



British Skydiving
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Member Development Committee (MDC)

Minutes of the Meeting held on

Tuesday 19th March 2024 at 18:00

Virtual meeting via Microsoft Teams

Present:

Karl Kojro	-	Chair
Mary Barratt	-	British Skydiving Chair
Craig Poxon	-	<i>(from 18:13)</i>
Rob Hartley	-	INED
Adrian Bond	-	
Theodoros Koutroukides	-	

In Attendance:

Robert Gibson	-	CEO
Jeff Montgomery	-	Head of Safety, Training & Competitions
Lise Moore	-	Head of Finance & Operations/Committee Secretary
Martin Soulsby	-	<i>(Left at 18:57)</i>
Liam Domin-Goddard	-	Communications Manager
Joanna Brennan	-	Covering for Rachel Tanner/Dialogue <i>(left at 18:24)</i>
Stacey Halford-Jones	-	Administration Secretary

Apologies:

Wes Guest (WG)	-	
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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.

Ahead of the meeting the Chair introduced himself as the incoming Chair and welcomed the three new Directors. He went on to state the purpose of MDC and ask that any actions had a named person completing them and a time frame by which they would be done.

Item Minute

01/24 **1. Apologies for absence**
Wes advised he may be late/unable to attend.

02/24 **2. Declarations of Interest**
Declarations of any conflict of interest would be taken at the relevant minute.

03/24 **3. Minutes of the Previous Meeting**

The minutes of the previous meeting held on 14th November 2023, were circulated but not approved.

Proposal Received

To accept the minutes of the 14th November meeting as a true and accurate record.

Proposer: Adrian Bond, Seconder: Rob Hartley

Counterproposals: none

Abstain: none, Against: none

Proposal Carried

Action – To upload the minutes to the website

Action: Lise

04/24 **4. Matters Arising**

Actions from the previous meeting:

76/23 Wes – feedback from Development Events – Wes was not present, Chair to chase.

77/23 Liam – Use limited exception/soft opt in – Liam confirmed this action as complete.

80/23 Wes – To communicate the supporting principle for the record attempt – Chair to chase.

Action – Chair to contact Wes with regards to the two outstanding actions.

Action: Chair

All other actions from the previous meeting were closed and completed.

05/24 **5. Election of Vice Chair of MDC**

One nomination for Adrian Bond had been received.

Proposal Received

To accept Adrian Bond as Vice Chair of MDC

Proposer: Rob Hartley, Seconder: Theo Koutroukides

Counterproposals: none

Abstain: none, Against: none

Proposal Carried

Adrian Bond thanked those present. He went on to give a brief resume of his skydiving career and the work he had done on the British Skydiving Council.

06/24 **6. Update from Development Events**

Two applications had been received, both from the British University Skydivers (BUS). The applications were circulated ahead of the meeting and taken as read.

A discussion followed with key notes being they have already received funding for two events at a total of nearly £2000. No feedback has been received so far so we cannot measure the value. With the same DZs requesting the funding, we need to

look in to how we can promote DE for other DZs. We need to bring in our KPIs and 5 year plan and look at how we can run events in partnership with the DZs. We need to

consider our targets, update our website and bring this back in house. Mary Barratt to arrange a meeting with Robert Gibson to discuss the background as

to where DE came from.

Action: Mary

Proposal Received

To reject the two funding requests from BUS based on the amount of funding they had already received this financial year.

Proposer: Rob Hartley, Seconder: Adrian Bond
Counterproposals: none
Abstain: none, Against: none
Proposal Carried

Action – To inform BUS of the decision made by MDC **Action: Chair**

Action – To update the website for Development Events **Action: Liam**

Action – To update the excel spreadsheet for Development Events **Action: Lise**

07/24 **7. Communication to Members**

Joanna advised that two issues of the online magazine had been issued since the last MDC meeting. The starter mag which had been postponed since the previous year, is expected to launch mid April. They are working on the app and the format. Digital newsletters and teasers were being sent out. The stats showed we are currently outperforming the industry benchmarks. They are looking to set KPIs for next year to increase advertising.

Questions were then raised as follows:

In the report from Dialogue, it said to refer to the detailed results, but they could not be found. Joanna advised they were in a separate PDF, and she would re-send them to the group.

Action – Joanna to resend results PDF to the group **Action: Joanna**

The link to the back issues on the British Skydiving website have not been updated. Liam advised we can do this but this will take the reader to the HTML version and not the app. Liam to discuss with Joanna and see if there is a way around this.

Action – Liam to work with Dialogue to find the best way to host the back issues **Action: Liam**

Is there a way to switch between different editions of the mag on the app? Joanna will pick this up with the digital team. The Chair agreed to email over the specific requirements.

Action – Email Joanna with the requirements **Action: Chair**

Action – Discuss with the digital team **Action: Joanna**

Has the SEO for May been submitted to search engines? Joanna to check with the digital team but advised this should be a standard. **Action: Joanna**

The Chair pointed out that the February edition had the wrong board members on and needs updating. Liam advised this was corrected today.

The AGM/EXPO was raised and the fact that no piece was written on this. We missed out on a big opportunity, paid photographers and did not use the photos and failed to advertise the sponsors who supported the event. This was due to time constraints from the date of the EXPO to when the magazine was due. Adding a piece in the subsequent magazine was agreed to be too late after the event. Liam to discuss with Annette who can then liaise with Dialogue to resolve this for next year.

Action – To liaise with Editor and Dialogue on future EXPO articles **Action: Liam**

Are there plans to bring back club news? Liam advised this is coming back and Annette has created an online submission form for words, photos and videos. There has been an auto reminder set up to remind DZs to submit their News as getting the information from them in the past has been difficult.

With nothing further to add, Joanna left the meeting.

Action - Liam will create a report with some common social metrics to start. The Committee can then look at picking targets for future reports. **Action: Liam**

Action - Robert Gibson to create a budget for targeted markets. **Action: Robert G**

08/24 **8. Budget Spend to Date**

D.E has some budget left but this is expected to be used.

IDE have approximately £700 left. However, they agreed to fund up to £1000 for four members to take a canopy course with a BSL interpreter. This was agreed last May. They were not made aware of a time frame to use this by and have been waiting for one member to get to the appropriate level to be able to join them on the canopy course to get maximum use of the interpreter. Quote was received today at £992 for two interpreters in July 2024. This will come from the current budget.

AGM/EXPO – This appears to be better than expected, largely due to the irrecoverable VAT. LM to double check against the budget produced by Marie Moss.

CSWG – MS advised there is approx. £1600 left which is likely to be used to kick start the next qualification off. This was discussed in more detail at Item 10.

09/24 **9. IDE sub committee**

A nomination for Mary to continue as Chair of the IDE Subcommittee had been received.

Proposal Received

To accept Mary as the Chair for the IDE Subcommittee

Proposer: Adrian Bond, Seconder: Theo Koutroukides

Counterproposals: none

Abstain: none, Against: none

Proposal Carried.

Mary advised that all volunteers from the IDE committee had agreed to continue for the coming year and a call would be put out to these for position of Vice Chair.

10/24 **10. Update from CSWG**

A written update had been circulated ahead of the meeting and taken as read. A note was made that with the new Terms of Reference, there was a need to change the structure of the Working Group to include another Director and volunteers had already come forward. Although he had previously stated that the balance of the budget was to allow for the next level of qualification, there were some difficulties with this which he needed to resolve. Martin advised his job title is now "Lead Coach Developer".

The £1600 remaining in the budget will be a down payment to start the next level of qualifications. First for Sport are proving difficult to pin down and seem reluctant to kick this off.

It was queried how we measure the effectiveness of this, and Martin advised that when the Coaches renew, part of their handbook is feedback. It is too early to know if there has been an improvement as there is no benchmark on existing Coaches other than retention. Going forward, we need to promote this via newsletters and the magazine. New Coaches are still taking the old course first to be confident in their skydiving abilities. It is perceived as an easier course than the new one. If we promote the new one whilst we do not have the capacity, it may drive trainers if they see people leaving their DZs to train elsewhere.

Proposal Received

For Martin Soulsby by to continue as the Chair of the Coaching Structure Working Group.

Proposer: Adrian Bond. Seconder: Rob Hartley

Counterproposals: none

Abstain: none. Against: none.

Proposal Carried.

11/24 11. AGM/EXPO 2025

The Chair thanked Rob Hartley for the work that he put into last year's EXPO.

Rob gave a brief summary from the debrief report. There were two aims; brief Council and propose a new governing structure. This was approved and a new governance group has already been set up in house with staff from the British Skydiving office. A new ToR has been drafted and was available for viewing in SharePoint.

The main feedback from the EXPO was that we started too late in the year, and this meant our marketing was not as strong. There were lower attendees this year and the Gala dinner does not deliver. Overall, the event well but it does need to be in house and staff led.

Robert Gibson confirmed the in-house staff had already started on next years event and this will be at the EMCC due to time constraints, but we will be looking at new venues for 2026. We currently have the 8th February 2025 reserved to fit in with the ISC and the bookings EMCC already have in place.

This will remain a standing item on the MDC agenda. It was noted that the year and task & finish, should be removed from the wording as this is no longer a task and finish group, it is a permanent group. **Action: Lise**

Proposal Received

To accept the ToR following amendments to the name of the group.

Proposer: Rob Hartley. Seconder: Theo Koutroukides

Counterproposals: none

Abstain: none. Against: none.

Proposal Carried.

Action – To update the ToR, removing task and finish and 2025

Action: Lise

Action – To add this as a standing item on the agenda.

Action: Lise

12/24 12. Review Terms of Reference

The Chair & Mary have reviewed these and agreed that the current ToR are acceptable. They will be reviewed at the end of the year.

Proposal Received

To accept the Terms of Reference as they stand with the proviso that they are reviewed at the end of the year.

Proposer: Rob Hartley. Seconder: Theo Koutroukides

Counterproposals: none

Abstain: none. Against: none.

Proposal Carried.

13/24 13. Short, Medium and Long Term goals

The Short, medium, and long-term goals were circulated ahead of the meeting and taken as read.

The Chair felt that the goals were in accordance with the purpose of MDC and within the overall current strategy of the Association and the only thing lacking were some measurable KPIs. It was agreed that these goals should be a standing item on the agenda.

Action – To add this as a standing item on the agenda.

Action: Lise

14/24 14. AOB

Robert Gibson discussed a Marcomms Working Group that would sit in and report to MDC. We currently spend approx. £150k a year on investment in Dialogue, Comms Manager and the website. We need a group with a marketing background to grow this. The Merch WG would cease with an element of oversight then being part of the Marcomms WG. It was agreed at the Council meeting that this would wait until the Merch group reached its review date. This being the end of March.

A call would be put out seeking those with expertise.

The Chair requested this be added to the agenda for the next MDC meeting – to discuss the Merch Group and the new Marcomms group.

Action – To add this as an item on the next agenda.

Action: Lise

15/24 15. Date of next meeting

Thursday 9th May 2024 18:00 to 20:00

There being no further business, the meeting closed at 19:48 (1 hour 48 mins)

Item	Action required	Lead	Supported by	Deadline
3	Upload the minutes to the website	Lise		09/05/24
4	Discuss with Wes, matters arising	Chair		09/05/24
6	Advise Wes and BUS of rejection	Chair		
6	Meet with Robert G to discuss DE background	Mary		
6	Update website for DE	Liam		

6	Update Excel spreadsheet for DE	Lise		
7	Discuss with Digital Team -Switch between different issues of the mag? -Check re SEO.	Joanna		09/05/24
7	Send detailed results PDF to group	Joanna		09/05/24
7	Discuss with Joanna/Dialogue re HTML/back issues	Liam		09/05/24
7	Send over communications questions to assist JB	Chair		09/05/24
7	EXPO schedule – Feed back to Annette re timings and liase with Dialogue	Liam		09/05/24
7	Report on common social metrics	Liam		09/05/24
7	Create a budget for targeted markets	Robert G		09/05/24
11	EXPO WG – remove task & finish and year references	Lise		09/05/24
11, 13	Add standing items to agenda - EXPO, s/m/l goals	Lise		09/05/24
14	Add Marcomms/Merch to next agenda	Lise		09/05/24