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## Member Development Committee (MDC)

Minutes of the Meeting held on

**Tuesday 27 August 2024 at 18:00**

Virtual meeting via Microsoft Teams

### Present:

Karl Kojro	-	Chair
Adrian Bond	-	Director
Rob Hartley	-	INED
Mary Barratt	-	British Skydiving Chair

### In Attendance:

Jeff Montgomery	-	Head of Safety, Training & Competitions
Lise Moore	-	Head of Finance & Operations
Mark Bayada	-	British Skydiving Vice Chair/Chair EPC
Liam Domin-Goddard	-	Communications Manager
Mark Ovens	-	Dialogue ( <i>until 18.35</i> )
Gary Millone	-	Dialogue ( <i>until 18.35</i> )
Stacey Halford-Jones	-	Committee Secretary
Tony Butler	-	Vice President
Liz Warner	-	Judges Co-ordinator
Rebecca Bradley	-	Director
Matt Cummings	-	FS TEA
Martin Reynolds	-	CP TEA
Chris Massey	-	FS TEA
Jack Peploe	-	WINGSUIT TEA
Tim Gaines	-	VFS TEA ( <i>from 18.10</i> )

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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
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<b>43/24</b>	<b><u>1. Apologies for absence</u></b> No apologies were received.
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<b>44/24</b>	<b><u>2. Declarations of Interest</u></b> Declarations of any conflict of interest would be taken at the relevant minute.
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<b>45/24</b>	<b><u>3. Minutes of the Previous Meeting</u></b> The minutes of the previous meeting held on 4 <sup>th</sup> July 2024, were circulated, approved and published on the 26 <sup>th</sup> July 2024.
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**46/24**      **4. Matters Arising**

Actions from the previous meeting:

33/24 Karl to send the response to Brian Cumming this evening.

40/24 Karl to re-write to s/m/l term goals.

All other actions were confirmed as completed.

**47/24**      **5. Strategic Plan**

This is a standing agenda item, used to provide a frame of reference for all agenda items.

**48/24**      **6. Update from Development Events**

Stacey advised no Development Event applications had been received since the last MDC meeting.

Feedback forms for the host and participants were now being sent out in advance of the event to give the host time to plan how they would circulate this from their side.

We have started to receive feedback forms and will use this data to improve the Development Event process going forward.

**49/24**      **7. Marcomms**

Mark & Gary gave an overview from Dialogue.

The August magazine has so far had 482 users, 15000 page views. This is a good start to this edition as the average is 23,000 page views.

Our stats are more consistent now: 36% open rate, 3.8% click through with similar for the newsletter.

There have been 2 themed emails sent out.

The June one had a 34.1% open rate, the July one has a 27.2% open rate with both having a 25% click through rate.

There have been no solus emails- These are finance heavy. Engagement has dropped but this still gives us the best ad revenue.

The starter audience was 2,000 and is now 20,000.

The back issues section now has a yellow button at the top left corner. All past editions are being added.

Analytics codes will be added to the mags to monitor traffic levels.

Ad revenue for August is 14% up against June, now at £3675. We need to get to £4000 per issue.

The newsletter hit £450 but is generally holding at £200-£300.

There has been a growth in digital assets.

Audiences have been lost in Europe & America.

Adrian advised the group were focusing on analytics and reporting in to the Board. They had ideas for our new Patron but were working on the criteria. Merch was showing a steady growth and new products are coming soon.

Liam discussed expanding socials (TikTok/Pinterest etc) to increase our reach and impressions. Having a budget had allowed for some paid advertising and to boost engagement in our socials. There will be a dedicated campaign to tie on to exact spends.

Having stepped down as a Director, Theo Koutroukides has joined the Marcomms group with regards to the new membership system.

**50/24**      **8. Budget Spend to Date**

The Auditors were still working on the year end so the budget had not been updated.  
There were some accruals from last year.  
The month end had not been completed at this point.

**51/24**      **9. IDE sub committee**

9.1 Mary requested permission to move the IDE Subcommittee to feed directly into the Board. A discussion ensued on how this would need to be high on the Boards agenda to ensure it is given the necessary time at each Board meeting.

**Proposal**

To seek permission at the November Board meeting to move IDE as per paper 9.1 for implementation at the start of 2025.

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

Mary to take this to the Board for consideration.

**Action: Mary**

9.2 A new template to bring items to the IDE Subcommittee was shared for information.

9.3 Draft minutes from the 31/07/24 IDE meeting were shared for information.

**52/24**      **10. Update from CSWG**

Martin has stepped down from his role as CSWG Chair.

Karl thanked Martin for his time and effort over the years.

Karl & Robert are now in discussion on how the CSWG will continue but noted it was likely to be brought in house at HQ.

**53/24**      **11. AGM/EXPO 2025**

Stacey confirmed the contract with EMCC had been signed.

Exhibitors have been contacted and we already have our first bookings. A reminder would be sent out this week.

We are still calling for seminars.

The taster session with the hotel is being arranged. It has also been decided that guests will be able to choose from 2/3 options per course. The dinner will cost £40+VAT= £48. We will be charging £50 for the first week of being open for bookings and £55 thereafter.

**54/24**      **12. Short, Medium and Long Term goals**

Karl is still working on updating these.

**Action: Karl**

**55/24**      **13. AOB**

There were no items of business.

**56/24**     **15. Date of next meeting**

Stacey to send out an email to check availability and then circulate meeting invites.

**Action: Stacey**

The meeting closed at 18:48 (48 mins)

<b>Item</b>	<b>Action required</b>	<b>Lead</b>	<b>Supported by</b>	<b>Deadline</b>
46/24	Item 33/24 Respond to Brian Cumming re increasing the DE fund cap to £3k	Karl		03/09/24
51/24	Take 9.1 to Board to move IDE to report directly to the Board	Mary		15/10/24
54/24	Item 33/24 Update s/m/l term goals	Karl		15/10/24
56/24	Email out for availability and circulate next meeting date	Stacey		03/09/24