

British Parachute Association

5 Wharf Way
Glen Parva
Leicester
LE2 9TF

Tel: 0116 278 5271
Fax: 0116 247 7662
e-mail: skydive@bpa.org.uk
www.bpa.org.uk



Development Committee

Minutes of the meeting held on
Tuesday 11 April 2006 at 1705
at the BPA Offices, 5 Wharf Way, Glen Parva, Leicester

Present:	Kieran Brady John Horne Eddie Jones John Page Mike Rust Elizabeth Stoodley	Chairman
In attendance:	Adrian Bond Tony Butler Debbie Carter Lesley Gale Jon Gretton David Hickling John Hitchen Martin Shuttleworth Andy Scott Julian Storey	Co-opted Technical Officer treasurer (co-opted) Editor, <i>Skydive Magazine</i> Financial Administrator Chairman, Insurance Subcommittee (co-opted) NCSO Secretary-General
Apologies for absence:	Tony Goodman Mark Maynard	

Item Minute

09/06 Minutes

John Page proposed, and Eddie Jones seconded, a motion that the minutes of the meeting of the Development Committee held on Tuesday 21 February 2006 be approved as a correct record.

Approved

10/06 Matters arising

10.1 Skydiving display material for the Bedford wind tunnel (minute 2.1)

John Page reported that he was continuing to work on obtaining display material on skydiving for use at the Bodyflight wind tunnel in Bedford. He would liaise with Lesley Gale over the choice of photographs for the display material. The photographs would be mounted behind a clear plastic cover, with dowelling around the edge.

Action: John Page

10.2 Display team links on the BPA website (minute 2.2)

David Lee of the Royal Navy Raiders, the Display Team Member whose approach had given rise to the idea of a Display Teams Webpage, had been invited to draft the introduction to the page and to provide some photographs. Once this draft content had been received, the new web page would be constructed.

Action: BPA Office

10.3 Wind tunnels (minute 3)

Andy Scott had circulated an updated proposal from Simon Ward of the Airkix wind tunnel in Milton Keynes. Simon Ward was now suggesting an arrangement whereby BPA Members would be invited to take a minimum of three friends at off-peak times to the Airkix wind tunnel, for which the friends would get a 14.5% discount on normal rates and the BPA Member would be able to claim 10 minutes' of tunnel time for a payment of £20 + VAT to the Airkix fund or a charity. The Airkix fund would be used to introduce new people to the sport, assist skydivers to develop their skills and create medal-winning teams. Andy Scott said that Airkix would work closely with the BPA on the allocation of funding from the Airkix fund.

Committee members then offered a range of views. John Page said that the Airkix proposal had been well thought out and clearly expressed. He believed that the majority of BPA Members wanted to experience a wind tunnel, and that the Committee would be letting down the Membership if it did not support it. Andy Scott responded by confirming that there was a significant footfall of BPA Members at the Airkix wind tunnel, so the Membership were clearly interested. Elizabeth Stoodley said she could see that the proposal was offering something to the Membership, although she was not entirely convinced that accepting the proposal would necessarily be good for the sport in the long term.

Eddie Jones believed that wind tunnels, like Drop Zones, should be left to do their own advertising, which would do away with the need for a wind tunnel marketing initiative of this nature. He urged caution in the use of the BPA's endorsement for a promotion that may ultimately be of questionable long-term benefit to the Association. He said that once the BPA's endorsement had been given to the promotion, and the BPA logo used to help promote it, there was no going back.

John Horne said the proposal sounded like a good, sound idea that would generate money for the sport. He believed that the BPA should certainly say 'yes'. Mike Rust considered that the proposal was sound in principle. Paul Moore agreed, subject to careful discussion of the detail. David Hickling said that the Committee might be seen as doing Members a dis-service if it did not progress the proposal.

Eddie Jones asked the Committee to consider whether it would be prepared to give the kind of endorsement now being considered for the Airkix wind tunnel to any other business. Andy Scott said that it was open to any other business to establish a similar pot of money to benefit the sport. He said it might be that the Airkix proposal became the springboard for similar initiatives with different organisations to the advantage of the sport as a whole.

The Chairman summarised the general consensus of the Committee to be that the Airkix proposal provided an appropriate foundation to progress discussions on the mechanics of how to put such an arrangement in place. He said that, by the Committee agreeing to progress the arrangement, he was conscious of the discussion about wind tunnels at the meeting of Drop Zone Operators (DZOs) earlier this year. DZOs, who were important stakeholders in the BPA, had accepted that wind tunnels had now arrived in the UK, and had rubber-stamped the concept of supporting them. However, the DZOs had said that they believed wind tunnels should pay for their own advertising in *Skydive Magazine* and on the BPA website just as they, the Affiliated Drop Zones, did.

In considering how to publicise the Airkix promotion, the Committee decided that it would *not* be appropriate to use the cover of *Skydive Magazine*, although use of any other part of the Magazine was negotiable. Lesley Gale, Editor, reported that she had had no indication that Airkix planned to reduce its advertising of one page per issue in the magazine and the reprint of the Starter Magazine. Adrian Bond questioned whether the promotion would be likely to generate sufficient funds to cover the cost of the space had it been sold as advertising. He suggested a calculation based on a take-up by 10% of the full BPA Membership, say around 500 people. Eddie Jones believed that 10% was too generous a projection: he noted that many BPA Members lived a long way from the wind tunnel. He believed that it would be prudent to base financial projections on a lower figure of a take-up of 1%.

The Chairman then called for a vote on the principle of accepting the Airkix proposal in principle as the basis to enter into discussions of the mechanics of how to put it into practice,

with the proviso that the cover of *Skydive Magazine* was not available for an announcement. The vote was: For – 4; Against – 2.

Carried

Andy Scott would now liaise further with Simon Ward, and arrange a meeting between Simon Ward and the Development Chairman, who would report back to the next meeting. John Horne offered to chair such a meeting.

Action: Andy Scott / Chairman

10.4 Contract with the BPA Shop (minute 4)

The Chairman reported that this had now been settled in a satisfactory manner.

Concluded

10.5 Media Co-ordinator role (minute 6.5)

Elizabeth Stoodley introduced Julian Storey, who had kindly offered to take over the role of honorary BPA Media Co-ordinator from her, now that she had become BPA Artistics Discipline Rep and therefore had too little time available to continue in the role. Julian Storey introduced himself to the Committee, outlined the media training he had received, and gave examples of the 'good news' press coverage he had already achieved for skydiving. He said he could offer his commitment to this role for a year, and was keen and enthusiastic to get started.

Elizabeth Stoodley was in the process of drafting terms of reference for the Media Co-ordinator. She had circulated a working draft. The Committee concurred with the draft, and looked forward to considering the final draft at the next meeting.

Action: Elizabeth Stoodley

The Chairman emphasised that the Media Co-ordinator was expressly not to deal with media liaison after accidents or incidents – this was the well-established role of the Technical Officer and the NCSO.

Elizabeth Stoodley then proposed, and Eddie Jones seconded, a motion that Julian Storey be and is hereby Co-opted onto the Development Committee 2006 as honorary BPA Media Co-ordinator working to the terms of reference that were currently being prepared.

Carried unanimously

The Chairman welcomed Julian Storey to his new role and wished him every success. The Office would publicise his appointment so that Members knew whom to contact on media matters.

Action: BPA Office

11/06 Reports on areas of responsibility

11.1 Insurance

David Hickling (Chairman, Insurance Subcommittee) reported that his Subcommittee needed direction from the Council on how it should approach its work subsequent to the resolution passed, and the broader discussion, on European skydivers and insurance at the AGM on 21 January 2006.

It appeared to him that the options were as follows:

- (i) Keep the status quo of all-embracing insurance, perhaps with a provision of some kind for foreign membership.
- (ii) Change to individually insured jumpers, with separate policies for DZs, packers, manifestors, riggers, etc. (Such an approach may restrict the movement of assets such as aircraft between one DZ and another.)
- (iii) Consider making personal accident insurance mandatory. This might be at two levels, for students and experienced jumpers.

- (iv) Allow foreign jumpers to jump at BPA Clubs & Centres without BPA Membership, but still require them to pay the insurance premium for the BPA policy.

David Hickling said that the BPA's present insurance policy, which had evolved over many years, was a valuable commodity that was in his view well worth retaining. There was, however, a need to try to make a provision to allow foreign nationals to jump under the policy, for which they would need to pay a contribution.

The Chairman said that the Committee was happy for David Hickling to seek guidance from the full Council on the avenues that the Insurance Subcommittee should pursue.

Refer to the Council

11.2 Media

Elizabeth Stoodley reported that Craig Poxon had issued a press release on behalf of Tamsin Causer, holder of four World Skydiving records, which had resulted in a radio interview with Henry Kelly on BBC Radio Berkshire. It had been a particularly good interview, and with the help of Craig Poxon, the interview was downloadable from the web. A link to the download site had been put on the front page of the BPA website.

12/06 Development Action Plan: 1 July 2005 to 30 June 2006

12.1 Publish a BPA web page for Members to make the most of the media

Elizabeth Stoodley had circulated a draft of her proposed new webpage in advance. The Committee agreed that the draft was suitable and thanked her for preparing it. The Chairman said that the Committee would be pleased to see the new webpage uploaded to the live BPA website once Elizabeth Stoodley had completed her final editing.

Note The finalised page went live on the BPA website in early May 2006.

Achieved

12.2 Research the potential of re-launching the BPA Affinity Credit Card

Achieved

12.3 Support and encourage Clubs & Centres to run safety evenings

Mike Rust reported that his Centre, NLPC, would be holding a safety evening on 29 April. This would not, however, call on any BPA funding.

On target

13/06 Development Action Plan: 1 July 2006 to 30 June 2007

In response to a question from John Horne, the Chairman said that it was the Committee's intention that the group to consider the enhancement BPA income streams (comprising John Horne, Mark Maynard, Paul Moore and John Smyth or Andy Scott (as available) from the Competitions Committee) should vote themselves a Chairman at their first meeting. The group was being established as one of the targets in the 2006/7 Development Action Plan that started on 1 July 2006.

14/06 BPA website- Drop Zone Focus

A paper from Centrepages, web consultants to the BPA, had been circulated. This concerned the arrangements for the Drop Zone Focus section of the BPA website now that the period covered by the original agreement between the BPA and Centrepages for the creation and maintenance of this part of the website had expired. Centrepages had set out three options. After inviting comments from the staff, the Committee elected for the option of turning the Drop Zone Focus pages into templates so that the BPA Office could edit the content. The cost was £1200. This was the least expensive of the three options, and was likely to give the best long-term solution by managing the content of the pages in-house.

Action: Centrepages / BPA Office

15/06 Dates of next meetings

Tuesdays at 1430 at the BPA Office: 13 June, 15 August, 10 October and 5 December 2006.

The meeting closed at 1810.