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**ANNUAL  
REPORT  
2025**







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## CONGRATULATIONS!

If you are reading this document then you have a connection with a great and ongoing sporting success story.







# CHAIR'S REPORT

Well done, firstly, to all our athletes over the 2024/2025 period. Special mention goes to Joel Poland for his gold medal in jump at the Waterski World Championships in Recetto, Italy (especially impressive after his disappointment, just days before in tricks) and for later securing his eighth world record in overall; and to the Barefoot team for the sensational 13 medal tally at the Barefoot European Championships, including a coveted team silver. What inspiring performances!

## Achieving Greatness

Given the history over the years of international open achievement in our various disciplines, there is always the risk that such performances, at the top of the BWSW competitive pyramid, are perceived as a given. Big Mistake. None of this happens by chance. It is only because of exceptional dedication by exceptional athletes that BWSW can proudly hold its head up high in the world of towed water sports. 210 medals and counting across all disciplines and age groups of waterskiing and wakeboarding since 1990 shows we must be doing something right.

And great to see some absolutely fantastic performances at the Youth Waterski Europeans in 2025, as well as four junior medals at the European Barefoot Championships which give us renewed encouragement for the future.

## Promoting the Sport

Our clubs and centres are the backbone of the sport but, in terms of grabbing public attention, and thereby growing participation, one of the biggest drivers is likely to be getting the inspirational performance of our athletes out in the public domain. I wonder what the landscape of towed water sports would be in the UK had it not been for Mike Hazelwood's world beating performances in the late 1970s/1980s. That is a long time ago now - and for many buried in the mists of time - but we stand on the shoulders of such giants of the sport like him, Andy Mapple and David Small, in striving for public awareness. It is certainly the only reason that I had heard of the sport when, at the suggestion of a friend, I tried waterskiing in the London Docks in 1985 (and, as a result, ended up writing this piece in 2025!). Well done to Jane Peel and Anny Wooldridge over the last few years for all their continued efforts in our external communications, thereby hugely adding to BWSW's bandwidth (insufficient beforehand for far too long).

## Diversity & Inclusion

Mention must also be made of Cathy Hughes in terms of her continued support around our equality, diversity and inclusion action plan and targets. Cathy continues to ensure that we, as an organisation with the support of our clubs / centres and workforce, are providing as many opportunities as possible so that all are welcome to our sport. Cathy has recently reviewed our Diversity and Inclusion Action Plan and will soon develop a 2026/2027 version.

## E-Membership Growth

Hugely cheering efforts also from Ben Jury at New Forest Wake Park in his work on our E-Membership base taking us to a much-increased high over 2100. Our connection with the grass roots of the cable community has historically been not so much weak as non-existent. This is our largest participation cohort and we want to hear from them. Engagement with this demographic is also key in achieving the connection that Sport England is looking for when it comes to grant distribution. Well done to development officer Keir Boissevain for all his work in bringing our cable centres more firmly into the BWSW tent in the last few years. A big challenge, of course, remains in ensuring the communications we send out reflect the thrilling content our sport provides.

## Friends of Tournament

Well done, once again, to Friends of Tournament in providing such a great gateway into the sport. An outstanding example of a hugely successful volunteer initiative supported, but unfettered, by national governing body involvement.

## Coaching Courses

A mention also for Mike Lock on the board - and others - in seeking, over the last few years, overdue upgrades, in conjunction with third party experts, to the paperwork behind our qualifications and safety protocols. In looking at the positives of our physically arduous sport this aspect, which only gets generic reference in the Sport England requirements, needs to be a paramount consideration.

## Looking Ahead

Despite these positives, there are strong headwinds for the sport and BWSW, as a national governing body, with a now creaking infrastructure and ever-increasing budgetary pressures. This has seen considerable BWSW board focus over the last few years with the relatively small financial deficits of 23/24 and 24/25 clearly now having become a much larger and structural issue with flat revenues and increasing costs.



The BWSW balance sheet is a strong one, but we need to ensure the reserves, garnered historically and available for investment in the sport, do not become just a means to tide the organisation over. Of course, there are significant headwinds also for clubs and operators in terms of insurance cost and, for boat activity, the cost of boat replacement.

To give an extra stir to the budget pot, there are material uncertainties, at the time of going to press, over the process (let alone fund availability and outcome) for the 2027-2032 Sport England funding round.

Any ambitious organisation seeks to grow the bottom line by an increased top line. Preserving and growing our membership, in the face of historic decline, remains the topic of many long hours of board debate. Suggestions appreciated from anyone out there, whether on a postcard or more up to date means - don't hesitate to let us know! Sponsorship opportunities are being looked at by the board as an opportunity to increase income.

At the same time, we must be conscious of costs and assiduously chase up savings. We need to be alert to obvious cost savings like renting out surplus space at HQ. Nonetheless, actions that save money, but are not good for the sport, are not the way to go. For that reason - and after a survey of members - the board has decided to keep our magazine going in hard copy form. This is despite the considerable saving of going online.

We don't have the data to text or email our full membership base and whilst our website is used as a necessary information resource it is not yet a replacement communication channel. Kylie Cooper is working flat out on a project to both preserve and improve critical functionality in our IT systems. This will not be discernible on the face of the website but that is something we must seek to afford once Kylie has finished the current project.

And, in terms of giving us the figures to properly consider these issues, a big thank you to Andy Phillips, our financial officer for upgrading our financial reporting and serving up real time financial information to ensure the best consideration of them.

We are in a state of transition, as Eve may have said to Adam as they left the Garden of Eden, and for most organisations that will probably always be the case. It's important we ensure that transition for BWSW is driven by ambition for our sport - ongoing athletic success, a resilient membership base, inclusive participation opportunities, greater public awareness and engagement, improved infrastructure, updated safety procedures and protocols and a manageable cost base. With the right ambition, achieving all that, despite the challenges, is doable.

*I have now been Chair for approaching six years (and a director for eleven) and, as I now stand down, am pushing at the very outer margins of what Sport England allows in terms of tenure. It has been great working with so many across the sport and I wish those in charge of its stewardship all the best in putting in the hard yards necessary to ensure its future success.*

*Martin Winter*

**Martin Winter**  
Chair





# OUR LEGACY – 75 YEARS OF COLLABORATION ON THE WATER

**BWSW has a very rich heritage and history, its origins dating back to 1949 and what was then known as the British Water Ski Club, established as the Federation in 1951. In 2026 we celebrate our 75th anniversary which will highlight the growth and evolution of the sport, the many milestones and successes on the international stage, together with our vision to face the challenges of the future.**

Of course, much of the work that we continue to do and encourage remains constant and is very much about getting the basics right, continuous improvement and supporting the grassroots operation of the sport.

## We Aim To

- See well run and thriving facilities with a strong volunteer base, providing for an opportunity to experience a great outdoor lifestyle sport
- Ensure a welcoming environment and support the highest standards of delivery while fostering a safe and enjoyable time on the water

Workforce development for our coaches, officials and volunteers is also key to everything we aim to achieve. It is vital that we make positive experiences central to everything we do to improve how we:

- Attract new participants
- Retain those already within the sport
- Remove barriers to access
- Encourage a more diverse participant base, whatever the age, background, ability or disability
- Provide a clear pathway from the playground to the podium, giving opportunities for young talented individuals to be supported, inspired and developed on their competitive journey

As always behind the scenes, with a small and dedicated staff team, we strive each season to build a robust and effective organisation that can do the core basics well, provide for sound governance and innovative ways of working to support our member and participant base. A key ambition as always is to work within our community to build a sport for everyone and a sport that continues to thrive long into the future.

Our affiliate structure very much connects us as an organisation to the grassroots of the sport. It has been a pleasure this season to visit a

number of clubs / centres across the country to see some of the youth engagement and women and girls outreach programmes taking place. The passion and commitment of the staff and volunteers involved was very much clear to see.

As we approach our anniversary it is essential to build on our heritage by supporting this impressive community of people who run the sport on the ground and make such a positive impact at a local level.

***Stay involved, support your local club / centre and thank you to everyone who has contributed so much in so many ways during the season. In particular huge thanks to our small staff team who have once again been under strain during another intense and challenging season. It is not always easy keeping the wheels on the track!***



***I very much hope that this document is able to capture not just the work that we do as routine but also the very great commitment which I know everyone has for delivering success.***

*Patrick Donovan*

**Patrick Donovan**  
Chief Executive Officer



## OUR MEMBERSHIP OFFER

# MEMBERSHIP

We have always had a very strong sense of purpose as an organisation and play a unique role in a dynamic outdoor sporting landscape.

### Our Commitment

We are committed to ensuring everyone can access and enjoy our sport safely, regardless of their identity, background, ability or circumstances. We are determined to increase the accessibility of our sport by removing barriers and addressing the inequalities that prevent people participating in waterskiing and wakeboarding.

BWSW wants to support our existing participants but also increase opportunities to attract, in particular, more women and girls, disabled people and those from ethnically diverse communities. We will continue to do this by understanding the barriers that hinder or prevent their participation and provide greater training, education and resources to address them and improve access.

### Encouraging Signs

Membership remains at the heart of our organisation, providing the foundation that supports our sport's growth and sustainability. Whilst we are in receipt of public funding, we cannot solely rely on this as our main and only income stream. We continue to focus on generating additional revenue through our organisation's qualifications and training offer. In addition, membership revenue is vital to sustain our operations and ensuring we can continue to lead, support, and grow our sport for all existing and new participants.

Whilst we have experienced a period of decline in relation to membership over recent years, often due to loss of facilities, our numbers have now stabilised over the last season. This is an encouraging sign that the steps we are taking to retain and support members are beginning to have an impact. One of the challenges we face is both servicing and supporting the multiple

disciplines within our sport whilst offering a membership package that meets the needs of all and demonstrates value. We have continued to review our membership offer, ensuring it supports every stage of the member journey – from a participant's first experience on the water, through more regular participation to joining as a member, with ongoing communication and benefits that encourage long-term retention.

### Communication Strategy

Over the past year, we have focused on strengthening our communication strategy to ensure that the value of our organisation and our membership offer is clearly understood. By highlighting the benefits of being part of our community, we aim to expand our reach and engage more effectively with both current and prospective members. Our approach uses a range of channels, from social media to newsletters and direct communications, ensuring that we connect with our community

wherever they are. This ongoing focus helps us not only to raise awareness of what we offer but also to foster a stronger sense of belonging and engagement across our community.

We recognise that people engage with our sport in different ways. Alongside our traditional membership base, there is a growing "pay and play" community who take part less formally but are still passionate about being on the water. Over the past year, we have focused on how we can grow our connection with this community through our relationship with our cable centres. We have seen a positive increase in the number of E-Member sign-ups. We will continue to grow this element of our 'membership' and plan how we can engage successfully, offering pathways into membership and ensuring that everyone, from first-time participants to lifelong members, feels welcome and supported.





# MEMBERSHIP & STATISTICS

## Membership Platform

In the year ahead, we will launch a new membership platform designed to transform the way members and participants engage with us. The system will simplify sign-up and renewal, provide easy access to an improved range of benefits, licences, and qualifications, and issue automated reminders to help members stay up to date and to keep in touch.

By streamlining administration, it will reduce manual workload and allow our team to focus more on supporting members and growing participation. Most importantly, the new platform will create a smoother, more

rewarding journey for our members and the wider community.

The new platform represents a step towards a more modern, digital way of working. It will provide a seamless online experience for members and participants, reflecting our commitment to using technology to enhance engagement, accessibility and service, while also supporting a more environmentally friendly and sustainable approach. This represents a new way of working. While change can be daunting, we are confident it will benefit both our organisation and our audience.

## Our Future Focus Will Be To:

- Provide a more modern, streamlined and efficient membership platform for easy sign-up / renewal
- Enhance our E-Membership platform to reach a wider audience and engage more effectively with this community to encourage them to take the next step in their journey with us
- Continue to improve member retention through enhanced benefits, stronger communication, and a clear sense of belonging
- Grow overall membership by developing new opportunities for participation and more accessible routes into the sport

## Membership Numbers



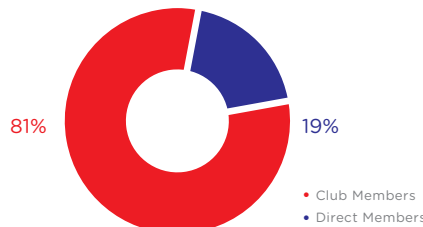
## Followers on Social Media



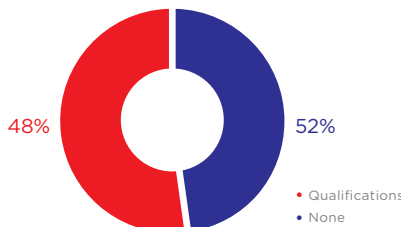
## Board Diversity

Female directors 25%

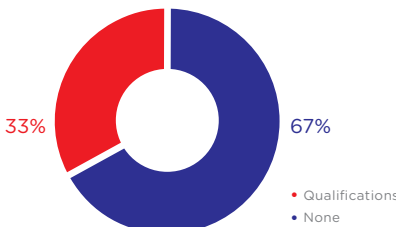
Club V Direct Membership



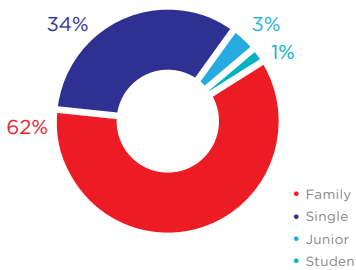
Club Member Qualifications



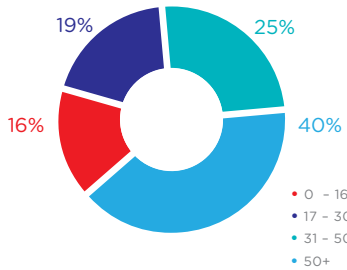
Direct Member Qualifications



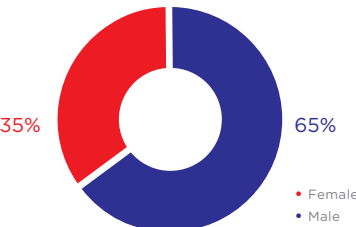
Membership Plan Comparison



Member Age Comparison



Gender Comparison





# OUR PRIORITIES



### 2025 Summary

BWSW's strategic approach to development is founded on advancing and growing the sport. This is achieved through expanding the affiliate network, tactical engagement, partnerships, and the promotion of equality, diversity, and inclusion across both the organisation and the wider sporting community. This strategy is designed to ensure long-term sustainability and future proofing to support our affiliates, members, volunteers, workforce and participants.

### Business Development

Engaging with our affiliated clubs and centres is crucial to maintaining strong, positive relationships. By working collaboratively, we can ensure our efforts have the greatest possible impact. Our affiliates are the grassroots hubs where participants, volunteers, and future talent are nurtured. Strong engagement ensures that clubs and centres receive the guidance, resources, and best practices they need, helping them to grow membership and deliver high-quality experiences.

This year, BWSW introduced its 'On the Road' initiative, a programme of visits to our affiliates to strengthen connections, provide support and ensure greater visibility within the community.

The visits focused on understanding the needs, challenges, and successes of clubs / centres. We were able to provide direct guidance on welfare, governance and accessibility by sharing updates on national programmes and development opportunities.

With affiliates providing valuable feedback and local insights, these visits led to collaborative solutions that support inclusion, youth engagement, and sustainable growth. Most importantly, it reinforces BWSW's commitment to working together to ensure a vibrant and inclusive future for the sport, therefore, aligning our affiliates' requirements with the wider strategic goals of the national governing body.

### Affiliate Network

BWSW's affiliate network is made up of a variety of facilities that provide access to the sport, from traditional members clubs, to pay and play commercial centres:

- Voluntary member (inc. Armed Forces) clubs form the backbone of the sport, driven by dedicated individuals who contribute their time and passion to support participation, community engagement, and the long-term development of waterskiing and wakeboarding.
- Commercial member clubs play a vital role in the sport's ecosystem, providing professional facilities, coaching, and events that enhance participation

whilst supporting the growth and sustainability of the sport.

- Accredited boat and cable centres are recognised for meeting BWSW's high standards in higher throughput commercial environments, quality coaching, and facility management. They provide participants with trusted, quality environments to enjoy and develop their waterskiing and wakeboarding skills.
- Ski boat driver centres are specialised facilities approved by BWSW to train and certify drivers, ensuring safe, skilled operation of boats for towing activities across affiliated clubs and centres.

### Delivery

Voluntary and commercial affiliates can access grants aimed at embedding Equality, Diversity & Inclusion (EDI) and improving access at their waterski and wakeboard facilities. For example, funding schemes specifically targeting clubs / centres that work with under-represented groups, to purchase specialised equipment, train volunteers, and boost their outreach. The grants awarded support inclusive projects, diversifying membership and helping to remove barriers to participation.

BWSW's direct delivery investment for the 2025 season supporting EDI projects, initiatives and events, amounted to circa £40k though there was additional investment by clubs and centres themselves into various projects.

### Grants awarded for:

- Facility improvements (accessibility)
- Specialised equipment (for disability and female participants)
- Adaptive skier / rider coaching sessions
- Female only sessions
- Workforce development and upskilling
- Training and support

**FUNDING FOR AFFILIATED CLUBS AND CENTRES WILL BE AVAILABLE ONCE AGAIN FOR THE 2026 SEASON.**



# PARTNERSHIPS AND STATISTICS

## PROGRESSIVE EDGE AND CUTTING EDGE

The Sport England funded progression pathway provides a structured and evidence-based framework that supports participants' development from the introductory to advanced stages of their sporting journey.

By establishing a coherent sequence of fundamental skills, the discipline specific pathways enable coaches / instructors to implement consistent and pedagogically sound training practices that facilitate more efficient and measurable progression.

Moreover, the integration of such frameworks offers tangible and long-term benefits by enhancing participant engagement, motivation, and retention.

### Partnerships

Sport England's investment is integral to BWSW's mission for the wider sport, providing vital funding that sustains initiatives, training, and support, across the waterski and wakeboard community. Through this partnership, BWSW and its volunteers continue to provide more opportunities for all to participate in our sport, deliver meaningful progression and long-term community impact for the sport.

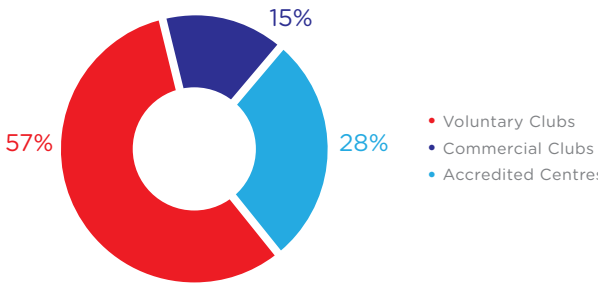
### Other partners that support BWSW's mission, include (but are not limited to):

- CPSU (Child Protection in Sport Unit)
- Sport and Recreation Alliance
- Activity Alliance
- National Autistic Society
- UK Anti-Doping

This support and input are critical to our key aim of improved accessibility and providing a safe and welcoming environment for a broader and more diverse audience.

**Keir Boissevain**  
Business Development Officer

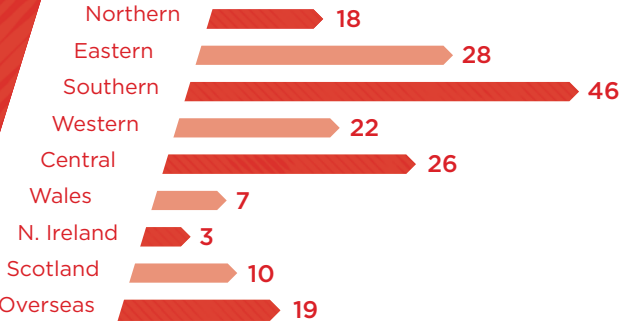
### BWSW Network Facility Composition



- Voluntary Clubs
- Commercial Clubs
- Accredited Centres



### Facilities by Area



### Our Affiliates

Voluntary members clubs	53
Commercial members clubs	15
Armed Forces clubs	3
Accredited Sites	28
Registered SBD centres	55

### Cutting Edge / Progressive Edge

Clubs and centres actively delivering 70





# BWSW COACHING PROGRAMME

## Our Workforce

A quality first time experience of the sport is key to ensuring a satisfied and returning loyal customer for the long term future of the sport. We rely heavily on our workforce of volunteers, coaches, instructors, operators and SBD Principals. All of which play a crucial role in our sport, building confidence, skills development, encouraging retention and acting as important role models and ambassadors for the sport.

## The Coaching Pathway

The priority has been to maintain a coaching pathway that is current, evidence based and that meets the needs of changing, new and diverse audiences. To ensure long-term sustainability of our workforce, qualifications continued to be reviewed with greater emphasis on flexibility, accessibility, along with recognised standards.

## Achievements in 2025

2025 has been a highly productive year for coaching and driving, with significant progress across all areas of our programme. One of the most important achievements has been the successful internal endorsement and assessment of all coaching qualifications through our verification system, which ensures consistency, quality and confidence across the whole pathway.

The Level 2 Waterski and Wakeboard boat coaching course has been redesigned and shortened from its previous seven-day format. We recognise that the length of the original course was a significant commitment and often a barrier for potential candidates. To address this, the coaching and driving working group has carefully restructured the programme to maintain its high standards and relevant content while reducing the overall time required. We hope this change will see an increase in more individuals qualifying as BWSW coaches.

Our boat driving qualification remains in high demand and is recognised as a valuable qualification alongside the ICC. With the introduction of specialised boat driving modules – such as those focused on jump and wakeboard – we are creating opportunities for drivers to develop targeted, discipline-specific skills. It is evident that our boat driving qualifications are deemed a valuable tool and qualification by our clubs and participants.

The Cable Instructor qualification, developed in 2024, was rolled out this year and has received extremely positive feedback from cable centre owners. Its introduction has enabled accredited cable centres to train new staff on site to a consistently high standard, enhancing both safety and the overall participant experience. Building on this success, the Cable Level 1 Coaching qualification was also launched this year. It has been very well received and is already supporting the development of new coaches entering the sport.

Wakesurf continues to grow rapidly as a discipline, and this year marked significant progress in formalising its training pathway. In response to rising participation and an expanding competition scene, new wakesurf driving and coaching qualifications have been developed for launch in 2026. A successful pilot coaching course was delivered at Wake and Surf on Ullswater, one of our accredited sites, resulting in the first five qualified wakesurf coaches. Looking ahead, the first national wakesurf competition run by Wakesurf UK will also take place at Wake and Surf in 2026, marking an important milestone for the discipline.



## 2026 Aims and Targets

- Research into understanding whether we can provide more flexible learning to allow a more open and accessible coach education offer
- Opportunities for continuous learning / CPD
- Development and rollout of the Cable Coaching Level 2
- Recognising and addressing barriers to the coaching pathway for particular groups, expanding the representation of women and coaches with disability coaching experience / learning
- Providing new and existing coaches with opportunities for ongoing learning and development aligned with our equality, diversity and inclusion aims

**Michael Lock**  
Coaching Programme Lead



EQUALITY / DIVERSITY / INCLUSION

# TACKLING INEQUALITY

**2025 has seen BWSW build upon the success of its existing EDI work, particularly in terms of expanding the number of clubs and centres delivering dedicated sessions for women & girls, disabled people and supporting them to deliver high quality opportunities, with BWSW providing funding, resources and specialist advice.**

2025 also saw the BWSW Board increase its diversity, bringing greater experience and different thinking to its decision making and helping achieve some of the ambitions of the current Diversity & Inclusion Action Plan (DIAP). All these initiatives and delivery take plenty of planning, collaboration and reflection as we learn what works, what doesn't and how we can continue to provide the opportunities to participate, which are such a critical part of our funding obligations with Sport England.

This spring and summer saw 11 centres deliver women and girls taster sessions, indicating a reach of over 400 women, and the majority continued to participate and will do so next year. The work was overseen by the Working Group so I must thank my colleagues Anny, Christine and Kylie for their involvement and Sarah, our Safeguarding Lead, for her input too. We listened to feedback from the previous year and recognised that the development and distribution of a media pack would be very useful to help with publicity and promotion and we also requested greater emphasis on keeping the participants in the sport.

It's been a pleasure to work with our centres on this initiative, to see the enthusiasm displayed by both our members and the participants and to hear about their successes too. The sessions will run again in 2026 so if you're interested in being involved, please watch this space!

We've also worked closely with Access Adventures and partners to expand our disability provision. Three of our member centres provided Disability Taster sessions, following support led by Access Adventures. We held an online session with the National Autistic Society in May which stimulated much discussion, and we also distributed a survey to hear from our centres on their support needs for delivery of our disability work. We are discussing the results with Access Adventures and agreeing how best we provide the most appropriate resources, support and training for the work going into the new season.

This year will provide a number of opportunities and challenges for BWSW. As already mentioned, we will deliver more women & girls and disability taster sessions. We will be adopting a new version of our DIAP and, even more importantly, focusing on our next

submission for funding to Sport England. 2026 will also see the UK hosting the next international Women and Sport conference in Birmingham and, as a signatory to the Brighton Declaration on Women and Sport, we have already provided a comprehensive report on our current female focused work.

Finally, I'd like to extend my thanks to all the members, centres and colleagues that have supported the EDI work. It could not have been done without you, and I am very grateful for your input and support. Don't forget to keep an eye on the BWSW magazine which contains updates on our latest EDI work, and also, if you have anything about EDI that you wish to discuss, please contact us - [EDI@bwsf.co.uk](mailto:EDI@bwsf.co.uk) - We would love to hear from you.

**Cathy Hughes**  
EDI Lead





# WELFARE & SAFEGUARDING

2025 has been a busy year in terms of BWSW safeguarding and welfare to ensure that we continue to achieve the standards of safeguarding set out by Sport England, NSPCC Child Protection in Sport Unit and the Ann Craft Trust.

**Communication**  
Continuing with our Bi-monthly Newsletters and quarterly online Drop-In Sessions for Club Welfare Officers has brought our clubs / centres closer together, as we heard from the Active Partnerships Network on topics relevant to all clubs such as member voices, external risk and child first coaching. It is great to see our incredible staff and volunteers coming together to learn more about welfare and safeguarding.

This year we have also had the pleasure of completing some site visits where we witnessed some of the great things that are happening at our clubs / centres in and around the UK.

**Compliance**  
We have recently updated our online training information to make our mandatory requirements clearer for all roles. We have seen a great response to our request for updated Club Welfare Officer information and training. We appreciate your compliance and support in this area.

**Where we would like to be by 2027**

- We continue to strive for full compliance by all our clubs and centres in both DBS and sport specific safeguarding training to ensure our clubs / centres remain fun and safe places to be.
- To build on our communication with clubs / centres to better support them and to provide the relevant information needed to run fun and safe activities for all our members and participants.
- To build a space for our young members to input into our sport, and to have a say in our future plans.
- To seek feedback on our policies and procedures to ensure our information is user friendly and fit for purpose.

**Sarah Wassell**  
Lead Safeguarding Officer



Safeguarding is everyone's responsibility and by continuing to work together we can make safeguarding at BWSW the best in its class and a model for other sports to aspire to

**Safeguarding Statistics**

DBS / PVG Checks completed	82
Safeguarding and Protecting Children courses completed	65
Clubs / Centres with a named Club Welfare Officer	95
Anti-doping educated athletes and athlete support persons	69



MEDALS  
AND  
RECORDS

GB SUCCESS

Our athletes have continued to deliver, with gold, silver and bronze medals at international competitions and records broken. This list includes podiums by BWSW athletes at IWWF titled and major competitions in 2025. More GB success came at other international events, including those organised by the World Wake Association (WWA). You can find those results on the WWA Rideline App.

1ST GOLD

BOAT WAKEBOARD

Luca Kidd BROstock Georgia, USA

CABLE WAKEBOARD

Mary Jones U14 Girls IWWF Spin Cup

BAREFOOT

Tom Heaps	Open Men Tricks	European Championships
Tom Heaps	Open Men Jump	European Championships
Tom Heaps	Open Men Overall	European Championships
Matilda Mulcahy	Junior Girls Slalom	European Championships
Matilda Mulcahy	Junior Girls Tricks	European Championships
Matilda Mulcahy	Junior Girls Overall	European Championships
Gavin Townsend	Senior 2 Men Jump	World Masters Championships

WATERSKI

Joel Poland	Men Jump	Moomba Masters
Joel Poland	Men Overall	Moomba Masters
Joel Poland	Men Jump	US Masters
Joel Poland	Men Jump	Open World Championships
Joel Poland	Men Jump	Waterski Pro Tour
Joel Poland	Men Overall	World Water Skiers Overall Tour
Freddie Winter	Men Slalom	US Masters
Freddie Winter	Men Slalom	Waterski Pro Tour
Isabel Cosgrove	U14 Girls Slalom	E&A Youth Championships
Isabel Cosgrove	U14 Girls Tricks	E&A Youth Championships
Isabel Cosgrove	U14 Girls Overall	E&A Youth Championships
Hilary Winter	+55 Women Slalom	E&A +35 Championships
Joanne Porter	+55 Women Overall	E&A +35 Championships
David Hawley	+70 Men Overall	E&A +35 Championships
Juliet Thompson	+75 Women Slalom	E&A +35 Championships
Juliet Thompson	+75 Women Tricks	E&A +35 Championships

2ND SILVER

BAREFOOT

GB Team Team European Championships

WATERSKI

Isabel Cosgrove	U14 Girls Jump	E&A Youth Championships
David Hawley	+70 Men Jump	E&A +35 Championships
David Hawley	+70 Men Slalom	E&A +35 Championships
David Hawley	+70 Men Tricks	E&A +35 Championships
Rodney Rowlands	+65 Men Jump	E&A +35 Championships
Jack Critchley	Men Jump	Waterski Pro Tour



3RD BRONZE

BAREFOOT

Rick Moyes	Open Men Slalom	European Championships
Rick Moyes	Open Men Tricks	European Championships
Rick Moyes	Open Men Overall	European Championships
Paul Turner	Senior Men Tricks	European Championships
Paul Turner	Senior Men Slalom	European Championships
Olly Moore	Junior Boys Jump	European Championships

WATERSKI

Joel Poland	Men Tricks	Moomba Masters
Joel Poland	Men Tricks	US Masters
Will Asher	Men Slalom	Open World Championships
Buddy Carrington	U14 Boys Tricks	E&A Youth Championships
GB Team	U14/U17s	E&A Youth Championships
Joanne Porter	+55 Women Tricks	E&A +35 Championships

EUROPEAN & WORLD RECORDS

Joel Poland	Open Men Jump European Record (72.1m)	Open World Championships, Italy, 31 August
Joel Poland	Open Men Overall World Record (2716.07 points) Jump 70.1m - Slalom 1.5@10.25m Tricks 12160pts	WWS Fluid Cup, USA, 12 October



# BUSINESS AND FINANCE

How does BWSW finance itself? What do we get for our membership? How are our membership fees used? These are questions often asked by affiliates and members.

## Business Review

The Company's principal activity continued to be the governance of the sport of waterskiing and wakeboarding, both behind the boat and by way of cable tow, and associated disciplines which it manages through its affiliation, accreditation and membership structure.

For the 2024-25 season, stabilising and increasing membership remained a key priority area for the Company to include E-Members. However, with some loss of clubs / centres and operating limitations for some club facilities, disappointingly there was a significant 8% loss of paid up subscribing members compared to the previous year. We remain highly dependent on clubs and centres signing up their regular skiers and riders for membership.

We continue to highlight the benefits of affiliation and accreditation, enhance our member outreach, and show the value of our offerings. As a facility driven sport, supporting and protecting our centres is a critical part of our strategy. However, we recognise that we are not fully in the 'driving seat', as external factors such as end of leases, local restrictions, sale and redevelopment can impact on the number of available clubs and centres.

In terms of achieving important engagement with a wider demographic, particularly through the cable discipline, the growth in E-Membership this year is a strong positive, even though not a source of immediate revenue. The key and outstanding challenge is to ensure an effective communication strategy to support E-Membership.

An increasingly hardened marine insurance market continues to impact with higher insurance costs and limits on scope of cover, posing a significant threat to the operation of the sport. This underlies the need for clubs and centres to ensure their risk assessments and safety protocols are regularly reviewed and updated. We have continued our work in this area, reviewing safety guidance and safeguarding policies by utilising external safety consultancy and legal support. The very high cost of new boats also represents a serious issue in relation to boat activity.

During the 2024-25 financial year the Company embarked on the fourth year of a five-year funded strategy aligned to the Sport England ten year strategy, Uniting the Movement. The Company is strongly supporting this strategy and contributing to the more complex area of tackling inequalities which limit access to sport. In the 2024 season the Company delivered its first national programme of Women and Girls Taster sessions, with hundreds of female participants attending clubs and facilities that took part in the initiative.

The programme was designed specifically for women and girls who are either taking up or returning to the sport, inviting them to be a part of our community. Participants benefited from a variety of options. This is what was said about one of the sessions: "No one felt like they were falling behind or that they were the worst there", "The support and encouragement from all of the women and girls was amazing", "We celebrated our successes together", "The day was so relaxed", "We all enjoyed it so much that we booked up for the next event there and then".

A particular area of our ongoing work is remaining compliant with the Code for Sports Governance, as well as the new compliance requirements of the current funding round. This includes the Ann Craft Trust adult safeguarding compliance process and the UK Anti-Doping Assurance Framework. This work remains ongoing and is executed with a limited resource. A key aim being to ensure we remain an eligible body in terms of accessing public funds to support and develop the sport and enabling our affiliates to do likewise.





# BUSINESS AND FINANCE

## Self-Generated Income

In terms of self-generated income streams, we continue to develop and offer a defined suite of qualifications that meets the needs of the wider sport in both commercial and voluntary settings to generate income above and beyond grant funding. The Friends of Tournament (FoT) and the Friends of Wake (FoW) team have continued to put in a significant amount of effort to raise funds in support of our youth and elite athletes to promote participation and the development of current and future talent within the sport. The efforts of all the volunteers who support the disciplines in generating significant funds to support Team GB, organise development and training days, continue to be recognised as fundamental to the future success of the sport.

BWSW's FoT committee continue to manage a significant bequest from the estate of Jill Howard. These funds are invaluable in supporting the development of the Waterski discipline each season. The Board are very pleased to be able to reiterate the huge importance of this legacy and BWSW's very great thanks to Jill for her generosity.

## Raising the Sport's Profile

Profile raising remains a key area of ongoing development to promote the sport both within and outside of our small sporting community. The further efforts of our Head of Communications and our Social Media Coordinator are recognised as moving our communications capability and profile forward to a significantly higher level. The lack of eligibility of non-Olympic sport, in terms of access to elite funding streams, amplifies the challenges faced by the disciplines in raising mainstream income and commercial sponsorship. Non-Olympic status and limited commercial scale remain ongoing challenges in this area

despite the successes in raising funds via the lottery schemes referenced above. The Directors are looking to take forward sponsorship opportunities with our development officer, Keir Boissevain, with both industry and non-industry third parties.

We understand the International Waterski & Wakeboard Federation have been approached in connection with the possibility of inclusion in the 2032 Olympics. There have been many false dawns here but obviously BWSW will do anything in its power to support this development.



The Company, which is non-profit making, is subject to corporation tax on interest received and any activities outside of the scope of its mutual trading. The Company's financial plan is to ensure that it utilises its incoming cash resources in line with its corporate strategy to achieve its objectives as a sports governing body while maintaining appropriate reserves. Budgetary pressures are only increasing and the Board are looking for ways to minimise these including by way of looking to sub-let its premises and, dependent on membership feedback, consider digital distribution of the magazine.

## Financial Review

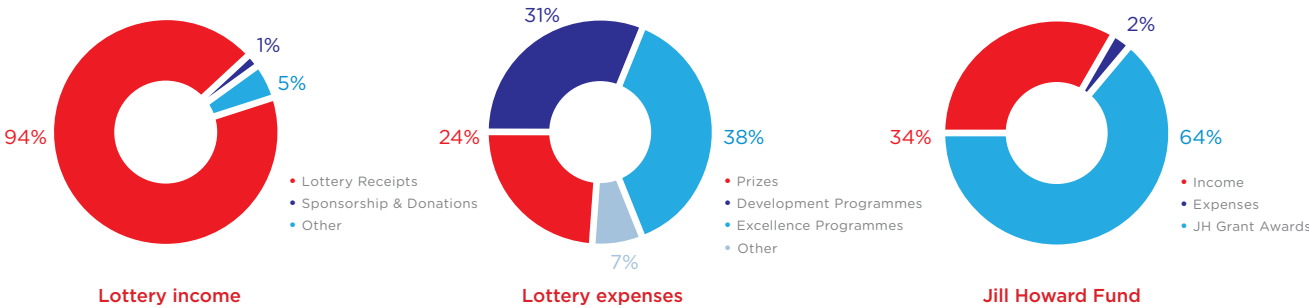
The results for the period are shown in the Income Statement on page 30. In line with the plan approved by the Board, the Company has the key aim of remaining financially sound and at the same time to best provide for the sport. The Company has a strong balance sheet but the Board recognise the need to seek all possible means of achieving a small surplus each year to avoid the decreases in reserves seen in the previous two financial years. Increased challenges in this respect are faced in the current year given increased costs and anticipated lower interest and coaching receipts. In seeking to achieve savings the Board are extremely conscious of the need to preserve important initiatives.

## Company Income

The Company had income of £664,397 (2024: £651,467) from 'General' activities which resulted in a deficit of £29,093 (2024: deficit £26,648). Included within general activities are non-cash depreciation charges of £9,189 (2024: £9,279). Therefore, before non-cash charges there is a cash deficit on general activities of £19,904 (2024: deficit £17,369).

'General activities' income	2025	2024
• Membership	£280,232	£286,581
• Sport England funding	£248,344	£249,767
• Coaching and Driving income	£72,359	£56,687
• Various other incomes	£63,462	£58,432

Restricted activities of certain disciplines are further supported by income received in terms of the major bequest from Jill Howard of £235,871 and two lottery schemes (The Friends of Tournament



and the Friends of Wake) generating income of £59,149 (2024: £70,291) to support, for example, competition and related activities. The Lascelles awards were set up following a very generous bequest by Major General Lascelles in 2003 which was finally fully utilised in 2021-22. We seek to continue to maintain the Lascelles awards on an annual basis, subject to BWSW financial constraints, on the same basis as before, with any future donations supporting these awards. Over the years these awards have played a pivotal role in financially supporting young and promising participants, many of whom continue to play a key role in our sport.

We are particularly grateful for the work of those who have carried out the difficult task of selecting those chosen for the awards. The Board would also like to place on record again their very great thanks to all those who have supported the continuation of these awards in recent years by personal donations.

As part of the general activities of the Company during the financial year the Company received, in respect of the Lascelles awards, a donation of £2,000 (2024: £2,500). The Board also contributed £4,000 which had the net effect that £2,000 was carried forward as at 31 March 2025 after awards made at the 2024 AGM of £9,250 (2024: £9,000).

The net assets of the Company amount to £1,223,314 (2024: £1,293,288). Of this sum the FoT Jill Howard Fund amounts to £221,516 (2024: £234,512) and The Small Lottery Funds are £40,283 (2024: £64,509) with the General Fund of £961,515 (2024: £994,267) making up the balance. As at 31st March 2025, of the available General Fund, including reserves and deferred income, £61,716 (2024: £60,055) is available for the deemed restricted activities and specific use of disciplines and committees which includes Boat Wakeboard, Waterski, Cable Ski, Cable Wakeboard and Lascelles. The largest component of this is Waterski at £39,337.

The Small Lottery Funds comprise Friends of Tournament (FoT) and Friends of Wake (FoW). Lottery ticket sales for FoT contributed £50,741 (2024: £56,181) and a deficit after tax was incurred of £16,983 (2024: deficit £15,696). The FoT fund balance at the end of the year was £36,840 (2024: £53,823). Lottery ticket sales for FoW contributed £5,025 (2024: £4,825) and a deficit after tax was incurred of £7,243 (2024: surplus £3,265). The FoW fund balance at the end of the year was £3,443 (2024: £10,686).

Andy Phillips  
Treasurer

*Andy Phillips*





### Sources of Funding

- **Membership** – annual affiliation fees and membership subscriptions.
- **Sport England** – exchequer and lottery funding supporting specific programmes and core activity - primarily development and our talent programme.
- **Partners** – for example advertisers in our British Water Ski & Wakeboard magazine.
- **Sponsors** – organisations and individuals who support specific events or activities.
- **Licence Holders** – members who compete in the competition programmes run by the various disciplines of the sport.
- **Training Programmes** – includes coach training and the Ski Boat Driver programme.
- **Participants** – our members who participate in different ways and who also subsidise their involvement. This includes our officials, coaches, competitors and the many volunteers supporting our sport.



### Auditor’s Statement

To the Directors of The British Water Ski & Wakeboard Federation Limited – We have examined the extracted summary financial statements set out on Pages 30/31.

The Directors are responsible for preparing the summary financial statements in accordance with applicable United Kingdom law. Our responsibility is to report to you our opinion on the consistency of the non-consolidated financial statements with the full annual financial statements and the Directors’ and Strategic Reports.

Our report on the company’s full annual financial statements describes the basis of our opinion on those financial statements and on the Directors’ and Strategic Reports.

In our opinion, the summary financial statements are consistent with the full annual financial statements and the Directors’ and Strategic Reports of The British Water Ski and Wakeboard Federation Limited for the year ended 31st March 2025.

Menzies LLP

**Janice Matthews FCA (Senior Statutory Auditor)  
for and on behalf of MENZIES LLP**  
Chartered Accountants & Statutory Auditor  
Magna House, 18-32 London Road,  
Staines-upon-Thames, TW18 4BP  
Statutory Auditor Date: 18th December 2025

### Directors’ Statement

The Directors have pleasure in presenting the summary financial information for the year ended 31st March 2025. The summary financial statement is only a summary of information in the company’s annual financial statements and Directors’ report. This summary financial statement does not contain sufficient information to allow for a full understanding of the results and state of affairs of the company.

For further information the full annual financial statements, the auditor’s report on those accounts and the Directors’ report should be consulted.

The auditor’s report on the company’s annual financial statements and on the consistency of the Directors’ report with those financial statements was unqualified. The auditor’s report contained no statement under sections 498(2) or 498(3) of the Companies Act 2006.

Copies of the full annual financial statements, the audit report and the Directors’ report have been filed at Companies House and can be obtained by contacting our HQ.

The annual financial statements and the Directors’ report were approved on 5th August 2025. These summary financial statements have been signed by Patrick Donovan on behalf of the Directors on 9th December 2025.

Patrick Donovan



# The British Water Ski & Wakeboard Federation Limited

## Financial Statement - 2024/25

THE BRITISH WATER SKI & WAKEBOARD FEDERATION LIMITED (A company limited by guarantee)  
INCOME AND EXPENDITURE STATEMENT - YEAR ENDED 31 MARCH 2025

	General Fund	FoT Jill Howard Fund	Small Lottery Funds	Year Ended 31/03/2025	Year Ended 31/03/2024
	£	£	£	£	£
<b>Income</b>					
BWSWF Income	664,397	10,596	59,149	734,142	957,629
World Class Talent	-	-	-	-	5,655
<b>Total Incoming Resources</b>	<b>664,397</b>	<b>10,596</b>	<b>59,149</b>	<b>734,142</b>	<b>963,284</b>
<b>Expenditure</b>					
BWSWF Expenses	(693,490)	(21,579)	(83,111)	(798,180)	(760,748)
World Class Talent	-	-	-	-	(5,655)
<b>Total Resources Expended</b>	<b>(693,490)</b>	<b>(21,579)</b>	<b>(83,111)</b>	<b>(798,180)</b>	<b>(766,403)</b>
<b>Net incoming resources before taxation</b>	<b>(29,093)</b>	<b>(10,983)</b>	<b>(23,962)</b>	<b>(64,038)</b>	<b>196,881</b>
Tax on net incoming resources	(3,659)	(2,013)	(264)	(5,936)	(5,087)
<b>Net incoming resources after taxation</b>	<b>(32,752)</b>	<b>(12,996)</b>	<b>(24,226)</b>	<b>(69,974)</b>	<b>191,794</b>
Fund balance b/forward at 01/04/2024	994,267	234,512	64,509	1,293,288	1,101,494
Fund balance c/forward at 31/03/2025	<b>961,515</b>	<b>221,516</b>	<b>40,283</b>	<b>1,223,314</b>	<b>1,293,288</b>

### RESERVES POLICY

The Company maintains reserves equal to a minimum of 6 months' essential expenditure related to its core business budget. In the event of a loss of income, this allows the Company to maintain core operational services for 6 months, during which time the Company's structure and major cost centres can be realigned.

BALANCE SHEET AS AT 31 MARCH 2025

	Year Ended 31/03/2025	Year Ended 31/03/2024
	£	£
<b>Fixed Assets</b>		
Intangible Assets	-	-
Tangible Assets	389,787	394,113
Long Term Investments	173,702	-
	<b>563,489</b>	<b>394,113</b>
<b>Current Assets</b>		
Debtors	144,431	232,093
Short Term Investments	71,932	249,746
Bank balances and cash	634,354	673,594
	<b>850,717</b>	<b>1,155,433</b>
<b>Less: Creditors:</b>		
Amounts falling due within one year	<b>190,892</b>	<b>256,258</b>
<b>Net Current Assets</b>	<b>659,825</b>	<b>899,175</b>
<b>Net Assets</b>	<b>1,223,314</b>	<b>1,293,288</b>
<b>Funds</b>		
<b>Members Funds</b>		
General Fund	961,515	994,267
FoT Jill Howard Fund	221,516	234,512
Small Lottery Funds	40,283	64,509
<b>Total Funds</b>	<b>1,223,314</b>	<b>1,293,288</b>

THE BRITISH WATER SKI & WAKEBOARD FEDERATION LIMITED (A company limited by guarantee)  
DETAILED INCOME AND EXPENDITURE STATEMENT - FOR THE YEAR ENDED 31 MARCH 2025

	Year Ended 31/03/2025	Year Ended 31/03/2024	Year Ended EXPENDITURE (Continued)	Year Ended 31/03/2025	31/03/2024
INCOME	£	£		£	£
<b>Business Income</b>			<b>Business Expenses</b>		
Membership & Affiliations	280,232	286,581	Leasing Costs - Office Equipment	920	2,986
Sport England Grant	90,000	90,000	Legal & Professional Fees	13,532	14,057
Bank Interest Receivable	19,256	19,156	Audit Fees & Services	17,160	22,107
Commissions and Royalties	3,848	-	Irrecoverable VAT	7,689	28,428
Social Functions & Presentations	6,885	3,075	Depreciation	9,189	9,279
Sundry Income	580	6,438	Bank Charges	4,695	3,578
Magazine Advertising Income	5,300	10,896	Meeting Costs	6,678	3,661
Sponsorship & Donations	-	50	Printing, Postage & Stationery	22,857	17,345
	<b>406,101</b>	<b>416,196</b>	General Expenses	6,392	1,646
			Publicity & Associations	5,605	233
			Magazine Expenses	44,739	47,876
				<b>461,349</b>	<b>448,215</b>
<b>Development Income</b>			<b>Development Expenses</b>		
Coaching Programmes	48,925	42,189	Salaries & Staff Expenses	78,525	71,258
Driving Programmes	23,434	14,498	Printing, Postage & Stationery	3,000	3,500
Sport England Grant	158,344	159,767	Development Programmes	108,581	100,316
	<b>230,703</b>	<b>216,454</b>		<b>190,106</b>	<b>175,074</b>
			<b>Excellence Expenses</b>		
<b>Excellence Income</b>			Excellence Programmes	42,035	60,481
Competition Income	10,585	6,052		<b>42,035</b>	<b>60,481</b>
Sponsorships, Partners & Donations	8,900	12,650			
Licences & Levies	8,108	5,770	<b>FoT Jill Howard Fund Income</b>		
	<b>27,593</b>	<b>24,472</b>	Donations	-	229,738
			Bank Interest Receivable	10,596	6,133
				<b>10,596</b>	<b>235,871</b>
<b>FoT Jill Howard Fund Income</b>			<b>Small Lottery Expenses</b>		
Donations	-	229,738	Lottery Prizes	19,770	20,545
Bank Interest Receivable	10,596	6,133	Development Programmes	25,481	21,546
	<b>10,596</b>	<b>235,871</b>	Excellence Programmes	31,750	31,492
			Promotional Expenses	5,747	8,329
<b>Small Lottery Income</b>			Other Expenses	290	273
Lottery Receipts	55,766	61,006	Bank Charges	73	254
Sponsorship & Donations	532	5,876		<b>83,111</b>	<b>82,439</b>
Development Days	1,170	1,640	<b>Total Expenses</b>	<b>798,180</b>	<b>766,403</b>
Sales of Merchandised Equipment	289	282			
Bank Interest Receivable	1,392	1,487	<b>(Deficit)/Surplus for the year on Ordinary Activities</b>	<b>(64,038)</b>	<b>196,881</b>
	<b>59,149</b>	<b>70,291</b>	<b>(Deficit)/Surplus before taxation</b>	<b>(64,038)</b>	<b>196,881</b>
<b>Total Income</b>	<b>734,142</b>	<b>963,284</b>	<b>Taxation</b>		
			General Fund	(3,659)	(3,639)
			FoT Jill Howard Fund	(2,013)	(1,165)
			Small Lottery Funds	(264)	(283)
				<b>(5,936)</b>	<b>(5,087)</b>
			<b>(Deficit)/Surplus after tax</b>	<b>(69,974)</b>	<b>191,794</b>
<b>EXPENDITURE</b>	<b>Year Ended 31/03/2025</b>	<b>Year Ended 31/03/2024</b>			
	£	£			
<b>Business Expenses</b>					
Salaries & Staff Expenses	204,056	179,643			
Establishment Costs	67,935	64,692			
Telephone	6,146	6,551			
Insurance	43,756	46,133			

NOTES TO THE FINANCIAL STATEMENTS

		Year Ended 31/03/2025	Year Ended 31/03/2024
DEBTORS & CREDITORS			
		£	£
<b>Debtors</b>			
Trade Debtors		55,219	70,270
Prepayments and Accrued Income		87,711	137,085
Other Debtors		1,501	24,738
<b>Total</b>		<b>144,431</b>	<b>232,093</b>
<b>Creditors: Amounts Falling Due Within One Year</b>			
		£	£
Trade Creditors		31,924	64,590
Corporation Tax		5,935	5,087
PAYE		5,524	5,685
Accruals and Deferred Income		147,509	167,147
VAT Payable		-	13,749
<b>Total</b>		<b>190,892</b>	<b>256,258</b>

Tangible Assets	Fixtures Fittings & Equipment £	Freehold Land & Buildings £	Plant & Machinery £	Total £
<b>Cost:</b>				
As at 1st April 2024	6,420	477,120	27,285	510,825
Additions	2,808	-	2,055	4,863
As at 31st March 2025	<b>9,228</b>	<b>477,120</b>	<b>29,340</b>	<b>515,688</b>
<b>Accumulated Depreciation</b>				
As at 1st April 2024	4,996	90,947	20,769	116,712
Depreciation	759	6,300	2,130	9,189
As at 31st March 2025	<b>5,755</b>	<b>97,247</b>	<b>22,899</b>	<b>125,901</b>
<b>Net Book Value</b>				
As at 31st March 2024	<b>1,424</b>	<b>386,173</b>	<b>6,516</b>	<b>394,113</b>
As at 31st March 2025	<b>3,473</b>	<b>379,873</b>	<b>6,441</b>	<b>389,787</b>



# BWSW - INNOVATIVE PROGRAMMES, CONNECTING WITH YOUTH LIFESTYLE, DELIVERING TALENT AND SUPPORTING A PROGRESSIVE AND DYNAMIC SPORT



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