

Lee Bevan



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

I am currently the Chairperson of Sub C Divers, I have been part of the committee as Vice chairperson and chairperson in that time. I am a Dive leader, Open water instructor, Snorkel instructor. I intend to step down this year as Chairperson of our branch. There are not conflicts of interest.

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

I only started diving in 2017 and progressed to Dive leader and OWI in quick succession. for me the main issue with BSAC is the lack of public knowledge, British public do not know who BSAC are (unless your a diver) Everyone knows of PADI and therefore the marketing aspect for me needs vast improvement. the target market needs to change. When I joined Sub C Divers the branch was predominately male. BSAC need to promote to the youth market especially females. Sub C has seen significant increase in these areas. but overall the youth is where the future of BSAC sits, and for me there is not enough success stories of youth coming through the dive branches.

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

I joined Sub C Divers in 2017, straight away I noticed a number of issues. This was an adult male dominated club, meeting in a ball pool area of the local gymnasium. I lobbied council and councillors to get our very own meetings room, I lobbied council to allow us a large billboard outside the leisure centre promoting SCUBA diving. I created a brand new website that handles digital bookings and digital payments, including all training events and trips.

I became responsible for the marketing of the branch, try dive marketing and trainee

membership recruitment. I created induction presentations to excite the potential new members. We targeted families, young students and females to help change the landscape of our branch. We now boast 8 years to 77 years very mixed bunch of people with excellent qualities. Once the branch had grown to over 70 members I set about raising some much needed funds via crowdfunded uk. we managed to raise £32000 in 12 weeks which help refurbish our RHIB and replenish some much needed try dive kit. I have since shared my experience with BSAC and other branches and we intend to Crowdfund again in the very near future. I am an excellent marketing person, Full Adobe cloud, EDM Musician, fully trained with Interactive technology and AV hardware.

Personal statement

I control my own workflow and can diary the required dates for this role. I am a disruptive thinker, I get the task done and sometimes that may mean cracking a few eggs to make an omelette. As a Princes Trust Ambassador and mentor I am very enthusiastic about the youth of today. I have been awarded by the King when he was Prince at St James palace and Buckingham Palace for entrepreneurship, I have been awarded by Ernst and young, I have spoken in the House of Lords, attended 11 and 10 Downing Street, Hosted events with Kate Adie, Moira Stuart, Jemma Atkinson and Craig Charles. I have raised thousands in charity work for various organisations and as I very keen road cyclist I race stages of the tour de France on behalf of Macmillan every year. I feel my life skills can bring a lot to the BSAC Council and the diving community. I have empathy, can work as part of a team or as an individual. I have been self employed since 1999