

# British Parachute Association

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## Communications Committee

Minutes of the meeting held on

**Tuesday 2 December 2003 at 1400**

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

**Present:** Eddie Jones Committee Chairman  
Paul Applegate  
Calvin Blacker  
Kieran Brady  
Ralph Fielding  
Billy Gollan  
Ian Midgley (from item 37)

**In attendance:** Tony Butler Technical Officer  
Lesley Gale Editor, *Skydive* Magazine  
John Hitchen NCSO  
Martin Shuttleworth Secretary-General

**Observer:** Dr John Carter

**Apologies for absence:** David Hickling

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### Item Minute

**33/03 Minutes**

Ralph Fielding proposed, and Calvin Blacker seconded, a motion that the minutes of the Communications Committee meeting held on Tuesday 21 October 2003 should be approved as a correct record.

**Approved**

**34/03 Matters arising**

**34.1 Contract for Editorial Services, October 2003 to October 2004 (minute 28)**

This had now been printed off by the Office ready for signature by the BPA Chairman, Communications Chairman and Lesley Gale.

**Action: Contract to be signed**

**34.2 Club News (minute 29.1)**

Further to an e-mail of 24 October to the Committee from Lesley Gale, the Committee agreed to keep to the status quo of recording Members' achievements in the *Club News* section. Lesley Gale tabled a new layout that would make better use of space. The Committee was content with this.

**Resolved**

**34.3 Photograph / telephone number of Strathallan (minute 29.1)**

Lesley Gale confirmed that the photograph discussed at the last meeting had in fact been supplied from Strathallan. She had written to Andrew Frew to clarify the matter. The missing digit from Strathallan's telephone number had now been added to the listing in the Magazine.

**Resolved**

#### **34.4 Format of the budget (minute 29.3)**

Kieran Brady said that no further action had yet been taken on this. There were a number of possible options for simplifying how the budget was set out. The present format included references both to 'per year' and 'per issue'. The 'per issue' figures needed to be multiplied by six - being the number of issues per year - to get the equivalent figure 'per year'. This was the aspect that might be simplified. The options for simplification could be considered when the budget was next discussed.

#### **34.5 BPA Calendar 2004 (minute 31)**

Lesley Gale confirmed that, as agreed at the last meeting, proofs of the calendar had been sent to the Chairman prior to publication. She then tabled copies of the calendar hot off the press, and confirmed that it had been produced within the agreed budget. The Chairman congratulated Lesley Gale and the contributors to the calendar on an excellent publication. Lesley Gale confirmed that John Smyth (Competitions Chairman) had been happy after all for the competitions dates 2004 to be included, because he believed that it might look odd not to include them when they had been decided in time. She confirmed that recent variations to the competitions dates had been included. The only dates missing were those of the CF Nationals 2004 which had not been settled at the time the calendar had gone to press, although they had been included in the December Magazine which had had a later print deadline. Lesley Gale said that the mock-up of the December Magazine cover included on the introductory page of the calendar to as part of the illustration to celebrate 40 years of the BPA Magazine, had not in fact been the cover that had actually been used. This was because of a problem with the quality of resolution of the photograph, which had subsequently been changed for a different one.

**Target achieved**

The Committee believed the calendar to be most impressive and excellent publicity for our sport. In answer to a question from Ralph Fielding, the Chairman said it would be for next year's Communications Committee, when considering its Action Plan, to decide whether or not to commission a calendar for 2005.

### **35/03 Report on Skydive Magazine**

#### **35.1 December 2003 issue**

Lesley Gale highlighted key points from her written report outlining articles and features planned for the December issue. She tabled proofs of the 'Stay out of the corner' article and confirmed that she had sent proofs to Chris Allen and Tony Butler.

#### **35.2 February 2004 issue**

Lesley Gale highlighted the planned content as set out in her written report. She said the plans would need to be refined and perhaps adjusted nearer the time according to the quality and volume of material actually submitted.

#### **35.3 Budget**

Lesley Gale said it was too early for the budget to include the December 2003 issue, but it had enjoyed healthy advertising, so advertising revenue would be running higher than budget. Expenditure was running at approximately £200 over budget, but this would be more than offset by the increased advertising revenue. Lesley Gale confirmed that the budget remained well on target, and that she aimed this year to make up last year's financial deficit on the Magazine.

### **36/03 Magazine website update**

#### **36.1 Secure online Magazine subscription facility**

Lesley Gale reported that this new facility was now online. Already paid orders for two new Magazine subscriptions had been taken on it, one from the US and one from the UK.

**Target achieved**

#### **36.2 In-house update of Magazine website**

Lesley Gale reported that this was targeted for the December 2003 or February 2004 issues. Portable document files (pdf) were now used to prepare the printed Magazine, and Lesley Gale was discussing with Centrepages, consultants to the Magazine website, whether these might be

used on the Magazine website. This would save cost because the pdf files would already be in existence. A pdf reader, Adobe Reader, was downloadable free of charge from the web. In discussion, it was noted that the Adobe Reader program had a large file size and the Chairman said he wanted to be sure that a most Members would be able to access pdf files before any firm decision was taken to use them routinely on the Magazine website.

### **36.3 Electronic Drop Zone focus**

Lesley Gale showed a mock-up of an example page of the electronic Drop Zone Focus that had been prepared by Centrepages. It reproduced the format that had been used in the *DZ Focus* series in the Magazine. The Committee was content with the mock up, and approved work to start on constructing actual pages. Lesley Gale reported that Centrepages had agreed to look after updates. The Chairman said that it would be helpful to clarify with Nick Ward of Centrepages (who was due to be in attendance for the meeting of the Development Committee later this afternoon), how long Centrepages' commitment would last to look after updates inclusive to the budget for this project.. And what would be the position after that? A possibility that might be discussed with Centrepages might be for Drop Zones to update their own page, with a password-protected protocol.

**On target**

### **37/03 Photograph for the BPA Membership Card 2004**

Lesley Gale asked whether the Committee had any preference for the photograph to be used on the BPA Membership Card for the new membership year from 1 April 2004. In discussion, the options that the Committee considered to be appropriate included a student photograph - AFF or RAPS - or a canopy of a different colour from last year. The limited amount of room for the photograph on the small card meant that it would not be possible to use a team shot, such as for example of British World Champions *VMax*. The main issue was that the photograph on the new card had to look clearly different from the existing one, so that Clubs & Centres could tell at a glance whether or not a Member had renewed. Lesley Gale kindly agreed to liaise with the BPA Office and provide them with a suitable photograph, for which the photographer would be credited on the renewal letter.

**Action: Lesley Gale / BPA Office**

### **38/03 Date of next meeting**

This had been the last meeting of the present session. The Chairman thanked all Members of the Committee for their valued contributions during another busy year. He said that a Communications Action Plan meeting, for those involved in next year's Communications Committee, would be held immediately after the inaugural Council meeting on AGM Day, Saturday 24 January 2004, at the Hanover International Hotel, Hinckley, Leicestershire.

The meeting closed at 1458.