

Public synopsis – May 2019

12 council members present, 4 apologies received. 2 Vice presidents attended.

Council members.

The newly-elected Council members were welcomed to the meeting and assumed their roles (Maria Harwood – Chair, Karen McKnight – Treasurer, Andrew Shenstone, Claire Howard and Gerry Anderson – Council members). Maria's election as Chair created a vacancy for Vice Chair, and Council agreed to appoint Geoff Hide as Vice Chair until the next AGM. Geoff brings a wealth of experience to the role. Geoff's appointment meant that Council would be below quorum, and so it was agreed that we would invite James Mudge and Rachel Quinn to be co-opted on to Council until the next AGM.

HQ Update. HQ presented information on the main strategy projects and stated that the 5 year strategic plan has less than 2 years to run. It was noted that although not all projects went to plan HQ is flexible enough to change. 2019 is devoted to growth and going forward the aim is to make this sustainable.

The projects for 2019, which focus on building on the strategic work already done, include conference, continued growth and retention, the Sports Diver review and making BSAC centres more successful.

2019 conference - a date has been set for October 26th, at the Vox in Birmingham, and work has started on organising sponsors and speakers, with some sponsorship already secured.

HQ is currently recruiting for a replacement member of staff for digital marketing. Digital marketing has been very successful recently, as was evident by outlining some of the tactics used, such as Facebook advertising and the use of promotional videos.

Financial Report. First Quarter Financial Report, explaining that results are broadly in line with the agreed budget but improved on 2018 in relation to income and a reduction in operating costs. Cash continues to be monitored closely.

Council Effectiveness. Information on what issues affected council effectiveness, and what measures/strategies had been agreed to be implemented were discussed.

Officer Reports. CEO, COO, National Diving Officer, Chair, Honorary Secretary, Treasurer, IT and the leaders of various working groups provided written up-dates on activities since the last meeting, due to there being some new Council Members present these were discussed in more detail..

Review of key risks. Major and minor risks to the organisation, and potential solutions were discussed. Major risks include an ageing demographic, litigation, an increase in insurance premiums and supplier failure. Some of these issues feed into strategies, while others may be at least partly solved by carrying out simple changes.

Strategy 2021 and beyond. Council was presented background information on recent strategy successes, and looked forward to what needs to be implemented in the future. New strategy needs to be data-driven, and the proposed membership survey was a fundamental part of this. There was also a need to understand the broader market, and see what BSAC can offer to the different groups of divers.

A team was being formed to look deeper into the matter and report back to council in the following months. A major part of this investigation would be the proposed member survey. The possibility of an app was discussed and what that might include and developing one to give members value. An outline to council will be produced.

Council Projects. Some background on council projects were given and the ones in progress at the moment were outlined. These include a review of the Articles, for which a team and terms of reference still need to be agreed. The other main council project was volunteer management.

AOB. Council was updated on the finding of previously missing audio tapes of oral interviews from the 1970s, which included some prominent BSAC members. BSAC are in the process of looking into getting them digitised and preserved and putting some onto a video.