

Euros ap Hywel



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

I am a current committee member of Gwynedd Sub Aqua Club, which used to be a BSAC branch but is now non-affiliated.

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

I think that there are a number of real challenges facing BSAC at the moment. Chiefly, I would argue, is overcoming its image as an outdated system. The BSAC has been around for a very long time, and while it does have a reputation for putting an emphasis, rightly so, on the safety of diving, it also has to compete with a negative image, for many divers, of being an outdated model unable to keep up with the contemporary world.

This image has led to the BSAC failing to retain members as effectively as possible, or attract new members to the extent that it should. The BSAC needs to be much more engaging with all of its members, ensuring that its members have a voice and that the interests of a few don't outweigh the wishes of the many.

It also needs to provide true value for money for its members, and the BSAC needs to address the question "What do our members get for their yearly membership?". Are our members simply happy with the status quo, or is there a need to really look at how the BSAC can provide an enriched provision for our membership?

While the price of training courses is competitive with a number of other training agencies, is the content of those training courses also competitive? It is of utmost importance that BSAC's training material are relevant and in line with modern practices.

I also believe there's a need to look at the BSACs policies and procedures, to ensure that they are consistent and relevant.

As recently stated to me by the current chair, while the BSAC has existed for 70 years, if the current situation doesn't change, then it won't be around in another 5.

It's clear that a lot of the BSAC's employees and volunteers are hard working individuals that truly give their all into their work. I think that with effective leadership, the BSAC can address these challenges and in doing so ensure a friendlier, more inclusive, and happier atmosphere for all its members.

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

I believe that my varied job history makes me an ideal candidate for the role of Vice-Chair.

Having worked as a Communications Officer and Social Media executive for a variety private companies and NGOs I feel I am in an excellent position to lead on matters pertaining to brand development, marketing, PR, Media, Comms and reputation. I have led numerous PR/Communication/Marketing projects with very large budgets and goals. These include, but aren't limited to, projects looking to increase brand awareness, supporter engagement and marketing. My specialty is digital communication, in which I have created numerous viral content including some of the most viral ever Welsh language content. I believe that this experience will be of benefit to the BSAC as it tries to modernise its provisions. I have led on branding for various companies, including implementing and integration of new branding based on customer feedback. As a Communications Officer I worked within the marketing departments of various companies where I developed a clear understanding of marketing strategies.

As a former professional Welsh language campaigner I have extensive knowledge of working with various policies and strategies, including EDI, across various companies and institutions. I advised a number of Councils and NGBs on forming and implementing Welsh language plans and was invited to various boards due to my knowledge and expertise in the field. I have extensive experience of analyzing current provisions, shortcomings and providing guidance on possible improvements to strategies implemented by various organisations. Ensuring the effective implementation of strategies at all levels has been a key part of my previous roles.

Personal statement

have always been an outdoorsman. Growing up, I would always be going on adventures with my family which led me as a teenager to be a kayaking and sailing

instructor. I spent my whole life learning how to stay above the water. It was only a few years ago that I was introduced to the world below the water and I was instantly hooked. I leapt in, both physically and metaphorically.

Since then I have been diving at every possible opportunity and have been fortunate to experience some of the best diving the UK has to offer, with some of the greatest divers. I have reached Dive Leader and Assistant Instructor with the support of a fantastic club, Gwynedd Sub Aqua Club. Like most divers, I'm sure, I felt a duty to give back to the club that had given me so much and so I helped train new divers and also serve on the Committee. I served as an Ordinary Member, before being elected as Vice Chair, and then having to step in as temporary Chairman.

I believe every organisation, such as the BSAC, are answerable to its members and are there to serve the members. I would like to be Vice Chair of the BSAC Council to ensure that the BSAC is held to that purpose.