

# BRITISH MOUNTAINEERING COUNCIL

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## Minutes of the 214th Yorkshire Area Meeting Held at 19.30 on Monday 5 September 2016 at the Wheatley Arms, Ben Rhydding, Ilkley

### Present:

James Rowe	Chair, National Council Rep, Leeds MC, CC	Dave Turnbull	BMC CEO
Deirdre Collier	Secretary, National Council Rep, Craven MC, FRCC, CC	John Hunt	YMC
Mick Johnson	CC, FRCC. Gritstone Access Rep	Will Hunt	Leeds MC
Nigel Baker	Limestone Access Rep	Peter Sanderson	Craven MC
Paul Redding	Hill Walking Rep	Taija Torvela	Leeds MC
Paul Exley	FRCC, Leeds MC, Clubs Committee Rep	Iain McKenna	Individual
Mike Bebbington	YMC/FRCC/CC	John Mortimer	Vibram MC*
Angela Soper	Pinnacle Club* & FRCC	Dan Hedges	Individual
Dave Musgrove	CC, YMC	Paul Clarke	FRCC
Laurie Morse	YMC	Kath Willis	YMC
Mick Green	Gritstone Club, CC	Graham Willis	YMC
Peri Stracchino	Individual	Paul Bennett	Individual
Ralph Crouch	YMC, Oxford MC	Michael Faulkner	Individual
Steve Mead	Individual	Terry Fletcher	CC, FRCC
Julie Dundas	Individual	Katrina Adam	Individual
Omar Shah	Individual	Jon Lury	Craven MC
Heather Thomas-Smith	Individual	Steven Kirman	Lindsey CC
Stuart Wetherell	Individual	Jonathan Philby	Individual
Adrian Lockwood	Individual	Loius Bortoli	Non member

### Action

- Welcome & Introductions.** James welcomed everyone to the meeting.  
Noted that Deirdre Collier was no longer a member of the BMC's Executive Committee.
- Apologies for Absence.** Apologies were received from Mark Beecher, David Farrell, Dennis Gray, Steve Howe & Tony Maskill-Rogan.
- BMC Rebranding proposal.** BMC CEO Dave Turnbull gave a presentation about how this had come about & this was followed by discussion.  
Comments made (all from BMC members) were as follows:-  
Lack of specific objectives against which to measure success of proposal.  
Many comments re the lack of consultation with members including some specific feedback from those whose clubs had consulted their members.  
One respondent's club (national with a lot of members) had consulted its members & virtually none were in favour of the rebrand.  
Observation that Mountaineering Scotland had asked its members first re its rebrand & received few objections – felt to be because the members had had the opportunity to comment. In the case of the BMC's rebrand proposal it was seen as having gone through Exec Committee & NC & the members haven't had the opportunity to comment.  
Query re may/may not go to AGM – Dave Turnbull clarified that it may not go to the AGM as NC may have thrown it out by then.  
Specific comment re the role of Areas, Area NC Reps & NC in facilitating consultation with members.  
A few comments re hill walkers not identifying with the word 'climb'.

One comments from a young man who said he'd just finished school to say that he doesn't agree with the prevailing opinion of a disconnect with the BMC for young people.

? financial justification for rebrand.

Several comments that the BMC is a strong brand & doesn't need to change.

Concern that rebrand was presented as a done deal.

Losing the word 'mountaineering' is a bad thing.

Several comments that Climb Britain is a great strap line

Don't like name or understand the logic. Seems climbing focussed. (This from someone who is a climber & hill walker)

The issue re non members isn't with the name rather how to persuade indoor climbers that they need to join a climbing/mountaineering organisation.

Climb Britain not attractive to hill walkers & won't attract them.

Climb Britain logo looks very weak compared to the strong BMC logo.

The most important goals of the BMC should be to conserve & protect the outdoors/mountains & secure access to mountains & crags. In this context not sure about the focus on attracting indoor climbers – they are sometimes indoors/gym type of people. (This from someone who is a climber & hill walkers & uses indoor walls). However can see the desire to reinvent & be more modern & so despite reservations would probably accept rebrand.

New name could appeal to a wider audience but hate the font.

Three opinions that the way the rebrand has been handled has not been good but that the proposal is a good one. One of the three said it's time for a change & to just go for it.

One comment re the use of a verb – climb – rather than a noun eg climbing – comparison with other sporting bodies.

One comment that a lot of members are entering climbing via bouldering walls. It is desirable to be able to reach them from an educational perspective.

BMC has a strong image & does much good work.

The name BMC is a strong one with gravitas & more influential in discussions with landowners, official bodies etc

Branding is very important but needs to be very specific. If Climb Britain & its variants were adopted the names would need to be used under the BMC umbrella. The name BMC has gravitas. BMC has changed a lot in its 70 years & while not saying it needs to change it is timely to look at profile, demography & branding. However it was wrong to keep rebrand details secret for the various commercial reasons. If there had been prior consultation there would have been a much different response. Ambivalent re Climb Britain name. Happy with logo. Does what it say on the tin.

Rebrand needed – Olympics, more climbers via indoor walls, possible reductions in Sport England grant to BMC, growing sport etc. If BMC does nothing there is a serious risk of becoming less relevant & less influential. Wrong to stay stationary & not move on. Happy to put trust in elected & appointed officials. Can't put everything to plebiscite.

Don't mind Climb Britain. Walked up Pen Y Ghent today & saw several families who will feel they had 'climbed' it.

Main feedback from one respondent's club was consultation problem. Is the BMC getting dragged into the fashion of rebranding? Stick with what we've got. Likes logo & perhaps that could be used for some specific promotion.

In his presentation Dave posed 4 specific question which were voted on by the Meeting – outcome as follows:-

**Remain as BMC – no rebrand** – 8 votes

**Full rebrand to Climb Britain** – 11 votes

**Stay as BMC & find other use for Climb Britain** – 35 votes

**Other name options** – 5 votes

Meeting attendees were able to vote for as few/many of the options as they wished.

**4 Minutes of the last meeting.** These were agreed to be a correct record.

**5 Matters Arising not covered elsewhere.** None raised.

**6 Co-ordinators' Reports**

**6.1 Gritstone: Access & Conservation.** Mick Johnson reported as follows:-

**Spofforth Pinnacles.** Farmer has been asking climbers to leave. Private land with RoW across it.

**Caley.** Now very overgrown with Himalayan Balsam, ferns etc. Anyone willing to do so is encouraged to cut these down. Leeds City Council has only 2 part time wardens to look after the whole estate & so any help with this would be welcome.

**Snowden Crag Access issues.** Popular bouldering venue on Access land. Farmer/landowner has blocked off parking area. Potential parking space just below crag but is in private drive – potential for further issues if used by climbers.

**6.2 Limestone: Access & conservation.** Nigel Baker reported that Limestone Access was still generally quiet.

**Kilnsey Crag.** Inconsiderate parking by climbers is potentially jeopardising access.

**Blue Scar.** Climbers don't know how to contact landowner re access permit. Information here - <https://www.thebmc.co.uk/modules/RAD/ViewCrag.aspx?id=360>

**Threshfield Quarry.** . Plans to develop climbing here have now come to a stop. Quarry owners concerned re the perceived risk & their responsibility for the safety of the walls of the quarry. Rob Dyer trying to contact someone at Tarmac's Head Office to discuss.

**6.3 Youth.** No report.

**6.4 Climbing Walls.** No report – there is no Climbing Wall Representative.

**6.5 Clubs.**

**Clubs Committee.** Paul Exley outlined the structure of the BMC's Clubs Committee – ie one rep from each Area & 2 representing all the National Clubs. He would be standing down at the AGM & not seeking re-election.

**Huts.** As part of the Huts Group & the Clubs Committee working more closely consideration is being given to supporting huts maintenance in the context of heritage.

**7 Hillwalking.** Paul Redding reported as follows:-

Role of the Area Hill Walking Rep & of the BMC's Hill Walking Working Group.

He expressed his thanks to Heather Thomas-Smith & Kath & Graham Willis for supporting his Ingleborough walk earlier in the day to see the Mend our Mountains work on the Swine Tail path.

He asked that hill walkers let him know if they would like him to organise Area walks.

He also mentioned the BMC subsidised courses for hill walkers eg winter skills etc – <https://www.thebmc.co.uk/winter-climbing-and-walking-skills>

He also mentioned various walking festivals taking place in Yorkshire – Walk & Ride, Yorkshire Wolds, Pateley Bridge, Richmond etc

Noted that wef 1 August the Yorkshire Dales National Park is nearly 25% bigger due to the boundary extension - <http://www.yorkshiredales.org.uk/about-the-dales/boundary-extension>

**8 National Council**

**8.1 Report from June NC Meeting.** Draft Meeting Minutes previously circulated.

**8.2 Matters for the next Meeting.** BMC Rebrand proposal - discussed in Item 3.

9 **Individual Members Issues.** None raised.

10 **Any Other Business.**

**Almscliff litter pick.** Noted that there would be a litter pick at Almscliff crag on the evening of Monday 3 October.

**Increased access to public paths for cyclists.** Concern expressed that the BMC had supported a letter from British Cycling to Liz Truss (then Secretary of State for Environment, Food and Rural Affairs) re increased access to public paths for cyclists. Please see link -

<https://www.britishcycling.org.uk/campaigning/article/20160706-campaigning-news-Open-up-countryside-paths-for-people-on-bikes-say-outdoor-groups-0>

Dave Turnbull replied to say that the BMC's Access Management Group (AMG) had discussed this & supported it in principle although notification of it had been at the 11<sup>th</sup> hour. It would be discussed at the next meeting of AMG.

**Area Chair.** James said that this would be his last full meeting as Area Chair as he would have been office for 5 years at the AGM which was the maximum term of office for Area Chairs without a break.

11 **Date of Next Meeting & AGM. Monday 28 November @ 19.00**