



**British Skydiving**  
5 Wharf Way, Glen Parva  
Leicester, LE2 9TF  
**0116 278 5271**  
[info@britishskydiving.org](mailto:info@britishskydiving.org)  
[britishskydiving.org](http://britishskydiving.org)

## Member Development Committee (MDC)

Minutes of the Meeting held on

**Tuesday 15 October 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:

Robert Gibson	-	CEO
Stevie Flanagan	-	Director
Jeff Montgomery	-	Head of Safety, Training & Competitions
Lise Moore	-	Head of Finance & Operations
Liam Domin-Goddard	-	Communications Manager
Gary Millone	-	Dialogue ( <i>until 18.28</i> )
Niamh Brooks	-	Dialogue ( <i>until 18.28</i> )
Stacey Halford-Jones	-	Committee Secretary

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The meeting was recorded to assist with minute taking.

Item	Minute
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<b>57/24</b>	<b><u>1. Apologies for absence</u></b> Roumie sent their apologies.
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<b>58/24</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>59/24</b>	<b><u>3. Minutes of the Previous Meeting</u></b> The minutes of the previous meeting held on 27 <sup>th</sup> August 2024, were circulated, approved and published on the 10 <sup>th</sup> September 2024.
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<b>60/24</b>	<b><u>4. Matters Arising</u></b> Actions from the previous meeting:
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54/24 Update s/m/l term goals – Karl to meet with Mary.

All other actions were confirmed as completed.

## **61/24**     **5. Strategic Plan**

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

## **62/24**     **6. Marcomms**

Gary & Niamh gave an update from Dialogue. The October edition has just gone live and is our 5<sup>th</sup> edition this year. HTML is in the process of being created along with a back button for the browser window. Those who have opted for push notifications receive an alert. There have been 489 downloads for August and 143 email click throughs. We need to push the Mag through every social media platform every 4 weeks to remind people and to increase these figures.

Advertising was 3679 for August and just under 3000 for October. This is a slight downturn but expected as it is the end of the season.

Dialogue have invested in CRM using AI to really break down and hyper target.

The format for the calendar is being finalised and they expect an increase on last years as they have more time to work on it this year.

6.1 supplied by Dialogue was noted as having a downward trend in the average open rate. Gary is going to discuss this with Mark and request a more detailed response as to why this may be. **Action: Dialogue**

A discussion was then held on how we alert members to a new edition with text, email and socials being a focal point. We could offer a text message service, but this would cost, and we would need members permission to receive them first. It was suggested that a mini reel to put out on socials could be beneficial.

Gary & Niamh will arrange a meeting outside of this to discuss options and they will bring them to the next meeting. **Action: Dialogue**

Liam advised we have had a total increase of 3100 followers since April. We started to use paid advertising in July to see where we can spend to achieve our KPIs. We increased this spend again in September and can attribute around 1500 of these new followers to the paid ads.

The Ambassador scheme is up and running. We have some good content going out this month and we are looking at ways we can use the Ambassador's knowledge and expertise for different things next year. They have been well received and this should assist us when we call for additional Ambassadors next year.

Marcomms have identified five possible Patrons. We are keen to have an active Patron, not necessarily members of the sport but related to sport. The Marcomms team will be taking a paper to the November Board meeting.

The member benefit scheme is progressing. Adrian has created a paper to take to the November Board meeting. It offers discounts at many places and the benefit could far outweigh the cost. It is anticipated that it would be a couple of pounds per member, but this addition could soften the cost of the membership when revealed at the AGM.

The current targets for KPIs are on track for impressions and posts but may not hit the follower increase. This was set quite high. Our growth percentage was 6% and now stands at 11% so it is increasing but unlikely to hit 35000 by April.

## **63/24**     **7. Development Events**

Rob outlined that whilst DE has been a positive step it has reached a point where it needs more time and money investing in it. We have a 3% attrition rate with less

members today than the last two years average. We have more people leaving the sport than coming in.  
We need to be more proactive and targeted going forward.  
Rob is looking into ways we can achieve this.  
The group gave their thoughts on why they may have left- this included lack of community, lack of currency, poor weather this year and winter breaks. **Action: Rob**

Liam is going to survey the lapsed members from the last five years to find out why they left. Once we have this data, we can use this to focus on how we can retain members. The survey should include demographic data. **Action: Liam**

#### 7.1 Development Event request- Kate Lindsley.

Kate's request to fund an event in the Northwest bringing three smaller DZs together was discussed. Whilst the event is planned for August 2025, the funding is required now to cover camera jumps to build up the skill over 10 months. We would need the camera footage and HQ to discuss with Kate as to how the payments would be made.

It was pointed out that we do not have a central location for submissions of images and videos but we do have a database of these. It would need a process to ensure we know who submitted which items, who is in the image, the location etc.

Liam is going to take this out of MDC to Theo to add to SkyVault for the future.

**Action: Liam**

#### Proposal Received

To approve this request.

Proposer: Adrian Bond  
Seconder: Stevie Flanagan  
Counterproposals: None  
Abstain: None  
Against: None

Proposal carried.

Stacey to advise Kate that her application has been approved in line with the agreement form, all video footage should be sent to us and the payment plan agreed. **Action: Stacey**

### **64/24** 8. Budget Spend to Date

Lise confirmed the figures as per the document submitted.

DE have spent £5200 of their £9000 budget.

IDE have received money so stand at £4200 of their £4000 budget.

Digital is on course.

Marcomms are within their expected.

CSWG have had the £198 annual registration fee taken.

AGM remains unspent as yet.

**65/24**      **9. IDE sub committee**

9.1 Mary advised the draft minutes from the September IDE meeting were available. No questions were raised.

9.2 Mary had produced a paper to take to the next Board meeting on the Diversity Audit. Feedback received suggested Amandas name be replaced with Fair Play and to consider changing 0% to 10% in regard to the responses of prefer not to say. There needs to be some flexibility in that.

Mary agreed to amend the paper before it goes to the Board meeting.

**Action: Mary**

**66/24**      **10. Update from CSWG**

This was created to improve and better our Coaches. It has a fundamental impact on our A licence members.

It is still in its infant stage of development and needs further discussion and a focussed approach. It costs around £6000 per year, and we need to consider how we will continue this process without wasting the resources we have put in to get it to this stage.

This item will remain on the agenda as a reminder that it needs further work when we have the capacity to do so.

**67/24**      **11. AGM/EXPO 2025**

Stacey confirmed the following:

We have 15 speakers with approx. 24 slots to fill. That excludes staff talks, so we are on track.

We have 13 exhibitors for both days and 9 for Saturday only. We have had interest from a Saturday only group to add on the Friday. We aim to have 30-35 stands.

We have 3 sponsors so far: Romero at £10000, Burble at £2150 and Vigil supplying back packs to use as goody bags. They are in talks to add further sponsorship items to their package,

Another call for speakers and exhibitors will go out shortly.

3 members of HQ attended the EMCC today for a dinner tasting and hotel meeting. This went very well and provided some insightful information.

Dinner and hotel bookings are expected to be live in the next couple of weeks.

With 16 weeks to go, HQ are working extremely hard to improve this year's event and make it better than ever.

**68/24**      **12. Short, Medium and Long Term goals**

Karl is still working on updating these, assisted by Mary

**69/24**      **13. AOB**

There were no items of business.

**70/24**      **14. Date of next meeting**

The next meeting and paper submission deadline had already been agreed and circulated (17<sup>th</sup> December)

The meeting closed at 19:32 (1 hour 32 minutes)

<b>Item</b>	<b>Action required</b>	<b>Lead</b>	<b>Supported by</b>	<b>Deadline</b>
54/24	Item 33/24 Update s/m/l term goals	Karl	Mary	17/12/24
62/24	Speak to Mark and request indepth response with regards to stats in 6.1	Gary		17/12/24
62/24	Discuss options to alert members to new Mag editions	Dialogue		17/12/24
63/24	DE – Rob to arrange meeting to discuss this further and decide questions for the survey	Rob	KK, MLB, LDG	23/10/24
63/24	DE – Circulate survey to lapsed members to gain data on why they left	Liam		31/10/24
63/24	7.1 Contact Kate & advise her application is approved	Stacey		17/12/24
65/24	9.2 Amend Audit as necessary to take to the Board meeting	Mary		26/11/24

Total number of actions: 7