

David George



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?

The BSAC Mission Statement currently reads as “To be the ‘go to’ community for anyone wanting to learn about, enjoy and protect the underwater world.”

One of the key challenges facing BSAC is being visible as that ‘go to’ community to stabilise and then reverse the trend of reducing membership. It seems that Mainstream Media regularly quotes a different diving agency when a diving related story is shared. BSAC needs to better promote itself within the UK and beyond; BSAC is after all the National Governing Body in the UK. We need BSAC to be to diving as ‘Hoover’ is to vacuum cleaner! 😊

It doesn’t matter how much you communicate it is never enough; engagement with the existing membership needs to improve. Diving and Training should be at the CORE of the organisation’s purpose whilst supporting other aligned activities, rather than the other way around. The existing Coaching Scheme should be further developed, as it already exists, as it is well placed to be a communication channel both to and from our members.

People are time poor and the cost of living still impacts many. We need to make diving and training as cost-effective and achievable as possible whether that is through more support/encouragement for Clubs or through increasing income by encouraging centres to actually promote our offerings over those of other agencies. Our diver training programme is already very modular at the entry level so new

Divers can get some fairly 'instant gratification' and see their progression if we can get our courses in front of them.

We have skill development courses which teach many extra topics to greater depth but unfortunately many are showing their age. We need to invest the time in getting them updated so where they cross-reference other aspects of our programmes they remain relevant and aligned.

The MyBSAC Sport80 system was a required project due to the ageing, failing and manual back office systems at HQ but unfortunately the roll out was not as smooth as had been hoped. Digital transformation projects are always a challenge; however well scoped curve balls always appear it seems! No one likes change but into 2026 and beyond the great benefits of the system need to be exploited and need to be seen to be exploited, also freeing up HQ resource for the CORE activities of diving and training support.

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

I've belonged to BSAC for more than 40 years and contributed locally, regionally and nationally whether that be on Club Committees, as an Area and Regional Coach, as an Instructor Trainer or as the Open Water Chief Examiner. I learnt to dive at school and after that have belonged to a University Club and local Clubs as I moved with work, belonging in several UK regions. 40+ years is a lot of experience of how BSAC, a membership-based organisation, runs.

Until recently I managed a team of 18 skilled professionals in the highly regulated industry of medical devices. Management included People Team (HR) activities including recruitment, onboarding, training, complaint and disciplinary management and liaising over such activities both internally and externally.

I have in a previous employment been responsible for a Service Management budget working with the NHS, Private healthcare providers and internal stakeholders. I'm currently Treasurer of my BSAC Club too!

I have previously been part of a team that brought a cutting edge medical device, for assisting in the planning of patient cancer treatment, to market which for commercialisation required covering required regulatory compliance activities. The product utilised 'machine-learning' algorithms which would in 2026 be classified as AI technology.

With the broad experience above I can contribute to the Council activities of running our BSAC Business. I remain calm under pressure with a logical, attention to detail approach to anything I am tasked to do.

My current view is that although the stated required skills are mostly required to run our BSAC Business it is very wrong to state in the Council candidate pack and on role advertising that “we do not require you to have any specific diving skills or experiences” or “The level of someone’s diving skills or ability is not relevant to the person specification, although knowledge of BSAC and the wider diving industry is helpful.” I believe BSAC and diving knowledge is in fact CRITICAL to making BSAC a success. How can we expect anyone to run a business if they don’t have an in-depth knowledge of their products or services? I believe the Council Board needs MORE BSAC DIVING experience on it to deliver for the membership. I therefore encourage you to look at all the candidates’ skills INCLUDING DIVING and vote for those with the experience, even if it isn’t for me!

Personal statement

Cut me in half and it says BSAC through and through!

I have been a committed BSAC recreational diver for more than 40 years as have many of my close family. BSAC stands for DIVING! A unique membership-based organisation that should be striving fundamentally to enable diving and training for members ahead of other activities.

It relies on volunteers for success, yet many volunteers have drifted away due to a perception of lack of support. I believe that we need to invest in the Regional Coaching Scheme to help individuals and Clubs do more diving, training and work together to develop in areas that perhaps they don’t yet know about! Projects, conservation, expeditions and the like.

As a National Instructor and current South West Regional Coach I am striving to facilitate Diving and Training opportunities in the region through face to face meetings, regional courses, Facebook groups/pages and a WhatsApp Community. I am trying to help Clubs work together, pool their resources and make things happen for their Members. I know the other Regional Coaches are doing the same. We are the local face of BSAC, we can help or steer in the right direction but we need to spread that load wider which is why the Coaching Scheme needs that investment. Council needs to consider the VALUE of the scheme not just the cost.

Over the last two years the annual election turnout has not been much more than 7% of the membership. When I have asked why members haven’t voted two main reasons are quoted to me: “I just want to go diving.” “I don’t know any of the candidates so can’t pick the best”. This tells me that there remains a big chasm between the Leadership, Strategy and the Members. It tells me that we need the Diving and Development as the CORE activities and we need more people out and about working with the Members and their Clubs facilitating all those opportunities.

If you elect me I shall always ask my Council Colleagues how any strategy or project is going to further the Diving and Development of you our Members.

Thank you for reading and I hope you will give me your vote. But if not, please please do vote for someone!

I wish you safe and enjoyable diving in 2026 and beyond.