

Council Member

Lisa Shafe



Please give details of all diving industry related interests, whether remunerated or not, and any other potential conflicts of interest

RNLI Water Safety Volunteer, no remuneration

What do you think are the key challenges facing BSAC, and what should we be doing to address them?

I believe the current challenges facing BSAC are primarily linked to membership and are twofold.

Firstly, in this current climate how do we appeal to new members? What can we offer, that other agencies don't or can't? We need to think of our unique selling points in this current climate and build on those. Alongside this we need to find ways to appeal to a more inclusive audience, we need to show people of all races and ethnicities, all abilities and disabilities, and all genders taking part in diving and snorkelling. Like appeals to like, people will look at them and think if they can do this then so can I. We also need to find more ways of appealing to the immediate gratification audience, what can we offer that requires minimal time with a defined and appealing outcome?

Secondly, we need to find new ways to ensure we retain members, I personally believe Equality, Diversity and inclusion is critical to this. This stems from top down,

we need to ensure that everyone is using appropriate language and terminology. If people do not feel that the environment, they are in includes them or welcomes them then they will leave post qualification, whilst this stems from top down, as we need to lead by example, this is also critical at the club level, as this is usually the first port of call or the only port of call for some members.

Please describe how you would contribute to any / all of these areas

Further support for my application and in consideration of the experience list that BSAC have posted, I feel that the above components all demonstrate my ability to operationalise a high-level strategy into an implementation plan.

I have also worked in business development in a prior company, Novella Clinical, and brought in several millions of pounds of business. In my current role at Roche Products Ltd, we are always working on new ways of working and organisational transformation, I am about to attend internal courses on breakthrough thinking and train the trainer for resilience training. My day-to-day job is Programme management (my title is Clinical Programme Leader), which involves analysing situations on an ongoing basis, and proactively assessing them, reacting to any potential challenges arising. I am also part of the team that builds the strategy to get our potential new medicinal products from the lab to potential patients, taking full responsibility for the operational strategy, budget predictions and planning, risk assessment and management.

Whilst not working directly in Communications and social media exploitation, I have used social media to rebuild the Eastern Region's presence, and written, co-written several articles recently for SCUBA around EDI and previously around the Thames Boat Run and Diving in Newfoundland.

Personal statement

I have been the Eastern Region Coach for the last 3 yrs, rebuilding the team and BSAC's standing in the region from not far off zero presence. I re engaged the members of the coaching team who were happy to remain and brought in and engaged new members. I also arranging calls and visits, covering education, social and remediation with clubs (pre COVID), and calls and virtual remediation (post COVID), most recently this has expanded beyond the Eastern Region with remediation on ED&I issues in the North West.

Alongside this (pre COVID) I coordinated all the planning, with the RNLI, and the PLA for the set-up of the Thames boat run, with support from Mary and Adrian, (this will now hopefully happen in 2022, date TBC). Post COVID, I put a case to HQ late 2021 to set up ED&I awareness modules, the first of which is now in place alongside the new ED&I policy, which I also wrote (Policy development).

I am, with Mary T and Rachael B's support, looking to put together an IDEA team (Inclusion, Diversity, Equity and Accessibility team), the proposal for which has just been sent to the council, this supports 4 out of the 5 pillars of the strategy: integrity, community, excellence, and inclusivity.

On the diving side as my qualifications are FCD, OWI, CCR mod 3, and I have been diving with BSAC since 1997, with over 1000 dives