

Synopsis of BSAC Council Meeting
The Jessop Suite, The Holiday Inn, Ellesmere Port
30th July 2016

In attendance:

Council Members – Directors

Alex (Woz) Warzynski Chairman
David Brander (Davs) Vice-Chairman
Louise Whitehouse Honorary Treasurer
Edward Haynes Honorary Secretary
Sophie Heptonstall National Diving Officer
Andrew Shipley
Dave Lock
Ian Furness
Janos Suto
Michelle Kim
Rachel Sharp

Vice Presidents

Brian Cumming
Phil Harrison
Clare Peddie

HQ representatives

Mary Tetley Chief Executive Officer
Wendy Meadows Chief Operating Officer
Debbie Powell Marketing Manager (Item 4)
Chris Davies Project Manager (Item 4)

Apologies:

Directors:

Ben Panter
Geoff Hide

Vice Presidents:

Tony Marshall
Harry Gould

09:01 Meeting opened.

1. Chairman's opening address:
 - 1.1. Alex mentioned that one or two agenda items might be rescheduled dependant on time.
2. Ratification of e-votes:
 - 2.1. **The May Council Minutes were ratified.**
 - 2.2. **The May Public Synopsis were ratified.**
3. Co-option of Council positions:
 - 3.1. **Clare Peddie was appointed Vice President – unanimous.**
 - 3.1.1. On becoming a Vice President Clare volunteered her resignation and vacated her Council member position.

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- 3.2. **Andrew Shipley, who brings legal expertise, was unanimously co-opted onto Council (under Article 15.3.a).**
- 3.3. The Chairman proposed that Jane Maddocks should be asked to become a Vice President. The members of Council discussed and all agreed that she should be invited.
- 3.3.1. **Motion proposed by Rachel Sharp and seconded by Edward Haynes: Motion carried unanimously.**
- 3.3.2. Woz and Mary to extend invitation.

- 4. Strategy Update:
 - 4.1. Debbie Powell and Chris Davies gave a detailed presentation of where the strategy had got to since May. They requested that questions should be raised during the presentation.
 - 4.2. There was a question from Edward Haynes regarding the snorkelling aspect of the business and if this was to be highlighted within the new strategy.
 - 4.2.1. Debbie explained that the focus would be on the areas that would most benefit the business and that it was felt that divers were the core business.
 - 4.3. There was a question from Ian Furness regarding Technical Training and how many members come to BSAC because they wish to be technically trained.
 - 4.3.1. Debbie explained that she had investigated the business at Technical Centres and would send a website link to the members for their information.
 - 4.3.2. Woz also raised points about the TDI video he sent around, summarised by the fact you need grass roots divers before you can train technical divers, and TDI don't train as many tech divers as you might think.
 - 4.4. There was a question from Phil Harrison about the overall market for diving.
 - 4.4.1. Debbie explained that overall stats are not available and PADI only release global figures which are showing a downward trend. The PADI figures show a levelling off rather than a downward trend. She also explained that BSAC are the most open organisation with regard to stats being available.
 - 4.4.2. Mary also commented that at a recent trade meeting it had been discussed that the overall business is flat at the present time.
 - 4.4.3. Debbie went on to explain that it is necessary to know where to direct your marketing and felt that digital is the best way forward.
 - 4.5. It was explained by Woz that the new business case format will be continually monitored by a Strategic Filter Group whose members will be Mary, Sophie and Woz.
 - 4.5.1. There will also be an on-going review of rejected projects.
 - 4.5.2. It was also agreed that there needs to be an ongoing review of plans.
 - 4.6. Janos Suto asked what the role of Council was in the new strategy.
 - 4.6.1. It was explained that Council will review the decision of the Strategic Filter Group. Mary stated that she, in her weekly CEO report will send the Strategy Filter Group decisions to Council.
 - 4.7. There was a question from Michelle Kim regarding how this new strategy would be disseminated to BSAC members.

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- 4.7.1. **Action: This was discussed and a decision was made to invite key NDC leaders to the afternoon September meeting.**
- 4.7.2. It was also suggested that Council members could visit branches to discuss the new strategy.
- 4.8. Chris Davies demonstrated the new strategy plan risk register, there was a request from Council that all the business risks are held on one register.
- 4.8.1. **Action: Chris Davies agreed to visit this on return from his holiday.**
- 4.9. There was a question from Sophie Heptonstall regarding the timing of the communication especially the launch of a new website as this had been promised previously and had not come to fruition.
- 4.9.1. Debbie informed Council of the sequence of events that lead to the non-launch.
- 4.9.2. Mary explained that all the cultural change that is happening within the HQ is good and that the message must be communicated to members but all communications will be very carefully worded. Open, transparent and promises kept
- 4.10. It was explained that any research results as a result on a project may affect the strategy.
- 4.10.1. Debbie said that during her research she had found that website hits for free-diving had dramatically increased and if she discovers any such information she will share it.
- 4.10.2. **Action: It was agreed that the September Council Meeting will be a Strategy Meeting.**
- 4.11. Janos asked if there were any dashboards or similar which identified the position of any key deliverables.
- 4.11.1. **Action: It was agreed that Chris Davies will produce a high level summary of the projects to Council meetings.**

- 5. CFO Report:
 - 5.1. Insurance:
 - 5.1.1. There is no change. The new policy will be effective within the next two weeks. There had been an article regarding the Insurance Policy in the magazine and Wendy had received only three telephone calls, all relating to compressors.

- 6. Amendments to Articles:
 - 6.1. Andrew explained to Council that amending the articles will be a complicated job. There is no template for articles of such an association as BSAC.
 - 6.2. **Action: It was agreed that a working group made up of Andrew Shipley, Woz, Eugene Farrell and Ben Panter should be invited as he managed the last major change.**

- 7. Working Groups:
 - 7.1. There was discussion as to whether working groups were now necessary as Council members would be involved in strategy projects in areas where they have expertise.
 - 7.1.1. It was decided that short lived, issue based working groups will be formed as and when necessary. These groups will report back to Council.

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- 7.2. Janos asked how the business was managing risks and conflict and expressed a wish to have an oversight of the business risk register.
- 7.2.1. Mary explained that to produce a further report would be time consuming and that she would add any highlighted risks to her weekly update and especially inform Council of any high profile child protection cases.
- 7.3. Andrew asked the Chair what he wanted to see reported to Council in order for them to be fully informed. Mary explained that if any “business as usual” becomes an issue she would immediately discuss it with members of Council.
- 7.3.1. **Action: Council decided that a short term working party would be set up to discuss and decide what needs reporting on and how a measuring tool could be used to present this to Council. The members will be, Janos, Michelle, Woz, Mary and Wendy.**

- 8. CEO Report:
- 8.1. Mary reported that a smaller stand will be taken at the upcoming Dive Show and the main theme will be the new strategy of the business.
- 8.2. Attendance numbers for the conference were going well with 199 members registered and paid. The numbers for the dinner were also on target at 150. She expressed how exciting she felt the programme was for the conference.
- 8.3. New Branding:
- 8.3.1. There was much discussion regarding the role out of the new proposed branding. Mary is keeping abreast of the impact of new branding with other organisations. There was consensus that consultation was the key.
- 8.3.2. **Action: It was decided that this will be re-visited at the September meeting and assurance given that the impact of brand change will be managed correctly.**
- 8.4. Family Liaison Officer:
- 8.4.1. Mary explained to Council that this role has now been filled by an ex-police officer He will be shadowed closely during his induction. His role will be to offer immediate support to families who are identified as in need.

- 9. Chairman’s Report:
- 9.1. The Chair asked Council if they had any thoughts on how Brexit may affect the business.
- 9.1.1. It was felt that the business should be prepared to face any effect on policy matters.

- 10. NDO Report:
- 10.1. ITS Staffing: Course date request has gone out. Sophie Rennie and Sophie Heptonstall to work on staff allocation with HQ this year.
- 10.1.1. Instructor Development: IDC has been revised to be run at more locations. This still has low uptake so needs some work.
- 10.1.2. Snorkelling : SH and MT met with CEO of ASA to discuss DSITCA and re-launch this is in hand, next we need to look at badges with ASA. SITCA: increasingly difficult to get due to number of courses but there is demand. For 2017 it will go back on ITS planning and LW is working on an up to date list of Instructor Trainers. To facilitate a trial will be launched so that

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the Course element can be completed in branch with an Instructor Trainer and then examined on set ITS events (half day on an IFC) to keep standards but improve access. LW also looking at Instructor Trainer refresher/SITDC.

- 10.2. Instructor Manual, all basic life support changes included, ready to go on-line.
 - 10.3. Jim heading up Instructor Crossover review project.
 - 10.4. Twin set revision to include Primary Donate – Mike Rowley is part way through. Full completion due before conference.
 - 10.5. Process of course development. We need to update our processes and look at how this is managed going forward. All materials should be centrally held and accessible during development.
 - 10.6. CCR – materials being reviewed.
 - 10.7. SAA-CCR – SAA requested ability to teach BSAC CCR. A proposal has been forwarded to SAA for their consideration.
 - 10.8. Eurotek – attending this year and attending dinner. Please vote for Gavin Anthony in the awards as he has made a significant contribution to BSAC.
 - 10.9. Diving Group – Ocean Diver Qualification. 5 pilots, review going well and content is in amend process.
 - 10.10. Materials to be online.
 - 10.11. DTP to Council, NDC and Coaches – could be done at next Council meeting or by webinar. SDC Review Project – Needs kick off with research. Pete Bicheno has started this in DTP.
 - 10.12. Regional Training Events:
 - 10.12.1. People travelled from afar. For NW Event 3 people had come from South West said they were happy to travel as they could do the training in one block.
 - 10.12.2. Positive feedback re more regional events.
 - 10.13. HQ Coaches Bulletin – out Fri 29th.
 - 10.14. Student Branch Guide – drafted and awaiting design update.
 - 10.15. Jubilee Trust – D of E Award decided.
 - 10.15.1. BEGS 6K Fund, two applications have been made and awarded. Considering different approach to encourage expedition diving and enable access to all to use funds on a bigger project for example 75th D-Day Landings Anniversary or equipment or support. Remove qualification pre-requisites so assessment is purely project strength based.
 - 10.16. Malta – Approval on the summary of guidelines from MTA has been regularly chased. No confirmation yet.
 - 10.17. Video – skills and breakdown for instructors needed. Needs to be scripted and booked.
 - 10.18. HSE medicals, lot of people failing especially BMI and VO2. BDSG have written to HSE, but they are not changing their stance. Problem is that HSE are not taking age or gender into consideration with the results for VO2.
11. Treasurers Report:
- 11.1. The May accounts are available to all in Dropbox.
 - 11.2. Income:
 - 11.2.1. Subscriptions are as usual.

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- 11.2.2. Retail is down by ...
- 11.2.3. Income:Exhibitions down
- 11.2.4. ITS increased
- 11.2.5. Snorkelling down by ...
- 11.2.6. Sponsorship down by ...
- 11.2.7. Overall Income down by ...
- 11.3. Expenditure:
 - 11.3.1. Monies allocated for Skylab are now being re-directed to support the new strategy projects/changes.

- 12. Honorary Secretary Report:
 - 12.1. The Honorary Secretary reported that the Minutes of the AGM had been circulated for comments/observations.

- 13. Volunteer Management (Dave Lock):
 - 13.1. Dave confirmed that the documentation for the Talk Action Course is heading in the right direction.
 - 13.1.1. Dave Lock is spending time with Debbie to complete a strategic plan, that may include rewarding volunteers with sponsored Dive Computers.
 - 13.1.2. **Action: Dave Lock will give a short presentation at the next meeting to show the outline of the document. This should be followed by a short discussion on what parts to adopt in the various sectors.**

- 14. Whistle blowing Policing (Edward Haynes):
 - 14.1. A discussion was held regarding disseminating the policy to the governing bodies of Scotland, Wales and Northern Ireland. Mary expressed her concerns. Andrew suggested that Council consider what being the National Governing Body means.
 - 14.1.1. **Action: It was agreed that Andrew, Edward and Mary would discuss this further by telephone.**

- 15. AOB:
- 16. The Chairman reiterated that the date for the 2017 AGM will be 21 and 22 May 2017.
- 17. Davs raised the point about recruiting people to Council and how we do it, and should we look at it. Phil Harrison requested that recruiting to Council be on the agenda for the next AGM.
- 18. Davs raised the point about trademarking our logos. He said he would send Mary what he had and work with her to determine what we have and should have. Janos mentioned he had a friend who is a trademark attorney who might be able to help us. Phil Harrison asked if any new logo would be trademarked. Mary will investigate this.
- 19. Janos Suto queried the timescale for budgets.
 - 19.1. **Action: The Honorary Secretary would request budget proposals in the calling notice for the September Meeting.**
 - 19.2. **Action: Mary will discuss with Wendy and the following items will be on the September agenda.**
 - 19.2.1. ITS
 - 19.2.2. Shows

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19.2.3. Direct Debit Scheme

16:35 Meeting closed.