



## Meeting 2005C of the BHPA Executive Council

Meeting held on Sunday 27th November 2005 at the National Exhibition Centre, Birmingham.

These notes of the Minutes are not to be taken as a full record of the Meeting of the Directors of BHPA Ltd.

**Present:**

John Aldridge  
Marc Asquith  
Paul Dancey  
Edi Geczy  
Martin Heywood  
Dick Long  
Angus Pinkerton  
Andy Shaw  
Steve Walsh

**In attendance:**

Jennie Burdett  
Mark Dale  
Sean Lovatt  
Steve Milson  
Trevor McLoughlin  
Joe Schofield  
Dave Thompson

### ITEM 1: SPLASH

Martin said that the only real discussion required at this meeting was in regard to SPLASH and he explained that Merv Turner had last week resigned from everything to do with the BHPA.

There was a short discussion as to whether a new Events Director was necessary as the BMAA now have an officer who could run the event with Stef's help. It was agreed that F&GP would oversee the event and support Stef for the time being.

Andy said that in regard to next year's event, we should definitely wait for feedback before making any decisions. Mark wondered whether we really need this kind of event as most of our schools cannot afford the fees and only the big players attend. He felt that as it is supposed to be 'our' show, then it should be priced so that all of our schools and traders can afford to attend. The percentage of our own members, schools and traders attending is very small and Mark asked who the show was really for.

Edi asked whether the show had been advertised and Angus replied that Exec had been quite concerned about this. Next year would be different and maybe we could put more money and effort into promoting the show.

Sean pointed out that the SPLASH website was very poor and he said that this needs to be sorted out. At present, looking at the website would actually put people off attending the show.

Martin said this matter would be discussed further at the next Exec Meeting.

### ITEM 2: MARKETING

Andy said he felt that we need to have someone, either employed or self-employed, to actually market the BHPA. Marc suggested that we should ask the CCPR whether any of their member bodies have turned themselves around by some marketing strategy. Angus said we need someone who has maybe spent the last three years driving a marketing strategy and now needs a new challenge.

This item would also go on the agenda for the next Exec Meeting.

### ITEM 3: ANY OTHER BUSINESS

Angus reported that Trevor McLoughlin has joined the FSC as head of the Instructor & Coach Panel and this appointment was duly ratified by the Exec. Martin Also welcomed Steve Millson and Trevor McLoughlin to the meeting and hoped they would attend subsequent ones with a view to joining Exec in a year's time. Andy Shaw also wished it to be noted that Exec should recognise Merv's contribution to events over the years.

### ITEM 4: NEXT MEETING

The next meeting would be held early in the new year and Availability Planners would be circulated in due course.