

ski club[®]
great britain

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great britain

117th ANNUAL GENERAL MEETING

28 November 2024

1. **Welcome and introductions**
2. To approve the minutes of the 116th AGM, held on 02 November 2023
3. The Chairman's Report
4. The COO's Report
5. Finance Report and Audited Accounts for the year ended 30 April 2024
6. To reappoint Alliotts as auditors
7. To re-elect the President
8. To re-elect the Chairman
9. To re-elect the Treasurer
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11. Club and winter season discussion

INTRODUCTIONS

Angus Maciver

Walter Macharg

Trevor Campbell Davis

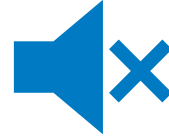
James Gambrill

Owen Chapman

Katy Ellis

Stephen Meredith (independent auditor)

... and meeting logistics



- We will mute everyone during presentation periods
- Feel free to use the **chat function** throughout the session
- The AGM will be recorded
- We aim to have more open discussions between sections and at the end, depending on timing

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Approve Minutes	Votes
For	37
Against	0
Abstain	3
Chair's discretion	0
Total	40

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28 November 2024

2024, our 120th year, was a busy one

- New IT Platform delivered – Many thanks to Stu Bevan
- Strong **Partnerships** and **Advertising**
- Increased **holidays** – number and revenue
- Expanded **Rep Resorts** back into **France**
- New **Reps training** (briefing and refresher) including diversity module.
- **120th Anniversary**, activities across multiple resorts
- High level of positive **activity** – noticed on Social Media platforms and in resort
- Good level of **New Members**....
-Balanced by **existing members leaving**
- **Balance Sheet stable**

Stable Team

- 100% **retention**
- Key senior team **experienced** – **Katy** Ellis (Holidays) , **Jitendra** Shetty (Finance) and **Owen** Chapman (Membership/On Snow)
- **Partnerships** with Emily Morgan working well.
- **Marketing** being more noticed thanks to more spend and the return of Pete Davies
- **Holiday Operations** in good hands with Hannah Sykes

Continuation of approach

- Retaining **Advisory Groups** and mix of elected and co-opted members
- Sought out **IT**, and **Holidays** expertise – plus **Marketing Experience**.
- **2 new elected members** up for election, both have strong IT backgrounds, much needed as **Stu Bevan** cycles out of Council, without whom the new IT platforms would have been
- 1 new **Co-opted** (Holidays)
- **Heritage Advisory Group** led by Peter Slee and Nic Oatridge has been very helpful, in particular with 120th yearbook.

Building Value for Members

- **Reps** – now back in France.
- **Holidays** – expanded and quality improved, new destinations and experiences each year.
- **Partnerships** – more/better.
- **Private Liability Insurance** built in.
- **Membership Card** – more useful.
- More **events**, including information/activity, not only social.
- **Resort parties** were popular.

More of the same..

- New membership **App**
- More Reps in **France** with three new resorts
- More Holidays with **new experiences** – look out for the end of season take-over in Tignes.
- More **Marketing** and more needed
- Always with an eye on making a **surplus** but it is tough to balance investment with Operating Surplus and **tough** membership conditions.

REFLECTIONS ON THE MAJOR CHALLENGES

Challenges/Questions:

- How do we grow awareness and membership – and arrest some of the attrition?
- How do we then move into different demographics?
- How do we best use the Club's reserves?
- Where does Mountain Tracks fit in our structure?

MID TERM CHALLENGE

To secure and grow membership whilst lowering the average age over the next three years by enhancing member benefits whilst maintaining financial and operational stability.

We will do that by focussing on the following areas:

- Grow membership by 5% whilst reducing average age of membership by one year each year.
- Ensure club is stable both financially and operationally.
- Increase quality (and enhance the experience) of club services.



QUESTIONS?

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28 November 2024

Having returned the club to stability following the turmoil of recent years, activities in the past year has been focused on building solid foundations across:

- IT
- Marketing
- Reps
- Platinum

IT

- Successful transition to new systems
- Far more flexibility
- Scope for future development
- New online shop

Marketing

- Consistency – ‘Discover Better Skiing’
- Experienced Marketing Manager
- More use of proven channels – brand video
- IT provides for better understanding

Marketing

Instagram Stats

- 106k views
- 597 likes
- 12 comments
- 15 shares
- 1,558 link clicks to the homepage

YouTube Stats

- 17,684 Views
- 11 likes
- 6,361 link clicks to the homepage

Facebook stats

- 9,100 Views
- 11 likes
- 1 comment
- 431 link clicks to the homepage



Reps

- New style service scored very highly with members
- Return to France successful
- Refreshed Reps training well received
- Reps course 2024 sold out with almost 100% increase over 2023, thanks to the power of PR...

We've also looked at other areas where we felt we could improve the membership offer

- Partnerships
- SKI: The Ski Club Magazine
- Events
- Holidays
- Community

Partnerships

- Improving the range and quality of partnerships
- Ikon pass sales growing sharply
- Partnerships provide both member benefit and revenue
- New hotel listings provide significant savings

Partnerships



**** Hotel

Faern Crans-Montana Valaisia

Discover Faern Crans-Montana, just 150 meters from the ski lifts and minutes from the village center. Ideal for ski clubs and groups, our 134 rooms offer panoramic views of the Alps, ranging from cozy singles to spacious family suites.

- ✓ Enjoy delicious dining at Eteila Brasserie and Sewi Bar & Social Club, where venues can be privatized for memorable events.
- ✓ After an exhilarating day on the slopes, unwind in our newly renovated wellness area featuring an indoor pool, massage jets, sauna, steam room, and relaxation spaces.
- ✓ Panoramic views in every room!

Contact: +41 27 481 26 12 crans@faernresorts.com

The following discounts are available for Ski Club Members:

Offer 1: Stay 7 nights, pay for 6 *Promo code: SCGB*

SKI: The Ski Club Magazine

Read Ski Magazine online now

225 // September 2024



Ski a Volcano!

Mt. Bachelor's epic lava flows make for the most exhilarating piste skiing

Skirting the Cresta

Hold on to your hats for an all-female assault of the perilous skeleton run

Kit Guide 2025

226 // November 2024



Make This the Season You ...

...Take your skiing to the next level, up your confidence and explore somewhere new

Guided by Goodlad

Our expert helps you navigate the Avalanche Terrain Exposure Scale – and select the safest off-piste terrain to ski

227 // January 2025



Coming Soon!

SKI: The Ski Club Magazine edition 227 will be released in January 2025.

Events



Landgraaf Member Training

20 / 10 / 24



London Snow Show

19 / 10 / 24



An evening with Jean-Yves Fredriksen!

17 / 10 / 24



Micros

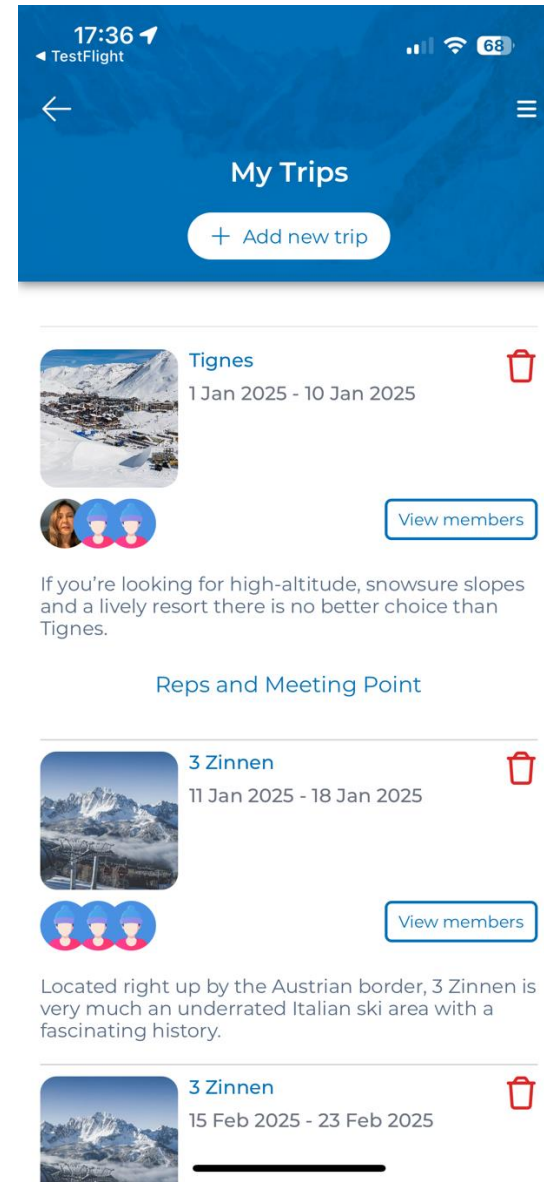
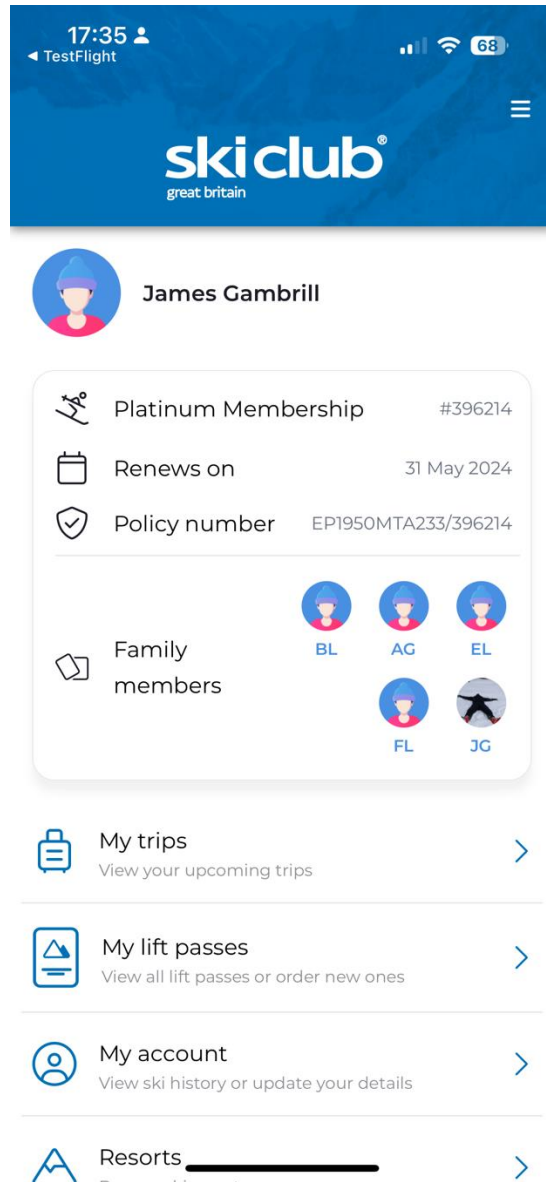
Holidays



- Still increasing with over 20 new trips this winter
- Website enhancements
- New Chamonix Chalet retained
- Excellent member feedback

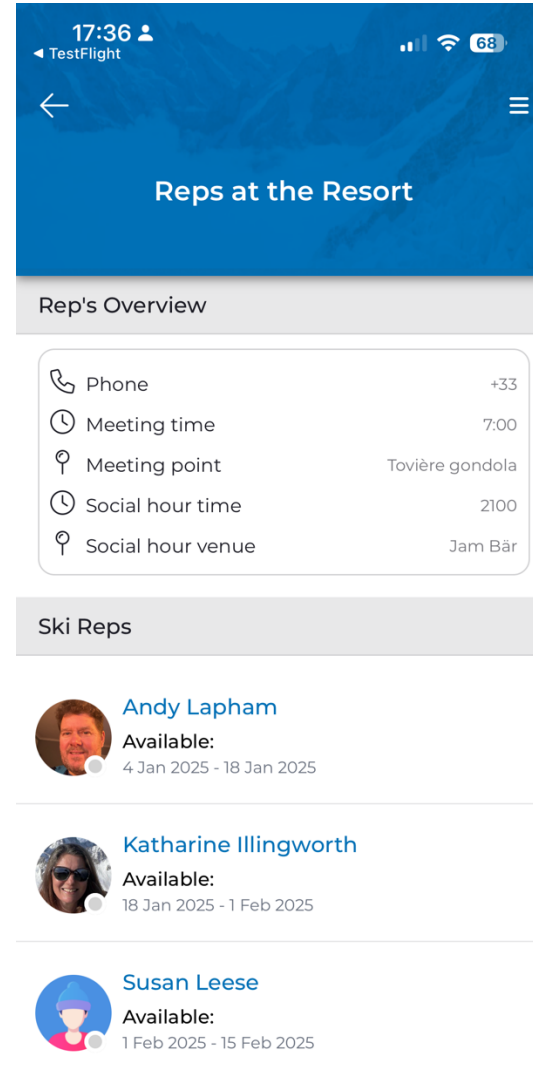
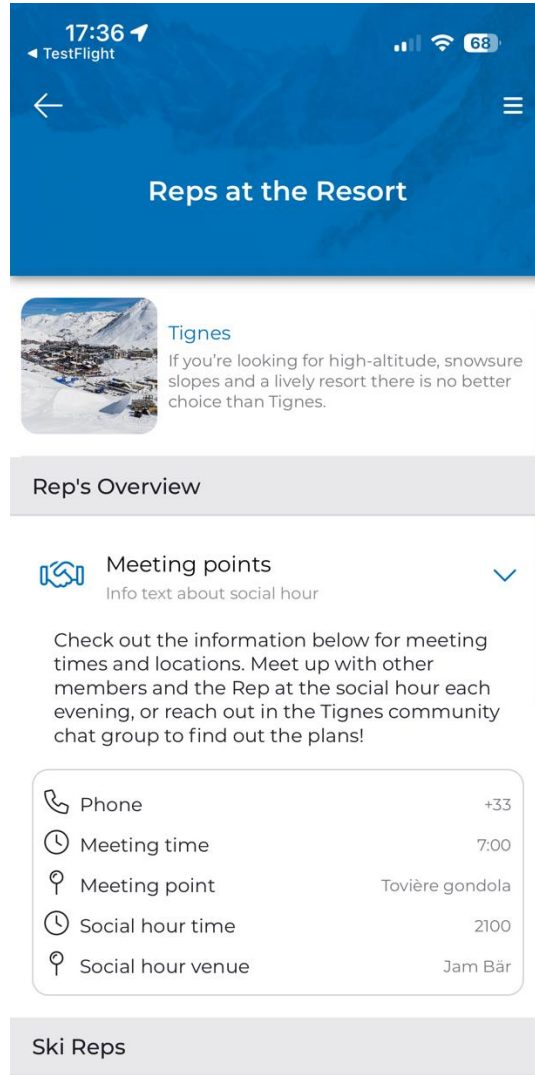
IMPROVING THE MEMBER OFFER

Community



Community

IMPROVING THE MEMBER OFFER



- Last year we had over 2000 new members join the club
- But we lost a very similar amount
- Attrition, members not renewing, is a problem for all membership organisations

MEMBERSHIP

- To date this year joins are 25% up on 23/24, though not quite at forecasted levels
- Attrition is also 18% vs 15% forecasted

How do we increase membership?

- Under 35
- International
- Affiliates

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Approve Audited Accounts	Votes
For	37
Against	1
Abstain	2
Chair's discretion	0
Total	40

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- A year of investment in the future of the Club
- Net profit after tax of £62k - due to growth in the value of financial investments
- An operating loss of £184k before exceptional items - due to increased expenditure on member services, including:
 - More Rep resorts – we now receive little support from resorts
 - IT upgrade
 - Liability insurance and smart member cards
 - More communication to members
 - The 120th events
- The big challenge is growing our membership

FINANCE REPORT 2023/24

- We remain financially strong with net assets of £2.9m, most of which is held in financial investments
- We drew down investments this year to repay borrowing and fund the new IT systems
- We now have virtually no borrowing (just £80k covid bounce back loan)
- We expect to fund the Club's operations going forward from operating cash flow -
- - preserving the investments to safeguard the future.

FINANCE REPORT 2023/24

Summary of Consolidated Profit and Loss statement- year to 30 April

	2023/24	2022/23	2021/22	2020/21
	£	£	£	£
Revenue	5,706,325	4,946,194	4,323,493	1,261,771
Cost of sales	(5,066,601)	(4,371,106)	(3,207,283)	(843,057)
Gross Profit	639,724	575,088	1,116,210	418,714
Overheads (*)	(873,653)	(527,550)	(809,635)	(667,762)
Operating (loss) / profit	(233,930)	47,538	306,575	(249,048)
Profit / (loss) before tax	59,410	(93,948)	355,603	367,840
Profit / (loss) for the year	62,765	(105,479)	321,003	367,840

* Incl. one-off £49k on 120th events this year 23/24

FINANCE REPORT 2023/24

Summary of Consolidated Balance Sheet - 30 April

	2024	2023	2022	2021
	£	£	£	£
Investments	2,827,728	3,586,345	3,702,358	3,985,447
Cash	499,457	766,424	721,803	214,567
Borrowings	(80,654)	(866,773)	(834,756)	(816,866)
Other net liabilities	(299,529)	(601,759)	(599,689)	(714,435)
Net assets	2,947,002	2,884,237	2,989,716	2,668,713

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Re-appoint Alliotts	Votes
For	37
Against	0
Abstain	3
Chair's discretion	0
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Elect Trevor Campbell Davis	Votes
For	38
Against	0
Abstain	2
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Elect Angus Maciver	Votes
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Against	1
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Elect Walter Macharg	Votes
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Against	0
Abstain	3
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Elect Andrew Lapham	Votes
For	39
Against	0
Abstain	1
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Total	40

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Elect Mark Colston	Votes
For	36
Against	1
Abstain	3
Chair's discretion	0
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QUESTIONS & DISCUSSION

Can the council explain the objectives / rationale for selection of the two new council members?

Please could you provide the average Ski Club member profile? Age, gender, location in UK, level of skiing, how many ski trips a year, takes a Freshtracks trip, resorts most visited, etc. Would make interesting comparison.

Please give overview of investment portfolio / risk profile managed by Rathbones.

I'd like to know if the Club is planning any specific actions to actively be more inclusive as part of its goal to grow membership across different segments of the population and help all groups discover better skiing, maybe moving beyond traditional membership.