

# Welcome

BSAC

71<sup>st</sup> Annual General  
Meeting 2025



# Introductions

## Speakers and moderators

## How the meeting will work:

- Microphones and video will be muted centrally
- Asking questions
  - Please use Q & A to ask a question
  - Will pause for questions at the end of each presentation
- Voting on resolutions using Teams poll is now open. The link has been shared on chat window - voting closes at 19:40
- Ad-hoc polls via forms

# Teams controls

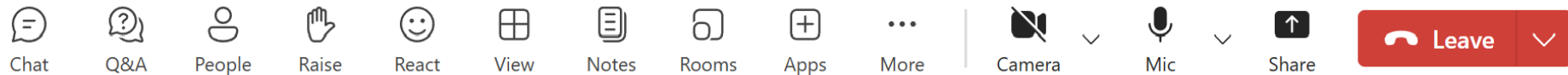
## Using Teams

- Microphone and video muted centrally
- Teams Q & A
- Chat

Chat



Mute  
Mic



Q&A



Mute  
Video



# Q&A controls



↑  
Q&A

### Q&A

Collapse

Post as: Yasmine Thorn

Start a discussion

Start a discussion

Ask a question

Post

YT Yasmine Thorn Just now

Vote

re is your favourite place to dive?

Like Comment

# Agenda

Time	Topic	Presenter
19:00	Welcome & agenda. <b>Voting opens</b>	Edward Haynes (Chair)
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# Honorary Secretary Andrew Shenstone

Annual General Meeting

Meeting 2025



# AGM 2024 minutes

- Everyone should have received a link to the minutes of the 2024 AGM in the invitation
- This is an opportunity for anyone who attended the 2024 AGM to raise any points or corrections – if you wish to please use the chat facility

# Ordinary Resolution to appoint auditors

1. To authorise the BSAC Council to appoint and set the remuneration of the auditors to hold office from the conclusion of the Annual General Meeting until the conclusion of the next general meeting of the Company at which the Company's annual accounts and reports are laid before the meeting



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# Chair Report Edward Haynes

Annual General Meeting

Meeting 2025



# Firstly...



# Club Activities 1

## The 2025-29 Strategy

- The environment is a major pillar
- Modular courses

## The Dive Conference

- First in 5 years
- Introduction to the 2 Sophies

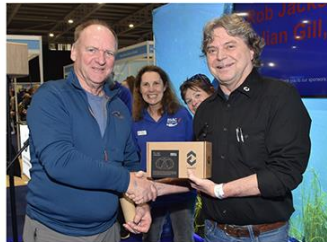
## The Dive Show

- BSAC Awards





# BSAC award winners honoured at Go Diving Show



## Club Activities 2

### BSAC International

- BSAC Korea licence agreement
- BSAC Egypt - Liveboards

### Chair Updates

- Autumn & Spring

### Environment

- Clean Water Sports Alliance
- Motion for the Ocean





## Club Activities 3

### Menai Boat Run

- 17 clubs
- 24 boats

### Mental health

- Clubs can help

### Partner offers

- Equipment
- Insurance



## CWSA

# THE CLEAN WATER SPORTS ALLIANCE IN ACTION



## A YEAR OF IMPACT

A sustained focus on stakeholder engagement, including meetings with government ministers Emma Hardy (Defra) and Steph Peacock (DCMS), alongside continued lobbying of The Water Commission, Water UK, and major water companies to elevate clean water as a priority.

APRIL '24 Launched 30th April 2024

SEPTEMBER '24 4 new members announced at Southampton Boat Show. Surfing England, British Kitesport, British Sub-Aqua Club (BSAC) and the British Dragon Boat Racing Association (BDA)

OCTOBER '24 Shortlisted for the BBC Green Sport Award

Ongoing commitment to Active Partnerships Environmental Sustainability Event

NOVEMBER '24 Launch of CWSA Cymru

NOVEMBER '24 Presence at The River Action March for Clean Water

DECEMBER '24 Sport for Change Award Winner (Sports Journalism Awards)

MARCH '25 Secured Government commitment to bathing water reform including the reopening of bathing water applications – key ask of the Clean Water Sports Alliance!

APRIL '25 Members presented to the Water Commission as it looks into substantial changes to the way the water industry is managed

APRIL '25 Launch of CWSA NI

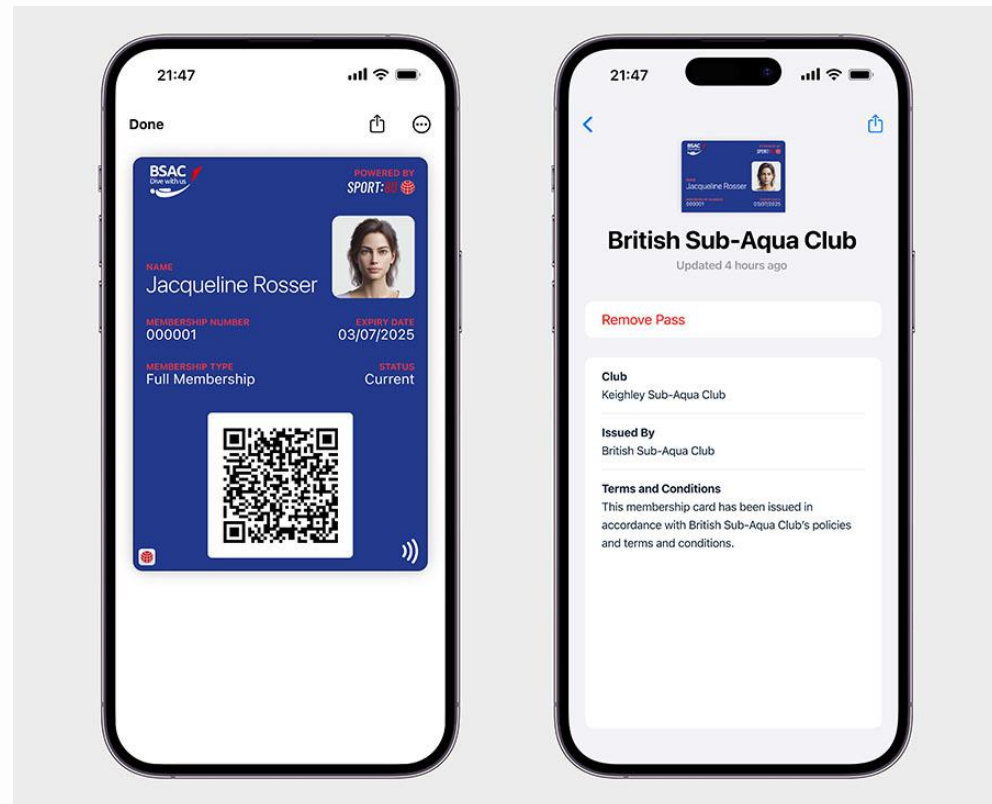




# MyBSAC - Sport:80

## Members

- Self service portal
  - Qualifications
  - Lessons
  - Profile information
- ePasses for your digital wallet
  - Membership Card
  - Qualification Card
- Improved medical section
- Recurring payments via Direct Debit or Credit/Debit Card (overseas bank accounts a new feature)



# MyBSAC - Sport:80

## Club Officer functions

- Register a new member
- Add a member to your club levy scheme
- Renewal and statement information – Smart Lists
- Manage committee positions
- Managing members

The screenshot shows the 'BSAC HQ' profile page. On the left is a dark sidebar with navigation links: Account, Members, Courses, BSAC Shop, BSAC Plus, Charts, Purchase History, Admin, Queued Reports, Validation, Events Admin, and Finance Admin. The main content area is titled 'BSAC HQ' and includes a profile card with a club logo and an 'Edit Profile' button. Below this is an 'Information' section with 'PRIMARY CONTACT' details for John Hancock (email: testing@bsac.com, phone: +447123456789) and a 'Diving Officer' role. A 'GENERAL INFORMATION' section shows the club's address: Noddfa, Ysceifog, HOLYWELL, Flintshire, United Kingdom, CH8 8NJ. On the right, a 'Roles' section lists active roles for Chris Horan (Club Chairman), Ffith Ellingham (Treasurer), John Hancock (Diving Officer), Mike Jones (Training Officer), Patrick Holliday (Secretary), Sandra Crowley (Member Secretary), and Wendy Meadows (Club Chairman).

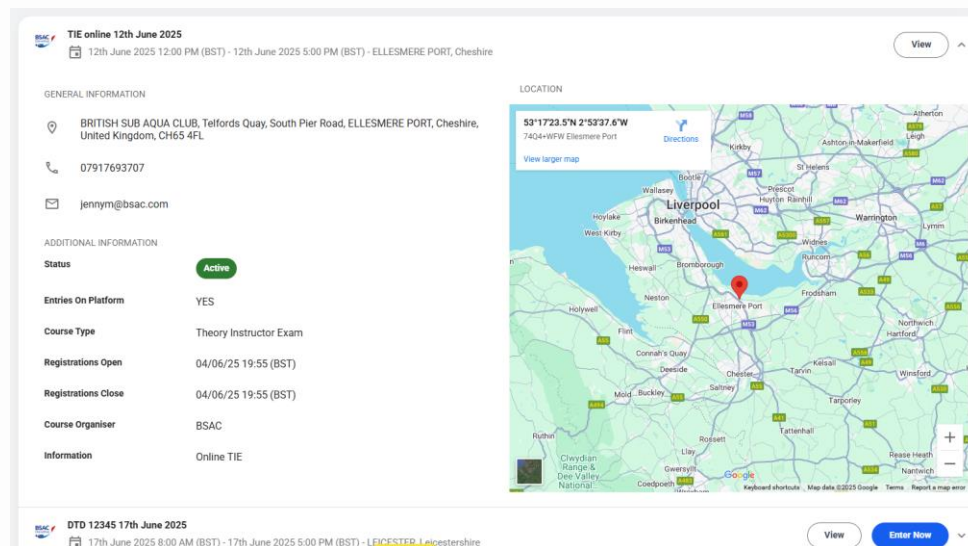
The screenshot shows the 'Current Diver Grades' Smart List. A message at the top states: 'Welcome to the new Smart List functionality, you can toggle back to the old list functionality to access previous saved reports using the "Legacy List" toggle above. Click here for more information on the new Smart Lists functionality and transitioning your reports.' Below this is a search bar and a table of diver data. The table has columns for First Name, Last Name, Individual Membership Status, Individual Membership Month No., Diver Training Joined Date, Diver Training Grade, and Actions. The data shows 12 records of divers with their current status and training details.

First Name	Last Name	Individual Membership Status	Individual Membership Month No.	Diver Training Joined Date	Diver Training Grade	Actions
Neil	Abbott	-	-	-	-	
Test	Charlie	Current	A845712	2017-12-05	Dive Leader	
Sandra	Crowley	Current	A842723	2017-04-20	Dive Leader	
Test	Delta	Current	A845729	2009-12-20	Ocean Diver	
Gabriel	Gogan	Current	A863248	2022-01-13	Advanced Diver	
Sarah	Hodgson	Current	A832122	2015-03-01	Ocean Diver	
Christian	Horan	Current	A811508	2014-01-01	Advanced Diver	
Mike	Jones	Current	1007	-	-	
Wendy	Meadows	Current	A792350	2002-01-04	First Class Diver	
Jenny	Mooney	Current	A858430	2020-12-10	Advanced Diver	

# MyBSAC - Sport:80

## Events

- Book events online
- Real time booking
- Improved course registration
- Access to events for course organisers
- Coming soon, option for clubs and centres to add their own events (subject to having their own Stripe account)



# MyBSAC - Sport:80

## Support and workshops

- MyBSAC Guide on bsac.com
- Workshops for clubs, members and volunteers
- Zendesk support ticket system
- 'How to' support videos available online

### Contact Support

Category \*

Subject \*

Message \*

\* indicates required field

Submit

### MyBSAC guide

You are here: [MyBSAC](#) / [MyBSAC guide](#)

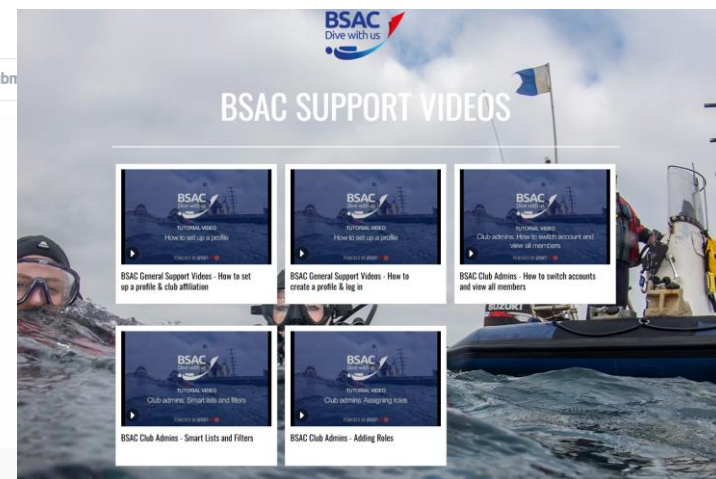
Share this page



**The MyBSAC self-service platform is being updated during 2025 with new features and functions to make the digital membership journey easier.**

Powered by Sport:80, MyBSAC is an integrated platform designed to help sports organisations streamline their operations, from membership management to event planning. This guide highlights some of the latest and most important features introduced in the AMS (Association Management System) MyBSAC platform.

Take a look at the topics below for an early preview of some of the functionality that is coming for the MyBSAC self service platform. This will be updated as new functions are confirmed. If you need more information, please contact [amsco-ord@bsac.com](mailto:amsco-ord@bsac.com) or call +44 (0)151 350 6201.



# Council

## Council meetings

- During 2024 there were 6 meetings; a combination of F2F, online, ordinary and extraordinary

## Co-options

- None

## Independent NED

- Alistair Dickson
- Caroline Royle



# Headquarters

## HQ Building

- Withdrawn off the market
- 1<sup>st</sup> floor prepared to let
- Council meetings in refurbished Board room





# Thank you



**Edward Haynes**  
Chair



**John Gibbons**  
Council



**Lisa Shafe**  
Council

# Thank you

To all volunteers, National Diving Committee (NDC), Coaches and HQ team – we wouldn't be here without you





# Questions?



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# Strategy Update Vice-Chair Yasmine Thorn

Annual General Meeting

Meeting 2025



# 2025-2029 Ambitions

**Stabilise > Grow > Evolve**

## 2025 Focus - Stabilise

1. Grow our capacity to train
2. Increase member value and engagement
3. Improve accessibility to snorkelling
4. Attracting new divers and snorkellers
5. Protect our waters



# 2025 >> Stabilise

## 2025 Key projects

- **Grow our capacity to train -**
  - More Regional BSAC Diving and Snorkelling Events
  - One day ITS events with pre-learning
- **Increase member value and engagement**
  - New MyBSAC - Bringing our technology up to date
  - Freeing up time and space for more work to be done on projects that bring value to members.
- **Improve accessibility to snorkeling**
  - Snorkel guide review & course review commenced.
  - Club support & Snorkel enquiries.
- **Protect our waters**
  - Clean Water Sport Alliance
  - Working with other partners to lobby for better protections





# 2025 >> Stabilise

## 2025 Key projects – Safety.

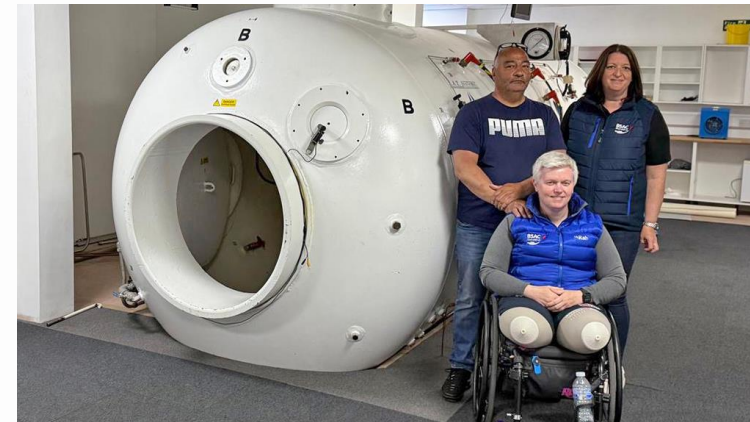
- Sports Safety Group - NGBs
- Open Water Safety
- Incident Data – Project Data Team established
- Lobbying and support for Hyperbaric Oxygen Centres following only 3 of 6 contracts being awarded

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## Membership is the Priority

- Retention (and therefore value for the member) and attracting new members remains our priority
- ½ way through year 1 of the strategy we are still laying the foundations to enable the growth we want to see in the coming years.

**Stabilise > Grow > Evolve**



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# Annual Report 2024 Honorary Treasurer Richard Pettifer

Annual General Meeting

Meeting 2025





# Operating Performance

£'000	2024	2023
Income	1,923.2	1,811.4
Expenses	<u>1,917.6</u>	<u>1,911.7</u>
Operating Profit /(deficit)	5.6	100.3
Tax	5.0	3.8
Exceptional stock write-off	<u>39.1</u>	<u>-</u>
Deficit for the year	38.5	104.1
Property Revaluation	<u>-</u>	<u>37.4</u>
Net Deficit Transferred to Reserves	<u>38.5</u>	<u>66.7</u>

# Main Variances

## Income has increased

- Subscription income essentially flat
- Egypt Income and Interest may not recur

## Costs are overall about the same

- Savings in Scuba and NDC
- overruns in some other areas
- Staff costs are the largest expense item

Income	2024 £000	2023 £000	Diff. £000
Subscriptions	1,270	1,242	27
International	86	57	30
Bank Interest	20	10	11
ITS surplus	29	-41	70
SDCs surplus	82	61	21

Expenses	2024 £000	2023 £000	Diff. £000
Scuba Magazine	-199	-215	16
Staff costs	-804	-772	-32
Recruitment/Freshers	-12	-2	-9
Conferences & Events, net of income	-19	-8	-11
NDC costs	-5	-12	7

# Balance Sheet

£'000	2024	2023
<b>Fixed Assets</b>	523.3	420.9
<b>Current Assets:</b>		
Stock	94.8	178.7
Debtors and Prepayments	180.4	90.1
Cash	333.9	447.0
<b>Total Current Assets</b>	609.1	715.8
<b>Creditors falling due within 1 year:</b>		
Trade and Other Creditors	241.7	214.0
Deferred Member Subs	618.8	612.4
<b>Net Current Liabilities</b>	251.4	110.6
<b>Total Assets less Liabilities</b>	271.9	310.3
<b>Reserves</b>	271.9	310.3

# Cash Balances

**Cash has decreased by £113k.  
We have:**

- Generated £11.1 k from operations
- Increased cash by taking £106.5k from the balance sheet
- Reduced cash by prepaying insurance and by increasing investments in fixed assets

	£	£
<b>Cash at 31 December 2023</b>		446,963
<b>Total Deficit</b>	-38,490	
Add back Depreciation	10,526	
Stock Write-off	39,101	
		<u>11,137</u>
<b>Resources from Balance sheet</b>		
Reduction in stock	44,814	
Reduction in debtors	27,497	
Increase in creditors	34,136	
		<u>106,447</u>
<b>Resources to Balance Sheet</b>		
Prepayment of Insurance	-117,733	
Capital Expenditure Sport 80 and F&F	-112,914	
		<u>-230,647</u>
<b>Cash at 31 December 2024</b>		333,900

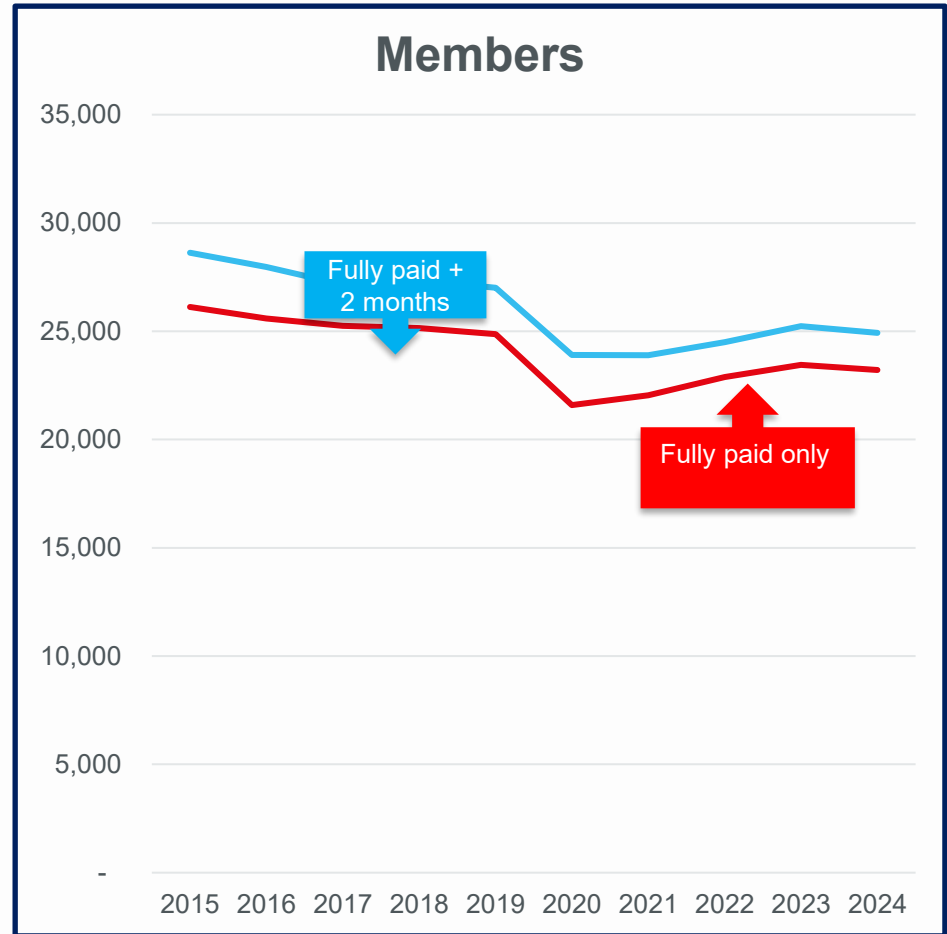
# Trends: Membership

## Membership continues to decline

- Fully paid members down by 1% in 2024 to 23,214
- Fully paid members down by 11% over 10 yrs

## Revenue per member is broadly flat

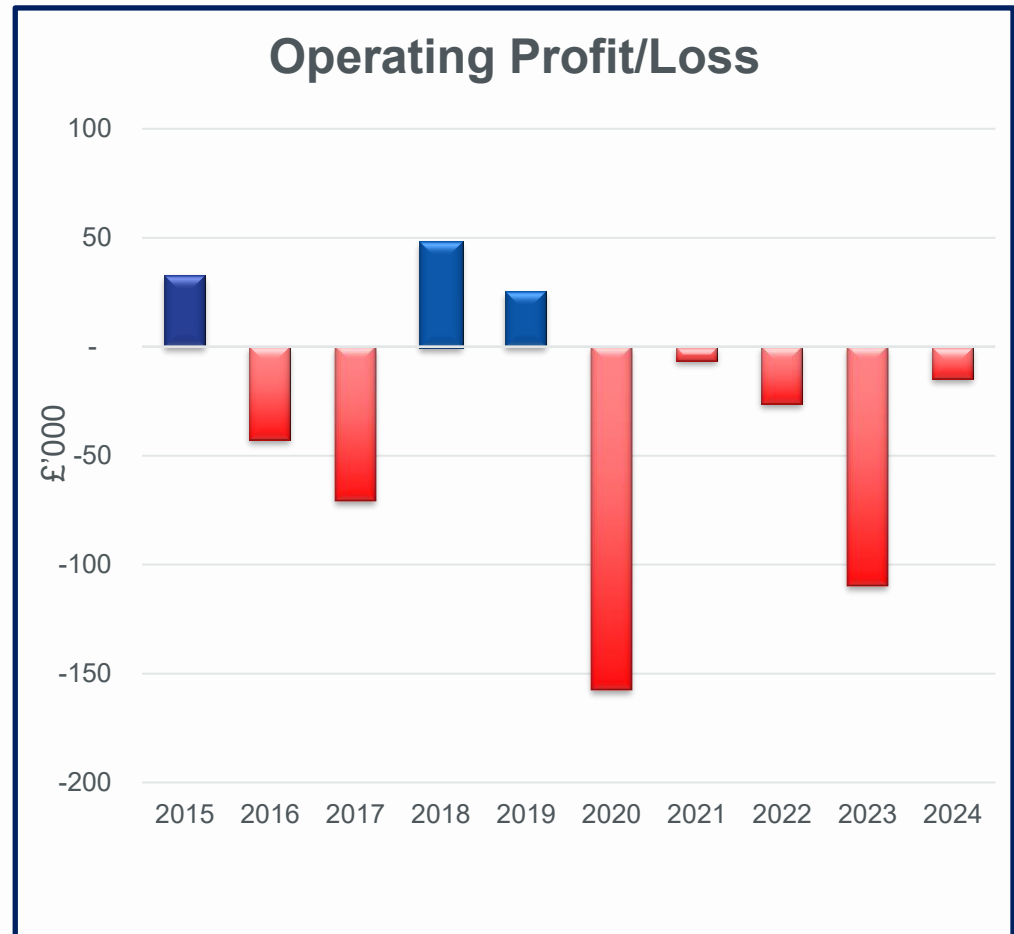
- Total revenue per member is £82. This up from £73 in 2014, slightly behind inflation



# Trends: Operating Profit/Loss

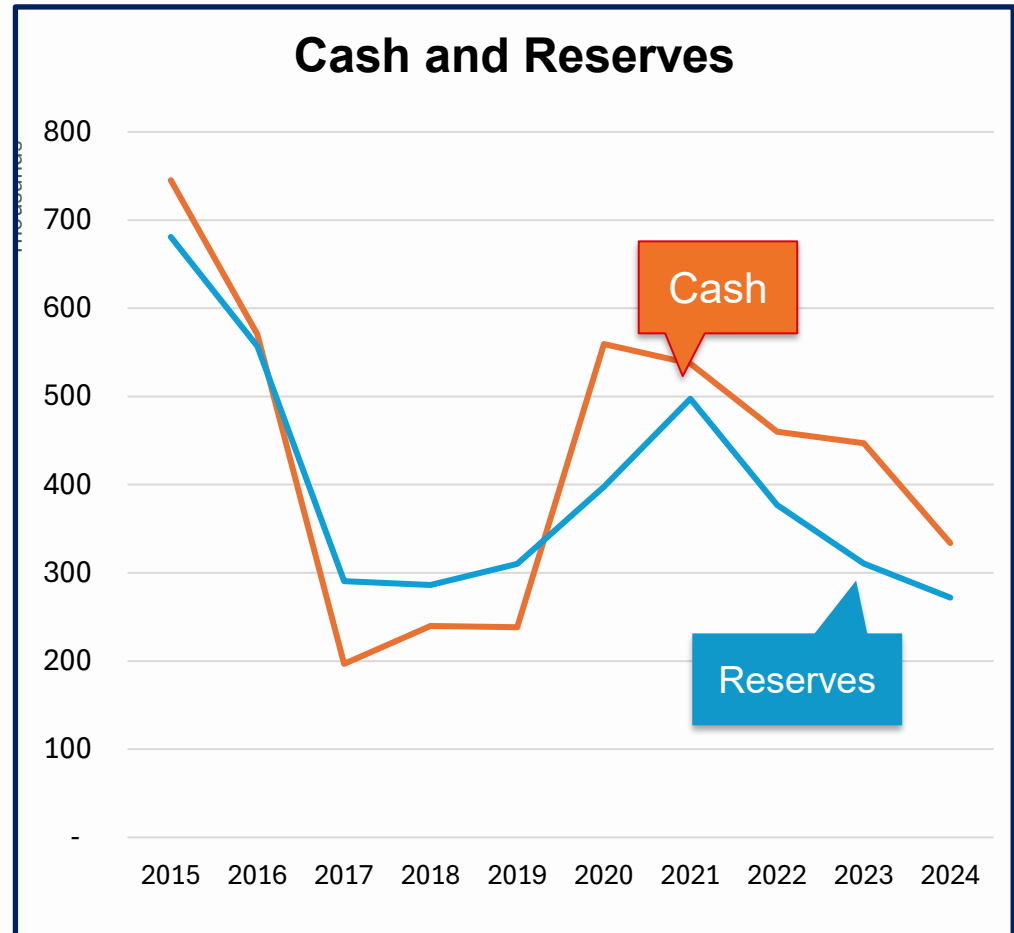
## Track record is not good

- Operating losses have been made in 7 of the last 10 years
- Cumulative losses over that period amount to £322k
- Losses in 2020 can be largely be attributed to covid
- Excludes grant income



# Trends: Cash and Reserves

- Cash levels and reserves have been dropping
- Reserves are now at the lowest for over 10 years



# Key Messages

2024 was a significant improvement on recent prior years, however:

- Membership continues to decline
- 2024 income from Egypt and Interest will decline in 2025
- Cash and reserves are close to 10 yr lows

## **We must deliver on the major initiatives already underway:**

- Stopping the erosion of membership numbers through the 5yr strategy
- Obtaining the efficiency benefits from AMS
- Achieving a better financial return from our assets.

## **We must continue with improvements at all levels:**

- Growing revenue where there are opportunities without unduly increasing risk
- Maintaining tight discipline over costs and cash flow
- Exploring changes to the business model



# Questions?



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# National Diving Officer (NDO) Report Sophie Rennie

Annual General Meeting

Meeting 2025



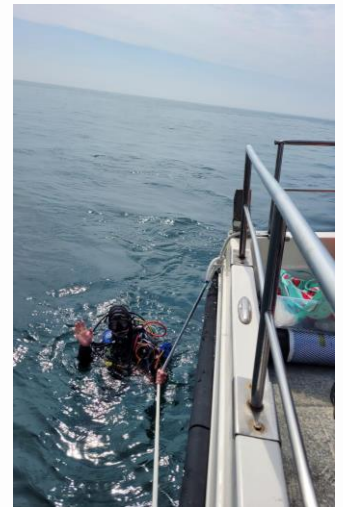
# National Diving Committee

## Steering Group

- Technical Chief Examiner
- Military Advisor
- First Class Diver Chief Examiner
- National Instructor Chief Examiner (NDO)
- Open Water Instructor Chief Examiner
- Head of Diving & Training
- Advanced Instructor Chief Examiner
- DFA Advisor
- Expeditions Officer

# New Ideas

- The Two Sophie's Column in Magazine
- The Two Sophie's dial in
- More regular communications with members
- Regular webinars



# Diving Activities

## Expeditions

- Dunoon Divers won the award for:
- Belnahua Expedition 2024
- Overseas FCD event

## Underwater Heritage

- Protecting Wrecks
- Maritime Licencing / Participation

## Environment

- Loads of interest from litter picks to seawilding
- Clean Water Sports Alliance





# Diving Projects

## Latest training projects

- Advanced Diver - review of course and exam papers in progress



# Instructor Training Insights

## Critical to the delivery and success of our DTP - 2024

- OWIs – 192 new Instructors
- AIs – 18
- NIs - 3

## Overseas Events

- Australia, Mauritius, Cyprus, Lanzarote, Malta and Egypt

## ITS Review

- 1-day IFC
- 1-day ITDC
- Online lessons – OWIC
- Clear 'Coach' criteria
- Modular NIE

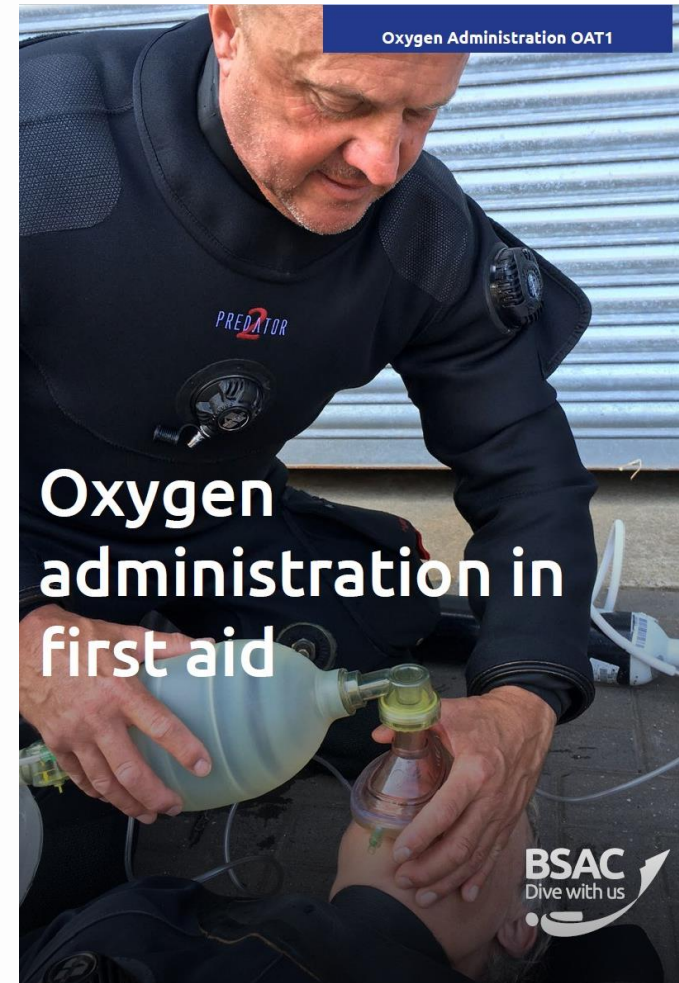




# Safety Group

## Upholding Safety Standards

- Annual AED Instructor recertification (Jan)
- Incident report 2024 published
  - webinars for industry and other organisations
  - Incident Data review group in place
- Safety Awards
- BSAC lobbying Government - potential loss of Chambers



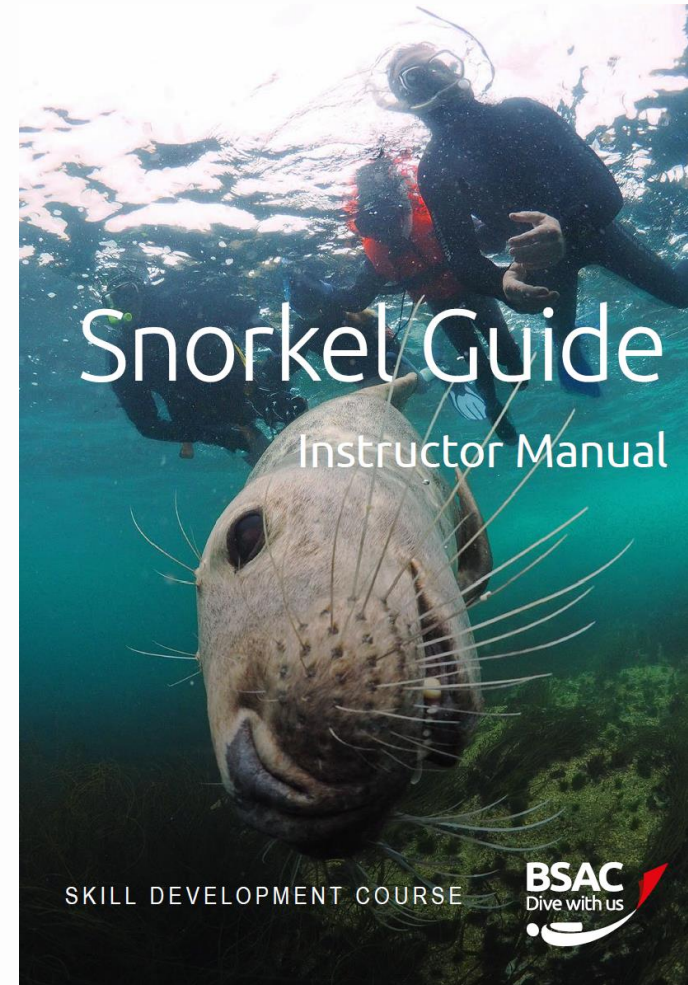
# Snorkel Group

## Snorkelling

- Use of snorkel training materials to facilitate seagrass and other environmental surveys and Wildlife Trust 'safaris'

## Snorkel Guide

- Adding further weight to Snorkel Guide product
- Holistic product to encompass recreation, expeditionary and research based snorkelling



# Coaching & Centres

## Ongoing Regional Support

- Across fourteen coaching regions

## Centres

- UK
- Overseas
- Licencees
  - Japan, Korea, Egypt
  - Further opportunities presenting themselves



# A Massive Thank You!

## HQ staff, NDC and project members

- Gavin Anthony
- Alison Mayor
- Claire Peddie
- Mick Stewart
- Ginge Crook
- David George
- Andy Hunt
- Dave Lucas
- Mike Baker
- Sam Clarke
- Alex Warzynski
- Jim Watson
- Jenny Mooney
- Sophie Heptonstall
- Julia Branagan
- Adrian Collier



# Questions?





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# Honorary Secretary Andrew Shenstone Declare results of voting

Annual General Meeting

Meeting 2025



# Announce results of voting Ordinary resolutions

## Appointment of auditors:

Auditors, Johnstone Howell & Co were appointed to conduct the 2024 audit.

To authorise the BSAC Council to appoint and set the remuneration of the auditors to hold office from the conclusion of the Annual General Meeting until the conclusion of the next general meeting of the Company at which the Company's annual accounts and reports are laid before the meeting

RESULT	No. votes	% of valid vote
For	467	98.1%
Against	21	1.9%
As they see fit (for)	638	



# AGM 2025 Council Election Results

## Voting process

- Election administered by Civica as usual
- Nominees sent in their nomination which they checked before going live on Civica
- Any BSAC members entitled to vote were sent codes to vote, on Civica's website
- Members were reminded by email to vote
- Publicity for the election was via normal channels (SCUBA magazine, BSAC Talk, Socials, blog, etc.)

# AGM 2025 Council Election Results

## Nominations

### BSAC Chair

Two nominations

### Council Members

Four nominations for one available Council seat

# AGM 2025 Council Election Results

## Voting: Chair

Andrew Shenstone – 850 votes **ELECTED**  
Edward Haynes – 453 votes

<b>Number of eligible voters:</b>	20,116
<b>Total number of votes cast:</b>	1,406
Turnout:	7.0%
Number of blank votes	103
<b>Total number of valid votes counted:</b>	1,303

# AGM 2025 Council Election Results

## Voting: Council Members

Michelle Haywood – 709 votes **ELECTED**  
Alexander Denny – 373 votes  
Nigel Maris – 155 votes  
Damien Love – 77 votes

<b>Number of eligible voters:</b>	20,116
<b>Total number of votes cast:</b>	1,406
Turnout:	7.0%
Number of blank votes	92
<b>Total number of valid votes counted:</b>	1,314

# Questions?



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# Any other business?

Opportunity for post-meeting Q&A

Email [maryt@bsac.com](mailto:maryt@bsac.com)

# Keep in touch

info@bsac.com | bsac.com | @BSACdivers | 0151 350 6201

