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## Member Development Committee (MDC)

Minutes of the Meeting held on

**Thursday 4 July 2024 at 18:00**

Virtual meeting via Microsoft Teams

### Present:

Karl Kojro - Chair  
Mary Barratt - British Skydiving Chair

### In Attendance:

Robert Gibson - CEO  
Jeff Montgomery - Head of Safety, Training & Competitions  
Lise Moore - Head of Finance & Operations  
Liam Domin-Goddard - Communications Manager  
Mark Ovens - Dialogue (*until 18:21*)  
Niamh Brook - Dialogue (*until 18:21*)  
Stacey Halford-Jones - Committee Secretary

### Apologies:

Adrian Bond - Director  
Rob Hartley - INED

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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.

### Item Minute

- 28/24** **1. Apologies for absence**  
Apologies were received from Adrian & Rob.
- 29/24** **2. Declarations of Interest**  
Declarations of any conflict of interest would be taken at the relevant minute.
- 30/24** **3. Minutes of the Previous Meeting**  
The minutes of the previous meeting held on 9<sup>th</sup> May 2024, were circulated, approved and published on the 4<sup>th</sup> June 2024.
- 31/24** **4. Matters Arising**  
Actions from the previous meeting:  
18/24 Wes was not in attendance to confirm if he had spoken to Mikey Lovemore.  
  
All other actions were confirmed as completed.

## **32/24**     **5. Strategic Plan**

This item was not discussed.

## **33/24**     **6. Update from Development Events**

6.1 Brian Cumming sent in a request to increase the funding cap to £3000. A lengthy discussion took place with the conclusion that increasing the funding cap is a good idea. It has not been increased in four years and with the cost of living increasing, £1500 nowadays does not compare to £1500 back then. As the budget has already been set for this year it is something to look at changing for next year. However, this would need further discussion and some guidelines would need forming to prevent the issue of people always applying for the maximum amount. Karl will draft a response for Brian to explain this. **Action: Karl**

6.2/6.3/6.4

The meeting was not quorate. These items will be taken to an e-vote. Stacey to send this out tomorrow with a deadline of the 15<sup>th</sup> July 2024. **Action: Stacey**

## **34/24**     **7. Communication to Members**

Mark & Niamh gave an overview from Dialogue.

There have been three newsletters and two more are due to be circulated this month.

The main newsletter had three adverts (Sports Financial Services, BritSky Merch store and Aeronautica). The open rate was 35.4%, the click through rate was 4.1% and the most clicked article was We need to talk about MARD with 168 clicks.

The teaser newsletter had 3 adverts (Skydive Egypt, Paratech and BritSky merch store). The open rate was lower than April's teaser, but the clicks were similar at just under 4%.

The Solus newsletter centred around Sports Financial Services. It had an open rate of 36%.

The starter newsletter had an open rate of 40.9%, a click through of 2.2% and a delivery rate of 97.1%.

The app has had 6 editions over the last twelve months. Initially we had around 1215 downloads this has now dropped to 500-750 which was to be expected as initial uptake is always higher. We have had 2301 unique visitors to the app. This is a 230 increase since the last MDC meeting. Compared to the 8000 members this does raise some questions, however, these figures do not include the HTML version so overall we have around one third of the members viewing. Without knowing how many members read the magazine we cannot compare the figures; we can only work on the figures we have now.

Dialogue are looking at getting a reader survey out to question things such as what articles they would like and how often they look at the magazine.

Revenue was £3324 in February, £3175 in April and £3225 in June. Ad revenue is levelling out, but it is proving challenging to increase the price point and to get the advertisers involved with the low numbers of readers.

The starter mag has also proved challenging but has great potential with the 60,000 audience it could reach. There have been complications and setbacks with this due to consents being around 2100. As these numbers increase, we can look at different advertisers.

The Skydive the Mag email is generating around £300 of ad revenue, the themed email is generating around £400 of ad revenue, the Solus email is the worst performing but generates the most income. At a cost of £1200 to advertise we have only had interest from a Finance company which means the same topic is being repeated.

There is also the potential to target ex-members who have already given consent, but the group were advised that GDPR and the length of time since they were a member would need to be considered.

To conclude, we are below the forecast revenue line, and we need to increase the numbers we are reaching out to, to expand the advertiser potential.

Liam requested that Communications to members and Marcomms be combined to one agenda item going forward and to be listed as Marcomms. **Action: Stacey**

There is now a budget for Marcomms and initiatives/plans in place to take this forward. The biggest topic being increasing reach and impressions in engagement on our social media.

The British Skydiving Ambassador program is being introduced. This means points of contacts to bridge the gaps in reaching those with lower experience. They will be spread across the country. They will have clothing and go around collecting the stories to go with the videos/photos which we can then circulate and increase our content.

Any photos/videos/stories will be monitored from a safety and a diversity view before being published. The ambassadors will be as diverse as they can be from the pool we have available, and we are looking at hiring 5 and Liam will cover the area he lives in. They will be asked to submit 1-3 pieces of usable content per month for the website.

If the program proves successful, we are looking at covering their membership next year and increasing the number of ambassadors.

There will also be paid advertising across our socials, potentially Google Ads. This will raise awareness and build our presence and can be used at key points of the year to promote specific things such as Expo.

The new CRM will allow us to build in workflows and automation emails. We can have proper event pages.

Liam is looking to have on site training for PTOs around marketing and communications. This will be a one-day course but may be available on two separate dates for flexibility.

We have the budget and will be ordering new banners and feather blades to be used at DZ's.

We are looking at creating a YouTube series as an NGB. This can show things such as packing, selecting the right equipment, how to ensure your equipment fits well, suitability for different types of jumps. We can provide the knowledge, build our presence on YouTube and our authority as the NGB.

## **35/24** **8. Budget Spend to Date**

With us being 4 days into the budget the discussion was based on the figures from last year.

£1500 was added to last years MDC budget for the Womens Weekend Development application that was submitted at the end of May but not passed to the office. The office agreed to fund this event as it was out of the guidelines for MDC so the matter was taken to Robert Gibson for a decision.

£500 was also added to last years IDE budget to cover the costs of an interpreter for the Womens Weekend event. This was submitted to the office on the 9<sup>th</sup> June using a DE request form. With the short time frame, and the request not being in the realms of MDC, this was also taken to Robert Gibson for a decision.

The annual report and accounts which are normally sent out in printed form, were discussed. Historically they were sent out by Warners. This year they were sent out very late through Dialogue. There may be an overspend now as this was not included in the budget. They can be sent out via email but the Articles of Association will not be changed until after they have been voted on by the membership in January or February which is after the accounts are due.

The calendar was also mentioned, and Liam advised this will be an optional paid item but Dialogue would print on demand to a payment or not provide this at all. However,

if we have a calendar that can be posted along side the accounts, we could then have the annual review in digital form released in the new year. In terms of cost, it would be around five thousand pounds less than the year one total. This is to be discussed further within the Marcomms/Dialogue groups.

AGM/EXPO was slightly overspent. IDE & CSWG had budget left.

Year to date we had a budget surplus of £10,000. This was mostly from the Magazine as there was no spend in July last year because the contract was not signed, and they did not start until August. This surplus goes into the savings of the organisation to offset any deficit.

**36/24**      **9. IDE sub committee**

Mary gave an update on the IDE meeting held on the 12<sup>th</sup> June. Minutes were not included in the MDC meeting as they had not been ratified and need taking to the next IDE meeting for approval. The Strategic Plan is now a standing agenda item along with the 5 Year Plan. IDE are looking into usability, accessibility and the use of AI and specialist tools. A diversity questionnaire is in circulation within British Skydiving to give us the data to benchmark where we are at and provide us with data to move forward. The subcommittee continues to look into diversity and gender transition within the sport. The next meetings are the 31<sup>st</sup> July and the 11<sup>th</sup> September.

**37/24**      **10. Update from CSWG**

No update was received.

**38/24**      **11. AGM/EXPO 2025**

Stacey confirmed the event is now over two days. The group have taken the negative feedback on board and are trying to counteract this. The Gala dinner will be going ahead but will be more of an event and the four main awards will be given out. There will be a taster session with the hotel so we can ensure the quality is suitable. The seminars will be spread across the two days with the aim of reducing people missing out on the seminars they want to see. Security (male and female) is being added along with a quiet/safe room. Sponsor and exhibitor packages are in progress. We will have a BritSky stand. Marketing is being worked on and is a key focus to ensure we get the information out early and draw as many people in as possible.

**39/24**      **12. Update from Marcomms/Merch**

This was discussed at Item 7.

**40/24**      **13. Short, Medium and Long Term goals**

Karl has updated the short/mid longer terms goals. Lise has sent over the editable pdf version. Karl will update this and bring it to the next meeting.      **Action: Karl**

**41/24**      **14. AOB**

There were no items of business.

**42/24**      **15. Date of next meeting**

Due to a lack of attendees, it was decided to send out a poll with three possible dates to ensure we have a good turnout. It was also proposed that we move the meetings back to Tuesday evenings.      **Action: Stacey**

The meeting closed at 19:35 (1 hour 35 mins)

<b>Item</b>	<b>Action required</b>	<b>Lead</b>	<b>Supported by</b>	<b>Deadline</b>
33/24	Draft a response for Brian Cumming re increasing the DE fund cap to £3k	Karl		15/07/24
33/24	Circulate E-Vote on the 3 DE requests	Stacey		15/07/24
34/24	Combine Comms with Marcomms on all future agenda.	Stacey		TBC - Next meeting
40/24	Update the editable pdf for the short/mid/long term goals	Karl		TBC - Next meeting
42/24	Send out availability poll for next meeting	Stacey		15/07/24