



41st Annual General Meeting WELCOME FROM THE CEO

Welcome to our 41st Annual General Meeting.

Last time we met I had the pleasure of reporting strong progress against our strategic aims for the current strategy period, and the staff team were enthused and energised for delivering against the ambitious targets that we had set ourselves for 2020/2021. We did not imagine that we were about to experience the most difficult year in DSUK's history, and many of our members have faced the same. I would like to extend my heartfelt condolences to those of you who have lost loved ones this last year, and remember our members who are no longer with us. If we were meeting in person then we would honour the memory of those members no longer with us with a moment's silence. Instead, I invite you to take a moments silence to remember our members who are no longer with us, and send your thoughts to their family and friends, including Thomas and Chloe who skied with us in Glasgow, and Michelle who was a regular skier at Hemel Local Group.

We have now been in lock-down for over a year. Whilst the first month or two gave us an opportunity to develop new products and further improve business processes and practices, we have become increasingly frustrated that our members still haven't been able to benefit from the efforts put in to those first months, though we are excited that we can now see the light at the end of the tunnel, and our members will begin to experience these improvements in the coming weeks. Rachel Davies, Head of Snowsport talks about some of the new products and changes in her report. It has also given us cause to consider how we support our members 'off-slope', and you will be hearing more about this off-slope offer over the coming months. Thank you to those of you who have attended our online events and shared your ideas with us about this.

Along with improvements to products and services, we have also made a number of improvements behind the scenes, implementing a new asset management system, developing new bookings processes, improved our impact monitoring practices, and perhaps most significantly an organisational restructure. This restructure introduces some new, much-needed roles and enables staff to better focus on their business area at a time when even more is being asked of them than usual. Some of these new posts are currently vacant and scheduled to be filled at a later date, including a Volunteer Officer who will be a dedicated resource to support our wonderful volunteers, and a Communications Officer who will help us to manage our public relations and maximise on opportunities that come with social media. The restructure also introduced the role of Head of Operations. This agenda includes a report from Jonny McCandless, who has been appointed to this new role.

Under the Finance report Catherine Rose, Head of Finance and HR shares our financial activity. The idiosyncrasy that I mentioned last year remains, where our financial year is out of sync with the operational reports. As a reminder, the finance report includes the latest set of audited accounts, due to the time that it can take to formally audit accounts you will notice that these are the accounts for the financial period October 2018-September 2019. The operational reports share our activities and achievements from the period October 2019-September 2020 as we believe that our members are most interested in our more recent activities. This misalignment is confusing and this is why we have delayed the 41st AGM to March. Next year we will postpone the AGM again, to May 2022, this will improve the likelihood of the latest accounts being audited and we will be able to report in synchronicity.



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Whilst I'm sad that these are my last few weeks as CEO of DSUK, I look forward to continuing to serve the charity as a volunteer. Whilst I'm proud of the achievements that we have made during my tenure, it's important to recognise that these are not those of the CEO alone. We've achieved an incredible amount over the last three years and as I have commented in previous company updates, this is thanks to the tenacity, determination, and commitment of an incredible team of staff and volunteers. I'd like to thank you all for making my time here so enjoyable and for trusting me to guide your organisation for almost three years. It really has been a privilege.

I'd like to conclude by extending my sincere thanks to all of our members for your continued support and custom, and to our donors and fundraisers for so generously choosing to donate to DSUK. Your support over the last year has been even more important than ever, and has enabled us to survive the most toughest of years so that we can come back stronger, and support you even better.

With best wishes

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