

BMC BRAND DISCUSSION

Area Meetings
September 2016

INTRODUCTION

We're listening - it's not a done deal

- Where we are now?
- How we got here?
- What next?
- Why rebrand?
- The Climb Britain concept
- Q&A / Options for discussion

WHERE WE ARE?

- Strong reaction to announcement (25 July)
- Queries about reasons and case for change, name, logo etc
- Feeling that 'BMC' is already a strong brand
- Call for consultation
- Decision to consult members (29 July)

HOW WE GOT HERE?

- 2015-17 – time of modernisation & change
- Mar 15 – prospect of Sport England support
- Nov 15 – funding agreed for consultants
- Dec 15 – commercial & branding projects begin
- Feb/May – rebrand concept developed
- 18 May – 'Climb Britain' agreed by BMC Board
- 18 June – agreed by National Council (vote 18/0/1)
- 20 July – final review by Board
- 25 July – rebrand announcement

WHAT NEXT?

- Everything on the table
- 1-14 Sept – BMC Area discussions
- 6 Sept – meeting with Club reps
- 17 Sept – review by National Council
- Way forward to be agreed based on feedback
- 3 Dec – National Council option
- April 2017 – AGM option

WHY REBRAND?

- BMC not well understood or seen as relevant by new climbers / hill walkers / boulderers
- 'Council' seen as outdated (note: British Cycling Federation & British Canoe Union have changed)
- BMC name can be a barrier to attracting new members
- To develop our commercial and sponsorship potential in light of government grant cuts

POINTS TO NOTE

- BMC's formal legal name will remain BMC
- No link with 2020 Olympics
- Purely about improving self-sufficiency
- Consultancy cost 100% funded by Sport England

CONSULTANCY PROCESS

- 7 Dec – consultants begin / no strings attached
- Background research, literature review
- 1-2-1 discussions with sample of 'BMC people'
- Meeting with staff
- Meeting interest groups (walkers / women)
- Visits to climbing walls
- Ongoing process of taking soundings

Options for discussion

- Remain as BMC (no rebrand)
- Full rebrand to Climb Britain
- Alternative uses of Climb Britain
- Other name options