hoped to be in a position to present her recommendations to the December meeting of this Committee.

Action: Lesley Gale / Next meeting

The Committee agreed to defer a decision on awarding the contract to develop the new Mag website until the next meeting. However, it was mindful that the Office had promised to relieve Hcoms from hosting the legacy Mag website as soon as possible. Lesley Gale said she would minimise the workload on Hcoms in the meantime by relaxing her expectations of Hcoms in the areas that were outstanding, and website errors that had not yet been corrected.

Action: Lesley Gale / Next meeting

53/09 Editorial Report

Lesley Gale had circulated her Editorial Report including feedback on the October issue, which had been good. The report included a report from Warners on advertising sales and a list of possible features and articles for the next issue in December. As always, the final choice would depend on the quality and availability of material nearer the time.

The Committee agreed to Lesley Gale's recommendation to set out the non-member magazine subscription price for Europe and the rest of the world in sterling. This was because variations in exchange rates had created anomalies between the current pricings in sterling, Euros and US dollars. The new rates were 25 GBP UK, 30 for Europe and 40 for the rest of the world, including USA.

Agreed

54/09 Starter Mag

The Chairman said that future arrangements for the Starter Mag would be considered at the next meeting after consultation with Drop Zone Owners & Operators at the BPA meeting for them that would be held on Tuesday 27 October.

Action: Next meeting

Lesley Gale said she would prepare a questionnaire for DZOs, to cover the Starter Mag, Freedom of the Skies brochure, and promotional posters, etc.

Action: Lesley Gale

Adrian Bond said he would invite DZOs to contribute possible questions to the forthcoming BPA Online Membership Survey that he was co-ordinating.

Action: Adrian Bond

55/09 AGM

55.1 Saturday 16 January 2010

Adrian Bond reported that the AGM working party had this morning met the managing director of Istead Business Presentations, who had supplied audio visual services to the BPA for the last eight or nine years. Several other quotations, from companies more local to Blackpool, had been obtained, and he was evaluating these. The working party had noted feedback from last year that members thought the morning session was too long. They were looking at ways of reducing the duration from 2 hours to around 90 minutes. One way might be to have a podium on stage so that Grand Prix gold, silver and bronze medallists could all be presented at the same time in disciplines where all three medals were awarded; and to have the names of individual team members displayed on the screen rather than read aloud.

The Chairman suggested that the Chairman of Council's speech, together with the presentation ceremony and the film festival finalists, might be copied onto a DVD and sent to all Drop Zones, with extracts on the BPA website.

Mansons Insurance had kindly agreed to sponsor the carrier bag as a BPA goodie bag to be handed to those attending the AGM. To date there were no goodies to put in it. Adrian Bond was hoping to interest a sponsor in providing a stick of Blackpool rock.

Manson Insurance was also sponsoring the day on Safety Management Systems for Drop Zone Operators and CCIs facilitated by Stuart Morris of NWPC Cark, which was to be held at the Blackpool Hilton on the day before the AGM, Friday 15 January 2010.

Adrian Bond was continuing to consult on the possibility of hiring a comedian for entertainment in the evening.

Ongoing

The Office reported that the Blackpool Hilton had telephoned this morning to advise that due to a computer error they had double-booked the Royal Suite for the evening dinner. The other booking was bigger than ours so they had moved the BPA annual dinner to the Queens Suite. Adrian Bond said he would make arrangements to visit the Hotel to discuss this with them. The Office would supply him with a list of issues raised.

Action: Adrian Bond / BPA Office

55.2 Saturday 22 January 2011

The Committee agreed to book the Barceló Daventry this morning, reserving 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. The Committee asked the Office to try to negotiate complimentary WiFi for the duration of the booking. The Hotel met Craig Poxon's helpful analysis of minimum average travel distance for the membership.

Action: BPA Office

56/09 PR and press releases

Becca Armstrong and Rich Rust, BPA Media Co-ordinators, had prepared a paper that was circulated shortly before the meeting.

The Chairman, Adrian Bond and Lesley Gale agreed to constitute a working group to look at public relations and press to do with good news about skydiving.

Action: Working party

Tony Butler, Technical Officer and John Hitchen, NCSO, would continue to respond to press enquiries about safety matters, including accidents and incidents.

57/09 Communications Action Plan: 1 July 2009 to 30 June 2010

57.1 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

57.2 Conduct online Membership Survey/s

Adrian Bond was progressing this. Lesley Gale would liaise with Warners and Archant Dialogue Advertising Agencies to see whether they may wish to suggest any questions that may help them build up (anonymous) reader lifestyle data to assist sales to new advertisers.

Action: Lesley Gale / Adrian Bond

57.3 Publish a BPA Skydiving calendar 2010

Lesley Gale showed a mock-up of the calendar 2010. A few of the photographs might change if better alternatives could be sourced. She reported that all the advertising space had been sold, which was ahead of the position at this time last year.

Action: Lesley Gale

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

The Chairman reported that he had submitted a grant application to the Heritage Lottery Fund and was awaiting their decision.

Awaiting decision from Heritage Lottery Fund

57.5 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

58/09 Volunteer

A member who was a student at university had volunteered to help with the BPA website or anything else. Craig Poxon asked the Office to forward him a copy of the offer.

Action: BPA Office

60/09 Date of next meeting

Tuesday 8 December 2009 at 1200 noon at the BPA Office, Glen Parva, Leicester

The meeting closed at 1345.