

Council

Geoffrey Duggan



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?

Member subscriptions – from which BSAC derives the significant proportion of its income – are well down on prior years, resulting in BSAC currently sustaining losses. The deficit could be mitigated by cost-cutting, but it is unlikely that cost-cutting will generate more than a relatively minimal effect on the losses, as it is likely that there is not a lot of cost that can safely be removed.

Additional income streams or new/renewing members are therefore the main areas of investigation required. As to what BSAC should be doing is a good question. A subcommittee should be formed to focus on this fundamental issue, starting with re-recruiting former members, as this is a much easier task than finding new members. Some form of marketing campaign could rekindle interest among those who haven't renewed during the pandemic and maybe some incentive may be introduced to encourage current members not to hold off renewing until the pandemic is over. Maybe membership could be deferred for a period of time rather than cancelling, for example mirroring the period of time a member may not be diving e.g. pregnancy/maternity leave.

We have identified that the Board would benefit from the following areas of knowledge, skills and experience:

- Legal Expertise
- Commercial / contract management
- Human resources / Organisational transformation
- Business development and product development
- Finance
- Numerical or analytical skills
- Strategy and Risk Management
- IT, especially IT-enabled business change and programme management
- Policy development
- Marketing and Branding
- Communications and Social Media

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

For the majority of my working career, having retired from full-time work, I was a Company Secretary. As an officer of the Company, I would attend board meetings and be involved in the complete workings of the company. The secretarial aspect represented less than a quarter of my time. The rest of my time was spent in managing other areas of the business, including pensions, property, employment, leasing, health and safety, insurances and legal matters. Both companies that I worked for in that time were listed on the London Stock Exchange. As stated, several of the subject areas above came within my day-to-day responsibilities, whilst others were areas that I was well aware of but not as heavily involved in. I believe that my past experience and knowledge would be useful to BSAC.

Personal statement

I joined Leicestershire Scouts Sub-Aqua Unit in 2002, progressing to Advanced Diver, Open Water Instructor and Diver Coxswain. Since 2016, I have been the Diving Officer. LSSAU provides snorkel experiences, try dives and Ocean Diver through to Advanced Diver training for Scouting and Guiding in Leicestershire and the surrounding counties, having over 200 youngsters through the unit in an average year. As we have a couple of RHIBs, we have several members who have their Diver Coxswain Award and a few boat handling instructors, but are currently short on members to tow due to the introduction some years ago of a separate driving test for towing.

My wife doesn't dive, however, both my son and daughter have progressed through LSSAU to Sports Diver. Amongst other interests, I am a beekeeper and also enjoy classic cars, gardening and clay pigeon shooting. A current project is constructing a 5" gauge miniature railway in our back garden, having last year acquired a small steam engine.

I believe that my business experience will be useful to BSAC and am happy to contribute to an organisation that I value, especially as it seeks to progress in these difficult times.