

# British Parachute Association

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## Communications Committee

Minutes of the meeting held on

**Thursday 14 October 2010 at 1203**

at the BPA Office, 5 Wharf Way, Glen Parva, Leicester LE2 9TF

<b>Present:</b>	Martin Soulsby Paul Applegate Adrian Bond Craig Poxon Andy Scott	-	Communications Chair
<b>In attendance:</b>	Tony Butler Rob Crane  Kirsty Kelly John Hitchen Martin Shuttleworth Phil Sumner	- - - - - -	Technical Officer Advertising Sales Executive, Archant Dialogue Assistant Editor, Archant Dialogue NCSO Secretary-General Web Developer, Archant Dialogue
<b>Apologies for absence:</b>	Liz Ashley Christopher Beattie	-	Editor, <i>Skydive the Mag</i>

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### Item Minute

#### 52/10 Minutes

The Committee noted that the minutes (circulated) of the meeting held on Tuesday 17 August 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>

#### 53/10 Matters arising

##### 53.1 Unauthorised use of the BPA logo (minute 42.1)

The Office had referred this to Jim Crocker, Vice President, for legal advice.

**Action: Next meeting**

##### 53.2 Online Mag subscription sales (minute 42.3)

Phil Sumner (Archant Dialogue) confirmed that this would be included in the new website/database project that Archant Dialogue was undertaking for the BPA.

**Action: Archant Dialogue**

##### 53.3 Sale of advertising on the Mag website (minute 42.3)

Rob Crane (Archant Dialogue) outlined details of advertising that would be available on the Mag website. Initially there would be 5 banners that rotated, viewable on all pages.

**Action: Archant Dialogue**

The Committee confirmed that Archant Dialogue would act as agent for advertising on the BPA website once the new Archant-built site was ready.

##### 53.4 New BPA website and database (minute 42.3)

Phil Sumner (Archant Dialogue) reported that the schedule had now been set. The functionality was planned to be ready by the end of November, following which there would be trials. Student and temporary members were not in scope to the current project.

**Ongoing**

### **53.5 Editor's e-mail address (minute 43)**

The e-mail address [editor@skydivethemag.com](mailto:editor@skydivethemag.com) was now operational.

**Noted**

### **54/10 Editorial Report**

The Editorial report had been circulated in advance, with positive feedback from members on the October 2010 issue. This was the first issue that had been produced entirely by new Editor Liz Ashley and the team at Archant Dialogue. Advertising revenue had been £16K. Rob Crane tabled projected advertising revenue by issue for 2011. There had been insufficient time for Liz Ashley to seek to anglicise the terminology on certain USA-originated advertisements. Kirsty Kelly had therefore amended the schedule for the next issue.

Some competitors had expressed concern that only the top places of some competition results had been published in the October Mag. Liz Ashley had replied to say there was not space to publish them all, and that full results were available on the BPA website.

Andy Scott asked Archant Dialogue to cost for a series of four pull-out posters within Skydive Mag.

**Action: Archant Dialogue**

Back issues to 2007 had been loaded on the Mag website. These would be extended to 2004.

**Action: Archant Dialogue**

Archant Dialogue would be allocated a complimentary space at the BPA AGM Day Exhibition.

**Action: BPA Office**

### **55/10 Starter Mag**

The Chairman reported that Warners had about 4,590 copies of the Starter Mag remaining. The options for next year were to reprint with minor variations, or to update the whole publication. The Committee agreed there was no need for a major revision. The Chairman asked Kirsty Kelly (Archant Dialogue) kindly to obtain a quote for 25,000 to 30,000 copies of a new printing with a design update.

A decision on the Starter Mag for 2011 would be taken at the next meeting.

**Action: Next meeting**

Andy Scott suggested a pull-out iconic image of skydiving with the legend "I did my skydive because..." and asked Archant Dialogue kindly to quote for this.

**Action: Archant Dialogue**

### **56/10 Communications Action Plan: 1 July 2010 to 30 June 2011**

#### **56.1 Develop a communications plan**

##### **56.1.1 Communicate regularly with members by e-mail**

The Chairman was pleased with the 2,050 followers of the BPA, and 1,350 of the Mag, on Facebook to date. He now proposed a BPA e-newsletter to communicate with members. The cost of sending each e-mail would be about 1p, using third party software from an external provider. After discussion, the Committee agreed that the e-newsletter should be issued in alternate months to the Mag. The Chairman said he would be pleased to co-ordinate the newsletter, with input from all Committees. The Committee agreed to recommend the introduction of an e-newsletter to Council.

**Action: Recommend to Council**

The Chairman said he saw other opportunities for e-mail - for example, to congratulate new A or B Certificate holders, to provide links to relevant technical articles and to advise them of the next step in progression.

The Chairman said it would be helpful to have a communications seminar at the AGM, to tie in with DZ Reps. This would cover not only the BPA Mag, but how to send photographs, news and articles to the press. The media representatives would also be invited as the seminar would cover press and public relations.

**56.1.2 Run more regular shorter membership surveys each focusing on a specific theme**  
Adrian Bond was progressing this target.

**Action: Adrian Bond**

**56.1.3 Publish campaign posters to send to DZs on (i) BPA information; (ii) safety**

**Already Completed**

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

The Chairman was progressing this.

**Action: Chairman**

**56.3 Publish a BPA Skydiving calendar 2011**

A draft of the proposed photographs for use in the calendar was shown to the Committee, and feedback given.

**Action: Liz Ashley & Archant Dialogue**

Rob Crane (Archant Dialogue) reported calendar advertising sales of £3860 to date, with a target of £6,500. Last year's actual had been £5,000.

**56.4 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**

**57/10 AGM Day – Saturday 22 January 2011 at the Hilton Coventry**

Adrian Bond (Chair, AGM Day working party) reported that sales of exhibition spaces were going well, with only 5 of the 17 spaces remaining. Archant Dialogue had kindly agreed to sponsor the seminar and meeting rooms and to provide spot prizes of five vouchers for a year's subscription of any Archant Life and specialist title. Jelf Manson Insurance Brokers and Liberty International Underwriters would again be providing an item for the goody bag. They said that feedback from members had suggested a skydiving-related item would be most appreciated, and the Committee considered ideas that the Office would pass on to the insurers.

**Action: BPA Office**

Jelf Manson had been invited to sponsor the carrier bag itself as they had done last January.

The evening menu would comprise party-type food, and we were seeking to negotiate with the hotel that this would be available as a cash buffet, to avoid members having to buy tickets in advance.

**Action: Adrian Bond / BPA Office**

Logistical arrangements for Regan Tetlow to host the shows in the evening were agreed.

**58/10 AGM Day – Saturday in mid/late January 2012 at the Reebok Stadium, Bolton**

The date would be Saturday 21 or 28 January 2012, subject to the football fixtures that would be announced in July 2011. The Committee agreed that the BPA should sign a contract to secure the venue.

**Action: Adrian Bond / BPA Office**

**59/10 Live streaming of meetings**

The number of members who had viewed the three meetings of this Committee that had been streamed online had been 14, 7 and 8 respectively. The Chairman reported that a vote by e-mail some days before the meeting on whether or not to continue to stream meetings for online viewing, live or later, on the web, had tied with 3 votes in favour and 3 against. He had therefore used his Chairman's vote, as was custom and practice, to keep the status quo, which was not to webstream meetings. The Chairman said feedback he had received had suggested that more members might wish to view Council or STC meetings online.

**Action: Report to Council**

**60/10 Date of next meeting**

Tuesday 7 December at 1200 noon at the BPA Office, 5 Wharf Way, Glen Parva, Leicester LE2 9TF.

The meeting closed at 1415

Ratified electronically by the Council and published on 1 November 2010.