

UKAPU Committee Meeting

Thursday 16th of January 2025 from 19:00-20:30

Agenda

1. Attendees/apologies
2. Minutes of the last meeting and action points

Attendees

- Andy Peet
- David Weston
- Ian Lawrence
- James Williams
- Liam Underhill
- Robbie Hutchison
- Tim Haines

Apologies

- Robert Quick (holiday)

Recap of previous meeting

- **AP1** remains open yet significant progress has been made
- **AP2** is closed; discussions with relevant committee member as to their continued work with the association have not yet taken place
- **AP3** and **AP4** is closed; it was merged with Halloween article
- **AP5** is open
- **AP6** and **AP7** are open; on TH to carry this forward

The minutes of the meeting themselves were found to be incorrect with regards to one item – there was a transcription error related to opinions related to any liability (financial or to its reputation) that may apply to the association with regards to any use of an interest bearing savings account, this will be addressed separately.

The minutes otherwise were found to be correct.

Discussions relating to bank account

A discussion was held with regards to the minutes. These were recorded as incorrect, and it was declared that "General notes", line 1 is correct up to the comment with regards to any restrictions with regards to fundraising, this was incorrect.

What was supposed to be recorded was actually comments with regards to access to an interest bearing account. It has been deemed improper and against the principles of a non-profit unincorporated organisation such as UKAPU.

The committee members present opined that:

- The association needs to be cautious about making changes to the bank account as there is a risk of the bank account facing charges
- The association also need to consider needing to pay tax if we found an account with an interest rate

Therefore, the following actions were declared:

- Keep one bank account and one PayPal account
- Action point: proposal with regards to ringfencing fighting fund within the terms of the constitution, for Yams.

AP1: DW to resolve the issues with the incorrectly noted minutes.

AGM planning

Offer has been given by Ian Lawrence to host the AGM at his site, The Farm CQB, Lincolnshire.

The offer is £10 a head, no cost to UKAPU nor The Farm CQB. Any costs will be passed across to the land owner as per an agreement with the operators of The Farm CQB.

With regards to a date, much debate occurred both with regards to a date within March, and to the possibility of hosting the event later on in the year however the committee quickly realised that there was only one viable date. A vote was held for the AGM to be held on the 1st of March and the motion was passed.

A vote was raised in order to approve the AGM being hosted at The Farm CQB, Lincolnshire and this motion was also passed.

Additionally a declaration was made to make note of a special interest of the event organiser; that event organiser is a committee member of UKAPU however they will not be profiting from the running of the event.

AP2: Modify already existing AGM material to account for our AGM plans; use possible assets from Ian; Get copy ready Sunday evening

A discussion was had with regards to a possibility of camping provision – it was noted that there would be someone acting on behalf of the event organisers on site overnight if we do camp at the venue.

Recruitment/AGM

TH declared that everyone, as per the terms of the UKAPU constitution, needs to declare their intention to stand for the position the old in UKAPU

AP would like a pool of members across the company for event support.

AP3: Tim to publish post RE: staff members

AP4: David to organise mailshot

A deadline of Tuesday was mentioned for the following action points.

All other business

RH invited the committee to review a significant amount of pre-prepared material with regards to future activities of UKAPU, permission was granted to publish a document entitled "UKAPU Meeting 16-1 2025" as an annexe to the minutes of this meeting

TH has plan to raise profile of UKAPU - something we have struggled with

DW to speak to OfCom - stress that it is authored on behalf of a concerned UKAPU committee, but not the wider industry, see further the ATB fiasco when they wrote to Government during COVID

Andy to speak to Ai500, 11-13th April 2025 (Helston, Cornwall)

The next meeting will be 6th of Feb 2025 at 7pm.

Meeting prep

Ideas for socials and media

1. Educational Content

- **Industry Insights:** Share short posts, infographics, or videos explaining industry trends or challenges.
- **Tips & Tricks:** Provide professional advice or actionable tips for UKAPu's mission or focus areas.
- **Myth-Busting:** Address misconceptions about the industry or UKAPu's work in a fun and engaging way.

2. Member Spotlights

- **Member Testimonials:** Share stories from current members highlighting how UKAPu has helped them grow professionally.
- **Behind-the-Scenes:** Showcase what it's like to be part of UKAPu, such as events, trainings, or working groups.

3. Success Stories

- Share how UKAPu has driven positive outcomes in its focus area. Use visuals, statistics, and real-life examples to inspire potential members.

4. Interactive Posts

- **Polls/Quizzes:** Create simple polls or quizzes related to industry knowledge or UKAPu's objectives.
- **Ask Me Anything (AMA):** Host live Q&A sessions with leadership or key members to discuss what UKAPu does and its benefits.
- **Challenges:** Launch a themed professional challenge and encourage users to participate using a unique hashtag (e.g., #UKAPuChallenge).

5. Networking Opportunities

- Promote UKAPu-hosted events, webinars, or forums, emphasizing the chance to connect with like-minded professionals.

6. Advocacy and Impact

- Share posts that demonstrate the work UKAPu is doing to advance its mission and how individuals can contribute by becoming members.
 - Use bold visuals or storytelling to capture the organization's impact.
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7. Celebrations and Milestones

- Celebrate the anniversaries, milestones, or achievements of UKAPu and its members.
- Feature appreciation posts for dedicated members or partners.

8. Exclusive Member Perks

- Highlight the benefits of joining UKAPu, such as access to resources, events, certifications, or mentorship opportunities.
- Offer a sneak peek at “members-only” content or activities.

9. Collaborations

- Collaborate with influencers or thought leaders in your niche to promote UKAPu and increase visibility.
- Share guest posts or co-branded content with organizations that align with UKAPu’s mission.

10. Call-to-Actions

- Create specific campaigns with strong CTAs, such as “Join Today,” “Learn More,” or “Start Your Journey with UKAPu.”
- Use urgency-driven tactics like limited-time offers for new memberships.

11. Video and Visual Storytelling

- Share short explainer videos about UKAPu’s mission and membership benefits.
- Post quick reels featuring interviews with members, event highlights, or industry tips.
- Use animated graphics to showcase statistics or UKAPu’s impact.

12. Hashtag Campaigns

- Create a branded hashtag to encourage current members to share their experiences (e.g., #LifeWithUKAPu or #UKAPuNetwork).

13. Testimonials and User-Generated Content

- Encourage members to share their UKAPu journey and tag your account, then reshare their posts.

14. Fun and Relatable Posts

- Use memes, gifs, or humorous posts that relate to the industry or UKAPu’s audience.
- Celebrate holidays or observances with industry-relevant twists.

15. Surveys and Feedback

- Engage followers by asking them what content or resources they’d like to see from UKAPu.
- Share results and how UKAPu plans to act on the feedback.

Plans and ideas to help create bonds with sites to help boost sites and ALSo Ukapu

Here's a structured list of ideas to improve engagement between UKAPU (United Kingdom Airsoft Players Union) and airsoft sites to build stronger relationships and boost your place in the airsoft community:

1. Direct Collaboration with Airsoft Sites

- **Organize Events:**
 - Co-host skirmishes, milsim events, or themed games with airsoft sites.
 - Offer UKAPU members exclusive events or discounts at participating sites.
- **Create a Partner Program:**
 - Work with airsoft sites to recognize them as "UKAPU-Approved" for following safety and community standards.
 - Provide resources to site owners to improve player experience (e.g., safety posters, rule templates).

2. Membership Benefits Linked to Airsoft Sites

- **Site Discounts for Members:**
 - Negotiate discounts on entry fees or rentals for UKAPU members.
 - Highlight these sites in UKAPU newsletters or social media.
- **Loyalty Programs:**
 - Create a joint loyalty program where attending events at partner sites earns points redeemable for airsoft gear or entry fees.

3. Communication & Networking

- **Regular Meetings:**
 - Host quarterly or semi-annual roundtable discussions with site owners to gather feedback and collaborate on new ideas.
- **Ambassador Program:**
 - Establish regional UKAPU ambassadors who regularly visit and promote airsoft sites, acting as liaisons between UKAPU and the local airsoft scene.

4. Community-Building Initiatives

- **Player & Site Spotlights:**
 - Feature airsoft sites and standout players in UKAPU's newsletters, social media, or website.
- **Player-Site Feedback Loop:**
 - Create a system where UKAPU members can review and provide feedback on their experiences at airsoft sites.

5. Education & Training

- **Workshops & Training Days:**
 - Organize training sessions on rules, tactics, or safety at airsoft sites.
 - Invite site marshals to participate and improve their knowledge of airsoft best practices.

6. Online Engagement

- **Social Media Tagging & Shoutouts:**
 - Frequently tag and promote airsoft sites in UKAPU posts and encourage them to do the same.
- **Collaborative Content Creation:**
 - Partner with sites to create joint videos or blogs showcasing events, site tours, or gameplay highlights.

7. Advocacy & Representation

- **Championing Site Issues:**
 - Act as a representative body for site owners in discussions about airsoft legislation or community standards.
- **Safety Standards Recognition:**
 - Develop a UKAPU Safety & Community Standard badge for airsoft sites that adhere to best practices.

8. Competitions & Giveaways

- **Site-Linked Challenges:**
 - Host competitions where players need to visit certain sites or complete site-specific challenges to win prizes.
- **Collaborative Giveaways:**
 - Partner with airsoft sites to run co-branded giveaways, boosting engagement for both parties.

9. Feedback & Growth

- **Site Surveys:**
 - Send out surveys to players and site owners to understand the community's needs and adjust strategies accordingly.
- **Annual Awards:**
 - Introduce UKAPU-endorsed awards for airsoft sites (e.g., Best Field, Best Marshals, Most Unique Scenario).

10. Local Focus Groups

- **Regional UKAPU Chapters:**
 - Empower regional teams to connect with local airsoft sites and build relationships tailored to specific areas.
- **Site Open Days:**
 - Work with airsoft sites to host UKAPU-themed open days for recruiting new players and members.

Help recruit for the vacant roles

1. Showcase the Benefits of Volunteering

- **Highlight Personal Growth:**
 - Emphasize the skills they can develop, such as leadership, teamwork, event planning, and public speaking, which are transferable to other areas of life and work.
- **Exclusive Perks:**
 - Offer benefits such as free or discounted entry to events, recognition at major airsoft gatherings, or UKAPU-branded merchandise for volunteers.

2. Make the Roles More Accessible

- **Role Descriptions:**
 - Create clear, engaging descriptions of each role with time commitments, responsibilities, and examples of day-to-day tasks.
- **Flexibility:**
 - Offer roles with varying time commitments (e.g., one-off projects, short-term roles, or long-term leadership positions) to suit different lifestyles.
- **Mentorship Program:**
 - Pair new volunteers with experienced members to help them transition into their roles confidently.

3. Promote the Vacancies Effectively

- **Social Media Campaigns:**
 - Post vacancy ads with attention-grabbing graphics or short videos explaining the importance of the roles. Include testimonials from current or former UKAPU members about their experiences.
- **In-Game Recruitment:**
 - Set up UKAPU stands at events where players can learn about vacant roles and speak with current committee members.
- **Targeted Outreach:**
 - Directly approach active and engaged members who might be good candidates for the roles. Personalized invitations often work better than general announcements.

4. Create a Sense of Community Contribution

- **Emphasize Impact:**
 - Showcase how their involvement can shape the airsoft community and improve the player experience across the UK. Use case studies or examples of past committee achievements.
- **Volunteer Spotlights:**
 - Regularly highlight the achievements of current and past volunteers in newsletters, social media, or at events to inspire others to step forward.

5. Incentivize and Recognize Volunteers

- **Recognition Programs:**
 - Introduce awards or shoutouts for outstanding contributions, such as "Volunteer of the Month."

- **Gamify the Recruitment Process:**
 - Offer small incentives (e.g., free event entry or a raffle ticket) for members who apply or recommend someone for a vacant position.
- **Legacy Opportunities:**
 - Highlight how volunteers can leave a lasting mark on UKAPU, such as creating new programs or shaping future policies.