



British Skydiving
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Member Development Committee (MDC)

Minutes of the meeting held on

Tuesday 10 August 2021 at 18:00

Virtual meeting via Microsoft Teams

Present:	Mark Bayada	-	Chair
	Mary Barratt		
	Robert Hartley	-	INED
	Kate Lindsley	-	From 18.30
In attendance:	Tony Butler	-	Chief Operating Officer (COO)
	Lise Moore	-	Secretary
	Liz Ashley	-	Editor, Skydive the Mag
	Craig Poxon	-	Chair of Council
	Martin Soulsby	-	Vice President (to 19.00)
	Mickey Lovemore	-	TEA
Apologies:	Angel Fernandez	-	Communications Manager

The meeting was recorded to assist with minute taking. To assist with the flow of the meeting, some items were taken out of agenda order but recorded in the minutes in agenda order.

Item Minute

26/21 **Declarations of Interest**

Declarations of any conflict of interest would be taken at the relevant item.

27/21 **Minutes of the previous meeting**

The minutes of the meeting on 11 May had been circulated with the agenda. It was taken as read by the Committee as a correct record of the meeting and could be published.

28/21 **Matters arising**

None

Before the reports from the working groups were read, the Chair suggested that he thought that the working groups should be concluded soon, and any outstanding matters would be recommendations to the committee so that each group remained targeted and focused on their projects.

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29/21 **Report from the Coaching Roadshow Working Group**

Martin Soulsby declared an interest in the item.

Mary Barratt (WG Chair) gave a verbal report on the progress of the coaching roadshow working group.

The working group is now in the pilot study phase which will be key to getting things tweaked and ready for launch in 2022.

Funding of £1,500 had been agreed for the first pilot study which will be the Rookie Rumble.

There is funding available for up to five pilot studies at a maximum of £1,500 each. The Chair will contact the TEAS and the sponsored athletes to invite more applications so that there is a wide range of pilot studies to test out the criteria of agreeing funding and additional support. The working party was continuing to develop material that would wrap around the events including online resources of a pre-event information pack and post-event feedback strategies including questionnaires.

The infographic from the questionnaire which had previously been sent to A licence holders for social media is currently the only outstanding matter. Once this had been finished, it could be used as part of a magazine article as well as on social media.

A question was asked about the aim and scope of the roadshows, whether they would cover everything or be more specific to getting members through the more difficult part of their training between A, B and C licence holders. Other questions around who or where to go to for coaching could also be addressed.

The Chair thanked Mary Barratt and her working party for their hard work.

30/21 **Report from the Coaching Structure Working Group (CSWG)**

Martin Soulsby (WG Chair) asked for questions on his report circulated with the agenda.

The working group is now preparing to go out to tender for the learning provider for the pilot study.

The first face to face meeting on this will be the workforce training day at the end of September, where all those involved in coaching will be invited to attend HQ. The documents produced by the Equality, Inclusivity and Diversity working group will play a part in the non-skydiving terminology in the guided learning.

The intention is to make a further presentation to STC and to membership at the AGM / EXPO in January 2022, with the aim of going live at the start of the next membership year.

31/21 **Report from the Equality, Diversity and Inclusivity Working Group.**

Mary Barratt (WG Chair) gave a verbal report from the Equality, Diversity and Inclusivity Working Group.

The working group have now realised several of its initial projects.

It had finalised, launched and distributed three documents, 'Let's get this right', 'Code of practice', and 'Visual guidelines' booklets. Although some negative conversations had taken place, they had been outweighed by the range of positive comments at drop zones.

The Communications Manager was in the process of putting these key documents on the website as part of an initiative to ensure increased visibility and accessibility for all policies and safeguarding, reporting and advocacy information.

The photo competition had concluded, with a good turnout which had generated a lot of useable photos of women in the sport and positive interest on social media. A further batch of photos had been received from one photographer which will be used on our digital platforms and magazines.

The Chair has been informed that a member of British Skydiving from an under-represented group plans to submit a paper to the working group to give an insight into their experience .

Overall fewer negative pushbacks than expected had been received which suggested that members are more accepting of these initiatives.

Council and committee members attended the Rainbow Boogie at the end of July and the uncover your potential weekend is due to take place on the 14th and 15th August.

The next working group meeting is expected to take place on the 20th of August where the members can review the realised initiatives and identify the next projects from the five-year plan, including looking towards an Equality, Inclusivity and Diversity Champion within British Skydiving to drive the project further.

The Chair thanked Mary Barratt for all the hard work she had put into the working group.

32/21

Member Journey Working Group

This working group is still not up and running, partly because of the involvement of the members with other working groups and partly because it is very difficult to know where to start with the member journey.

As far as member retention is concerned, a good survey is needed to find out exactly why members / friends of members leave or have thought about leaving the sport across the breadth of licence holders.

The consensus is that student jumpers are well looked after, but once jumpers get to A licence, they tend to be left to themselves somewhat. In the past mentoring students had helped but these initiatives have not been retained.

A further meeting with Mark, Mary, Ellie and anyone else who wishes to be included in the scope of a members retention survey will be arranged within the next two weeks.

The intention was that PIMS would be able to collect the data required to help with this information, however it was felt that PIMS was currently not able to provide this. A

further meeting regarding how PIMS can be used to collect the required data will also be held later and any questions which people feel should be included on the specification should be emailed to Mark with the intention of generating an end of year survey.

33/21 Communications to members and beyond

33.1 Skydive the Mag

Liz Ashley gave a verbal update on the magazine. Advertising continued to be down for June, but content is easier to find now jumping has resumed.

33.2 Digital Communications

The secretary said that the Communications Manager had made available engagement reports from the different social media platforms from the past month.

33.3 Starter Mag

In the absence of the Communications Manager, the editor spoke about the work she had undertaken to rebrand and to update the starter mag in preparation for digital or physical print.

The understanding was that Warners had stated that due to reduced advertising revenue, they would be making a loss on the print run and have asked British Skydiving to assist them in mitigating those losses should a physical magazine be required. The request was that instead of the contractual 30,000 copies, only 15,000 are printed, and that British Skydiving contribute £2,500 (plus VAT) towards the editorial costs. There would be no additional costs incurred should British Skydiving agree to a digital magazine only.

There are several positives to having a digital magazine, including cost and environmental advantages and PIMS should enable us to be able to distribute it directly to students.

After discussion it was agreed that in the absence of a paper from Communications Manager, a further meeting would be convened to consider the options, however an agreement was reached that a physical starter mag should be printed.

[Secretary's note: the meeting took place on Wednesday 11 August. It was agreed that British Skydiving would ask Warners to print 15,000 copies and to provide a digital magazine, but that as it is contractual, would not agree to the contribution towards the editorial costs. This had been relayed to Warners and was being considered by them]

34/21 Date of next meeting

Tuesday 19 October at 18:00 by Microsoft Teams

With no further business, the meeting closed at 19.40 (duration 1 hr 40 mins)