



British Skydiving
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Member Development Committee (MDC)

Minutes of the meeting held on

Tuesday 30 May 2023 at 18:00

Virtual meeting via Microsoft Teams

Present:	Mark Bayada	-	Vice Chair (Chair for the meeting)
	Joanne Shaw	-	INED
	Rob Hartley	-	INED
	Adrian Bond		
	Wes Guest		
	Martin Soulsby	-	
	Mary Barratt		
In attendance:	Natasha Higman		
	Tony Butler	-	Chief Operating Officer (COO)
	Liam Domin-Goddard	-	Comms Manager
Apologies:	Eleanor Southworth	-	Chair
	Lise Moore	-	Secretary

The meeting was recorded to assist with minute taking.

Item **Minute**

34/23 **Declarations of Interest**
Declarations of any conflict of interest would be taken at the relevant item.

35/23 **Minutes of the Previous Meeting**
The minutes of the previous meeting held on 2 February 2023 had been circulated electronically prior to the meeting.

36/23 **Matters Arising**

Ahead of the meeting the Chair recapped on the actions from the previous meeting.

- Review of AGM / Expo income and expenditure – **Completed.**
- All known costs to be included in the budget forecast – **Completed.**
- Update to Risk Register with formatting – **Completed.**
- Review of Risk Register - A discussion took place about the risk register. The purpose of the risk register is to ensure that all committee members can contribute to the document by adding any missing risks or discussing any changes to the risk register. The focus is on evaluating the residual risks after mitigation categorised as 'amber', and determining how the organisation will handle them. The goal is to have a plan in place for any potential risks, even if they are unlikely to occur. The discussion highlighted two specific areas of risk: the failure to grow and sustain full membership, and long-term financial sustainability and viability, both categorised as amber. The need to monitor

membership growth and evaluate the effectiveness of development events was mentioned. The conversation concluded with Mary raising the point about being able to link the action plan of MDC with the risk register to ensure that the work being carried out by MDC is effective.

- Amend DE proposal from Edinburgh University- in the absence of Kate Lindsley, it was not clear if this had been completed or not. This was to be referred to Eleanor Southworth
- E-Vote on Women's event at Tilstock – **Completed.**
- Inform BUS of increase in DE funding to £1.5k **Completed.**
- Paper for Council on progress of Dialogue and Editor Contract – **Completed**
- Update of ToR to go to Council for approval – **Completed.**
- Consider some KPIs for Goals identified – **Ongoing.**
- Amend DZO -SIG minutes and recirculate – **Completed.**

No other matters arising had been brought to the committee.

36/23 **MDC Budget year to date**

The Vice Chair showed the budget position for the year, and in the absence of the secretary asked the treasurer to speak about it. She confirmed the no accounts were overspent so far this year.

The underspend in the coaching structure working group will need to be applied for again next year.

37/23 **MDC Risk Register**

This had been covered under the matters arising section.

38/23 **Development Events**

In the absence of Kate Lindsley, Mary Barrett said that she had been copied into two more Development Event applications which may be circulated by e-mail for consideration.

A question was raised about the process for individuals to claim for these events as it wasn't clear. Mary confirmed that when the Development Event application is presented, an amount is stipulated on that form and exactly what is to be funded. It is the responsibility of the organiser to pass this information onto people who are eligible to claim. Finance should always be copied into this information so that they are aware of potential claims.

39/23 **Coaching Structure Working Group**

Martin Soulsby invited questions from the paper he had circulated prior to the meeting.

Martin then updated the committee on an examiner course that was being conducted, with day one having been completed and day two planned for the following day. Additionally, an external quality assurance audit was also scheduled for the next day where policies were to be reviewed and of course observed. The aim of this was to obtain the necessary certification to start issuing foundation coach certificates and officially launch the programme. The working group is also looking at the development of an advanced coach qualification and options are being discussed. However, it was

noted that generating invoices for this qualification in the current financial year was unlikely so any budget request would need to be carried over to the next financial year, pending approval from the rest of the committee.

40/23 Inclusivity, Diversity and Equality Sub-Committee

Mary gave a brief update on the EDI subcommittee. She apologised that two sets of minutes should have been in the SharePoint folder which were not. The subcommittee had received three applications requesting support for members with various disabilities. Two have been approved and one is still being considered. The two approved applications were:

- For a member of a PTO to attend an event in Berlin which focus on skydiving with a disability with the agreement that any information would be disseminated back two British skydiving.
- For British sign language interpreter to accompany two of our longstanding deaf members Whilst they attend of course. This funding was to be opened to a maximum of four deaf or hard of hearing members to facilitate their progression in that way and to feed back their experience.
- The pending application was a request to have British sign language interpretation for an AFF course however the IDE committee has gone back to the applicant and asked for some further detail around the risk management. It was agreed that members of the safety committee may need to be consulted before decision is made.

A question was raised about how British skydiving is benchmarking its activities with other sporting bodies. Mary stated that this was part of the rationale for members of the subcommittee to be attending events where other sports are talking about their experiences. Whilst a breakdown of their strategies and key learns are shared amongst committee members within IDE Mary suggested that the next step might be to look at how we better disseminate that information across council and then across our PTO's.

A suggestion was made that given the substantial risk in skydiving that comparisons are made with other sports that hold a similar risk for example the British Sub Aqua Club (BSAC)

41/23 Communications to Members and Beyond

41.1 The Future of the Magazine.

Adrian Bond stated that's a contract with Dialogue and with the new editor had been signed. Adrian felt that it was critical that the editor was available at MDC and at council meetings as it was noted that she was not on this call.

Liam then gave a verbal update on the work that he had been doing with Dialogue and with the new editor. The project is currently in progress, focusing on developing new content and ideas. The work Dialogue is undertaking is that they are about to begin building the actual app, which is based on an existing skeleton app. The licence for the app will start on June 1st, and the team will build their magazine on top of it, similar to how in design works. By mid-June, they expect to have approximately 78% completion of the magazine's appearance. Before launching, they need to submit the app to the Apple App store for approval, which may take a few weeks. The goal is to have the app approved well in advance of the final launch date in August. Once approved, the magazine will follow a monthly release schedule. The enthusiast by Harley-Davidson on the App Store provides a preview of how the magazine will look and function. Other components such as newsletters, social media, and web content will be created using the content provided by the team, and the platform will handle deployment. The responsibility

for maintaining e-mail list and providing back-end access for uploading articles and images will be shared. The website will undergo some optimization to ensure faster loading times and improved user experience. Overall, the progress is on track, with various tasks being delegated and coordinated.

In terms of content, there are significant changes planned, particularly in how news, competition updates, and club news are presented. The main reason behind these changes is to ensure more timely and immediate information for readers. Club news and event related updates will transition to newsletters and social media platforms, allowing for real time dissemination of information. This approach aims to address the issue of outdated news when it reaches the magazine. The new approach also eliminates the need to include filler content when there is a lack of significant club activities. However, there will still be a dedicated section in the magazine for achievements, licences, and ratings, which will now have unlimited space per vertical to accommodate more comprehensive coverage. Direct communications will be included in the magazine, while event related news will be promptly shared on appropriate channels immediately after the event, rather than waiting for publication in the magazine, which could take up to two months.

One significant change regarding advertising is that ads will not only be featured in the magazine but also on the website and newsletters. Liam will be copied in for advert approval, although it is expected to be a straightforward process. The media pack has been prepared, and there have been discussions with dialogue regarding advertising options on the website and newsletters. The newsletters will have dedicated slots for ads, and there will be advertorial opportunities as well. For the website, ads can be placed wherever deemed appropriate, including banner ads or within articles. The interactive nature of the magazine allows for clickable links and embedded videos, which has attracted new advertisers. While it is anticipated that the advertising revenue will improve compared to the previous arrangement with Warners, it remains to be seen if it will completely cover the cost of the magazine. The utilisation of the website and newsletters is expected to contribute to increased revenue generation.

A request was made by Adrian bond that's a very least Dialogue provides a report for consideration at MDC on the progress of the magazine and advertising. It was also suggested that the editor should be attending both MDC and council meetings, however Liam stated that if she were to attend in full this would eat into her contracted hours significantly, but he expected that she may be willing to attend to give her verbal report to committee and then leave.

Adrian stated that he would speak with Dialogue and with the Chair of MDC and get something worked out as the editor is integral to the growth and development of the magazine.

Action: Adrian Bond

A question was raised about the framework for the adverts on the British Skydiving website and protection of the British Skydiving brand. Liam iterated that adverts would be on the skydive the mag website and would not affect the branding of British skydiving 's main website. Any adverts we're likely to be embedded videos or direct links around features. A request was still made that a framework is agreed at the outset. A further question was raised regarding analytics and social feed. Liam stated that the app does not allow for comments unlike our social media platforms. Any comments can be replies to our newsletters. All the analytics we can get from the website are our standard Google Analytics which we have control of, and Liam will be given access to the analytics from the actual app. Request was made that these analytics were made available at MDC to track member engagement.

42/23

Expo Working Group

The Terms of Reference for this working group were circulated ahead of the meeting.

Proposal Received.

To appoint Rob Hartley as the Chair of the task and finish group.

Proposer, Adrian Bond, Seconder, Joanne Shaw

Against, none, Abstentions, none

Proposal carried.

Proposal Received.

To accept the terms of reference for the task and finish group as detailed in the paper and to bring any recommendations to MDC.

Proposer, Adrian Bond, Seconder, Joanne Shaw

Against, none, Abstentions, none

Proposal carried.

Adrian has been speaking to EMCC where the 2024 AGM and Expo will be held. After long negotiation the banqueting suite will be available on the Friday as well as the Saturday for an additional £2,000 all of the costs have will increase in line with inflation. Food and beverage costs will come through closer to the event. Once negotiations have been finalised the contract will be sent for signature.

43/23

Short, medium, and long-term goals

The document the Chair had prepared for the short, medium, and long-term goals was shared ahead of the meeting.

Ahead of the next meeting, the vice Chair asked that members of the committee consider how we can measure membership growth and retention and when the numbers will be populated. A request was made that Martin Soulsby measure the number of coaches. The Vice Chair to speak to the Chair about this document. The vice chair suggested a strategy day take place specifically around this document.

Action: All / Martin Soulsby / Mark Bayada.

44/23

Rise-up.

This programme has faltered over the past few years although it was an excellent initiative at the time. Rise Up was going to be part of the phase two development of PIMS however this has now been side-lined. The person running the Rise Up mentoring programme is no longer a member of British Skydiving and so the committee needs to consider someone to take this project up again with perhaps some remodelling required.

Mark Bayada stated that he would talk to Craig Poxon about this.

Action: Mark Bayada

A suggestion was made that Liam think about ways in which the 'Rise Up' programme can be re-invigorated in Drop Zones and on social media.

Action: Liam Domin-Goddard

Joanne raised the point that's a mentoring programme is more than a buddy system and that before this goes back out to Drop Zones British Skydiving should be very clear about what is trying to achieve with this programme.

To be an agenda item for the next meeting.

Action: Secretary

45/23

Any Other Business

Liam spoke about the compensation paper that had been put to MDC on behalf of the editor who wanted to be able to reward people that contribute significantly and professionally into the magazine. The criteria for rewarding contribution would need to be set in advance to make it absolutely clear what is required to get the compensation.

Although the Treasurer had already added £1,000 to the discretionary budget for MDC on the back of this paper, it was agreed that more detail needs to be provided by council meeting on the 13th of June.

Action: Liam Domin-Goddard / Editor

46/23

Date of the Next Meeting

Tuesday 18th July at 18.00 hrs

There being no further business, the meeting closed at 19.51 (1 hr 50 mins).

MDC Actions 30.05.2023

<u>Item Number</u>	<u>Action</u>	<u>By</u>
36/23	Consider some KPIs for the short term, medium- and long-term Goals identified	All
41/23	To speak with Dialogue and the Chair about the attendance of the Editor at MDC and Council meetings.	Adrian Bond
43/23	Consider how membership growth and retention can be measured	All
43/23	To speak to the Chair about short medium- and long-term goals	Mark Bayada
43/23	To get information on the number of Coaches	Martin Soulsby
44/23	To speak to Craig about the Rise UP programme	Mark Bayada
44/23	To consider how the Rise UP programme can be re-invigorated	Liam Domin-Goddard
44/23	To have the Rise UP programme on the next Agenda	Lise Moore
44/23	To provide more detail on the compensation package for contribution to the magazine.	Liam Domin-Goddard