

# British Parachute Association

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## Communications Committee

Minutes of the meeting held on

**Tuesday 19 February 2002 at 1400**

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

<b>Present:</b>	Kieran Brady Paul Applegate Eddie Jones Ian Midgley Craig Poxon	-	Committee Chairman
<b>In attendance:</b>	Lesley Gale Beverly Fairhurst Martin Shuttleworth Lucie Wood	-	Editor, <i>Skydive Magazine</i> - <i>Skydive Magazine</i> - National Administrator - Development Officer
<b>Apology for absence:</b>	Tony Butler	-	Technical Officer

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### Item Minute

**1/02 Minutes**

Ian Midgley proposed, and Paul Applegate seconded, a motion that the minutes of the Communications Committee meeting on Tuesday 11 December 2001 should be approved. This carried unanimously.

**Approved**

**2/02 Matters arising**

**2.1 Classified advertising (minute 40.2)**

It was confirmed that, as agreed at the last meeting, arrangements had been put in place for classified advertising sales linked between the BPA Website and *Skydive Magazine*.

**2.2 Magazine budget (minute 42)**

Lesley Gale tabled a draft budget in the new format suggested at the last meeting. This showed a budgeted year-end loss of £7,190 set against a carry forward of last year's profit of £9,940, giving a profit balance of £2,750. The Magazine had a track record of outperforming the budget.

Ian Midgley pointed out that the £4.2K shown in the budget for the Magazine website for the year ended 30 June 2001 remained unspent. This was because some of the development of the Magazine website had been funded by £2K from the Development budget. The actual costs of the Magazine website during the last financial year had, however, been £2.75K. Ian Midgley recommended that the expenditure on the Magazine website in excess of the £2K covered by the Development budget that financial year, should be charged to the Magazine budget. This amount was understood to be approximately £750. Apportionment of this part of the cost to the Magazine budget would avoid an overspend on the Development budget.

Ian Midgley then proposed, and Eddie Jones seconded, a motion that the Magazine budget for the financial year 1 July 2001 to 30 June 2002, with the above variation to last year's expenditure, should be approved.

**Carried unanimously**

### **2.3 DZ Focus feature in the Magazine (minute 43)**

Lesley Gale reported that, as agreed at the last meeting, she had written to military DZ commandants to ask whether they would like their DZs to feature in 'DZ Focus' in the Magazine. She had received a reply from Mike Smith, who had said he would be pleased for Cyprus and RAPA to feature, but not Netheravon. No reply had yet been received in respect of RAFSPA Weston or Silver Stars. The Committee considered that, were Silver Stars to agree, it might be appropriate to start with them.

**Ongoing**

### **2.4 Membership questionnaire (minute 44)**

This had been issued as an insert to the February issue of the Magazine, as planned. A Magazine Readership Survey, prepared by Lesley Gale, had also been issued. Ian Midgley was concerned to see that there had been a reference to BASE jumping in the Magazine Readership Survey. Although it had not appeared in a way that had implied any link between BASE jumping and the BPA, the Chairman supported this note of caution about making any references to BASE jumping in an official BPA document.

Lesley Gale said that the results of analysis of the Magazine Readership Survey would be made available through Warners to advertisers and potential advertisers. Craig Poxon said he would have a problem with any advertisements for tobacco products or alcohol in the Magazine, and the Chairman asked Lesley Gale kindly to bear this in mind.

### **2.5 Posting agendas of forthcoming Council and Committee meetings on the BPA Website (minute 46)**

Lucie Wood (Development Officer) reported that arrangements for this were now in place.

### **2.6 Taxation of Sports Clubs (minute 47)**

Craig Poxon reported that he was still in the process of arranging to identify and circulate any relevant information provided by the CCPR to Clubs and Centres that might be affected.

**Action: Craig Poxon**

### **3/02 Additional DZ information, for safety, on the BPA website**

The Committee had for consideration a paper (circulated) from Tony Butler (Technical Officer) asking the Committee to consider putting additional Drop Zone information on the BPA website, for reasons of safety. In his paper, Tony Butler set out the case for including on the website contact numbers, VHF radio frequencies and possibly longitude and latitude co-ordinates for all Clubs and Centres, including military DZs. This would enable *all* parachuting sites to be included, so that general aviation pilots could contact them, where necessary, whilst en route. Such a provision would be a further contribution to assist the safety of general aviation and parachutists alike.

After discussion of the long-standing agreement that military centres would not advertise, the Committee considered that the provision of information for safety purposes had no bearing on that arrangement. Ian Midgley therefore proposed, and Paul Applegate seconded, a motion that information on *all* Clubs and Centres (including military DZs), to replicate that published in *Skydive Magazine*, should be posted on the BPA website.

**Carried unanimously Action: BPA Office (Lucie Wood)**

The Committee also agreed to Tony Butler's request to include the latitude and longitude of each DZ on the BPA website; and for BPA Form 192, which contained this information, to be posted on the website. However, Kieran Brady asked that before it was posted, it should be amended to restore alphabetical order to the list of civilian centres. Centre number 7 on the present list had

historically been Eaglescott but it appeared that when this centre had ceased to operate, number 7 on the map and list had been re-allocated to Skydive St Andrews. Unfortunately, this had left a centre whose name began with the letter 'S' sandwiched between 'D' and 'H' in an otherwise alphabetical part of the list.

**Action: BPA Office (Tony Butler and Lucie Wood)**

**4/02 Communications Action Plan 2002/3**

The Communications Action Plan for the period 1 July 2002 to 30 June 2003 was considered. Ian Midgley proposed, and Paul Applegate seconded, a motion that the following two Communications Action Plan Targets 2002/3 be put forward for ratification at tonight's meeting of the full Council:

1. Continue to train staff to update the BPA and *Skydive Magazine* websites - budget £15K
2. Expand the existing BPA and *Skydive Magazine* websites - £3.5K.

**Carried unanimously**

**5/02 Magazine Report**

Lesley Gale tabled a report on *Skydive Magazine*. The 'meet the Council' feature would now be published in the April 2002 issue, and a draft had today been issued to Council Members. 'People in the Sport' would feature Kieran Brady in an article written by Eddie Jones, to be published in the April or June issue. The process used to print the Magazine had reverted to the slightly more expensive but better quality sheet feed, as there had been continuing problems with binding the centre pages in the last three issues, which had been printed by the webb process. A reply was awaited from the insurers about whether or not the writers of Kit News and Incident Reports were covered by the Magazine's libel insurance policy. Rick Boardman had agreed to take over writing the Incident Reports, which would be circulated in draft to Tony Butler, Karen Farr and Martin Williams for a rounded opinion before going to press. Finally, a report by Bev Fairhurst was tabled on the Magazine Open Forum on AGM Day.

**6/02 Starter Magazine - second printing**

Lesley Gale reported that Warners had advised that they held a current stock of about 1,500 copies of the Starter Magazine, which she expected might last for about eight weeks. The Chairman asked Lesley Gale to circulate proofs of the second printing to all Committee Members. He asked Committee Members to register their vote of approval with him. This would help to avoid any potential misunderstandings that might arise from a postal circulation.

**Action: Lesley Gale, all Committee Members**

Lesley Gale tabled a draft of the Glossary of Skydiving Terms for the Starter Magazine, on which she said she would be grateful for any feedback.

**7/02 Websites**

Lesley Gale tabled a print-out of a recent e-mail she had received stating that Bristol Web Factory (BWF) had not yet submitted their an invoice for an agreed £2K of work on the Magazine Website. The work had been carried out during the financial year ended on 30 June 2001. Budget provision of £2.4K had been made for the Magazine website during that year, which remained unspent except for the expenditure today agreed at minute 2.2. The invoice was due to be submitted presently, and the Committee noted that it was a valid invoice due for payment. (Note: Reference minute 2.2: This will affect the financial result for that year, as well as carry forward of last year's profit to the budget for the current financial year.) The Chairman recalled that the new website hosts, ZCT Ltd, had been involved in additional work on transfer of the BPA website to them, because of problems with the handover from BWF. He asked Lucie Wood to find out whether or not there had been a similar position in transfer of the Magazine website, and if so to advise Lesley Gale in order that she could seek, if appropriate, to negotiate a reduction in the BWF fee.

**Action: BPA Office (Lucie Wood), Lesley Gale**

In reply to a question from the Chairman, Ian Midgley said he estimated that the cost of maintaining the BPA and *Skydive Magazine* websites, in steady state, would be about £2.5K per website per year. Further development of the websites would of course incur additional costs.

Finally, it was agreed that training on website administration for the Magazine should be shared with Lucie Wood at the BPA, where such training would also be applicable to the BPA website.

**8/02 Start and finish date of annual Editorial contract**

Ian Midgley asked that review of the start and finish date of the annual Editorial contract should be included as a main agenda item for discussion at the next meeting. He said it seemed to him more sensible that it should run from the beginning of the financial or calendar year, rather than from October to October as at present.

**Action: Next meeting**

**9/02 Digital Camera**

Ian Midgley called attention to the sponsorship messages about Olympus Cameras in the Magazine and said he would like discussion of these to be included as a main agenda item for the next meeting.

**Action: Next Meeting**

**10/02 Dates of future meetings in 2002**

Tuesdays at 1400 at the BPA Office, Leicester: 23 April, 18 June, 20 August, 22 October, 10 December.

The meeting closed at 1540.