

For the attention of THE FIA COUNCIL



The IT cabling infrastructure  
division of  
e-Ready Building Limited

The IT cabling consultants

e-Ready Building Limited  
Next generation IT Infrastructures

Date: 30<sup>th</sup> November 2003  
Our MG/MG/4206  
Reference:  
Your  
Reference:

## REPORT FOR FIA COUNCIL MEETING 4<sup>th</sup> DECEMBER 2003

Please note that items in red text were not discussed at the 4<sup>th</sup> December 2003 meeting and need to be raised again at the meeting on 15<sup>th</sup> January 2004.

### OUTSTANDING ACTIONS

#### From last meeting

- Work with RGA re October Newsletter - **complete**
- Organise person to give presentation on 2<sup>nd</sup> Oct - **complete**
- Have further meeting with AW - **complete**
- Contract for Andrew Watson - **ongoing**
- Talk to contact re BT membership - **ongoing**
- Talk to AW re articles in Prof. Electrician - **complete**
- Investigate approval schemes - **ongoing**

#### From previous meetings

- Obtain 'hits' info for promo letter - **complete**
- Finalise Polarity doc for end of July and add to list of docs available - **complete**
- Start doc on splice losses - **complete**
- Investigate possible copper docs with ITEC - **complete**
- Advise members re CSCS H&S text in June Newsletter - **complete**
- Organise new passwords for FIA members - **ongoing**
- Investigate new web site host - **complete**
- Advise NM when BS EN 50174-1&2 is ready to promote - **complete**
- Investigate after-dinner speakers - **complete (no outcome)**
- Add news items to web site once received from NM - **nothing received as yet**
- Complete Training & Qualifications area on the web site - **underway (Issue 9 on web-site)**

### FINANCIAL

#### ACCOUNTS

The audited accounts for 2002/2003 have been produced by Deloitte Touche and have resulted in a performance as predicted in my July report. The actual loss was £4626.14 (after removal of resigning members across the year-end and the addition of the audit fees). I have checked the

audited accounts and have approved them. I have also circulated the summary of costs in the Technical and Standards area charged by The Cabling Partnership (L4240).

The accounts for October have been circulated. The P/L year to end October shows a profit YTD of £5212 (cf. a profit of £3111 last year).

The liquidity is £30877 and £1555 below the position at the end of October last year.

## **WEB-SITE REPORT**

Changes to all the pages containing the latest advertising logos have been completed. Changes to the Technical Support Document pages have also been made (see below).

**It has been suggested that the FIA site should feature a list of stolen equipment with serial numbers etc. This should be discussed at the Council meeting.**

I have been in contact with a new web-host in the Leeds area. I am awaiting a proposal for the FIA web-site which has to provide the following features:

- new on-line database system enabling on-line membership via credit card payment;
- members will be able to select their own password;
- the Secretariat will be able to remove member access at any time during the year.

## **TECHNICAL REPORT**

### **TECHNICAL SUPPORT GUIDES**

“TSD-2000-3-3: OPTICAL FIBRE CABLING: OPERATION: Polarity maintenance” has been published.

“TSD-2000-1-1: OPTICAL FIBRE CABLING: DESIGN: LAN Application Support Guide” has been revised.

“TSD-2000-5-1: OPTICAL FIBRE CABLING: SAFETY: Optical Power” has been revised.

The next documents that are in process are:

- TSD-2000-3-2-1: OPTICAL FIBRE CABLING: ADMINISTRATION: User Guide
  - TSD-2000-3-2-2: OPTICAL FIBRE CABLING: ADMINISTRATION: Cords
  - TSD-2000-4-1-1: OPTICAL FIBRE CABLING: INSTALLATION PRACTICE: Splicing
- A meeting to discuss this topic is scheduled for the 2<sup>nd</sup> December 2003. We have attendees from Fujikura, Tritec, Sumitomo and Furukawa.

Further text is awaited for “TSD-2000-2-2: OPTICAL FIBRE CABLING: Connecting Hardware Selection Guide”: Assistance has been received from John Cupitt but there is a long way to go.

TSD-2000-1-3 covering the documentation and administration of dark fibre (third party) installations has been deferred.

All other documents have been updated to reflect the new list of projects.

## **QUALIFICATIONS**

### **C & G**

Nothing to report.

### **CSCS**

A overview statement has been placed on the web-site.

## **SEMINARS**

### **ECA ARRANGEMENTS**

The only date scheduled for 2004 is a joint venture with SELECT: 14<sup>th</sup> January 2004: Edinburgh.

## **FIA IN-HOUSE**

Andrew Watson to manage.

## **STANDARDS ACTIVITY**

### **BSI TCT7/-/3**

The new BS6701 entitled "Telecommunications equipment and telecommunications cabling - Specification for installation, operation and maintenance" is being circulated for comment (completion February 29<sup>th</sup>). The next Newsletter need to refer to this and the document will be placed on the FIA SF area so that members can read and comment direct to the Technical Directorate of the FIA.

BSI TCT7/-/3 is now preparing the BIP to explain the changes to BS6701, BS7718 (withdrawn) and BS EN 50174 standards.

## **SKILLSMATCH**

We have forty-five entries.

Mike Gilmore



www.fibreoptic.org.uk

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## FIA Secretariat Report - Council Meeting - Thursday 4<sup>th</sup> December 2003

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**Actions:** All actions completed from previous meeting (12<sup>th</sup> September)

**Outstanding actions:**

New passwords letter – awaited from MG – depends on new web site host

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**Membership:** At the previous meeting I reported the m/ship number of 214

Changes since then:

03/10/03	1 new Corp A	Huber + Suhner (UK) Ltd.
03/10/03	1 resigned Corp A	OTSS (non-payment of sub)
06/10/03	1 resigned Overseas Associate	Laurin Publishing USA (non-payment of sub)
06/10/03	1 new Corp A	Communications Technologies
08/10/03	1 new Corp A	EDS Sytems (North Wales) Ltd.
23/10/03	1 new Corp A	CCL Fibre Services
23/10 03	1 new Overseas Corp	Major Fibre Sdn. Bhd
23/10/03	1 new Corp C	Avaya UK
23/10/03 longer req.)	1 resigned Corp A	Motherwell College (change of contact no
23/10/03	1 resigned Corp A	Telindus (no longer required)
27/10/03	1 new Corp A	BP Cabling & Comms Ltd.
27/10/03	1 new Corp A	Total Communications Training Ltd.
04/11/03 req)	1 resigned Corp A	Lightdata Fibre Optic Comms Ltd. (no longer
18/11/03	1 new Personal	S. McGoldrick
18/11/03	1 resigned Corp A	RJ Cables Ltd. (please cancel)

**Current m/ship = 217**

**1 new member pending – Fibre Solutions Ltd. – pro-forma sent in Sept – Corp A**

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**Newsletter:** Issue 73 was sent out on 4<sup>th</sup> November

***We need to agree when the next issue should appear.***

***Can include: AGM details – i.e. new Council members, subs increase, Seminar prog. for 2004?***

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**Web site ads:** - Further promo letter was sent on 14<sup>th</sup> October.

3 companies have taken pages:

Auriga (Europe) Ltd. - FIA Membership Search engine - £150

QA Developments – FIA Skills Match - £75

OTT – Approved Training Provider Scheme - £150

13 pages remain unsold

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**FIA Approved Training Provider:** An application has been received from Total Communications Training Ltd. Harlow. The application has been acknowledged and JC will visit their premises on 5/12/03 to make sure they meet the criteria.

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28/11/03

## **FIA 2004 promotional activity proposal**

### **2003 review**

Following the resignation of Andrew Watson at last year's AGM and the appointment of Steve Strange as Commercial Director, the promotional momentum has been lost because Steve was unable to devote sufficient time to the FIA. The only PR has been two releases on the OTDR TSD and the OTDR equipment spread sheet; a release on the Polarity Maintenance TSD has been drafted and approved; it will be distributed during the week of 24 November. An article about the FIA was placed with *Construction National* in the summer and we supplied a response to a *Network Cabling News* Forum question, organised a meeting with Rob Shepherd and Steve Strange and promoted the Sponsorship Scheme. I also promoted the FIA position in my various independent meetings with relevant editors.

Now that Andrew Watson is back on board, I have every confidence that we can regain the lost momentum on the general promotion of the FIA; we also have the Qualification Scheme to promote in 2004.

### **2004 Objectives**

#### **Qualification Scheme**

- ◆ If required, help develop the Qualification Scheme.
- ◆ Promote the Qualification Scheme: see separate discussion paper prepared for 4 December meeting.

#### **Other priorities**

- ◆ To promote new Technical Support Guides as they are produced.
- ◆ To publicise new fibre standards as they are published. In particular, to raise awareness of the increasing emphasis on safety issues and the consolidation of installation standards.
- ◆ To promote the results of the initial sponsorship scheme investment.
- ◆ If a 2004 seminar programme is going to be organised, promote the events and invite key editors.
- ◆ To arrange face-to-face meetings between the FIA and key editors.
- ◆ To investigate the possibilities of regular contributions to key magazines. We have an open offer from *Professional Electrician* to extend the regular series we supplied in 2002.
- ◆ To publicise changes in Health and Safety legislation relating to fibre.
- ◆ To place and write feature articles on suitable topics such as effective testing, with key magazines.
- ◆ To interact more effectively with the membership.

## **Activities**

Until we have discussed the Qualification Scheme on 4 December and Council have agreed the extent of my involvement, it is difficult to be specific at this stage on the amount of input required from me. It is obviously a major project for the FIA and I would hope to be able to make a significant contribution to its development and launch.

On the more general activities, my suggestions are detailed below.

## **Technical Support Guides**

Promote them via the usual routes as they are finalised. They seem to hit a chord with some of the editors and we have received coverage in several books across the spectrum of magazines.

## **New fibre Standards**

As standards are finalised, we can determine the most appropriate magazines and place explanatory articles with them.

## **Sponsorship Scheme**

Once the first project is accepted and the product or service is finalized, we should prepare a general press release and also place articles with key books. If the second scheme is to follow on, then obviously it needs to be publicized to the membership and wider fibre community.

## **Seminars**

If there is to be a programme during 2004, it should be promoted. It might be possible to obtain sponsorship in the shape of editorial promotion from a key book or

## **Editorial meetings**

We have identified the key editors, putting faces to names is a worthwhile exercise from both points of view. A meeting once every three or four months would be about the right frequency.

## **Regular columns**

The series we ran with *Professional Electrician* was very successful in terms of responses, less so in terms of new members signed up. However, the series certainly raised the profile of the FIA, and, as such, was worthwhile in its own right.

The problems from my point of view were quite considerable. The main difficulties were the lack of respect for deadlines from most of the authors and the extremely variable quality of the initial submission to me (with the notable exception of AW and MG). Suitable photographs were also an ongoing issue.

I think it would be good to do more of these columns next year, but we would have to discuss how to address the quality and timeliness issues. My preference is to take a telephone brief and write the article from the interview.

## **Health and Safety legislation**

Any changes in recommendations or mandatory requirements are of great importance to anyone involved in the industry; once we know the implications and timing, we can prepare suitable material and decide on the distribution methods.

## **Feature articles**

Articles on important topics such as testing are an excellent way of associating the FIA name with important information. We should prepare a list of suitable topics for consideration and set ourselves a schedule of articles.

## **Target magazines**

The target sectors have not significantly changed from 2003; however, as I have noted in my monthly reports, the media scene has changed quite dramatically. While we obviously send out routine press releases to a wide circulation of relevant magazines, the most important books in the various relevant sectors are listed below. We should target these editors for one-to-one meetings and write articles for them with information focussed on the needs of their readership: obviously, the readers of, say, *Professional Electrician* are not going to be able to understand a highly technical article on the implications of 10Gb Ethernet.

Sample topics we could consider for detailed articles include:

Clearing up the confusion surrounding OM1 and 2 etc.

The FIA training scheme – a structured approach

10Gb Ethernet – the implications

Safety practices – model on-site practices

Testing – a key requirement

Good installation practices

## **Electrical and specialist cabling infrastructure books**

Robert Riggs is no longer editor of *Cabling World*. The new editor is to be Boris Sedacca, currently editor of *Electrical Products*.

Andrew Brister, *Electrical & Mechanical Contractor* (the journal of the ECA). Alison Luke, the deputy editor, is interested in promoting the UFO guide.

Matthew Peach remains as editor of *Lightwave Europe*, which is just about hanging on, he is also to be editor of *Electrical Products*, replacing Boris Sedacca.

Rob Shepherd, *Network Cabling News*.

Richard Pagett, *Professional Electrician*.

## **Electronics**

Jo Bennett, *Electronics*

Richard Wilson, *Electronics Weekly* – assuming it survives its new commercial policy

Graham Pitcher, *New Electronics*

## **Networking/Computing**

The networking press is supremely disinterested in physical layer issues. However, there must be some topics that we can use to break through their defences – maybe Dark Fibre Testing could open the door?

## **Training**

For the Qualification Scheme we will want to cast our net far wider than Donald Campbell, *Quest* who has been our primary contact in the past. As discussed in my separate proposal, I would envisage involvement from the national press as well as the technical media.

## **Other topics**

### **Membership involvement**

As the members supply your funding, it would be a positive move to make them feel more involved in the development of FIA initiatives. We could canvass their input to reach a consensus view on their most pressing concerns, seek their views on the topics of the moment and generally involve them to a greater extent than hitherto in the development of the FIA's position on any given matter. In the separate Training Scheme document I have suggested doing this; I think the approach could usefully be extended to other areas. More regular communication with the membership *en masse* will also reinforce the high value for money they receive for their subscription and will be another benefit that can be promoted to potential members. It would be an idea to email press releases separately to the newsletter distribution list so that the members are informed at much the same time as the media; the press releases will also act as a further reinforcement of the value of the FIA and its work to them.

### **Newsletter**

The newsletter itself would possibly have more impact if it could be made less text based, but again, we come back to the perennial problem of the availability of suitable photos and illustrations – and effort to lay it out, although I could help with that side of things if required. Even as a text-based document, the layout could be jazzed up quite a lot.

Is there any mileage in trying to distribute the newsletter to the ECA email members' list – assuming they have such a thing.

### **External web sites**

PR is sent to an increasing number of web based portals and information sites. We should have a campaign of link exchanges – this would also help with the Google ranking issue. Does the FIA ISP supply web stats so that one can see how visitors arrive at the site? It is a very useful tool.

### **Parkfield Communications**

My time is charged at £500 per day, which covers my time, expenses and communication costs and the admin costs of maintaining the PR database, providing monthly reports and attending routine meetings with you. External costs such as airfares, photography, UK mileage at 50 pence per mile, and postage and editorial separations are charged extra.

Given the uncertainty over the amount of effort required, I have not tried to set out any expenditure budget. However, to enable Council to reach a decision, budget costs are outlined below.

£700 for each editorial meeting to cover lunch and travelling.

£750 for each article to cover placing the article, taking the brief, drafting the copy and following up with the magazine.

£350 per press release to cover taking the brief, drafting the copy and distribution costs.

Other activities would be quoted as required.

## **Conclusions**

Unfortunately, we have not achieved as much as we should have done during 2003, although I have tried to keep the FIA name in front of the most important editors. We can always do more, but to a great extent that is in your control, I need the raw input in order to be able to action the promotional side of things. I am confident that we can recover the momentum now that Andrew Watson is back on the team. If I can be of help in areas other than straightforward PR, I am happy to discuss how I could make a further contribution.

Nigel May  
Parkfield Communications Limited  
20 November 2003