

Carline Deal



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

None

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

Several of the key challenges I'd highlight are membership retention and wider access to live training across BSAC clubs. I am a member of a club that has long standing members with a great wealth of experience and knowledge; however even our training opportunities are impacted by availability and numbers.

There have been times when training isn't able to take place due to availability, absence or the ratio of students to dive instructor being unsustainable. Currently this position is unremunerated; it is both time and labour intensive for the person who fulfils this role.

My suggestion would be for consideration that membership fees across the BSAC agency include / provide a supplement element devoted towards club(s) costs to pay towards dedicated, part time training officers and that each club invest in training more than one person, and if possible, of different genders, to fulfil that role.

Secondly, there is benefit to periodic site visits of training centres and clubs to ensure that training officers are developed in a manner that represents the best of BSAC, treating everyone within the learning environment with respect, kindness and understanding. Aside from personal incentive, this signals how the organisation values the training officers role and reinforces the legacy of supporting clubs and their members. This also ensures continuity in the courses that make BSAC stand

apart from its competitors; specifically those whose training methods aren't as consistent and rigorous in their approach to technique, application and safety.

This ties into a third challenge - new member retention. While we are at the mercy of the UK weather, lack of access to training and facilities will have a significant impact potential members view of a club. Post pandemic, there is a new contingent of diving enthusiasts across the 20 - 30+ age bracket who are outside of university settings. Some clubs are conducting training in the evening which members manage alongside managing work and family commitments.

My suggestion - explore and establish cross training opportunities amongst domestic and international clubs to offer more availability (dates, times and locations) to members alongside the existing on line platform for theory sessions.

Some things can be taught remotely, where as some need to be demonstrated as a practical lesson. Not everyone has the same availability, progresses at the same rate or learns in the same manner. This also opens up BSAC as wider community, acknowledges members individuality and would help prevent developing feelings of being left behind, lack of ability and other internal emotions new members may feel that impact member retention.

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

My career experience spans 25+ years in business, finance and client relationship management across the fields of Corporate Real estate, private banking, and international distribution. I am also a military veteran (Army) having served under American and British commands, the UN (United Nations) and NATO during my time in the forces and held both security sensitive and diplomatic roles.

While individually each role is contrasting in job specification, collectively they share the common thread of having provided invaluable experience in working in sometimes challenging yet always evolving environments.

For the last 6 years I have worked within the field of medical technology (product and research & development) and health & wellness through yoga. Both of my roles involve operational planning and more relevant, establishing relationships with potential business partners to expand business opportunities that can lead to growth and wider exposure.

Ive also held non-executive board level positions within several smaller private companies, working alongside others to establish business continuity, focusing on immediate and long term growth. I believe my past and current experiences lend themselves towards the Board's requirements to fulfil areas of organisational

transformation, business and product development, strategy and risk management and policy development.

BSAC is already an established organisation that is visibly and commendably evolving to maintain its reputable standard and history of camaraderie. While I would gainfully employ my skills and experience to become an asset, I'm also driven to apply for this role just by being a BSAC member and genuinely wanting to be supportive and involved within the organisation.

Personal statement

I decided to kick my bucket list to the side and start doing more of what I aspired to after catching and recovering from the Corona virus in early 2021. I began researching training schools and learning environments despite the (then) reality of lockdowns and limited close contact with anyone outside of one's immediate family. Swimming pools across the country remained closed and did for another 6 months after I decided to join BSAC to learn how to scuba dive.

My theory lessons were conducted on-line via Zoom and I and other new members began learning about the wider ocean, safety, dive tables, and all things scuba. I also realised that I had joined an organisation with a long and vibrant history. Clubs were and remain individual yet there was an element of community amongst each one. It was easy to see that on the back of a shared passion for diving, real friendships were made through training and shared diving trips. This is what attracted me to BSAC as opposed to other organisations.

The pandemic really drove home how lack of human interaction and contact affected many of us. During those lost years (2020 - 2021) the importance of work /life balance had taken centre stage and somehow, people were moving away from the congestion of bigger cities and looking forward to embracing the outdoor activities that we missed so very much after months of confinement in our homes.

On a micro scale the structure of the individual clubs ensure that knowledge and experience stay alive as new joiners arrive, members can take on varying roles within their clubs as they progress with their own experience and certifications. On a macro scale the entire club ensures the organisation evolves with new training platforms and feedback surveys, collating members thoughts and opinions to shape and drive its policies - it operates as an organised and diplomatic organisation. This too is what attracted me to BSAC as opposed to other organisations.

What BSAC offers its members is much more than a chance to learn and hone their diving skills and technique. It would be a great opportunity for me to give back

through service, all the while ensuring existing and future members can continue to enjoy what I have experienced.

Thank you.