



## BRITISH MOUNTAINEERING COUNCIL

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### BMC South West Area Gathering

Meeting held on Saturday 10 September 2016, 7.00pm @ Moorlands Hotel, Haytor, Newton Abott TQ13 9XT.

### MINUTES

**Present:** Matt Goater (Chair), Philip Wilson (Sec), Dave Turnbull (BMC), James Mann, Gareth Palmer (National Council Rep), Trevor Smith (SW Area Hill Walking Rep), Dave Fisher (SW Area Clubs Rep), Iain Butterworth (Mendip Rep), Philip Ellis, Thomas Yorke, John Boom, Uz Creaser, Robert Duerr, Dave Linnett, Dan Levy, Helen Wilson, Francis Ramsay, Rob Seymour, Mark Kemball, Tom Hinchcliffe, Lucy Atkins, Fi Darby, Richard Nadin, Peter Salenieks, Freddie Naish, Iain Peters, Dave Viggers, B Carver, Scott Halsey, Anne Saton, Ian Lee, Patrick Moore, Linda Moore, Jane Lid, Paul Roberts, Will Hornby & Bethany ?

Note: Advanced apologies to anyone whose name I have been unable to decipher correctly from the signing in sheet.

- 1. Welcome & Apologies for Absence:** Matthew Goater welcomed everybody to the meeting. Apologies were received from Simon Fletcher, Tom Palmer, Jonathon White, Frank Cannings, Colin Knowles, Martin Crocker, Henry Watson & Barbara Segal.
- 2. The Previous Meetings Minutes & Any Matters Arising:** These were read out and signed off as a complete and accurate recording of this meeting. Matt Goater apologized for not publishing the minutes on the BMC Community site emailed to him from Mark Kemball (who took the minutes in the absence of Philip Wilson). Copies of the minutes were however circulated at the meeting.
- 3. BMC Area Briefing Notes:** These were not available for this meeting.
- 4. Feedback from National Council:** The main topic of conversation was the BMC name change debate. This was covered in great detail in the subsequent presentation given by Dave Turnbull. Gareth Palmer gave a brief outline of this.
- 5. The 'Climb Britain' Proposed Rebranding:** A 20 minute presentation was given by Dave Turnbull outlining these events having nearly rolled this change out following National Council near unanimous approval, but without BMC members and volunteers being consulted during this process (apart from the 25/07/2016 email that went out to announce this change as a done deal).

The topic was then thrown open to discussion by members. Comments were wide ranging and varied as follows:

- a) The BMC logo and name is better when approaching landowners over access than Climb Britain.

- b) Climb Britain does not have the gravitas of the British Mountaineering Council.
- c) Use Climb Britain as a sub name for the indoor climbing brand.
- d) Those against this change are more vocal than those for it.
- e) Climb Britain resonates better with non-climbers, but means less to active participants.
- f) Membership should have been consulted regarding such a big change, not doing so has hardened opinion against this name change.
- g) Should we consider a separate governing body for non-natural (indoors) climbing.
- h) We should not alienate indoor climbers from the BMC, or the young from the old. Young climbers should be encouraged to climb outside.
- i) The new name is too divisive.
- j) Lack of transparency of process with not consulting the membership.
- k) The new logo and branding will quickly date/age badly and need to be changed again. So why change it at all.
- l) There are plenty of successful modern logos e.g. BBC (The British Broadcasting Corporation), NASA (National Aeronautics and Space Administration), TESCO (the name came about after the founder Cohen bought a shipment of tea from T.E. Stockwell. He made new labels using the first three letters of the supplier's name (TES), and the first two letters of his surname (CO), forming the word "TESCO") & M&S (Marks & Spencer) where nobody worries what the wording stands for. The BMC logo is therefore promotable and the fault is in not promoting it properly, rather than changing it.
- m) Some clubs could leave because of the name change.
- n) Logo and font not liked versus logo and font liked.
- o) The current BMC logo suggests places e.g. Mountains, the new logo suggests activity e.g. Climb\Walk. Places are ultimately more inspiring than activity.
- p) Don't split up the BMC into segments e.g. Climb Hills, Climb Mountains, Climb Rock, Climb Indoors as this is divisive.
- q) Keep the BMC logo, but change the British Mountaineering Council wording to something. Suggestions included British Mountain Climbing.
- r) BMC activities are very diverse, so it is extremely difficult to come up with a new name.
- s) Have Olympic climbing under the BMC logo, perhaps Climb Britain.
- t) Do not under any circumstances split the BMC as we are stronger together.
- u) The National Council got this wrong on a first vote, is there any guarantee they will do so again a second time.
- v) Must consult the wider membership.

Following this and so as to give a steer to National Council and a mandate for Gareth Palmer (our National Council rep) from the SW Area, it was suggested by Dave Turnbull and agreed by the meeting participants that there should be a show of hands for each of the four suggested options outlined in his presentation. These and the results were:

- i. The name and logo is to remain as BMC (British Mountaineering Council), with no rebrand (12 votes in favour).
- ii. Acceptance of and full rebrand to Climb Britain (4 votes for this).
- iii. Name to stay as the BMC & another use to be found for the Climb Britain branding (28 or 29 votes in favour).
- iv. Other name options to be explored e.g. The BMC logo and branding is to remain the same, but the British Mountaineering Council wording part is to be changed to something like the 'British Mountain Climbing' (20 votes in favour).

Post Meeting Note: Peter Salenieks wanted to include & count those voting against each amendment as well as those voting for. This suggestion was not taken up.

- 6. **The Cornish Climbing Festival 2016:** Another successful event held with 50 participants, BMC SW would like to thank the sponsors, speakers, Gareth Palmer & Iain Peters for again organising it this year. New volunteers sought for next year.
- 7. **The Lundy Climbing Festival 26<sup>th</sup> August – 6<sup>th</sup> September 2017:** The camp site and bunk house has been booked by the BMC, Tickets will include accommodation and ferry but not the food.
- 8. **Access & Any Local Issues:**
  - i. Vicarage Cliffs: More strops for intermediate belays to make these tat free, following the success of the belay strops added to the main belays earlier were approved
  - ii. Gully Descent Left of Raven Wall & The Bad Step @ Bosigran: It was reported that the bad step is getting really polished and that people are either dangerously descending it or abseiling from a 4mm thread (located to the left of Raven Wall) as an alternative to reach the popular lower climbs. Calls for fixed gear was again raised (this is against the agreed ban on fixed gear in Cornwall). It was pointed out that any fixed gear would be removed. A suggested way forward was to put a large block of stone (or stones) at the bottom of the bad step for people to step down onto. It was agreed that getting this in would probably need the use of a helicopter. It was agreed to have this as an agenda item at the next Cornish meeting.
- 9. **Hill Walking:** Trevor Smith reported on the Hill Walking Group, set up to propose a way forward for walking within the BMC, is coming to the end of its 2 year mandate. Their report will be published soon.
- 10. **Date of Next Meeting:** Bristol, November (date to be arranged).