

British Parachute Association

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Communications Committee

Minutes of the meeting held on

Tuesday 22 June 2010 at 1200 noon

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

Present:	Martin Soulsby Paul Applegate Craig Poxon Andy Scott	-	Communications Chair
In attendance:	Tony Butler Kirsty Kelly Phil Sumner Martin Shuttleworth	- } -	Technical Officer Archant Dialogue Secretary-General
Apologies for absence:	Christopher Beattie Adrian Bond Lesley Gale Zoë Francis-Cox John Hitchen	- - - - -	Editor, Skydive the Mag Archant Dialogue NCSO

Item Minute

24/10 Live streaming

Craig Poxon was using his own camera and equipment to live stream this meeting over the web. It would also be available for later viewing on demand. He said over 30 members had registered to see it.

25/10 Quoracy

The Chairman confirmed the quorum of 2 voting members present was exceeded with 4 voting members present.

26/10 Congratulations

The Chairman congratulated Craig Poxon on his recent engagement.

27/10 Minutes

The Committee noted that the minutes (circulated) of the meeting held on Tuesday 20 April 2010 had already been approved by the Committee, ratified electronically by the Council and published on the BPA website <http://www.bpa.org.uk/minutes>

28/10 Matter arising: Unauthorised use of the BPA logo (minute 21)

The website of a USA-based skydiving business was still displaying the BPA logo without the BPA's consent, and despite two requests to remove it. Tony Butler would make one further request and, if that did not work, the matter would be referred to the site's ISP requesting them to take action on the unauthorised display of the BPA's registered logo.

Action: BPA Office

29/10 New Editor

The Chairman reported that Archant Dialogue had received six or seven applications from skydivers for the vacancy for Editor. Archant Dialogue was carrying out the selection process. The appointment would be subject to BPA approval. It was hoped the new Editor would be appointed in time to shadow Lesley Gale on the August issue, ready to take over with the October issue.

30/10 Editorial Report

Lesley Gale had circulated her editorial report in advance. She was currently team training outside the UK.

30.1 June Magazine

Feedback from members on the June Magazine had been positive. A couple of typographical errors were noted. Archant Dialogue had done well in advertising sales, as shown by a paper they had circulated prior to the meeting. A member had asked for more incident reports in the Mag. After discussion with Tony Butler, Technical Officer, the Committee noted that full resumés of incident reports were available to members in the STC minutes and saw no reason to seek to replicate this in the Mag.

Action: Chairman

30.2 August Magazine

The schedule for the August Magazine had been circulated.

30.3 Mag website

The Committee discussed putting more back issues on the website. There had been a delay in uploading the June issue that would not happen in future. Archant Dialogue said they hoped to go back to 2004/5 and were planning to enhance the search facility. The Committee asked that the Starter Mag should also be added, preferably as a separate section from the archive.

Achieved after the meeting

31/10 Libel insurance

Lesley Gale would continue her present libel insurance policy, which also covered the BPA, until she stood down as Editor in August.

Action: Lesley Gale

The Committee decided to recommend to Council that the BPA should take out the Hiscox insurance for associations that included libel cover as part of a wider professional indemnity cover, for which the current quotation for twelve months was £1250 plus insurance premium tax.

Action: Recommend to Council

32/10 Communications Action Plan: 1 July 2009 to 30 June 2010

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

The Committee had already decided (minute 18.2) that the idea of the BPA establishing a new high-level PR/marketing post should be one of the ideas for discussion when consulting with stakeholders on developing a marketing and retention strategy for the sport (minute 19, target 2).

Action: Consultation target in new Action Plan

32.2 Conduct online Membership Survey/s

Target achieved

32.3 Publish a BPA Skydiving calendar 2010

Target achieved

32.4 Apply for a Heritage Lottery Fund (HLF) Grant to create an historical image archive of British parachuting

Feedback on our first, unsuccessful application would inform a re-application in the new Action Plan year 2010-11. See minute 33.4.

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

Per minute 7.5, this would involve adding new tick-boxes about routes of entry on the conversion form to be recorded on the new/updated BPA Membership database, once this was available.

Action: Chairman & Craig Poxon

33/10 Communications Action Plan: 1 July 2010 to 30 June 2011

33.1 Develop a communications plan

1.1 Communicate regularly with members by e-mail

1.2 Run more regular shorter membership surveys each focusing on a specific theme

1.3 Publish campaign posters to send to DZs on (i) BPA information; (ii) safety.

Andy Scott showed drafts of a series of six posters about safety and information on the BPA. These were agreed with minor variations. The Committee would invite the insurers to sponsor the safety posters.

Action: BPA Office

Two copies of each poster would be supplied to each Drop Zone and uploaded to the BPA website. Tony Butler suggested increasing the print run from 60 to 200 of each. Andy Scott said the print run would depend on the prices and whether we were successful in obtaining sponsorship.

Action: Andy Scott

The Committee agreed to add two further safety posters, on canopy collision and entanglement.

33.2 Contact stakeholders on developing a marketing and retention strategy for the sport

This would be actioned later this year.

33.3 Publish a BPA Skydiving calendar 2011

The Committee asked Archant Dialogue to note this as a priority for the new Editor, to sell the advertising space and to put a call for images in the August Mag.

Action: Archant Dialogue

33.4 Re-apply for a Heritage Lottery Fund (HLF) grant to create an historical image archive of parachuting in the UK

The Chairman was progressing this with contacts in education.

Action: Chairman

34/10 AGM

Adrian Bond had circulated notes prior to the meeting. The contract with the Hilton Coventry for the AGM on Saturday 22 January 2011 was being finalised. The successful daytime format would be retained. The evening entertainment would comprise a 'BPA Boogie' organised by Stu Ferguson, possibly with the option of a more formal Chairman's dinner if required.

The Reebok Stadium, Bolton, had been pencilled in for Saturday 21 January 2012. The date could not be confirmed until the football fixtures were known in July 2010. If there happened to be a football match on our preferred date, the Saturday before or after was likely to be available. A consideration was that the earlier Saturday might be too soon after Christmas and New Year. The event cost would be similar to Blackpool this year. The cavernous venue offered the opportunity to hold the AGM and exhibition in the same big room. The Chairman looked forward to hearing an oral report from Adrian Bond at the next meeting about how we might make best use of the facilities.

Action: Next meeting

35/10 Contract with Archant Dialogue

The Chairman asked for the sound of the web stream to be turned off as this item was in camera. He said that the representatives of Archant Dialogue could remain in the meeting. Adrian Bond's notes reported that he had finalised a contract with Archant Dialogue covering the Mag for three years, the Mag website, the BPA website and upgrading the Membership database to include an online renewal facility.

Tony Butler said the BPA staff had had no opportunity to brief Archant Dialogue on what was required, and knew nothing about their approach to databases. The Chairman therefore asked Phil Sumner of Archant Dialogue kindly to liaise with BPA staff, particularly the membership services section that looked after renewals, with a view to formulating a clear plan that took account of the window of October / November in membership services to trial the upgraded system. The BPA contract with Archant Dialogue would be considered at the next meeting.

Action: Next meeting

The in camera session ended and sound was restored to the web stream.

36/10 Online magazine subscriptions

The Office reported that online magazine subscriptions had declined markedly since the online subscription facility with e-payment that had used to be offered by the Mag website had no longer been available. Currently new subscribers had to download a subscription form or telephone the BPA Office.

37/10 Star Crest Awards

Further to a request to the Chairman from the Bob Newell in the USA, the Committee agreed to put a link to the Star Crest Awards website www.starcrestawards.com on the BPA website. This was done on the day of the meeting.

Completed

38/10 Dates of next meetings

Tuesday 17 August, Thursday 14 October and Tuesday 7 December at 1200 noon at the BPA Office, 5 Wharf Way, Glen Parva, Leicester LE2 9TF.

The meeting closed at 1350.