



BKSA AGM 2024

Minutes

Sunday 24th March 2024 4.30pm
North Haven Yacht Club, Poole

Board Members Present:

Andy Gratwick (AG) (Chair of meeting)
Peter Stephens (PS)
Phil Revill (PR)

Others:

Paul Sweeney - Head of Schools, Neil Harper - IT Support

Apologies:

Will Richardson (Chairman), Dan Charlish (DC)

AG opened the meeting, welcomed and thanked attendees and presented the agenda.

Agenda

• Approval of minutes AGM 2023	• Training
• Chairmans Report	• Membership system, trends & automation
• Overview of 2023	• Board Meeting attendance
• Accounts	• Re-election
• Events	• The year ahead
• Clubs	• AOB



Approval of AGM 2023 Minutes

AG explained that the minutes from the last AGM, which was held online on 26th March 2023, were on the website and available to all. The AGM minutes for 2023 were approved. AG proceeded to run the meeting and present the following information:

Chairman's Report

AG read the Chairman's Report.



Finally, the Olympics are here, and we are in it.

What does that mean for us as an organisation and more importantly what does that mean for us a kiter and some who participates within this sport? We have been working closely with the RYA who are the people who actually send the sailing sportspeople to the Olympics; a part of our job is to nurture and support the grass roots of the sport through the membership fees.

We work closely with schools and educational establishments around the UK helping people understand what the sport is and how they can participate. We work with people from all types of backgrounds and disabilities being an enabler for people to participate in this fine sport and allow people to try it out; **We have partnered with Access adventures for almost 10 years to deliver adaptive powerkiting and kitesurfing** it is because of you, our member we are enabled to always push boundaries and help create more kites.

We have had really successful events in and around the UK with nationals in Haying and Cornwall and a growing regional circuit of Big Air, Freestyle, Wing racing which is set to grow further in 2024.

We understand the frustrations that some people have about it feels like the events are very southern centric. I think this is the case but as someone who lives north of Edinburgh and the fact I see where the majority of the members are, I understand why we have historically done what we have done...

BUT we are changing that by working with regional schools and clubs around the UK to put on events. We are here to help and have the infrastructure to help. I would love to see an event in Scotland this year? Who is up for it? I will absolutely help out! We need to work together in order to grow and nurture this sport. We are holding an event that incorporates music, kiteing and training at Shoreline on the South Coast. We are hoping many of you are able to attend. Historically it was the Kitesurf Armada and some of the same people are helping out behind the scenes.

We have been working hard to ensure the BKSA is fit for the future and able to accelerate the change that is needed from both an environmental point of view but also adapting to the new needs of members and the future generations. We have now launched a new more efficient website, a digital wallet for your card that has saved a huge amount of CO2 in the last year. We work closely with the Australian federation and instead of training their coaches and instructors by going to Australia we now deliver courses online. This will open us up to work with more organisations around the world and develop the relationships we already have with less of an environmental impact.

There have been some challenges for us through membership retention and then the schools and retail sector have had rising costs due to the macro economics playing out and the amount of people trying to get into the sport.

The BKSA team and structure has a great foundation and is in a great place for all of this outreach and cross engagement to happen. We have great coaches, events crew, membership platforms and support. We are in a position that we haven't been before where we were reliant



Accounts Overview

AG explained that Richard Stoneman (RS) the Financial Director, controls the finances very well. Turnover was approximately £225K driven in the majority by income from a 4.5K membership base, schools, instructor training courses (ITC) and instructor charges. The biggest expense by far is the £65K-£75k annual insurance premium, followed by website build and maintenance costs, printing, contractors, events and training. The following information has been provided by RS:

Accounts Overview 2023 Slide 1

SUMMARY OF FINANCIAL RESULTS FOR THE 3 YEARS TO 31 DECEMBER 2023									
PROFIT AND LOSS ACCOUNTS									
	2023			2022			2021		
	BKSA CLG £	BKSA Trading £	Consolidated £	BKSA CLG £	BKSA Trading £	Consolidated £	BKSA CLG £	BKSA Trading £	Consolidated £
Turnover	223,338	17,239	240,577	215,710	6,775	222,485	219,928	10,714	230,642
Direct Costs	(149,144)	(18,105)	(167,249)	(134,333)	(12,030)	(146,372)	(141,505)	(8,280)	(149,785)
Gross Profit	74,194	(866)	73,328	81,377	(5,264)	76,113	78,423	2,434	80,857
Operating Expenses	(64,062)	(584)	(64,646)	(60,208)	(730)	(60,938)	(65,817)	(754)	(66,571)
Operating Profit (Loss)	10,132	(1,450)	8,682	21,169	(5,994)	15,175	12,606	1,680	14,286
Financial Provision	(855)	-	(855)	(5,702)	-	(5,702)	2,421	-	2,421
Net Profit (Loss)	9,277	(1,450)	7,827	15,467	(5,994)	9,473	15,027	1,680	16,707
Adjustment on Consolidation			855			5,702			(2,421)
Consolidated Net Profit (Loss)			8,682			15,175			14,286
Notes:									
Margins:	The cancellation of 3 major events (Armada, Skegness & Ramsgate), the reasons for which were beyond the control of the BKSA, considerably reduced the ability to earn a contribution from Events in 2022								
	Margins from events remain under pressure with industry sponsorship being harder to achieve, while considerable investment in the Membership System also had an adverse effect during 2023								
Expenses:	Operating Expenses have largely fluctuated with Promotional Costs. These were at their highest during 2021 which was the last year of the Armada event at Haying, dropping down considerably during 2022 with little promotional activity and rising again in 2023 where the cost is now for the Training Conference and AGM								
	Otherwise Operating Expenses pretty constant on average								



Accounts Overview Cont'd

The restoration of profitability during the last three years continued during 2023. Profitability remains intact, with approximately £9K being injected into reserves - which are in a decent position and will enable investment in exciting new projects in the future.

This has allowed the BKSA to further invest in the Membership, Schools and Coach Systems as well as a renewal of the website. Membership has increased from a low in 3,754 in 2018, peaking at 4,733 in 2020 but settling back to 4,426 by the end of 2023.

As a consequence of the improved trading positions, consolidated reserves have grown from a low of £43,000 in 2018 to £168,230 in 2023 and the balance sheet shows a healthy position with high liquidity.

Accounts Overview Slide 2

SUMMARY OF FINANCIAL RESULTS FOR THE 3 YEARS TO 31 DECEMBER 2023														
BALANCE SHEETS														
	2023						2022						2021	
	BKSA CLG		BKSA Trading		Consolidated		BKSA CLG		BKSA Trading		Consolidated		Consolidated	
	£	£	£	£	£	£	£	£	£	£	£	£	£	£
Total Assets		9,222		884		10,006		58,985		634		15,519		21,573
Current Assets														
Trade Debtors	80		-		80		458		-		458		790	
Inter Company Debtor (net of prov'n)	3,715		-		-		5,358		-		-		-	
Prepayments and Accrued Revenue	891		-		891		6,564		-		6,564		8,962	
Bank Balances	225,074		3,715		228,789		208,157		5,358		213,515		200,381	
		229,760		3,715		229,760		220,737		5,358		226,737		210,083
Current liabilities														
Trade Creditors	10,536		-		10,536		12,197		-		12,197		10,081	
Intercompany Creditor (gross)	-		78,688		-		-		79,456		-		-	
Accrued Charges and Deferred Revenue	31,680		2,544		36,433		28,348		2,099		30,347		33,048	
Social Security & Other Taxes	-		-		-		-		-		-		-	
Bank Loans & Overdrafts	10,000		-		10,000		10,000		-		10,000		10,000	
		54,425		81,212		56,969		50,445		81,555		52,544		53,139
Net Current Assets		275,335		(77,497)		172,793		170,292		(76,197)		168,293		156,894
Creditors Falling Due After 1 Year														
Bank loans		(14,167)		-		(14,167)		(24,167)		-		(24,167)		(34,094)
Net Assets		170,390		(77,633)		168,230		161,110		(75,563)		159,548		164,373
Share Capital		-		100		-		-		100		-		-
Reserves		170,390		(77,633)		168,230		161,110		(75,563)		159,548		164,373
		170,390		(77,633)		168,230		161,110		(75,563)		159,548		164,373

Accounts Summary

The summary on the next page shows how both the growth in turnover and membership numbers have given rise to the growth in reserves, however, initial budgets for 2024 are suggesting a loss of £14,634.

This allows for some shrinkage in membership, further investment in club focused local events and investment in a larger event at Hayling Island, which it is hoped might go some way to replacing the old Armada event.

Credit for sponsorship has been taken only for the one event for which it has been agreed and there is the potential for additional income in this area.

Any growth in membership and sponsorship in excess of that budgeted will feed straight through to the bottom line.

Accounts Overview Slide 3

KEY PERFORMANCE INDICATORS														
			Est'd											
	Notes	2024	2023	2022	2021	2020	2019	2018	2017	2016	2015	2014		
Consolidated Turnover	(1)	225,279	226,577	218,486	230,642	210,589	£174,254	£207,022	£146,041	£172,706	£172,364	£174,985		
Event Sponsorship	(1)	15,000	14,000	4,000	10,000	-	£2,745	£28,837	£2,745	£2,336	£3,082	£19,956		
Number of Net Membership Renewals	(1) & (3)	4,426	4,543	4,647	4,719	4,733	3,929	3,754	3,929	3,928	3,892	3,662		
Consolidated Profit (Loss) For The Year	(1) & (2)	(14,634)	8,682	15,175	14,286	75,488	£11,650	£862	£(12,375)	£(20,606)	£(10,189)	£(6,423)		
Consolidated Reserves	(1) & (2)	153,596	168,230	159,548	144,373	130,087	£54,698	£43,048	£42,186	£54,561	£75,167	£85,356		
Notes:-														
1. Estimates for 2024 are based on budgets for the year. Caution has been applied in estimating income, particularly membership renewals.														
The loss for the year is a result of the investment to be made in Events in this year.														
2. Consolidated results exclude provisions for inter-company indebtedness.														
3. For every 100 drop in membership renewals there is a reduction of Membership Contribution of approximately £2,000														

Board Meetings

AG explained that there are 4 Board Meetings per year conducted face to face in person, where possible, and online via Zoom when not. An attendance summary for Board Meetings was presented:

Board Meeting Attendance

Meeting Date	Meeting 1 March 14 th 19.00	Meeting 2 June 21 st 19.00	Meeting 3 October 27 th 2022
Meeting Type	Remote	Remote	Remote
Board Member			
Andy Gratwick	Y	y	Y
Dan Charlish	Y	y	N
Peter Stephens	Y	y	Y
Will Richardson	Y	y	Y
Phil Revill	Y	Y	N
Steph Bridge	Y	Y	Y
Richard Stoneman	Y	y	Y
Guest Neil Harper			



Elections

AG explained that there are two clear AGMs between each re-election. The last AGM saw the re-election of William Richardson, Phil Revill and himself.

This year's re-election selection is:

Dan Charlish

Peter Stephens

Election of: Sylwia Zeleszczkiewicz AG welcomed her warmly to the AGM.

PS and SX introduced themselves to all present and AG introduced DC.

DC was proposed by S Thraves and seconded by AG,

PS was proposed by A McCord and seconded by G Soloman.

SZ was proposed by AG and seconded by L Doblin. A list of 34 additional names in support of the election of SZ was submitted by L Doblin and K Johnstone.

All were unanimously voted into office.

A vote of thanks was made to Steph Bridge by AG for all her hard work and support over the past 7 years.

Special Resolution

AG explained the need to vote to carry on with the Articles of Association. He proposed this and the vote was unanimous in acceptance.

Events

AG provided an update on events:

Events

2023 Saw a growth in our regional clubs events program, Mylor, Poole, Portland all running club based events for their chosen discipline

- King of the Roads Wing racing in mylor
- Wingfest in Poole,
- Big Air, Portland Harbour
- Land kiting buggy Series
- 2024 is looking like the same PLUS Woolacombe, Camber, Littlehampton, Lancing, Wirral, Northumberland
- Nationals will take place in Hayling for BKC and Rhosneiger for wavemasters kite and wing waves
- Shoreline festival is looking less likely but the BKSA watersports is hopefully still going ahead, along with UKWA wing racing



AG explained that an 'Events Officiating Course' will be run at the end of April free of charge to upskill people to run events. Interested parties should please get in touch.

He also stated that 'Shoreline' may or may not happen. BKC Nationals have been run at Hayling Island since 2015. It has been a stable part of far wider festivals over the years, namely the Armada. Post the Armada's demise, 'Shoreline' was a vision for bringing back the best parts of a family water sports festival on Hayling Island, around our water sports competitions. The license has been refused for this. The BKSA may still run the nationals but without a festival.

Clubs

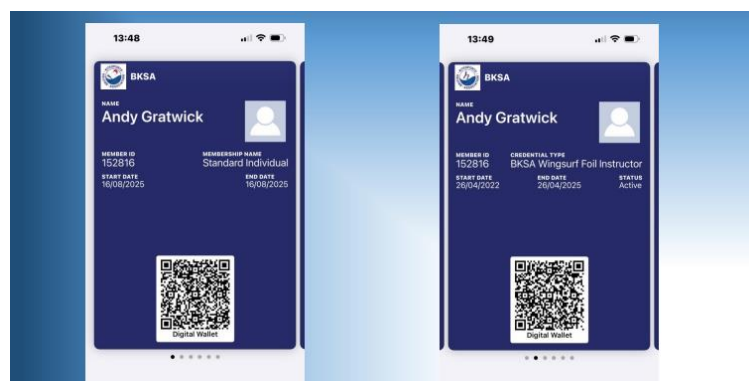
AG explained that the live BKSA affiliated club list was on the website, in real time, which is a compliance issue for NGB public interface. AG explained the affiliation process for schools and clubs and said that the cost of sending plastic tags in the post and the *related plastic wastage* had been cut down by the digital wallet process.

Clubs

- We have a fully automated affiliation process for clubs and a growing network of active clubs nationwide.
- We have worked with the clubs to reduce our plastic footprint through tag distribution only to those members who want them
- We have initiated internal clubs comms to share resources and knowledge from club to club
- We have supported 2 new clubs to erect safety signage in their regions (Calshot, Greatstone)
- We are continuing to matchfund with £££ clubs to run regional small scale events regionally, which is gaining momentum. (3-6 2023-2024)



Digital Wallet example:



Training

AG stated that for 40 schools around the country, sadly 2023 had not seen the best weather. As such, schools had a moderate year in 2023 with growth in learning kitesurf lessons, foiling disciplines, race training and winging plagued by adverse weather and economics. Five wingsurf and wingfoil instructor courses were run nationally and almost two dozen schools delivered wingsurf and wingfoil lessons across the UK. Schools saw no major accidents within their network in 2023.

Association Numbers

AG gave an overview of Association numbers:

- Advanced coaches 14
- Trainers 7
- Instructors valid 216
- Instructors trained 1450
- Schools 40
- Clubs 25
- Members 4533

Membership

AG gave details of membership **2023:** 4613 **2024:** 4533

Membership

- Membership has slipped from 2021 to 2023 marginally
- 2023 4613
- 2024 4533
- Our target is to stabilize the slippage by 2025
- Our insurance we have just renewed and secured the next 3 years fees at a fixed rate plus IPT this still includes wingfoiling at no extra cost which is a tangible upgrade and membership benefit
- We have a membership benefits scheme which gives discounts and offers on 100's of products
- We will continue to source extra membership benefits for people joining



Membership rose sharply during Covid, with a membership spike. Memberships has slipped by approximately 500 since. Now trying to recruit new members as membership is the lifeblood of

the Association and we need to reverse the trend. AG invited those with ideas for retention and attraction of new members to contact him.

Insurance

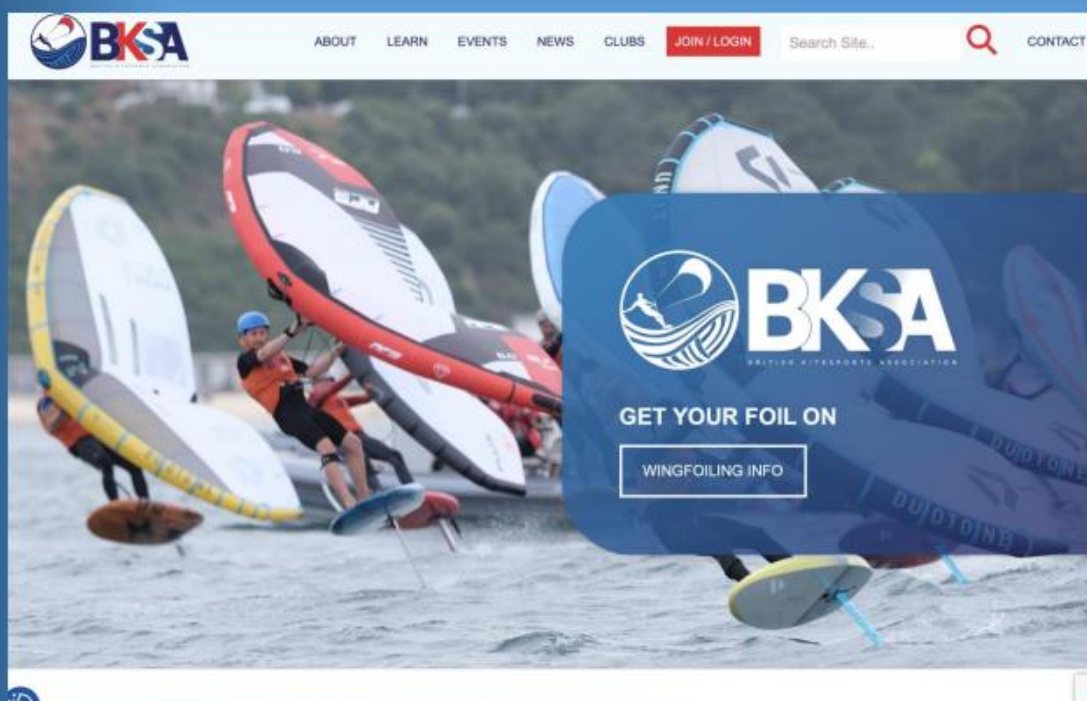
The insurance cover is up for renewal and the premium has increased. The insurers are good to work with and a 3-year long term arrangement is in place.

Website

A new website was launched in October by NH and now site updates are much easier for the Directors and the admin team. NH explained how an 'events form' could be embedded in the web site for people to complete and events would appear live once ratified. Up to date imagery of activities and kit would be needed to support this.

A training calendar for 2024 is also available on the website.

Website



NEW Website

- We have a new website since October 2023
- This has been a year in the making and they are never easy projects
- It boasts an easier updating platform, updated events, news, schools, instructors and clubs sections along with our new branding
- Neil Harper is our web and media man and has done a fine job here and continues to behind the scenes

Social Media

AG explained that marketing and advertising resources have been channelled towards social media and away from paper advertising. This has seen a positive effect firstly on membership and secondly on engagement (which is up dramatically) on both social channels, Facebook and Instagram. Olly Murray coordinates social media for BKSA and media@britishkitesports.com is the contact point for content ideas, which are always needed!

The Year Ahead

In the year ahead AG explained that the Association plans to:

- Run more events regionally and support clubs to do this,
- Continue to develop online education courses and link the pathway to the World GKA/GWA/IKA/IWSA bodies,
- Address and reverse the slight membership slippage,
- Deliver the Nationals in both freestyle and waves in the Autumn,
- Grow youth racing within the regions - Foiling Futures II for another year.

AG expressed excitement about the Olympics and for the incredible athletes and sporting spectacle, within this fast-moving discipline – looking forward to watching people WINNING medals at the Olympics in July /August in Marseille!

AOB

Nil

AG thanked all present and the meeting closed.