

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



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//  
**ANNUAL  
REPORT  
2022**





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## CONGRATULATIONS!

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





# CHAIR'S REPORT

**There are many great things to report for 2022, among them multiple medals at the top level across a range of disciplines.**

**They include:**

- Will Asher winning the internationally acclaimed Waterski Pro Tour in slalom with some stunning performances, including a new European Open record just half a buoy off the world record.
- Tom Heaps winning three golds, including the Overall, at the European Barefoot Championships. Good luck, Tom, with the training for the Worlds.
- A handful of medals at both the Cable Wakeboarding and Boat Wakeboarding World and European Championships.

*You can read more about our medal success on page 24 of this report.*

**Some other highlights:**

- The Commonwealth Games baton going cable wakeboarding with Sebastian Kearns
- World Overall Water Ski Champion and record holder Joel Poland featuring on BBC Breakfast TV at Gosfield Lake
- The Friends of Tournament 200 Club reaching its target of that magic 200 member figure and continuing its significant contribution to development and supporting athletes. Good luck to Friends of Boat Wakeboard in advancing their own initiative here.
- Great PR generated for the sport by our Head of Communications, Jane Peel and, not to be outdone, James Timothy's continued success in introducing Sure-Path as the go-to technology to reduce the risk of unfairness within water skiing.

As Paul Seaton said in a recent magazine article of the last Water Ski Worlds: "I was proud to be British". And this is not to mention so many of us getting uninterrupted time on the water after the interventions of Covid.

On the negative side, despite every effort, there has been no progress in obtaining insurance cover for Racing and the inability to find a basis for operating appropriately on an uninsured basis. This is not for want of input

by so many within the sport. What needs to be understood is that no competitor-to-competitor insurance means that, in the event of a successful negligence claim for death or personal injury to a crew member or skier, or another boat crew or skier, participants race with their house and assets and family wellbeing on the line or, alternatively, face the possibility of having a legitimate claim themselves that cannot be met. There are no easy answers here (and relying on waivers is, unfortunately, not one of them).

But, despite this misfortune in racing, much success. Nonetheless "We are in a state of transition" (as Eve said to Adam as they left the garden of Eden) and it's probably fair to say things have pretty much been transitioning ever since, including for BWSW.

Water skiing and wakeboarding in the UK has now, and has had, a hugely enviable international record over the years but every pyramid needs its base, if it is to endure. We truly run the risk of these being golden times that are not sustained going forward if we take it for granted and/or don't take responsibility, within the time constraints of busy lives and commitments, for doing everything possible to build the sport at every level and across all our disciplines. Success is a brick-on-brick

exercise and most overnight sensations will readily confirm they worked all their lives up to that point to achieve that description. It won't surprise you to hear me write, as BWSW chair, that a key building block in maintaining British water skiing and boarding success has to be a well-resourced HQ that can support and promote the sport alongside athletes, parents, volunteers, specialist contractors and our key funding partner, Sport England. And, above all, that means a strong membership base to provide the necessary resources, not least in terms of a highly challenged public funding environment which means our vital and much valued third party support is reducing and only heading further in that direction. Our small HQ helps leverage a true army of mostly unpaid input which creates a many times multiple in value terms beyond the bare financial figures you see in the BWSW accounts. Key to sustaining HQ is a growing membership base. I am sometimes disappointed at the attitude of one or two otherwise keen supporters of the sport who just don't seem to get it. Sign up a single e-member, if you have the opportunity to do so and you will have made an important contribution. Don't sign up a few potential members, if you are in a position to do so, and that's a hit against the future of the sport as well as, almost certainly, wasting

precious administrative time and resource in seeking to chase up on delinquencies (much too much time spent on that this year!).

So many have, over the years, put so much in to BWSW without thought of their personal return and without expectation of thanks or recognition. It is their legacy that sees us punch so much above our weight across the spectrum of the sport from participation levels and technical and sporting innovation to high end performance. It's incumbent on us all to make sure that, standing on the shoulders of those predecessors, we safeguard their legacy.

**So in 2023:**

- Let's make sure we sign up those members
- Focus on what we can contribute to the sport, possibly at the expense of critiques (whether or not insightful) as to how it all could be done so much better
- Ensure we make every effort to take on board the contributions of new volunteers (none of us has any monopoly of wisdom (and many are not getting any the younger!))

*And, of course, have some great skiing and riding in the process.*

**Martin Winter**  
Chair





## CEO'S VIEW

**British Water Ski & Wakeboard (BWSW) has always had a very strong sense of purpose as an organisation and has a very broad sense as to who we are and what we do. We play a unique role in a dynamic outdoor sporting landscape and for over 70 years we have innovatively helped to support and develop the sport into the multi-discipline offering that it represents today.**

### Our Primary Aims

- To remain financially sound and to best provide for the immediate needs and longer-term future of the wider sport.
- To actively demonstrate sound governance and assurance; to be fit for purpose for the 21st century.
- To run the sport efficiently and effectively whilst demonstrating value to our key stakeholders.
- To create a high quality, sustainable and enjoyable sporting infrastructure that attracts new, retains existing and re-engages former participants within the sport and develops the talent to deliver international success.
- Commitment to improve inequality of access to and participation in our sport through our existing facilities and new partners in more diverse communities.

- Support a skilled and valued workforce in both voluntary and commercial settings.
- Raise awareness and profile of the sport and provide a coordinated voice to an existing and wider audience through a variety of channels.
- Commitment to play an ongoing active role in Sport England strategy – to contribute towards the positive impact of sport on our wider community.

**We achieve these aims through the three key management areas of:**

- **Development**
- **Excellence**
- **Business Administration & Finance**

As we reflect on the season just passed a very good starting point to this report is a very big thank you to our members, senior management, discipline committees, volunteers and key stakeholders who have supported the wider sport on the ground. The content of this report outlines the very broad range of activities, partnerships, representation and engagement we routinely undertake on your behalf with a very slim resource. This would not be possible without the collaborative working and commitment of all those involved in this great destination sport.

We are living in very uncertain times, having escaped the difficulties of the pandemic, a cost of living crisis is impacting on community sport set against a backdrop of economic woes and political chaos. A most welcome and silver lining to this dark cloud is the 5 year public funding agreement achieved this season with our key stakeholder Sport England. This provides a much needed and significant level of stability in very uncertain times in what has been a lengthy and complex submission process and a major shift in the

focus of sports funding towards tackling inequality. In a nutshell this means that there isn't a level playing field - the opportunities to access sport and physical activity, the ability to reap the rewards of being active depend too much on your background, your gender, your bank balance and postcode. We are committed to contributing to a welcoming sporting culture which recognises and values diversity in our participants and provides for greater access through reducing barriers to entry. BWSW will utilise this investment to expose a dynamic outdoor sport to a broader audience at local touchpoints. A key vision is to significantly improve on gender parity, improve adaptive access and provide for greater urban access to more diverse, non-traditional audiences.

Funding for non-Olympic / non-Commonwealth Games sports has been on the decline for a decade and unstoppable shifts in policy have now resulted in the complete loss of eligibility for all elite funding streams.



## STRATEGY PURPOSE & MISSION

Much of the new funding will simply enable us to continue to support what we already do in terms of core services and the basics of supporting your sport. Essential to our success however is the need to maintain and develop our income streams, we cannot rely on public funding alone and key to developing and supporting the sport is self-generated income through membership, qualifications, donations and other services. This very much underpins everything we can and aspire to do with the aspirations always outweighing the available resources. Season 2023 will be one of many challenges, it's hugely important that we ensure that the various access points and pathways within our sport remain relevant and attractive to an ever changing, more complex and diverse consumer. We aim to improve our communications and profile, refresh our coaching offer and adapt to changes in volunteering, participation trends, the impact of inflation on our costs and also provide for a safe sporting environment.

*Thank you to everyone who has contributed so much in so many ways during the season; in particular huge thanks to our staff team who have been under immense strain during another difficult season and who continue to work tirelessly to keep the wheels on the track.*

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

**Patrick Donovan**  
Chief Executive Officer

## OUR ORGANISATION

# WHO ARE WE?

**British Water Ski & Wakeboard is your national governing body and membership organisation funded by its members for the benefit of its members**

### Serving the Sport

Our main role is acting on behalf of our water skiing and wakeboarding participants to develop and serve the sport. A non-profit making organisation with all our income invested in developing and supporting the sport across the UK from the grassroots level through to our top athletes. Our aim is to maintain a safe, enjoyable and exciting sport for everyone, ensuring that we remain inclusive and provide opportunities and pathways for a diverse participant base. We aim to continue to grow participation through developing accessible entry and good coaching standards to ensure that first time experience is memorable and positive.

### So What Do We Do?

As the governing body for your sport, we are the central source of information and guidance for our members and participants - maintaining standards, providing safety guidelines which are regularly reviewed and updated, offering support. Our small staff team can assist on a range of subjects to our clubs, centres, members and participants. Whether finding an affiliated club online, accessing rules, technical matters or simply searching for news or results, BWSW maintains a great deal of resources and develops and updates policies to support your sport.

### Qualifications & Standards

Coaching, driving and cable operation – our range of qualifications have value and recognition within the wider sport with the success of our coaching pathway.

BWSW continues to create new courses and qualifications to provide different pathways of learning in order to cater to all. We regularly review and develop our qualifications to ensure standards are maintained and that we are offering something which is relevant and achievable to our audience, whilst promoting good practice within the sport and allowing progression for our coaches. Our driving qualifications have been developed to include additional modules to cover wakesurf and inflatables for example in order for individuals to progress and ensure they are qualified in more specific areas. As our sport continues to develop the need for further training in specific areas becomes essential to ensuring safety is as a priority in all that we do.

### Products & Services

BWSW offers a variety of products and services for members and affiliates to meet the needs of our dynamic sport. Our affiliation scheme caters for a diverse range of facilities – recent years have seen an increase in overseas commercial sites wishing to join our accreditation scheme. BWSW provides a comprehensive membership benefits scheme. Our online club and member portal provides website integration to renew and update membership, qualifications and to customise preferences and member profiles. In order to identify our membership and participation base we have recently updated the profile area of our website to improve our understanding of the demographics of our sport. This essential insight is part of a strategy to improve our profile and reach and encourage more diverse participants to participate in the sport.

### Communication

Understanding the people and communities of our sport is crucial in communicating effectively. Regular communication with our members is essential in ensuring we are updating all participants with the on-goings of the sport. Regular newsletters are sent to full subscribing members in addition to our newly subscribed E-members. We have focussed on developing our social media channels across all communication platforms to ensure regular and relevant content is updated in a timely manner. We appreciate that our diverse membership audience has a preference in terms of how they wish to be contacted, so offering a variety of communication methods is key to ensuring we are communicating with all membership groups effectively.

### Investment & Support

Whether investment in facilities, development programmes or fostering young talent our key

role is to invest and develop the sport for you and the future generations. BWSW continues to adapt our entry pathways as well as creating new schemes and possibilities to ensure we are offering as many accessible avenues to our sport. BWSW supports club development, help clubs to source and apply for funding where appropriate e.g. facilities and supports commercial centres through our accreditation scheme. This work strengthens our network ensuring there are quality facilities for existing and new participants in the sport providing a quality first time experience of the sport.

### Networking & Events

Officials seminars, driving examiner training, sports first aid training, networking events and calendar competitions. As a member you can access a wealth of knowledge and be part of a great community of like-minded people. It's a great family sport for everyone and a sport where lifelong friendships are made.

### Research, Campaigns & Safeguarding

Continued research is key to ensuring good practice and development of the sport – we support the quiet enjoyment of the sport whilst campaigning and researching to keep up to date with new developments and safety requirements. We assist with planning as well as environmental issues and provide guidance for our affiliates. BWSW is committed to ensuring that all young and vulnerable people who participate in water skiing and wakeboarding have a safe and positive experience and our One Voice safeguarding policy sets out the key principles as well as providing best practice guidance. We continue to review policies regularly and create new guidelines for the safe operation and development of the sport. We invest in specialist advice to ensure that our guidelines, policies and procedures are accurate, meaningful and effective.

### Training & Volunteer Support

We recognise that our sport would not operate without the huge input our officials, volunteers, coaches and club welfare officers have in supporting our diverse and technical sport. With youth engagement programmes such as Cutting Edge and Progressive Edge, we provide an effective and fun introduction to the sport via our skilled and qualified coaches – a sport that offers a range of disciplines including specialist facilities to cater for those with all types of disabilities, it really can meet the needs of any individual.

## WHAT DO WE DO?

# OUR MEMBERSHIP, PARTICIPANTS & DIVERSITY

## Our sport

Water skiing and wakeboarding is a social, family orientated and exciting sport. At BWSW we are passionate and dedicated to ensuring our sport is accessible and open to all. Being out on the water is good for the soul, not only are you giving your body much needed exercise you are also doing something with is fun, thrilling and rewarding which can offer a much needed sense of release from everyday life pressures. There are so many benefits not only to your physical

but also your mental health in being active, especially in a sport such as ours which offers a different kind of escapism and sense of outdoor freedom. Our role is to ensure that you enjoy our sport safely and value the benefits our membership package can offer and commit to paying an annual subscription.

## Membership journey

We rely on our network of affiliates, coaches, volunteers and officials using their knowledge and experience to

make a beginner feel comfortable, confident and most of all enjoy their first time on the water. This can be a challenge as each individual has their own needs and ways of learning. A positive first time experience on the water is essential in retaining someone within the sport and to ensure continued activity.

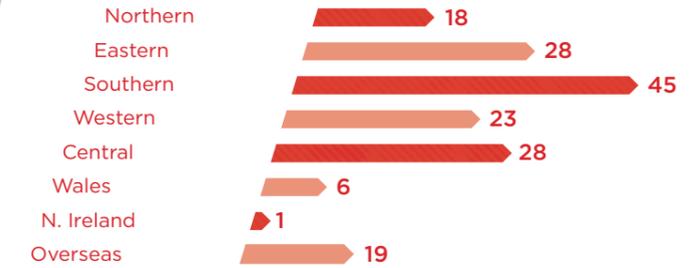
Our next challenge is to continue to communicate effectively with these new beginners to encourage progression pathways, share additional options for

other centres, competitions and promotion of our sport. We need to be able to clearly demonstrate what our sport has to offer so that these new beginners continue their journey and eventually become dedicated, committed members.

Once a committed member, it is part of our role as your governing body to continue to demonstrate the value in our membership offer, our staff team, website and resources.



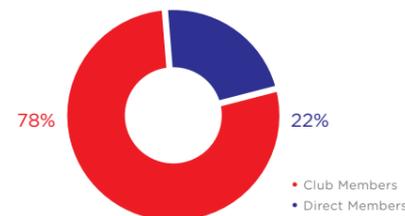
## Facilities by Area



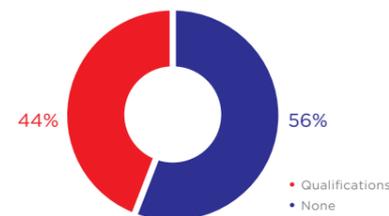
## Membership Numbers



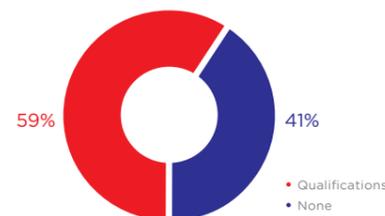
Club V Direct Membership



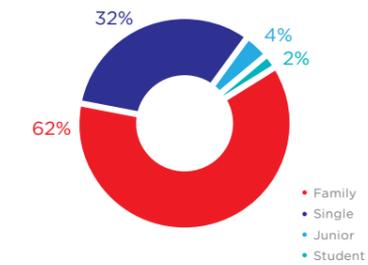
Club Member Qualifications



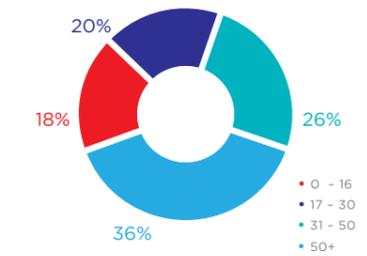
Direct Member Qualifications



Membership Plan Comparison



Member Age Comparison



Gender Comparison



# OUR MEMBERSHIP, PARTICIPANTS & DIVERSITY

## Our membership offer

Our aim is to ensure that our membership offer, service and support is valued and recognised by those who participate in our sport and join our membership scheme. We work hard to ensure that what we offer in terms of benefits, insurance, qualifications, resources and advice is relevant and demonstrates value. Membership subscriptions are crucial in the continued support and success of our sport. BWSW is dedicated to ensuring we remain financially sound by diversifying our income streams as increasingly we cannot overly rely solely on public funding. Our membership offers comprehensive benefits and regular communications for us to continue to demonstrate the value that we as a governing body can offer.

## Our members

Understanding the demographics of our members and participants is key to developing and growing our sport, as well as recruiting new participants. Regardless of age, gender, ability, ethnicity, religion etc, everyone should feel welcome and have an equal opportunity to get out on the water and enjoy our sport. We are committed to making our sport in all its forms more inclusive and diverse. Our multi discipline sport has a lot to offer and is continuing to grow with Wakesurfing being one of the latest disciplines to be introduced.

## Your membership matters

Your membership subscription is critical in ensuring we retain our status as a recognised sport, that we can administer, support and develop the sport and provide for and encourage a safe environment and promote good standards. Your support ensures that we have the capacity, capability and that we are eligible to attract grant funding streams. We use our position as a recognised sport to represent your interests and provide influence and advocacy across the outdoor watersports sector. This investment makes a huge difference across our network and enables us to develop our products and deliver a professional service.

## Membership retention & sustainability

Retaining existing and recruiting new members are equally important tasks that BWSW continues to work on each year. We are grateful to all those who commit to support the sport with a membership subscription – it is essential we retain these current members but also continue to grow our membership base.

There are many thousands of recreational users e.g. “pay and play” riders at cable tows and recreational boatowners who do not have formal links with the organisation. Building a strong relationship with these recreational users, demonstrating value and good communications are key to success in this area.

We introduced an E-member category to our membership offer to allow recreational participants to sign up to receive newsletters – the purpose for this is to communicate with our non-member participants further in order to create a greater awareness of our sport and encourage regular participation and in time, membership. Adding more participants to our E-membership allows us to understand who our non-member participants are and include them in our member count to understand how many individuals are participating in and enjoying our sport.

Some members continue to renew year on year due to their emotional attachment to the sport, many of our participants have a functional reason to join such as obtaining a qualification, others join as they see the benefit in our products, services and tangible benefits. Whatever your reason for participating in our sport and joining as a member, we thank you.

**Kylie Cooper**  
Operations Manager



## DIVERSITY & INCLUSION

# TACKLING INEQUALITY

In 2021, British Water Ski & Wakeboard (BWSW) was invited to apply for funding by Sport England, as a long standing partner that has a role to play in the delivery of Sport England's 10 year strategy entitled 'Uniting the Movement'.



### At the heart of Uniting the Movement are 5 main commitments:

- 1) **Recover and Reinvent** – how the sport sector recovers from the effects of the Covid pandemic
- 2) **Connecting Communities** – how the sector can make better places to live and bring people and communities together
- 3) **Positive Experience for Children and Young People** – recognising that participation in sport and physical activity at a young age can be the foundation of a long and healthy life
- 4) **Connecting with Health and Well Being** – strengthening the link between sport, physical activity, health and well being so that people can feel the benefits of an active life, and
- 5) **Active Environments** – the creation of places and spaces that can make it easier for people to be active.

### Consultation

As part of a lengthy consultation exercise, partners and stakeholders were widely consulted in the development of the strategy, some of whom were from the sport and physical activity sector but others who were not. The consistently heard message from the consultation was the opportunities to participate in sport and physical activity had to be extended to include people and communities who were not currently participating, as well as supporting those that already were. As the consultation took place in the middle of the Covid pandemic and associated lockdowns, it is likely that respondents understood the value of being active and recognised that for some people, it can be hard to find the time, the opportunity and the money to be so.

### BWSW

Sport England took up the challenge of 'tackling inequality' by, amongst other measures, tasking the National Governing Bodies of Sport such as BWSW with considering their role in addressing inequalities but also how they might work collaboratively to share good practice and lessons learnt.

This led to the development of a submission to Sport England, against which BWSW was awarded funding for the next 5 years. The funding enables BWSW to, amongst other things, build the capacity and capability of the organisation to develop a long-term vision for diversity and inclusion, understand better the issues that prevent people participating in our sport, increase the number of female coaches and further develop our adaptive work.

### EDI Survey

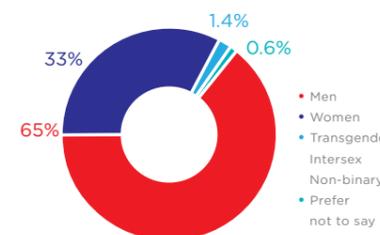
The first step in developing our tackling inequality work has been conducting a survey of the membership of BWSW to understand better the demographics of who and who is not participating in our sport. It's much easier to identify the gaps in provision and what might be needed to address them, as well as better supporting people who are participating, when you have up to date and consistent data.

**The results for gender, ethnicity and disability show the following data opposite;**

### Gender

Respondents identified as 65% men, 33% women, 1.4% Transgender / Intersex / Non-binary and less than 1% preferred not to say. This is in comparison to national population statistics from the 2021 Census which show that approximately 51% of the population is female, 49% is male and up to 1% is transgender / intersex or non-binary. These figures are rounded up and down.

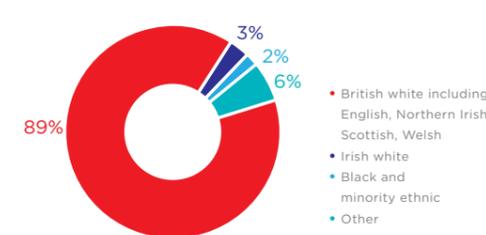
Gender



### Race & Ethnicity

Respondents identified as White British 89%, Irish 3%, Black and Minority Ethnic 2% and Other 6%. The 2011 Census showed that 14% of people were from backgrounds that were not white British, and this percentage has increased to 18% in the 2021 Census.

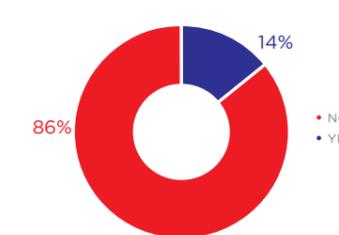
Race & Ethnicity



### Disability

Respondents declared a disability or long term health condition at 14% which compares to the general population which fluctuates, depending upon region, from 18-22%.

Disability



**The data shows that predominantly, water skiing and wakeboarding is participated in by white, British men who do not have a disability and it gives a strong indication of where BWSW needs to provide greater support and resource.**

### The Future

It is fair to say that BWSW is still in the early stages of 'tackling inequality'. The achievements so far include having a much better understanding of our membership, coaches and participants, building staff confidence in understanding equality, diversity and inclusion and starting to work more collaboratively internally and with external key partners such as the Activity Alliance. We will be highlighting the work we do, best practice and what we're learning about inequalities much more regularly in our communications. We will be developing a longer-term strategy for diversity & inclusion within our sport and we are totally committed to supporting and including everyone who currently participates and wishes to participate in our sport.

**Cathy Hughes**  
EDI Lead

## BUSINESS DEVELOPMENT

# OUR PRIORITIES



### 2022 Summary

The 2022 season saw a dry and favourably scorching summer that was conducive for centres and clubs to be busy. With all the disciplines, events, and activities available to participants and members, our centres and clubs were highly sought after and well attended.

From a business development standpoint, the continual aim is attracting more centres and clubs to affiliate with British Water Ski & Wakeboard. This season has improved upon last; UK affiliations have increased, and overseas centres seeking accredited status, increased as well.

### Business Development

Development encompasses a wide scope of ideas, activities, and initiatives aimed at increasing the number of affiliates and improving the exposure of the sport, implemented with the goal of making the business more sustainable. Developing our objectives, income revenues, strategic partnerships, and finding innovative ways to utilise our resources is crucial for improvement as a national governing body.

There has been a perceived, slight decrease in the number of participants consistently attending centres and clubs in the UK, last season. To counteract the fall in participation,

we must extend our exposure of the sport to a wider audience. Tackling inequality is a primary objective and by enabling clubs and centres with grants and support to be more accessible and inclusive it will garner new participants to the sport. This is a top priority for the year ahead. We aim to work with supporting partners and affiliates to develop and deliver initiatives to reduce the barriers currently faced by potential participants, who may not have previously thought of participating or are otherwise unaware of the sport.

### Affiliate Growth

Targeting new centres and clubs remains a top priority for development but it is also important to invest efforts to reintroducing previous affiliates to joining once again. We will endeavour to achieve this by adding to and improving our resources and what we offer. Overseas is a key area for growth. A discernible difference in the 2022 season compared to the previous season was the number of new and returning overseas water ski and wake schools. With travel restrictions being minimised, overseas centres wanted the benefits of 'approved centre' status once again. Our qualifications and accreditation criteria give overseas centres the knowledge and tools they need to achieve the high

standards they desire. With wanting to ensure they provide clientele with an enjoyable safe experience for the activities they offer. We have also seen this season the addition of a centre in the Maldives, which has shown the potential for BWSW to expand into a new market. In line with perceived demand, we will direct efforts to expanding the number of accrediting centres there.

Building on the positives of these returning and new overseas centres, we will be working to strengthen our network of affiliates in the coming season by attracting more overseas centres to BWSW accreditation.

### Affiliate Support

BWSW provides support and training to promote safety and good operating standards across our network of clubs and centres. There are resources available to all and resources that are being developed to continually enhance these operating standards. Providing as much support as possible with resources and / or funding for our affiliated clubs and centres, is essential.

- This season we have provided ongoing needed support for new and existing clubs and centres with regards to planning and leases.

- BWSW club and centre support in terms of grants to 10 affiliates and other related support totalled £20K. The majority of funds awarded to assist with facility improvements (for better accessibility), specialised equipment (for disability and female participants and coaches) and towards female participation and qualifications.
- 2 voluntary clubs and 1 accredited centre held disability experience days supported with BWSW specialised coaches and funding.

**These methods of support are very important to us, and the opportunity for more clubs and centres to be supported will be available again for the 2023 season.**

# PARTNERSHIPS AND STATISTICS

## Our Network

The BWSW network of affiliates is comprised of voluntary members clubs (including armed forces clubs), commercial members clubs, accredited centres and SBD centres. The network of clubs and centres holds many varying types of facilities that cater for water ski and wake disciplines and a large variety of different activities.

## Partnerships

Sport England plays an integral role in the success and continual development of BWSW. The funding that we receive

as the national governing body provides us the opportunity to develop and deliver initiatives, access to grants, support clubs and centres with resources and more. Enabling BWSW and its volunteers to develop the sport.

Other partner organisations that have an influence in the sport, such as the Child Protection in Sport Unit and the Activity Alliance must also be recognised for their continuing support and resources that they provide. This helps to ensure water skiing and wakeboarding is enjoyed safely by as many people as possible.

## Progressive Edge & Cutting Edge

### BWSW's Progression Pathway, a Sport England funded programme:

#### Progressive Edge

Over the course of the season, BWSW has seen many affiliated centres and clubs using the progression pathway for Wakeboard, Cable Wakeboard and Wakesurf. With over 500 progression pathway certificates being used by affiliates / coaches to get participants started in these disciplines.

#### Cutting Edge

Not proving quite as popular as its wake equivalent this season. The Waterski, Adaptive Waterski, Barefoot and Kneeboard progression pathways, are still a widely utilised resource by affiliates / coaches with almost 250 participants starting their progression pathway in these disciplines.

#### Keir Boissevain

Business Development Officer



## Our Affiliates

Voluntary members based clubs	54
Commercial members based clubs	16
Armed Forces clubs	4
Accredited Sites	34

## Ski Boat Driver Qualifications

Registered test centres	62
SBD1 licences issued	52
SBD2 licences issued	249
ICC boat driving licences issued	209
Members who hold an SBD qualification	46%

## Officials

Officials supporting our competitions	127
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## Cutting Edge/Progressive Edge

Clubs actively delivering	75
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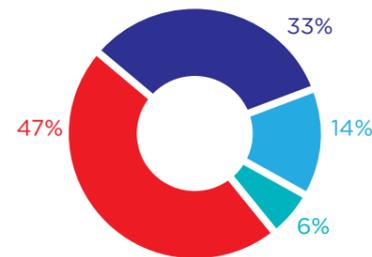
## Volunteer Survey

Active 10 years +	49%
Volunteer coach roles	44%
Volunteering once per week +	43%
Very satisfied experience	65%
Very rewarding experience	74%
Aged 45 to 64 years	48%
Female volunteers	32%

## Board Diversity

Female directors	25%
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## BWSW Network, Facility Composition



- Voluntary clubs
- Commercial:
  - Boat (Ski and Wake schools)
  - Straight line cable systems
  - Full cable systems



# BWSW COACHING PROGRAMME

The coach has such a vital role within our sport. From beginners to our regulars to our professional athletes – a coach’s aim is to make every session fun, safe & effective. A challenge that’s not to be underestimated.

It remains to be a key focus for BWSW and specifically for the coaching programme to increase the number of diverse coaches within the industry. As part of this focus, we implemented a part-funded female only coaching course which was hugely successful, qualifying further female coaches to act as role models within the sport. 2022 saw 10 Maldivian coaching candidates becoming level 1 coaches. This was a huge step in increasing the number of coaches within the BME groups and also helps us on our mission to ensure that British holidaymakers have a great first experience of our sport with the hope that they want to continue to participate when they return home.

We continue to run coaching courses in Greece, which is again important when trying to increase participation here in the UK. The more overseas companies that have BWSW qualified coaches means that our ever-expanding global reach allows us to add more value across the industry.

Towards the end of 2022 we made the decision to start revamping our level 2 boat coaching qualification. As a result of this, the qualification will change from being awarded by 1st4sport and endorsed by UKCC and be solely British Water Ski & Wakeboard awarding our own qualifications and endorsing the content we deliver.

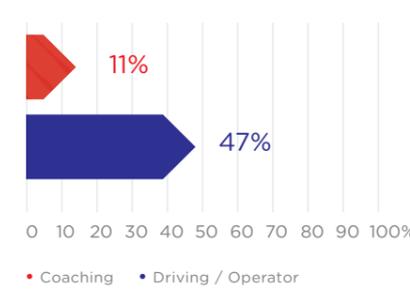
In doing this, we are aiming to modernise the qualification, make it increasingly more relevant and fit for purpose. This gives us greater flexibility within the delivery of our qualifications meaning that our already great products have even more currency and recognition within the industry.

Regardless of how our coaching programmes may evolve and adapt, we will continue to have qualified coaches in place to deliver fun, safe, and effective coaching all with the common aim of growing our sport.

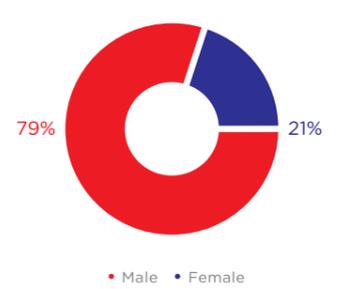
**Sam Geller**  
Qualifications & Training Coordinator



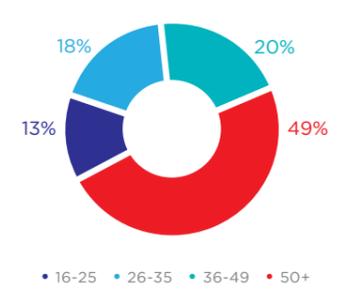
Coaching or Driving / Operator Qualified



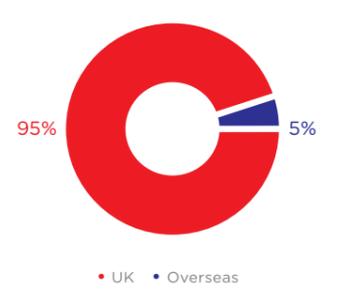
Coach Gender Comparison



Coach Age Groups



UK & Overseas Coaches



# WORLD & EUROPEAN MEDALS

## TALENT PROGRAMME

As more and more international competitions returned to the calendar after the disruption caused by Covid-19, our athletes continued to prove themselves to be among the very best in the world in their field. There have been some outstanding results at IWWF titled events in 2022. They are listed opposite alongside a handful of podium highlights from some of the world's most prestigious elite events.

### 1ST GOLD

#### BAREFOOT

Tom Heaps	Open Men Overall	E&A Championships
Tom Heaps	Open Men Jump	E&A Championships
Tom Heaps	Open Men Tricks	E&A Championships

#### WATERSKI

Will Asher	Men's Slalom	2022 Waterski Pro Tour
Philippa Shedd	+55 Women Overall	World +35 Championships
Philippa Shedd	+55 Women Slalom	World +35 Championships
Philippa Shedd	+55 Women Tricks	World +35 Championships
Carol Worship	+75 Women Tricks	World +35 Championships
Hilary Winter	+55 Women Slalom	E&A +35 Championships
Joel Poland	Men Jump	The Masters (USA)

#### CABLE WAKEBOARD

Liam Peacock	Pro Men Traditional	WWA Worlds
Liam Peacock	Pro Men Features	WWA Worlds
Joe Battleday	Open Men	IWWF 2-Tower Cable Wakeboard World Cup

### 2ND SILVER

#### BAREFOOT

Simon Raine	Senior Men (+35) Tricks	E&A Championships
Simon Raine	Senior Men (+35) Slalom	E&A Championships

#### WATERSKI

Philippa Shedd	+55 Women Jump	World +35 Championships
Carol Worship	+75 Women Slalom	World +35 Championships
Jeremy Newby-Ricci	+45 Men Slalom	World +35 Championships
Chris Singleton	+55 Men Jump	World +35 Championships
Team	Team Overall Silver	World +35 Championships
Kelly Atkins	+35 Women Slalom	E&A +35 Championships
Mark Beard	+45 Men Jump	E&A +35 Championships
Freddie Winter	Men Slalom	2022 Waterski Pro Tour
Freddie Winter	Men Slalom	Moomba Masters (Australia)

#### CABLE WAKEBOARD

Stephanie Williams-Caller	Masters Women (+30)	World Championships
Dale Crossley	Masters Men (+30)	World Championships
Team	Team Overall Silver	E&A Championships
Ade Clayton	Veteran Men (+40)	E&A Championships

#### BOAT WAKEBOARD

Kate Waldron	Veteran Women (+40)	E&A Championships
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#### CABLE SKI

Aaron Farley	Senior 2 Men Slalom	European Age Categories Championships
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### 3RD BRONZE

#### BAREFOOT

Rick Moyes	Open Men Tricks	E&A Championships
Henry Sullivan	Junior Boys Slalom	E&A Championships
Team	Team Overall Bronze	E&A Championships

#### WATERSKI

Kelly Atkins	+35 Women Slalom	World +35 Championships
Chantal Clements	+55 Women Slalom	E&A +35 Championships
Mark Beard	+45 Men Overall	E&A +35 Championships
Will Asher	Men Slalom	The Masters (USA)
Joel Poland	Men Tricks	The Masters (USA)
Joel Poland	Men Jump	2022 Waterski Pro Tour

#### CABLE WAKEBOARD

India Laverack	U18 Junior Women Wakeskate	World Championships
David Broadway	Veteran Men (+40)	E&A Championships
Kieran Owens	Open Men	IWWF 2-Tower Cable Wakeboard World Cup

#### BOAT WAKEBOARD

Sarah Partridge	Masters Women (+30)	IWWF World Championships
Mark Osmond	Senior Men (+50)	E&A Championships
Luca Kidd	Men Wakeboard	The Masters (USA)



## 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 club officials and members.**

### **Business Review**

The Company's principal activity continued to be the governance of the sport of water skiing, wakeboarding and associated disciplines which it manages through its affiliation, accreditation and membership structure.

The 2021-22 season membership saw a welcome recovery in membership and activity from the prior year which had been severely affected as a result of Covid-19. Membership remains a key priority area for the Company and all members are urged to work with the Board to bring in new members wherever possible so as to strengthen the Company's ability to support and promote the sport. In the current year we are striving hard to maintain 2021 membership levels but are likely to fall short by circa 200 members. It is critical every priority is given to reversing this by all our supporters, clubs, and associated facilities.

Unfortunately, and as part of the membership challenge, it has not been possible to make progress in obtaining motorised insurance for racing. We have sought via the Racing Committee the preparation of a report setting out the risks associated with the sport and how they can be addressed in the context of uninsured activity. Racing has been traditionally a strong discipline adding significantly to the BWSW offering and enhancing membership numbers. The Board and Racing Committee has spent extensive time in seeking to achieve an acceptable basis for operation in the context of the insurance issues in what continues to be a very hardened insurance market.

During the 2021-22 financial year the Company also saw an increase in the accreditation and affiliation of sites which demonstrated a recovery of the infrastructure and facilities that support participation in the sport.

The Company was successful in leveraging a further "rollover" year of grant funding for the period to support business costs, grassroots recovery and to encourage membership growth and wider participation.

In terms of self-generated income streams, coaching course candidate numbers remained stagnated compared to the previous cycle however driving courses showed a stronger recovery to the more typical level of previous years. An ongoing aim is to diversify income streams with the current focus on qualifications and training where there are opportunities to access new markets including overseas.



# BUSINESS AND FINANCE

## Talent Funding

With Sport England funding for our Talent programme, already terminated at the end of the previous financial year, limited reserve funds were utilised to support some very specific activity principally focussed on anti-doping compliance and related processes. Confirmation of our meeting the evidencing requirements of the new UK Anti-Doping Assurance Framework was confirmed at the end of March 2022.

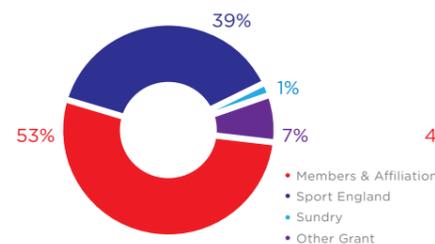
The lack of eligibility of non-Olympic sport in terms of access to elite funding streams amplifies the challenges faced by the disciplines in raising mainstream income and commercial sponsorship. Non-Olympic status and limited

commercial scale remain ongoing challenges in this area though there has been some success in raising funds via small lottery schemes. Both the Waterski and Boat Wakeboard disciplines operate such schemes, generating funds to support GB representation overseas at international titled events and related activities.

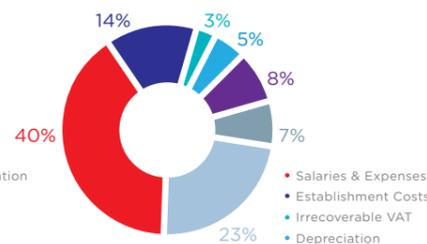
The Company, which is non-profit making, is subject to corporation tax on interest received and activities outside of the scope of its mutual trading. The Company's financial plan is to ensure that it utilises its incoming cash resources in-line with its corporate strategy to achieve its objectives as a sports governing body while maintaining appropriate reserves.

## Financial Review

The results for the period are shown in the Income Statement on page 31. The Company has the key aim of remaining financially sound and at the same time to best provide enhancement for the sport. As such the Company aims to achieve a small surplus each financial year to provide for contingency and re-investment in the development and support of the sport. However, in any one year there may be additional surpluses or deficits due to the timing of investment in the sport compared to the income received or unanticipated, exceptional events such as Covid-19. Where appropriate the Company may utilise brought forward accumulated reserves from previous years to enable sporting objectives to be achieved.



Business income



Business expenses

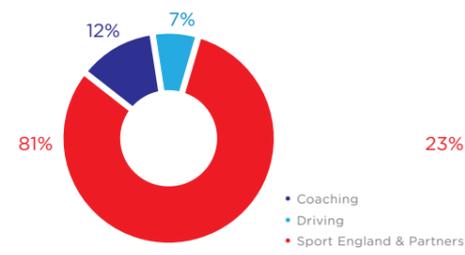
## Company Income

The Company has income of £595,211 (2021: £550,276) from 'General Activities' which resulted in a surplus of £39,470 (2021: a deficit of £6,468). Included within general activities are non-cash depreciation charges of £20,237 (2021: £22,356). Therefore, before non-cash charges there is a cash surplus on general activities of £59,707 (2021: £15,888).

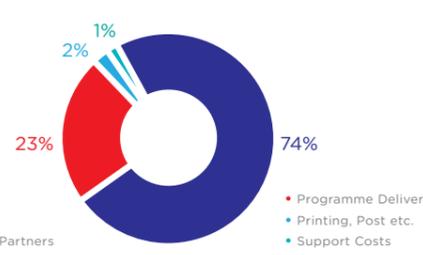
It should be understood, in the context of this surplus, that the current financial year to March 2023 is anticipated to show a deficit roughly equivalent to a similar amount.

### Income from 'General Activities' includes:

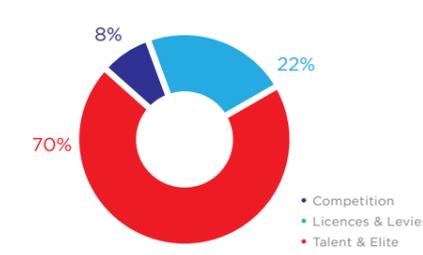
General Activities	2022	2021
• Membership	£262,392	£211,076
• Sport England funding	£248,344	£273,959
• Coaching & Driving income	£41,874	£27,649
• Various other incomes	£42,601	£37,592



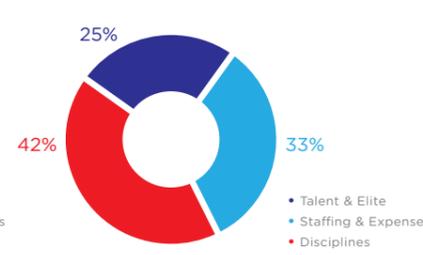
Development income



Development expenses



Excellence income



Excellence expenses

In addition, the Company has recognised deferred income of £11,454 (2021: £12,098) from "World Class" restricted activities, which funded the activity during the year. The activity of this particular financial year related solely to support staffing costs to meet the compliance requirements of the new UK Anti-Doping Assurance Framework.

## Lascelles Grants

Finally, the Lascelles Fund received donations of £2,620 and expended £8,750 to include brought forward reserves to provide for the annual grant awards which support young athletes (2021: £3,000). The original Lascelles Fund is now exhausted. However, there is a desire to maintain the Lascelles awards on an annual basis, subject to BWSW financial constraints, on the same basis as before with any carry forward surplus treated as allocated within the BWSW accounts to future awards. The Board would like to place on record their very great thanks to a particular donor who has supported these awards in recent years by personal anonymous donations.

## Company Assets

The net assets of the Company amount to £1,019,601 (2021: £986,563). As at 1st April 2022, of the available funds, £187,345 (included within reserves and deferred income) is allocated for the designated activities and the specific use of certain disciplines (2021: £169,988).

**Peter James**  
Treasurer



### 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 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 their clubs.



### 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.

### Responsibilities

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.

### Opinion

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 2022.

*Menzies LLP*

**Janice Matthews FCA (Senior Statutory Auditor) for and on behalf of MENZIES LLP**

Chartered Accountants & Statutory Auditor  
Centrum House, 36 Station Road,  
Egham, Surrey, TW20 9LF  
Statutory Auditor Date: 9th December 2022

### Directors' Statement

The Directors have pleasure in presenting the summary financial information for the year ended 31st March 2022. 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 auditors' 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 auditors' 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 7th November 2022. These summary financial statements have been signed by Patrick Donovan on behalf of the Directors on 9th December 2022.

*Patrick Donovan*

# The British Water Ski & Wakeboard Federation Limited

## Financial Statement - 2021/22

THE BRITISH WATER SKI & WAKEBOARD FEDERATION LIMITED (A company limited by guarantee)  
INCOME AND EXPENDITURE ACCOUNT - YEAR ENDED 31 MARCH 2022

	General	Lascelles Fund	World Class	Year Ended	Year Ended
	Unrestricted Activities	Restricted Activities	Restricted Activities	31/03/2022	31/03/2021
	£	£	£	Total	Total
	£	£	£	£	£
<b>Income</b>					
BWSWF Income	595,211	-	-	595,211	550,276
Lascelles Fund	-	2,620	-	2,620	6,511
World Class Performance	-	-	-	-	-
World Class Talent	-	-	11,454	11,454	12,098
<b>Total Incoming Resources</b>	<b>595,211</b>	<b>2,620</b>	<b>11,454</b>	<b>609,285</b>	<b>568,885</b>
<b>Expenditure</b>					
BWSWF Expenses	-555,741	-	-	-555,741	-556,744
Lascelles Fund	-	-8,750	-	-8,750	-3,000
World Class Performance	-	-	-	-	-
World Class Talent	-	-	-11,454	-11,454	-12,098
<b>Total Resources Expended</b>	<b>-555,741</b>	<b>-8,750</b>	<b>-11,454</b>	<b>-575,945</b>	<b>-571,842</b>
<b>Net (outgoing) / incoming resources before taxation</b>	<b>39,470</b>	<b>-6,130</b>	<b>-</b>	<b>33,340</b>	<b>-2,957</b>
Tax on net incoming / (outgoing) resources	-302	-	-	-302	-396
<b>Net (outgoing) / incoming resources after taxation</b>	<b>39,168</b>	<b>-6,130</b>	<b>-</b>	<b>33,038</b>	<b>-3,353</b>
Fund balance b/forward at 01/04/2021	980,450	6,113	-	986,563	989,916
Fund balance c/forward at 31/03/2022	<b>1,019,618</b>	<b>-17</b>	<b>-</b>	<b>1,019,601</b>	<b>986,563</b>

### NOTES TO THE ACCOUNTS

The financial statements in this report are summary reports based on the Management Reports and Financial Statements of The British Water Ski & Wakeboard Federation Limited. "World Class" Restricted Activities - funds for these activities are derived from Sport England and other restricted funding streams and are to support the agreed programmes of nominated athletes.

### BALANCE SHEET AS AT 31 MARCH 2022

	31/03/2022		31/03/2021	
	£	£	£	£
<b>Fixed Assets</b>				
Intangible Assets		11,273		22,547
Tangible Assets		404,742		413,705
		<b>416,015</b>		<b>436,252</b>
<b>Current Assets</b>				
Debtors	115,698		62,081	
Bank balances and cash	812,247		747,109	
	<b>927,945</b>		<b>809,190</b>	
<b>Less: Creditors:</b>				
Amounts falling due within one year	<b>-324,359</b>		<b>-250,979</b>	
<b>Net Current Assets</b>		<b>603,586</b>		<b>558,211</b>
<b>Total Assets less Current Liabilities</b>		<b>1,019,601</b>		<b>994,463</b>
<b>Less: Creditors:</b>				
Amounts falling due after more than one year	-		-7,900	
			<b>-7,900</b>	
<b>Net Assets</b>		<b>1,019,601</b>		<b>986,563</b>
<b>Funds</b>				
<b>Members Funds</b>				
General Fund		1,019,618		980,450
<b>Restricted Funds</b>				
Lascelles Fund		-17		6,133
World Class Performance Funds		-		-
		<b>-17</b>		<b>6,133</b>
		<b>1,019,601</b>		<b>986,563</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.

THE BRITISH WATER SKI & WAKEBOARD FEDERATION LIMITED (A company limited by guarantee)  
DETAILED INCOME AND EXPENDITURE ACCOUNT - FOR THE YEAR ENDED 31 MARCH 2022

	Year Ended	Year Ended		Year Ended	Year Ended
	31/03/2022	31/03/2021	EXPENDITURE (Continued)	31/03/2022	31/03/2021
	£	£		£	£
<b>INCOME</b>					
<b>Business Income</b>					
Membership & Affiliations	262,392	211,076	Audit Fees & Services	7,735	10,190
Sport England Grant	148,602	156,398	Irrecoverable VAT	12,360	11,122
Other Grant	3,484	21,164	Depreciation	20,237	22,356
Bank Interest Received	1,582	1,582	Bank Charges	4,554	2,877
Social Functions & Presentations	-833 (Net)	-	Meeting Costs	2,444	-
Sundry Income	246	280	Printing, Postage & Stationery	24,995	15,729
Magazine Advertising Income	2,250	1,445	General Expenses	300	559
IT Project Grant	7,900	7,900	Publicity & Associations	4,577	4,933
Sponsorship & Donations	8,882	-	Magazine Expenses	47,614	32,124
<b>Total Business Income</b>	<b>434,505</b>	<b>399,845</b>	<b>Total Business Expenses</b>	<b>403,252</b>	<b>407,161</b>
<b>Development Income</b>			<b>Development Expenses</b>		
Coaching Programmes	19,467	16,852	Salaries & Staff Expenses	92,712	106,966
Driving Programmes	22,407	10,797	Printing, Postage & Stationery	4,200	3,100
Sport England Grant	99,742	117,561	Development Car Costs & Leases	146	1,925
			Development Programmes	40,559	32,474
<b>Total Development Income</b>	<b>141,616</b>	<b>145,210</b>	<b>Total Development Expenses</b>	<b>137,617</b>	<b>144,495</b>
<b>Excellence Income</b>			<b>Excellence Expenses</b>		
Competition Income	2,083	1,415	Excellence Programmes	14,872	5,090
Licences & Levies	17,007	3,806			
<b>Total Excellence Income</b>	<b>19,090</b>	<b>5,221</b>	<b>Total Excellence Expenses</b>	<b>14,872</b>	<b>5,090</b>
<b>Total Income</b>	<b>595,211</b>	<b>550,276</b>	<b>Total Expenses</b>	<b>555,741</b>	<b>556,746</b>
			<b>Surplus for the year on Ordinary Activities</b>	<b>39,470</b>	<b>-6,470</b>
<b>EXPENDITURE</b>	<b>Year Ended</b>	<b>Year Ended</b>	<b>Surplus before taxation</b>	<b>39,470</b>	<b>-6,470</b>
	<b>31/03/2022</b>	<b>31/03/2021</b>	<b>Taxation</b>	<b>-302</b>	<b>-396</b>
	<b>£</b>	<b>£</b>	<b>Surplus after tax</b>	<b>39,168</b>	<b>-6,866</b>
<b>Business Expenses</b>					
Salaries & Staff Expenses	156,615	162,958			
Establishment Costs	57,930	57,936			
Telephone	5,907	6,841			
Insurance	29,040	28,107			
Leasing Costs - Office Equipment	1,117	3,725			
Legal & Professional Fees	27,827	47,704			

### NOTES TO THE FINANCIAL STATEMENTS

	Year Ended	Year Ended		Year Ended	Year Ended
	31/03/2022	31/03/2021		31/03/2022	31/03/2021
	£	£		£	£
<b>DEBTORS &amp; CREDITORS</b>					
Trade Debtors	49,285	4,855			
Prepayments and Accrued Income	66,413	56,659			
Other Debtors	-	567			
<b>Total</b>	<b>115,698</b>	<b>62,081</b>			
<b>Creditors: amounts falling due within one year</b>	<b>31/03/2022</b>	<b>31/03/2021</b>			
Trade Creditors	13,475	19,149			
Other Creditors	445	4,242			
Corporation Tax	302	301			
PAYE	4,811	6,165			
Accruals and Deferred Income	304,064	221,122			
VAT Payable	1,261	-			
<b>Total</b>	<b>324,358</b>	<b>250,979</b>			
<b>Tangible Fixed Assets</b>	<b>Plant &amp; Machinery</b>	<b>Freehold Land &amp; Buildings</b>	<b>Fixtures Fittings &amp; Equipment</b>	<b>Total</b>	
	£	£	£	£	
<b>Cost:</b>					
As at 1st April 2021	23,952	477,120	23,673	524,745	
Additions	-	-	-	-	
<b>As at 31st March 2022</b>	<b>23,952</b>	<b>477,120</b>	<b>23,673</b>	<b>524,745</b>	
<b>Accumulated Depreciation</b>					
As at 1st April 2021	20,662	72,047	18,331	111,039	
Depreciation	642	6,300	2,021	8,963	
<b>As at 31st March 2022</b>	<b>21,304</b>	<b>78,347</b>	<b>20,352</b>	<b>120,003</b>	
<b>Net Book Value</b>					
As at 31st March 2022	<b>2,648</b>	<b>398,773</b>	<b>3,321</b>	<b>404,742</b>	
<b>As at 31st March 2021</b>	<b>3,290</b>	<b>405,073</b>	<b>5,342</b>	<b>413,705</b>	