



British Skydiving
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Member Development Committee (MDC)

Minutes of the meeting held on

Tuesday 05 September 2023 at 18:00

Virtual meeting via Microsoft Teams

Present:	Eleanor Southworth	-	Chair
	Joanne Shaw	-	INED
	Adrian Bond		
	Wes Guest		
	Mary Barratt		
	Martin Soulsby	-	Until 19.04
	Craig Poxon	-	Until 19.00
In attendance:	Robert Gibson	-	CEO
	Liam Domin-Goddard	-	Comms Manager
	Jeff Montgomery	-	Head of Safety, Training & Comps
	Lise Moore	-	Head of Finance & Ops (Secretary)
	Rachel Tanner	-	Dialogue (Until 18.40)
	Annette O'Neill	-	Editor (Until 18.30)
Apologies:	Karl Kojro		
	Mark Bayada	-	Vice Chair

The meeting was recorded to assist with minute taking. Some items were taken out of agenda order, but the minutes are recorded in agenda order.

Item	Minute
61/23	<u>Declarations of Interest</u> Declarations of any conflict of interest would be taken at the relevant item.
62/23	<u>Minutes of the Previous Meeting</u> The minutes of the previous meeting held on 18 July 2023 had been circulated and approved electronically prior to the meeting.
63/23	<u>Matters Arising</u> <ul style="list-style-type: none">To send the relevant information onto Tony and STC for the Rainbow Suit. CompletedTo hold a communications meeting ahead of the next IDE meeting to discuss how IDE matters can be socialised. Agenda Item 10To finalise the Hotel costs for the AGM / Expo 2024 and arrange the contract for signing. Agenda Item 11To consider how the Rise UP programme can be re-invigorated outside of any IT platform. Agenda item 13To speak with Dialogue and see if they need more background information on British Skydiving. Agenda Item 5

64/23 Communications to Members and Beyond

Rachel Tanner, from Dialogue spoke to the committee about their report on the performance of the first digital magazine published in August. She suggested some minor changes to the developer account that the Communications Manager will need to take ownership of.

Action: Liam Domain Goddard

Current feedback has been largely positive although Some people have stated that they miss the magazine. A printed magazine will be available towards the end of the year.

Dialogue has worked hard on advertiser engagement and relationship building predominantly with mainland Europe UK Australia. Feedback from these advertisers has been positive and encouraging, with the focus being to get series bookings for 2024 and beyond.

App downloads are 819 on the Apple Store and Google Play. There have been some issues with the HTML version with our website capabilities which they are hoping will be sorted for the next edition. In the meantime, Dialogue have been hosting the HTML version on their website. This means that some of the analytics are not available for this edition. A comment was raised that 819 falls very short of the 6000 magazines that used to be printed however Dialogue assured the committee that a 10% take up rate for the first edition was a reasonable figure and should not be compared to the number of printed magazines. It was suggested that a social media campaign be instigated ahead of the next edition to increase the take up.

Comments were also raised about advertising newsletters when members received two in consecutive days at the end of August and felt that this is not a good user experience. Rachel explained that an advertiser had requested an advertising newsletter be sent out by the end of August which happened to coincide with a planned advertising newsletter. Rachel suggested it was sent out to take advantage of an advertiser with additional funds and that it should not happen in the future.

Rachel explained that some work was going to be done on the unsubscribe buttons to enable people to opt out of some marketing and teaser newsletters without this affecting the digital magazine. Liam stated that the statistics suggested that having two newsletters in close succession had not really affected users unsubscribing.

Finally, as far as advertising income is concerned approximately 1/7 of expected income has been received to date. For KPI's, Liam suggested British skydiving should consider a 50% open rate and above 5% click to open rate should be what we are aiming for.

Rachel went on to suggest that Dialogue would soon be working on a digital starter mag. British skydiving currently has 9,200 physical starter mags stored and a decision regarding this stock needs to be made.

64/23 MDC Budget

2023-2024

The budget for 2023 to 2024 has now been approved and MDC will review that budget and spend to date at every meeting. The Chair suggested that budget holders update the committee on plan budget spend during their agenda item.

65/23 **Risk Register**

The Chair asked if anyone had added any comments to the risk register. She reminded the members of the committee that they should spend some time reviewing the MDC risks ahead of the next meeting. Some risks to be considered might involve outsourcing of the magazine and third-party involvement. The in-person Council meeting in November will include a training session on the risk register, and as the current chair of MDC will not be the Chair in 2024, a suggestion was made that the committee regroup before the year end to relook at the risk register to complete this piece of work.

Action: All

The date for this ad hoc meeting was agreed to be the 5th of December and the secretary agreed to set this meeting up for 90 minutes.

Action: Committee Secretary.

66/23 **Development Events**

Martin Soulsby declared an interest in this item.

There were two development event applications to be discussed at this meeting.

1. Rookie Rumble – A request for £1,498
2. BUS Freshers – A request for £880.05

A comment was made around the original premise of development events as both applications are repeats from events held earlier in the year. As there is a limited budget and these events are targeting similar disciplines, similar skills and similar cohorts, a question was raised about whether some budget needed to be reserved for other disciplines.

A lengthy discussion was held about the value that these development event applications bring to the membership, and whether repeated applications covering the same disciplines are an appropriate use of the budget.

The CEO suggested that another approach might be to set up a list of specific standards, prerequisites and target audience for Development Events and ask Drop Zones to bid to host them.

The Chair of Council was fundamental in the setup of Development Events and suggested that's another consideration might include the value spend per member as large events like the Rookie Rumble provides better value for money than smaller more specific one 's. She stated that getting feedback from the events was fundamental in gathering this data.

Proposal Received

To revert to the two applicants with the following amounts offered.

1. Rookie Rumble - £750.00 asking for some clarification on how he intends to allocate the amount.
2. BUS Freshers – £680.00 stating that we haven't accounted for the packing element as it seems it is being offered by the DZ.

Proposer, Eleanor Southworth, Seconder, Adrian Bond

Abstain, none. Against, none

Proposal Carried

Action: Wes Guest

The Chair asked if after reviewing the selection criteria, a communications campaign is prepared so that anyone wishing to apply for Development Event funding for the financial year 2024 - 2025 does so ahead of the season so events can target a range of skydivers.

Action: Communications Manager.

67/23 **Coaching Structure Working Group**

Martin updated the committee on the work being done by the Coaching Structure Working Group.

A third course has been run and a final course is to be scheduled. Feedback has generally been positive.

A call has gone out for more training providers, as British Skydiving currently only has one and a further two parties are interested.

UK Coaching have increased the pricing for the co-branded hub to £1,000 a year. The CSWG no longer feels this is value for money and as it will not impact access to the content it was agreed to stop this. The cost for licences has also increased from £12 plus VAT to £16.00 plus VAT and there is some concern that this will rise further quite soon.

Martin stated that the £4,115 left in his budget should be sufficient but would come back to committee if he felt that would not be enough to cover expenditure through to June 2024.

68/23 **Inclusivity, Diversity and Equality Subcommittee**

Mary spoke about the minutes in the SharePoint folder.

The British Sign language booklet should be going live in digital form this week and the printed copies soon thereafter.

The visual guidelines and useful terms booklets have been reviewed and IDE is waiting for these to be uploaded onto the website.

Action: Liam Domin-Goddard

The budget has so far been used to fund a BSL interpreter for an AFF ground school. The report back from that is awaited but the consensus is that has been a good spend. Funding has also been awarded to a DZO to travel to a disability event in Germany, but support was declined for a Rainbow disability suit on the basis that it would be inappropriate to fund equipment for a PTO.

The subcommittee has also signed the association up to the Sporting Equals Annual Charter membership at a cost of £540.00. This membership will give the association access to a lot of resources, consultancy, and advice.

Two new volunteers to the subcommittee have brought a wealth of experience, skills, and knowledge to the group.

Work to be done will include how the association feeds IDE matters into the PTO audits and how we communicate the work of the subcommittee out to the membership.

69/23 **Expo Working Group**

In the absence of the Chair of the working group, the Head of Finance and Operations updated the committee on the actions taken so far. Those volunteers who are looking at speakers and the seminars for the event are working with Marie at Event Pro, but they are not members of the Working Group whose role is to check and challenge.

Some discussion took place around the budget allocated and whether the event is likely to come in at the budget figure. Adrain stated that he was having a meeting

with Rob Hartley the following day regarding the hotel contract which has not yet been signed.

Action: Adrian Bond

Proposal Received

To accept the Terms of Reference for the Expo working group
Proposer, Eleanor Southworth, seconder, Joanne Shaw
Abstentions, none, Against, None

Proposal Carried.

70/23

Short, medium, and long-term goals

The Chair asked that ahead of the next meeting, and the final one she would Chair, that all members of the committee look at the MDC strategy document and consider some KPIs to measure the short-, medium- and long-term goals so that a meaningful conversation can take place. A short discussion took place regarding the metrics that we can currently take from our membership system and those that we can't currently measure, and a request was made that the Head of Finance and Operations gather that data ahead of the next meeting.

Action: Lise Moore

A second request was that everyone considers what we can measure if we can't gather IDE data from our membership system.

Action: All

71/23

Rise-up.

A conversation took place on how the association could re-invigorate the Rise UP mentoring programme that was started some years ago but has been untouched since the driver of it left Council. A suggestion was made that a working group is formed to pick this item up and run with it. A comment was made that a lot of the initial work has already been done and we just need to find out where it is being stored. The Head of Safety, Training and Competitions stated that he thought he knew and would circulate them when he was able to locate them.

Action: Jeff Montgomery

The chair asked that a repository be set up within MDC SharePoint to collate all the Rise UP documents previously drafted.

Action: Lise Moore

72/23

Any Other Business

Liam Domin Goddard raised a question regarding being able to email the minutes to the members from PIMS. A short discussion took place about the benefits and potential issues this may cause. The consensus was that members of the committee were not confident that the data in PIMS could be relied on enough to be confident that minutes would not be sent to people who should not have access to them. A solution was suggested that a message is sent out on social media when new minutes are added to the website, so members could read them if they were interested. The Chair suggested that this item, if it warranted further discussion be added as an agenda item for the next meeting.

73/23

Date of the Next Meeting

Tuesday 14th November 2023 at 18.00 hrs.

There being no further business, the meeting closed at 20.01 (2 hrs 1 min).

MDC Actions 05.09.2023

<u>Item Number</u>	<u>Action</u>	<u>By</u>
64/23	To make minor changes to the Developer Account	Liam Domin-Goddard
65/23	To review the MDC Risk Register and add any relevant identified risks. To set up an ad Hoc MDC meeting to discuss the Risk Register after the November Council training	All Lise Moore
66/23	To send feedback to the two applicants for Development Events with the amount they have been allocated. To socialise Development Events at the beginning of the season	Wes Guest Liam Domin Goddard
68/23	To upload the Visual Guidelines and useful terms booklets on the website	Liam Domin Goddard
69/23	To finalise the Hotel costs for the AGM / Expo 2024 and arrange the contract for signing	Adrian Bond
70/23	The Head of Finance and Operations gather information on the data that can be extracted from our membership system ahead of the next meeting. Consideration is given to what KPIs can be considered if IDE data cannot be extracted from our membership system.	Lise Moore All
71/23	To find all the work previously done for the Rise up mentoring system. To set up a Rise UP repository in MDC SharePoint	Jeff Montgomery Lise Moore