

## Trevor Campbell Davis



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

No diving industry related interests or other potential conflicts of interest

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

Access to the underwater world and understanding of the marine environment have changed out of all recognition since the early days of BSAC seventy years ago. The challenges now facing the Club and our plans to address them are well described in the 2023 strategic plan (available at <https://www.bsac.com/this-is-bsac/governance/strategic-plan-2021-2023/>). The plan sets out key objectives in diving and training, community engagement, protection of the underwater environment and the capacity and capability of BSAC to achieve these ambitions. In a volunteer-led organisation like ours, delivering complex plans requires the right balance between local branches and dive centres - where action and member enthusiasm are most concentrated - and the Council and central management of the Club. This needs strong support, clear communication and the right skills at each level. Without these, even great plans usually remain partly undelivered.

In our case, the challenge increases as access to the underwater world continues to expand, with more diving and snorkelling experiences offered worldwide, to a public largely unaware of the core offering and benefits of training organisations such as BSAC. Membership of many leisure sports clubs has stagnated or fallen in recent years and addressing the many reasons for this requires a Council which can learn from the experiences of others and adapt its skills (and sometimes structures) to meet future rather than past challenges.

BSAC has shown that it can do this when necessary, and has adapted appropriately on many occasions in its past. The challenges that we now face will benefit from doing this again. In the next paragraph, I describe my experience and career skills, which I hope that members may consider relevant to our Club.

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

I have particular experience in six of the areas identified by the Club as relevant to the Board. My background is in board management and organisational governance. I have been a non-executive chairman or CEO of various public, commercial and sports organisations and charities, including NHS Trusts and mountaineering organisations. I was Chairman of a London hospital (St Mary's Paddington) for a number of years and CEO of Oxford University Hospitals for six years. I was Honorary Treasurer of the Alpine Club between 2016 and 2021 and in November 2022 completed a three year term as Chairman of the Ski Club of Great Britain, of which I am now President.

I have worked with charities (I am a trustee of the Alpine Club Library, probably the world's oldest and most comprehensive collection of mountaineering artefacts, and have been a member of various university and healthcare governing bodies) and have experience of National Governing Body work in sports organisations. I have worked in reputation management in my roles in both public and private sectors. The brand development and marketing issues facing BSAC are not dissimilar to those with which I am familiar at SCGB and other membership organisations.

I am these days only an occasional diver, when time and location allow, but I have maintained a keen interest in the marine environment and its protection.

**Personal statement**

I first learned to love the sea as a child growing up on the Atlantic coast of Ireland. I taught myself to dive in the days of home-glued neoprene and very basic kit. I have been a BSAC member for more than 30 years and have dived around the world when work and family commitments have allowed, but make no pretence to be an accomplished or technical diver. If elected to Council, I consider that my value to members and our Club would be that of an experienced colleague and friend looking in, able to give advice and support based on dealing with many similar issues and challenges elsewhere. I share the pride of other members in our Club and would like to play a small part in helping our membership and reputation grow as we become a more diverse and inclusive part of the future