

Ski Club of Great Britain

Minutes of 117th Annual General Meeting

Held online via Zoom video meeting

on Thursday 28 November 2024 at 17:30

These minutes record the proceedings at the meeting, particularly the details and results of the resolutions, being the legal requirement. In addition, they include summarised details of the presentations by the Chairman and General Manager and of some questions asked by members and the answers provided. These parts of the minutes are not intended to be comprehensive or verbatim but provide some context and background to the meeting. A list of questions was sent in by members in advance, and were addressed during and after the meeting.

Voting for Ski Club of Great Britain Annual General Meeting 2024 closed at 17:30 on 27th October 2024

Angus Maciver (AM), Club Chairman opened the meeting and offered a warm welcome to all present. Walter Macharg (WM), Chief Operating Officer James Gambrell (JG), Head of Member Services Owen Chapman were also in attendance in the Ski Club office. Stephen Meredith, representative of the Auditors, Alliotts was online.

AM highlighted that the Club had used a different low-cost method for voting. Some members online reported that the link had not worked, and this may be reflected in the very low number of votes cast.

Resolution 1: To approve the minutes of the 116th Annual General Meeting, held on Thursday 2nd November 2023.

The minutes were approved.

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

CHAIRMAN'S REPORT

AM presented the Chairman's Report reflecting upon the significantly improved governance and staffing, and financial status of the Club. This has enabled the Club to deliver on Member's objectives.

For the Report itself, as well as the other reports and the financial results, members can access the Club's 2024 Annual Report at [Annual Report - Ski Club of Great Britain](#); the more detailed accounts are available here: [SCGB Acs 30.4.21 \(Consolidated\) 2021 \(Signed\).pdf \(skiclub.co.uk\)](#) and the presentations themselves are available at: [AGM & Council Meetings](#)

Thank you

AM gave thanks to the members of Council who are stepping down this year. He highlighted the significant impact that Stu Bevan had made in the successful delivery of the new IT platform and website.

Member's questions

AM noted that the list of questions asked in advance would be answered at appropriate times during the presentations.

2023/2024 Annual Report and Highlights

AM reported to Members that the Club in its 120th year had been busy with 120th Anniversary events and activities across multiple resorts. The high level of positive activity had been noticed on social media and in resorts. The Club was in a stable position financially. AM noted that Council had chosen to invest in IT and add membership value.

The number of Club holidays had increased, the rep service was expanded back into France and a new training package for reps rolled out. This included a new diversity module.

Many new members had joined, balanced by existing members leaving.

A strong staff team had been retained. The senior team of Katy Ellis, Jitendra Shetty and Owen Chapman were highly experienced in their respective roles. Other key individuals, Emily Morgan, Pete Davis and Hannah Sykes were also working well to ensure the Club's objectives are met.

AM reported that the general approach the Club had developed using Advisory Groups to make recommendations, to Council was working well and would continue. A refreshed Heritage

Advisory led by Peter Slee and Nic Oatridge Group had made an excellent contribution to the 120th yearbook.

AM expressed his appreciation to members following his request for new volunteers with experience in holidays, human resources and repping to come forward. This had resulted in new nominations for Council membership and new co-opted members.

AM explained that the Club is expanding carefully, with plans to increase the rep service further and improve the holiday offer further. Partnerships are also key.

AM briefly described some of the key initiatives for 2024/25.

- New membership App to be expanded, more comms on this would follow shortly;
- More reps in France in more resorts;
- More holidays, with new experiences;
- Increased marketing and more effective partnerships; and
- More events, such as resort parties

Members Online Questions

Members posed questions about the new App and would it be covered by existing GDPR. What data would be analysed, and what data will be retained by the Club?

JG explained the App would provide better visibility in resort, enable members to find each other more easily and provide the Club with better information about the resorts that members ski in.

CHIEF OPERATING OFFICER REPORT

James Gambrell (JG) introduced his report by outlining the key areas he would cover:

- IT
- Marketing
- Reps
- Platinum membership

IT: The Club had successfully transitioned to the new system which provided more flexibility and scope of future developments. An online shop would be integrated shortly.

Marketing: The recruitment of a new experienced marketing manager and the use of proven channels was beginning to show results. A brand video and consistent use of a strapline "Discover Better Skiing" was contributing to this success.

Reps: New style of service was being scored highly by members. The return to France had gone well. The refreshed reps training had been positive and the rep's course for 2024 sold out very quickly, with a waiting list.

Improving the Member Offer: The range and quality of partnerships is improving. IKON pass sales are growing. New hotel listings provide significant savings. Freshtracks holidays are increasing.

Members Online Questions

What is the research programme?

- JG explained that he regularly presents research in public fora.
- This research is a partnership with the Mountain Trade Network (MTN).
- Data is shared with the MTN and Snow and Rock.
- Shared data and triangulated findings.

Why are so few members voting and attending the AGM?

- Method of communicating with members about the AGM was changed in 2023, Council is going to review after this meeting.

Is it possible to see a written five-year strategic plan?

FINANCE REPORT AND ACCOUNTS FOR THE YEAR ENDED 30 APRIL 2023

Resolution 2: To approve the Report and Accounts for the year ended 30 April 2024

The Report and Accounts were approved.

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

Further details are available in the detailed [accounts](#).

In summary:

The Club made an operating loss of £184K, but a net profit after tax of £62K due to growth in value of financial investments for the year. The operating loss was due to increased expenditure on member services. The Club is forecasting to continue to remain profitable in 2024/25. The Club expects to fund operations going forward from the operating cash flow. The big challenge to grow membership remains.

REAPPOINTMENT OF ALLIOTTS AS AUDITORS

Resolution 3: To reappoint Alliotts as auditors for the next year.

Members voted to reappoint Alliotts as auditors.

Re-appoint Alliotts	Votes
For	37
Against	0
Abstain	3
Chair's discretion	0
Total	40

PRESIDENT ELECTION

Resolution 4 To elect Trevor Campbell Davis as President

TCD elected President.

Elect TREVOR CAMPBELL DAVIS	Votes
For	38
Against	0
Abstain	2
Chair's discretion	0
Total	40

CHAIRMAN ELECTION

Resolution 5: To elect Angus Maciver as Chairman.

AM elected chairman.

Elect Angus Maciver	Votes
For	39
Against	1
Abstain	0
Chair's discretion	0
Total	40

TREASURER ELECTION

Resolution 6: To elect Walter Macharg as Treasurer.

Walter Macharg was re-elected Treasurer.

Elect Walter Macharg	Votes
For	37
Against	0
Abstain	3
Chair's discretion	0
Total	40

COUNCIL MEMBERS ELECTION

Two members were elected to Council from a possible two candidates.

Resolution 7: Election of the Council Members

Mark Colston and Andrew Lapham were duly elected to Council.

Elect Andrew Lapham	Votes
For	37
Against	0
Abstain	1
Chair's discretion	0
Total	40

Elect Mark Colston	Votes
For	36
Against	1
Abstain	3
Chair's discretion	0
Total	40

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Below, is a summary of AGM Questions asked before the meeting and Council/Management replies.

- **Can the Council explain the objectives/rationale for selection of the two new Council members?**
 - *With the departure of Stu Bevan from Council, it was important to ensure the work started on IT was continued. Both nominees have strong IT backgrounds.*

- **Please could you provide the average Ski Club member profile? Age, gender, location in the UK, level of skiing, how many ski trips a year, take a Freshtracks trip, resorts most visited, etc. Would make an interesting comparison.**
 - *The Club does not retain all such data and is required to follow GDPR.*
- **Please give an overview of the investment portfolio/risk profile managed by Rathbones**
 - *The Club remains financially strong, with net assets of £2.9 million.*

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OTHER BUSINESS

There was no other business.

The AGM was closed at 1900.