



associate membership

twenty:fourteen

ASSOCIATE MEMBERSHIP

ASSOCIATE MEMBERSHIP APPLICATION FORM

Name of organisation:

Name of representative/company secretary:

Full name and address of the person to be admitted to membership of the BMC as the representative of your organisation (normally the Chairman, President, Partner or Secretary) if not a Limited Company.

Address:

Postcode:

Daytime Telephone N°:

Email:

Organisation's activities:

Please tick appropriate category

- Retailer/Distributor
- Manufacturer
- Climbing Wall
- School/College
- Mountain Rescue Group
- Outdoor Activity/Training/Education Centre or Holiday/Expedition Organiser
- Other – *please specify*

On behalf of the above Association I wish to join the BMC for 2012 and enclose a cheque for **£216.00** (£180.00 + £36.00 VAT). I understand that membership runs from January to December. Please make cheques payable to **British Mountaineering Council**.

I wish to add additional discounted annual magazine subscriptions to (*please tick appropriate boxes*):

Climb (£34) **Climber** (£35.50) **Trail** (£34) **Country Walking** (£34)

* Please note that Associate Members, or ten nominated staff, do not receive individual Personal Accident insurance, Civil Liability insurance or voting rights at the AGM.

Please attach an additional list of up to ten named employees who will be eligible to access BMC services.

I agree to abide by the rules of the BMC contained in the Memorandum and Articles of Association. A full copy is available from the BMC or by email from office@thebmc.co.uk

Signed (by the Representative) **Date**

Please return to:
British Mountaineering Council, FREEPOST NAT 11244, Manchester M20 7ZA

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YOUR NEW PARTNER IN THE OUTDOORS...

By getting involved with the BMC, you will be investing in the wide-ranging work we undertake for climbers, hill walkers and mountaineers in England and Wales.

Work on improving access to the countryside; protecting upland habitats and wildlife; promoting mountain safety, good practice and equipment standards; encouraging newcomers and young people within the sport – and much more.

The BMC exists for its members. Any surplus made from the sale of services is invested back into our work – work that ultimately helps protect your interests in climbing, hill walking and the outdoor environment.

Dave Turnbull

Dave Turnbull – Chief Executive
British Mountaineering Council

By becoming part of the BMC, not only are you supporting the BMC's vital access and conservation work and other important programmes such as safety, training and technical investigation of equipment failure, but you will also receive a great range of benefits.

- You will receive the specially designed **BMC Associate Member logo** and **logo sticker** to use in your own publicity and promotional material, so everyone can see at a glance that you are an Associate Member of the BMC.
- Group Insurance** – those responsible for taking groups out on activities can purchase group travel and activity insurance, for up to ten people, without the need for each group member to be a member of the BMC.
- Advance notification** of all BMC events with exclusive sponsorship and promotional opportunities.

This gives you the opportunity to support a variety of BMC events, from climbing competitions to nationwide lecture series.

- The Outdoors Show** – obtain 10% discount on floor space in the climbing section of The Outdoors Show, now taking place at ExCeL London. For more information please email mike@vosmedia.co.uk or call on 0207 370 8523.
- Exclusive insert opportunities** in BMC club mailings and an enhanced profile within the Member Handbook and other membership literature. The BMC mails its member clubs (over 300) with information on a regular basis and 65,000 copies of the Member Handbook are sent out every year.



- Guaranteed annual listing in Summit Magazine** which is mailed four times a year to BMC members.



- Your name** will appear on in the specially created **BMC Associate Member** section of the **BMC website** and can include a hyperlink to your own site.
- You can access **BMC courses and events**, such as the *BMC Technical Conference*, at reduced rates.
- Membership benefits for ten full time employees*** – ten full time employees can enjoy the great range of personal benefits of BMC membership, including discounts on publications, access to BMC Travel & Activity Insurance and the BMC information service.



Photo: Ray Wood

In addition, all employees of UK emergency services who are BMC Associate Members are entitled to purchase BMC Travel & Activity Insurance and enjoy other member benefits.

- Discounts on bulk purchases** of BMC publications and videos – the BMC produces an extensive collection of skills and information publications for hill walking, mountaineering and trekking, which are offered free or at special discount prices to members.
- Subscription discounts** for *Climb*, *Climber*, *Trail* and *Country Walking* magazines.



As a BMC member you will also receive

- Four copies of *Summit Magazine* per year.
- BMC Member Handbook** updated every year and packed with information on the outdoors.
- BMC Associate leaflet dispensers** and a selection of BMC material suited to your interests and requirements.
- BMC email newsletter.**

Supporting the work of the BMC

Through our campaign work, we are committed to improving your access to the mountain environment and to working closely with landowners, the Countryside Agency and conservation bodies to resolve any practical difficulties. The BMC co-ordinates the following activities on behalf of all our members:

- access negotiation and legislation;
- site ownership and management;
- environmental and economic impact studies;
- access information, advice and research.

In addition, our technical expertise is recognised worldwide and our Technical Committee undertakes research to ensure that equipment complies with the highest standards of safety. Training and safety advice are under constant development, with new publications and lectures taking place all year round.



Photo: John Czelekid

The BMC facts and figures

- Established in 1944, the BMC now has over 70,000 members including 25,000 members of more than 300 BMC-affiliated clubs
- 27 staff cover a broad range of work programmes and services
- 500 volunteers are active locally, regionally and nationally
- Monthly email newsletter is sent to 70,000 recipients
- Website receives over 7,000 hits per day
- Summit, quarterly 72-page member magazine, is sent to 70,000 addresses and read by 100,000 active outdoor enthusiasts
- Annual 64-page Member Handbook goes to 65,000 members
- Annual BMC events include seminars, climbing competitions, lecture series and international meets – many offer additional partnership opportunities
- **COMING SOON FOR 2012** New database and website enables website members' only login area

"The BMC is going from strength to strength – the new BMC Associates initiative offers some great new opportunities – I'd thoroughly recommend anyone linked with climbing, hill walking and the outdoor industry to think seriously about getting involved."

Sir Chris Bonington

"The BMC has helped enormously in developing equipment standards and carrying out technical investigations; it provides an impartial voice that is of great importance to the outdoor industry. Climbing and mountaineering needs a strong voice that reflects all aspects of its participants – the BMC does an excellent job of protecting the interests all those involved with the outdoors."

Richard Cuthbertson
DMM International

Why partners take part

The trade

"The outdoor trade has many facets, with mountaineering and climbing being two of the core 'disciplines'. Having a strong central organisation like the BMC looking after the needs of this sector is essential, and the Outdoor Industries Association aims to work with the BMC in bringing coherence and unity to all crossover sectors."

Roger Southcott
Outdoor Industries Association

The climbing wall

"As a BMC Associate Member since 1999, Kirklees Active Leisure has been reassured by the advice and support offered by the BMC relating to all aspects of climbing and mountaineering, in particular that linked to indoor climbing."

Richard Yorke
Huddersfield Sports Centre

The climbing wall

"The Bristol Climbing Centre is proud to be associated with the BMC as we recognise the vital work that the organisation does on behalf of all climbers. Our customers benefit from the BMC's vast remit of work ranging from local access issues to the development of advice for parents of the young climbers who use our centre."

Steve Richardson
Bristol Climbing Centre

The centre

"The business of introducing hundreds of people of all ages & backgrounds to climbing & hill walking requires any individual or organisation to be both fully involved & informed. Being a part of the BMC is the key to this process."

Nick Willis
Edale YHA

The school

"Oakham School is the first institution to gain '1000' Gold Duke of Edinburgh Awards and the BMC has provided an excellent resource for expedition planning and equipment. I strongly recommend other Award groups to become involved."

Terry Dixon
Oakham School

The manufacturer

"We need the BMC! It's a vital guardian of our freedom to participate in climbing and mountaineering activities, with their attendant risks. BMC membership is enlightened self-interest for all serious companies in the outdoors business."

Ben Lyon
Lyon Equipment Ltd

The retailer

"Many new climbers come to us after an initial experience at the local wall. As a specialist retailer we can make them aware that there is much more to climbing, and inform them about the BMC's important representative role. Encouraging greater participation also puts more cash in the till!"

Dave Pegler
Peglers



SEE OPPOSITE WHAT OTHERS THINK OF **ASSOCIATE MEMBERSHIP** AND MAKE THE DECISION TO JOIN TODAY