



# 2024

**ANNUAL REPORT**



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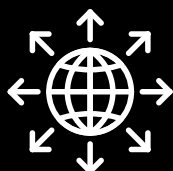
## PAGE

**14 OPERATIONS****15 EVENTS****16 FINANCE****17 GOVERNANCE****18 COMMUNITY HIGHLIGHTS****2024 KEY TARGET ACHIEVEMENTS****5539**

Members

2024 target:  
5500**643**

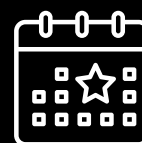
Coaches

2024 target:  
580**37**Rinks Signed Up:  
New Skate UK2024 target:  
20**184**Registered  
Volunteers2024 target:  
150**40K**Monthly  
Social Engagement2024 target:  
10K**630K**

Monthly Social Reach

2024 target:  
250K**41K**

Social Followers

2024 target:  
37K**25**

Open Events

2023 target:  
25

2023-24 was another successful year at British Ice Skating!

On the international stage, we have seen exciting progress and significant achievements. From Niall Treacy winning silver at the 2024 European Short Track Championships - our first Men's European medal in 12 years - to Lilah Fear and Lewis Gibson's second European silver medal in a row, the 2023-24 season was not short of highlights. Seeing Willem Murray, Ashlie Slatter and Atl Ongay-Perez act as GB flag-bearers at the 2024 Youth Olympic Games was a moment of particular pride and underscored the progress so many of our young athletes are making in their careers.

We have seen big changes within BIS, with a number of new additions to the team bringing fresh perspectives and greater capacity to work on new and exciting projects. Most notably, a successful Sport England pilot fund bid has allowed us to grow our Development Team in order to deliver our new 'Let's Skate' initiative, which aims to broaden access to ice skating for those with disabilities.

Work has also continued to improve our pathways and support for officials and coaches, roll out our new Skate UK programme, and to provide effective pathways, development experiences and events to help athletes progress and succeed.

We hope you enjoy finding out about our work over the following pages, and wish everyone all the best for a brilliant 2024-25 season.



The launch of a new membership survey in October 2024 provided us with valuable insights into our membership's views. With 802 responses gathered (648 complete) - representing approximately 12% of our membership - the feedback will be used as part of business planning for the 2025-26 season to help us identify areas for improvement and development.

This was the first BIS membership survey delivered since 2013, so there is unfortunately no recent data to compare our results to, but a selection of highlights from the 2024 survey can be found below.



**68%**

'Good' or 'Excellent' membership experience



**83%**

Proud to be a BIS member



**74%**

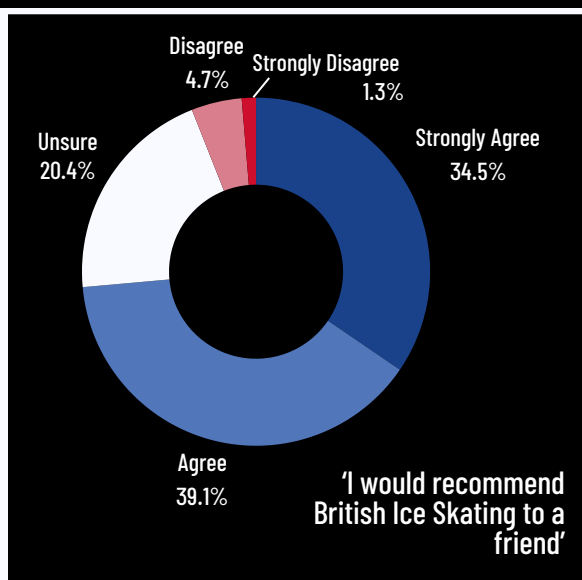
Would recommend BIS to a friend

## NET PROMOTERS

A Net Promoter Score (NPS) is a common measure of customer experience and predictor of business growth. Respondents are asked to rate their likelihood of recommending the business to a friend or colleague - subtracting the percentage of Detractors from the percentage of Promoters yields the NPS, which can range from a low of -100 to a high of 100.

An NPS survey was carried out for BIS in 2020, which yielded a result of -2.

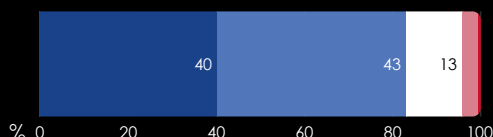
Members were asked a comparable question in the membership survey - to what extent they agreed that they would recommend British Ice Skating to a friend - to which 39% respondents 'agreed strongly' and 35% 'agreed', while only 5% 'disagreed' or 'disagreed strongly'.



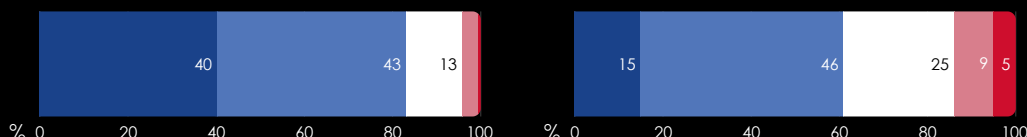
## MEMBER VIEWS

Respondents were asked to what extent they agreed with the following statements:

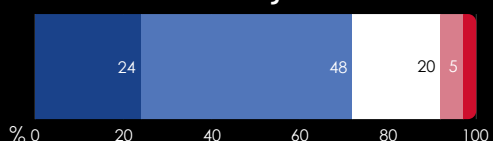
I am Proud to be a BIS Member



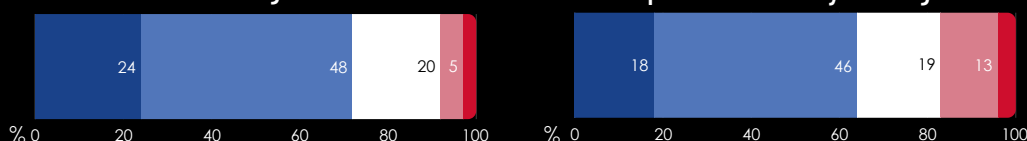
BIS Cares About its Members



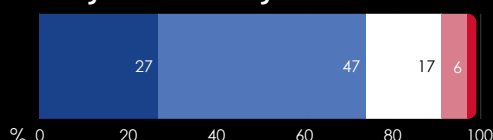
BIS is an Inclusive Organisation



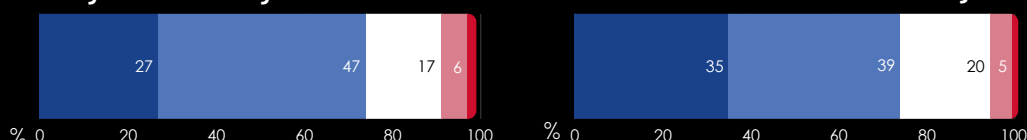
BIS Helps Me Achieve My Skating Goals



BIS Sets a Positive & Welcoming Image of Ice Skating in the UK



I am Inspired by the Achievements of British Skaters on the World Stage



- Strongly Agree
- Agree
- Unsure
- Disagree
- Strongly Disagree

Average ratings of specific areas of BIS services from the membership survey can also be found on relevant pages throughout this report.



The BIS Performance team lead and manage our talent pathways, performance athletes and programmes, supporting skaters and coaches in their development to help them achieve their full potential. The team delivers the administrative and operational requirements for performance athletes' international assignments, while managing key relationships with sector stakeholders.

## FIGURE SKATING PERFORMANCE PATHWAY

Over the summer months, we have developed our new pathway structure for Singles, Pairs and Dance. The Singles and Pairs pathway is now fully implemented and published on the BIS website. The Dance pathway is currently being finalised and will be published in the coming weeks.

The plan behind the updated pathway is to deliver transformational change of the performance pathway. The Performance Pathway will be more visual, provide greater clarity (score, requirements) and most importantly will provide an increase of support for skaters.

## BIS PERFORMANCE TEAM

As part of the growth of the performance pathway this year, there has been the recruitment of two new staff members of the performance team.

Tamara Cvijanovic and Shannon Aikman-Jones have joined as the BIS Pathway Managers (shared job role). Their focus will be to drive the progression initiatives that supports the performance pathway and the athletes and coaches on our programmes.

## CAMPS & SCREENING

Over the spring and summer months, we delivered a number of camps for our performance and development skaters and their coaches. We had Academy of Dance and Solo dance camps in Nottingham and Sheffield in June and July, as well as the Junior Grand Prix (JGP) screening for our dance teams.

JGP Screening for Singles and Pairs took place in Dundee at the start of June. We also ran our development and performance camp for Singles in Sheffield in July which was led by international coach Michal Brezina and supported by our Sport Science team (S&C, Nutritionist).

BIS Camps have continued with the support of Sport Scotland in Dundee. Camp topics have included: Pairs, Axal, Feedback and Coach Development, plus many more. These camps have been a great success and very well attended, they will continue in 2025 thanks to the support of Sport Scotland and Ice Dundee.



Shannon Aikman-Jones (left) and Tamara Cvijanovic (right) joined the Performance Team as Performance Pathway Managers



Performance & Development Camps

## 2024 EUROPEAN CHAMPIONSHIPS

### LONG TRACK

The team started the year off with an impressive 6th place in the 1000m by Ellia Smeding against a very strong field at the European Championships. With World Championships only 6 weeks post the Euros it was a great marker and confidence boost early in the year.

### SHORT TRACK

This was the most successful European Championships the team have had in many years, with Niall Treacy winning our first Men's Euros medal for 12 years. Niall took an incredible silver in the 1000m where he was joined by his teammate Theo Collins in the final, who finished 6th (making his first senior final).

There was more proof of the team's development this year, with the men's relay team winning the B-final to take an impressive 5th place at the Championship.

### FIGURE

With the largest team at a championship for many a year, they didn't disappoint. The highlights included Ana Vaipan-Law and Luke Digby continuing to mix it with some of the world's best Pairs team, with a 9th place finish (top 10 result for the second year in a row).

The team finished on a high with a fantastic performance from Lilah Fear and Lewis Gibson in front of a packed 11,000 arena with an atmosphere fitting of an Olympics (great experience for our athletes). They skated to a silver medal for the second straight year.



## 2024 JUNIOR WORLD CHAMPIONSHIPS

### FIGURE

Even with a long trip to Taipei (Taipei: 26th Feb – 3rd March) and many of our team competing in this part of the world for the first time, the team managed a number of outstanding performances.

These came from Ed Appleby who finished 9th (the best singles performance for nearly 20 years), with a 6th Place and personal best in the short program, and Ashlie Slatter & Atl Ongay-Perez who finished 13th in the Ice Dance.

### SYNCHRO

Solway Stars, who represented us at this year's Championships (Neuchatel: 15th – 16th March) delivered one of our best results across all disciplines. The team skated two strong performances to finish 15th while gaining the valuable experience of competing with the best junior teams in the world.

### SHORT TRACK

This year's championships (Poland: 22nd Feb) saw us field our largest and youngest team in a number of years. Even though this was a young team our skaters continued their impressive improvements, with standout performance coming from Willem Murray who came 11th in the 1500m.

## 2024 WORLD CHAMPIONSHIPS

### FIGURE

The World Championships saw another fantastic skate by Lilah Fear and Lewis Gibson, who received a standing ovation from the 14,000 strong crowd as their performance earned them 4th place for the second year in a row. Ana Vaipan-Law and Luke Digby had another solid performance putting them in 20th place in a very strong Pairs event.

Another highlight for the team included having 4 skaters making their first appearance at the Worlds, which we see as a hugely valuable experience for these young skaters with the next World Championships being the Olympic Qualification event.

### SYNCHRO

Yet again, we had the Nottingham Icicles team representing us at this year's World Synchronized Skating Championships (Zagreb: 5th – 6th April). They followed up last year's performance with a credible 18th Place and achieving a personal best score. Well done team!

### LONG TRACK

The World Single Distance Championships in Calgary (16th-18th February) saw Ellia Smeding cement her place as one of the world's best and keeps her on track for her on track to achieve her goals in Milan. She finished with a 9th place in the 1000m and 13th in the 1500m.

Ellia then followed that up with an even stronger performance at the World Sprint Championships (Germany: 7th – 10th March) where she finished 10th overall with a 7th place finish in the 1000m and two National Records in the 500m.

### SHORT TRACK

This year's championships (Poland: 22nd Feb) saw us field our largest and youngest team in a number of years. Even though this was a young team our skaters continued their impressive improvements, with standout performance coming from Willem Murray who came 11th in the 1500m.



## 2024 YOUTH OLYMPIC GAMES

### SHORT TRACK

The Short Track team consisted of 2 men, Freddie Polak and Willem Murray.

The event started well for Willem with him having the honour to be the Team GB flag bearer at the opening ceremony. He then performed extremely well with 2 top 10 finishes in the 1000m and 1500m.

### FIGURE

We had 3 athletes representing us in the figure skating, Tao MacRae in the men's and Ashlie Slatter and Atl Ongay-Perez in the Dance event. Tao set the standard with an impressive 12th place, skating a PB in both programs.

The highlight of the trip came from Ashlie and Atl who started with a small but costly error in their rhythm dance, bouncing back in the free program to win an incredible bronze medal for Team GB. To wrap the event up in style Ashlie and Atl were given the privilege of carrying the Union flag for Team GB at the closing ceremony.



## JUNIOR GRAND PRIX

As the JGP series has now concluded, we look back at a very strong set of performances from our skaters and most importantly a great experience for all our young athletes. We had several athletes returning to the JGPs as well as several skaters making their JGP debuts.

## ISU GRAND PRIX 2024

This year's Grand Prix started off in style for our athletes at Skate America. Lilah Fear and Lewis Gibson clinched the ice dance gold medal, marking a significant milestone in their careers as they beat the world champions on home soil.

The strength in our team was also demonstrated by the performance of Ana Vaipan-Law and Luke Digby who finished 6th in the Pairs event.

Vaipan-Law and Digby then secured a second Grand Prix invitation and competed at the NHK Trophy in Japan, while Fear and Gibson won their second Grand Prix of the season at the Finlandia Trophy.

Both teams will be keen to maintain their impressive start to the season.

## SHORT TRACK & LONG TRACK

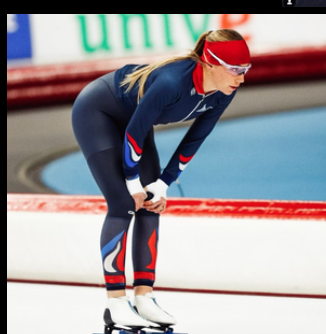
As this report is being written our Short Track and Long Track athletes have now started their international season, with the short track junior team starting in Italy at the Junior World Cups and long track team skating in Japan and China for their first two World Cups.

The International Skating Union (ISU) is set to revolutionise the world of short track speed skating with the launch of the ISU Short Track World Tour 2024-25 (replacing the Senior World Cup series).

The World Tour will see our skaters compete under their new identity of the 'British Royals' for these events. The British Royals reflect the United Kingdom's rich history and association with royalty. The name "Royals" evokes a sense of tradition, prestige, and excellence, qualities that the team aims to embody on the ice.

## SYNCHRO

The Synchro season kicks off with the Skate London Synchro Open (15-17 Nov) and the Trophy D'Ecosse (6-7 Dec) in 2024. Our Teams are looking forward to debuting their programs at these competitions before the season continues into 2025 with the Britannia Cup (10-12 Jan), ISU Challenger Series and International Competitions.





Our development work covers projects and initiatives aimed at growing ice skating opportunities for new and developing skaters, including the creation and delivery of resources, guidance and events that help create the right environment for learners to flourish and progress. This includes overseeing our learn to skate programme, Skate UK, and our ongoing work to embed inclusion and accessibility at the heart of the organisation and the wider skating community.

## SKATE UK

Following the 2023 launch of our revamped Skate UK course, the Development Team has successfully overseen the rollout of the new programme to rinks across the UK, and the continuing growth of learners using the Skate UK app.

Additionally, work has been carried out to build relationships elsewhere, resulting in our first ever Skate UK intensive seasonal rink offering.

The Metrocentre in Newcastle are offering a four-week Skate UK course at their winter ice rink, helping us build the Skate UK community and capitalise on seasonal interest in ice skating.



**37**  
Rinks signed up to new Skate UK programme



**5428**  
Skate UK app downloads



**433**  
Coaches & assistant coaches trained on the new syllabus

**Rinks now signed up to deliver the new Skate UK:** Alexandra Palace | Auchenharvie | Aviemore | Billingham | Bradford | Braehead | Cambridge | Canary Wharf | Cardiff | Chelmsford | Deeside | Doncaster | Dumfries | East Kilbride | Elgin | Galleon | Grimsby | Guildford Spectrum | Hull | Inverness | Lammas | Lee Valley | Magnum | Metrocentre | Nottingham | Oxford | Ozone | Queens | Romford | Sheffield | Slough | Stirling | Streatham | Swindon | Tamworth | Snowdome | Telford | Time Capsule

## CAMPS & COURSES

### SKATE UK CAMPS

In August we delivered our very first Skate UK camps, in partnership with Grimsby Ice Rink. The two camps were well-received, setting a strong foundation for the development of future camps for Skate UK learners, which will provide an important British Ice Skating touchpoint with them as they start their skating journey.

### DISNEY ON ICE CAMPS

Building on the success of our first Disney On Ice Camp in 2023, we partnered up with Disney On Ice again for two new camps this season. These camps offer skaters a glimpse into another skating career option and a chance to experience what show skating involves, as well as scoring high on the fun factor!

Participant Feedback:



### ADULT DEVELOPMENT CAMPS

We have been working on the opportunities we offer our adult skating community. Our first Adult Development Camp was delivered to great success in 2023-24, leading to the planning of two more for this new season. One has already taken place, with positive feedback from participants:

Participant Feedback:



*"I had one child in the morning camp and one in the afternoon and both absolutely loved it! They both got so much out of it and came away feeling positive and confident...I'm genuinely grateful for the attention, coaching and positive reinforcement they received."* - Skate UK Camp participants' parent.



Participants at our Skate UK Camp at Grimsby Ice Rink

*"I liked all parts of the camp but loved choreography and edge class. All the staff/ coaches were amazing as well!"*

- Disney On Ice Camp participant.

*"I had a really good time I can't think of anything that would have improved it but I would like camps like this to happen more often."*

- Adult Development Camp participant.

### Membership Survey Results



Development Opportunities **3.5/5**

The Development Team's work on equality, diversity and inclusion (EDI) is about recognising and acknowledging that inequalities do exist in sport, taking positive and proactive steps to overcome these inequalities, and working to remove any barriers standing in the way of people who are traditionally not involved in ice skating.

## 2023-24 OVERVIEW

British Ice Skating have continued to address our inequalities and work towards surroundings where everyone can thrive in all our pathways and environments.

We recognise there is still a lot of progress to be made, but this year has seen us establish new collaborations and partnerships that help us better connect underrepresented communities with our sport.

British Ice Skating would like to thank every person who has helped us on this journey, as we create new collaborations and meet new people, we become stronger and closer to making ice skating truly inclusive.

## KEY UPDATES

### COACH EDUCATION

Education has always been an essential area for making progress in our EDI initiatives, and this year we have educated over 430 coaches on our new Skate UK dispensation model and accompanying EDI workshop, while this year's coaching convention saw over 130 coaches attend a workshop on coaching disabled people.

Our coaches play a pivotal role in skaters' journeys, and supporting their continued development in this area empowers them to deliver inclusive and accessible coaching in line with the latest guidance and best practice.

### COLLABORATIVE DOCUMENTARIES

We have teamed up with Sporting Equals and Diversify Ice to produce a mini documentary series on tackling inequalities, addressing current barriers and how we can make the changes in our sport so everyone can have the opportunity to take part. We expect the first episode to debut soon.

### JOHN HAYWARD FUNDING

We have worked with John Hayward's family to facilitate their generous support for young skaters; their charity (John Hayward Memorial Challenge) is funding six skaters every year to help keep them in the sport in the face of rising participation costs. This project has provided much needed support for aspiring skaters just like John himself, as the cost of ice skating continues to be a barrier to participation.

### PRIDE

Greater focus was given to our organisational support of Pride this year. We coordinated seven different Pride skating events across the country, and sold a limited edition Pride hoodie, profits from which have been invested into professional inclusivity training for rink staff.



Davina Victory representing British Ice Skating at Sporting Equals award night for her dedicated work for BIS in engaging ethnically diverse communities.



Zoia Birmingham features in one of our planned mini documentaries on reducing barriers to participating in ice skating.



In August 2024 we were able to announce a significant funding award from Sport England; the £174,669 will fund a three-year pilot project called 'Let's Skate' that will grow the opportunities for disabled people and those with long-term health conditions to engage in social, recreational and competitive skating, building on significant recent progress in the area.

## 2023-24 OVERVIEW

The launch of the Let's Skate project is the latest milestone in our ongoing effort to broaden access to ice skating. In 2023 we introduced sweeping changes to our official learn to skate programme, Skate UK, with inclusive learning pathways designed in collaboration with Activity Alliance, a national charity and leading voice for disabled people in sport and activity.

The new Sport England investment will allow us to build on this work by supporting existing inclusive skating projects, bringing similar opportunities to communities across the country, and embedding change for the long-term.

The funding was secured via a successful bid to a Sport England Pilot Fund, and will fund accessibility equipment and resources, staff training and volunteer support. Crucially it has also funded additional Equality, Diversity and Inclusion staffing to support the delivery of the project, and in September 2024 Dan Rodenby and Millie Kelman-Johns joined the Development Team to help bring our vision for Let's Skate to life.



*"British Ice Skating has been working hard to embed inclusion at the heart of our sports; this investment not only recognises that work but will help us enhance it on so many levels."*

*"The progress we make will be important both for our current members and for new learners venturing into the ice skating world for the first time. We want to make sure we can turn challenges into opportunities, so that everyone who wants to can experience the joys that skating of all kinds can offer."*

**Robin Cousins**  
**British Ice Skating President**



Dan Rodenby and Millie Kelman-Johns joined the Development Team in 2024.

## NEXT STEPS

Our first steps have involved connecting with National Disability Sport Organisations and other relevant stakeholders to identify where we can knowledge share and collaborate to achieve the greatest success.

Next steps include creating training and educational opportunities for coaches, rink staff and volunteers, working with our TACs to review competition structures, and launching a seated skating guidance document.

*"I didn't start skating until I was 37 because I didn't think it was an option for someone with an artificial foot."*

*"It's why I love the new Skate UK dispensation scheme - it gives skaters and coaches the freedom to learn and teach skills in a way that is right for them, and it means even more people can get involved!"*



**Stef Reid**  
**Paralympic Athlete & Dancing On Ice Competitor**



The Communications Team at BIS are responsible for the effective communication of BIS news and updates, aiming to raise the profile of ice skating in the UK while keeping members informed and engaged with our wide range of events, competition results, opportunities and resources.

## 2023-24 OVERVIEW

The 2023-24 season saw a high focus on building our social community, with strong results. The focus for the 2024-25 season will now be on maintaining that strong performance, while proactively focusing on our two other major communication channels - our website and our direct mailings.

Improving the user experience on our website has continued to be a challenge, with the membership survey highlighting a number of pain points for members. With a fresh design being implemented in late 2024, we aim to make key user experience improvements by the end of the season.

Our mailing system has few advanced features, like automation and audience segmentation options, limiting our ability to improve our mailings. Alternative systems will be considered that offer a wider range of features that can allow us to maximise our mailing engagement.

## KEY PROJECTS

The Communications Team has continued to support key projects across the organisation, contributing to the success of work including the Sport England Pilot Fund bid, Pride celebrations, roll-out of virtual tests, and the 2024 Coaching Convention.

Recent stand-alone communications projects have included the new membership survey, the set up of a team of BIS Ambassadors, and a 'Thanks Coach' campaign in support of UK Coaching Week that generated particularly strong member engagement.

## SOCIAL ENGAGEMENT

We achieved a very strong social media performance over the 2023-24 season, seeing excellent growth in our reach and engagement.

Work in this area focused on improving the consistency of our content - in terms of frequency, branding, and substance - and growing our collaborative content to reach new audiences.

This success has grown the value of our social channels for achieving organisational objectives as well as raising awareness of ice skating in the UK.

2022/23 **37K** 2023/24 **41K**

SOCIAL FOLLOWERS

2022/23 **200K** 2023/24 **630K**

AVERAGE MONTHLY  
CONTENT IMPRESSIONS

2022/23 **19K** 2023/24 **40K**

AVERAGE MONTHLY  
CONTENT ENGAGEMENT

## TEAM GROWTH

Branden Marshall joined us as the second member of the Communications Team on a part-time temporary contract in January, supporting key areas including Performance Squad coverage and EDI initiatives.



## 2023-24 SEASON STATS

**83**  
NEWS POSTS

OVER

**500**

ROUNDS OF  
WEBSITE EDITS

**57**  
MEMBERS'  
MAILINGS

OVER

**7.7 million**

SOCIAL CONTENT  
IMPRESSIONS

OVER

**670K**  
SOCIAL CONTENT  
ENGAGEMENTS

OVER

**40K**

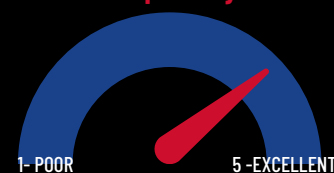
SOCIAL FOLLOWERS

OVER

**500**

POSTS PER  
SOCIAL CHANNEL

Membership Survey Results



Communications **3.8/5**



The Workforce Team are responsible for the people within our organisation who coach, officiate, volunteer and work for the organisation. We aim to support these key groups to develop and progress in their roles by providing suitable pathways, education programmes and opportunities. We are also working towards a more diverse workforce in line with our EDI strategy, improving the accessibility of our roles and embedding inclusive values across the organisation.

## OFFICIALS' PATHWAYS

Significant changes have been made to our officials' pathways - the ways that individuals can become and progress as ice skating officials - to make them more accessible.

These changes have been accompanied by a recruitment and training drive for new officials which has resulted in fifteen newly qualified judges, five new Technical Controllers, two Referees and five Technical Specialists.

Additionally, BIS and ISU training and exams have seen multiple promotions, including seven officials achieving international status.

Perhaps the greatest change to our pathways is that there are now no set minimum entry requirements; we now focus on developing our workforce and increasing standards of knowledge of deliveries. This grows our potential recruitment pool significantly, removing barriers to entry (eg. having to personally have skated to a particular level) that may have precluded strong candidates from applying.

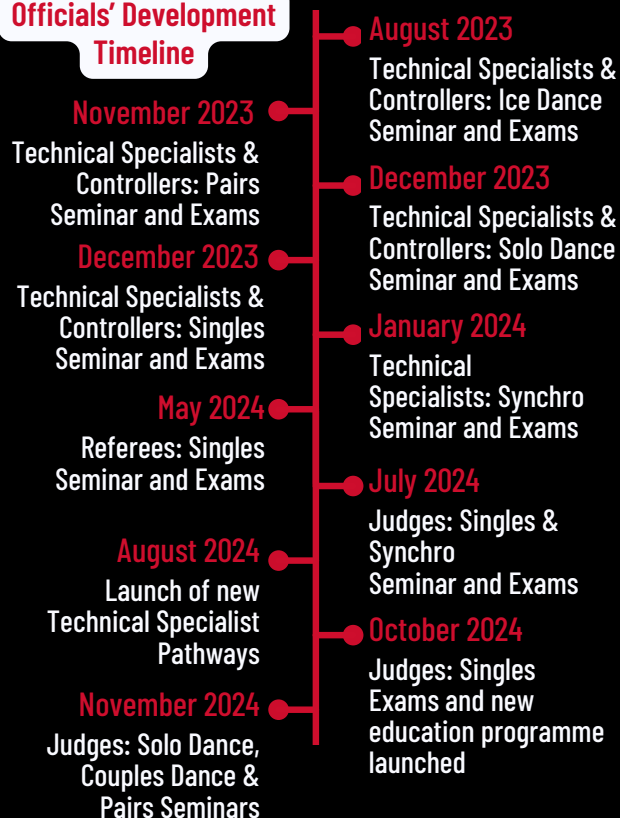
This ongoing pathway development work is part of the United and Diverse Workforce strand of British Ice Skating's 10 year strategy, which aims to 'allow staff, coaches and volunteers the opportunity to flourish based on shared values and a developmental approach.'

Officials are at the heart of everything we do at British Ice Skating, ensuring the high quality and standard of our events and tests stay consistent and fair. Ensuring they receive effective training, continuous development and ongoing support is vital to the success of ice skating in the UK, and our improved pathways are the foundation for this work.

Michelle Draper oversaw the laying of these essential foundations for our workforce progress, setting the direction for our continued work in this area. She noted:

*"British Ice Skating is deeply committed to continuously improving the experience of our workforce, and launching our revised officials' pathways is an integral part of this. With clearer qualification and progression paths established, 2024 will bring many more opportunities for individuals to qualify and develop as an ice skating official."*

### Officials' Development Timeline



## ASSISTANT COACH QUALIFICATION

In April we launched our new Assistant Coach qualification, designed to improve access to our coaching pathways.

This new qualification is open to skaters of all skating backgrounds, removing a previous minimum figure skating standard - learners can now pass a basic skating competency test instead, allowing a greater number of skaters to start their coaching journey with BIS.

Additionally, the qualification allows learners to start earning money for their coaching work immediately upon completion, supporting our newly qualified coaches to see an immediate return on their investment. The learning experience has also been honed, providing learners with greater support and contact from BIS throughout the process.



59

LEARNERS ENROLLED IN OUR ASSISTANT COACH COHORTS SO FAR

The Operations Team are our member-facing team who answer enquiries, process members' requests and handle membership administration including tests and qualifications, while supporting the wider team with operational and administrative expertise.

## BIS MERCH

A significant operational change was made earlier this year to bring the sale of our merchandise in house. This has delivered sizeable cost savings and a greater degree of flexibility in how and what we promote and sell.

Some challenges have been encountered in finding the right delivery partner and smoothing out internal processes to streamline merch sales, with ongoing work carried out to improve the system for both staff and customers.

## VIRTUAL TESTS

As part of our ongoing work to improve accessibility to ice skating, a major update to our test format was launched in October 2024, introducing a pilot for virtual Skills Tests.

Skaters currently depend on the availability of volunteers and ice time, and having the time and money to travel to test sessions, to progress through their skating journey. The option of virtual tests will allow them instead to complete their tests at a time and in an environment they are confident in - greatly enhancing scheduling flexibility as well as supporting those who may struggle under standard test conditions due to anxiety or a disability.

The announcement of the pilot was met with overwhelmingly positive feedback from members, though some did raise concerns that will be considered as the project progresses. We aim to eventually roll out the option of virtual tests for all skaters, informed by feedback and learnings from the pilot project.

## EUROPEAN CHAMPIONSHIPS 2026 UPDATE

Planning continues for our hosting of the European Figure Skating Championships 2026 under the guidance of the Steering Group, with the Organising Committee and Local Organising Committee now formed.

## VOLUNTEER RECOGNITION

As part of our ongoing efforts to better support our invaluable volunteers, a new membership category was introduced this year better suited for many of our BIS volunteers, providing a more cost-effective option for volunteers who don't require access to the full range of BIS Membership Benefits.

Additionally, a new Volunteer Recognition scheme has been launched. Volunteers will now receive an appreciation award at specific milestones to recognise and celebrate everything they have given to the sport and the skating community.

Special recognition awards were also introduced - the first recipients, Elaine Hooper and Tina Noble, received their awards in December 2023 - we'd like to thank them again for their hard work and dedication.



## 2023-24 SEASON STATS

OVER  
**5500**  
EVENT ENTRIES  
PROCESSED

OVER  
**1500**  
CAMP/COURSE  
ENTRIES PROCESSED

OVER  
**1000**  
CERTIFICATES  
PROCESSED

**18**  
SAFEGUARDING  
COURSES DELIVERED

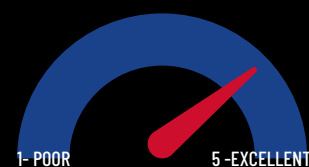
OVER  
**3800**  
NATIONAL TEST  
APPLICATIONS  
PROCESSED

OVER  
**700**  
MENTOR HOURS  
ASSESSED

OVER  
**2000**  
PHONE CALL  
QUERIES  
HANDLED

OVER  
**500**  
COACH  
APPLICATIONS  
PROCESSED

### Membership Survey Results



Customer Service **3.8/5**

The British Ice Skating events team plans and delivers all BIS competitions, aiming to deliver fun, supportive and competitive opportunities for all skaters. They are also responsible for supporting clubs and rinks with the permitting, administration and technical requirements of their own events.

## 2023-24 OVERVIEW

In the 2023-24 season we delivered over 20 BIS competitions, from qualifiers and opens to the three British Championships events that headline our events calendar. We also

Work has been carried out to improve our event experience for athletes and to grow the awareness and coverage of our events, with ambitions to continue this progress over coming seasons. This reflect recent membership survey results, which were positive but also provided a wealth of constructive feedback which we are committed to listening to and working on.



## EVENTS RESTRUCTURE

We made significant changes this year to the structure of our qualifier events in order to better align with the performance pathways and championships structure, providing skaters with a smoother progression experience.

Recognising the need to create similar competitive opportunities for skaters outside the qualifier/championships criteria, we have introduced the BIS Cup, as well as interpretive and exhibition events for those who want to skate and compete but with fewer restrictions than traditional competitions.

## TEAM GROWTH

Our Events Team has seen some big changes, with Neve Biro-Moore was appointed to Events Lead in October 2023, followed by the recruitment of Andrew Ackerley as an Events and Operations Assistant.

Gen Yip and Rob Hayes then joined us in June as Technical Operations Officers, allowing us to bring event results management in house to reduce our reliance on volunteers for the calculation of event set up and scoring.

## 2023-24 SEASON STATS

OVER  
**20**  
BIS EVENTS  
DELIVERED

**25**  
OPEN EVENTS  
PERMITTED

OVER  
**750**  
VIDEO ORDERS  
PROCESSED

OVER  
**2250**  
MERCH ITEMS  
SOLD

OVER  
**5500**  
EVENT ENTRIES

OVER  
**1000**  
PRACTICE ICE  
BOOKINGS



Rob Hayes and Gen Yip joined the events team, providing valuable technical expertise.

## Membership Survey Results



## 2023-24 OVERVIEW

Revenue is comparable to last year, achieving a like-for-like comparison of over 2 million. We have seen some growth in our revenue areas and also new revenue streams in the form of Skate UK. We are seeing more substantial commercial revenue as we have now moved our merchandise in-house.

Costs have increased this year as the economy continues to be challenging. Areas where we have seen increased costs include ice time, insurance, and various areas of our overheads. While we continue to monitor these areas, we are committed to controlling these costs and ensuring we continue to provide our members with the most value for money.

As we have now started our new financial year, our budget has been prepared and approved by the board for the year beginning July 24. We are forecasting another good year for British Ice Skating, with a focus on growth and membership.

As we approach the end of the calendar year, we will soon start to look forward to preparing our budget for the year beginning July 25. This is a key year for British ice Skating and our sport as we approach the Winter Olympics. Our focus will continue to be supporting all our members and athletes.

Our funding continues to grow as we continue our key partnerships with UK Sport, Sport England, and Sport Scotland. Work also continues on our shared services pilot project funded by UK Sport. This partnership between British Ice Skating and Ice Hockey UK has been incredibly successful, and we look forward to expanding this project in the future and sharing the key values we have learnt from our collaboration.

## SPENDESK

This year, we marked the introduction of Spendesk as a critical partner in the finance function of British Ice Skating. Spendesk forms part of our key process control around costs; with the help of Spendesk, the Finance team can now see live data, which is matched against the budgets for each area; the software has improved the accuracy and speed in which we repay our creditors.

Not only does Spendesk assist with day-to-day spending within the organisation, but it also is a crucial component for our Judges and Officials; Spendesk allows for easier expense submission and much quicker turnaround for payments, ensuring our volunteers are repaid promptly.

## PROCESS IMPROVEMENTS

A big part of our year has been spent on improvements; we have made significant strides in all areas of finance, including new policies that help improve our member's experience, improved software that allows for greater visibility of our finances and a much deeper degree of control.

A large area that has seen significant improvements in cost controls, we now have more partnerships with key suppliers and even more meaningful relationships.

Member benefits have also been a topic for the year. We are currently working with a brand that will offer a fantastic benefit to our members, and we can't wait to share this information with members in the coming months.

## TEAM GROWTH

This year we welcomed Katie Hobson into the Finance team as part of a pilot project funded by UK Sport to examine how NGBs can share resources and learn from this shared approach.

Katie works within British Ice Skating and is also alongside another team within Ice Hockey UK. Katie brings a wealth of experience from a non-sport business and accountancy background.



Katie Hobson

## GRANT FUNDING

As we continue our funding journey with our partners at UK Sport and Sport England, we have focused on our governance and internal controls this year. As part of this work, we were selected for a Finance Assurance audit carried out by an external company.

This gave an independent view of all the financial controls with British ice Skating. This allowed us to focus on areas of improvement and look to the future of how we can streamline whilst also maintaining the integrity of our financial framework.



## KEY UPDATES

## CHAIR OF THE BOARD

Karen Rothery stepped down from her role as Chair of the Board in November 2024. Recruitment for her replacement is ongoing, with Robin Cousins filling the role in the interim. We are grateful for all of Karen's hard work and dedication and wish her all the best for the future.

## WORKING GROUPS

While not a formal part of our governance structures, two new working groups were introduced recently to help inform our decision-making in key areas. The Adult Working Group will support our work to improve our offer for adult skaters, while the Coach Qualification Working group will provide expertise on the redevelopment of our coaching qualifications.

## MESSAGE FROM THE CEO

Since joining the sport in October, I would like to thank you all for your warm welcome. I am thrilled to be joining the wonderful sport of Ice Skating and I feel excited to be working with you all to help to give skaters, members, performers, officials, coaches and administrators, the best possible experience within the sport. I am grateful for this opportunity. I am looking forward to supporting the BIS team to provide excellent service to the membership and beyond, over the coming years.

I would like to personally thank Karen Rothery, who has been an outstanding support as Chair, and thank you also to Robin for stepping into the Interim Chair role and to Board Directors offering greater support in the interim.

I have spoken to members over these first few weeks and I have heard a desire for BIS to listen, build rapport, develop relationships and in some cases try to heal old wounds. I have been fortunate to attend events and meet many people, face to face, and listen to feedback around what we are doing well as a governing body of sport and what we could do differently and better.

I have spoken to members, skaters and parents, judges, coaches, officials and facility operators. I have also listened to Board Directors and staff team members. I am working on the basis that all feedback is helpful, the intent is positive, and I will ensure that we become the best organisation and team that we can be, delivering the best possible experience for members.

## BOARD MEMBERS

There have been a few recent changes to the Board makeup. Rebecca Proctor finished her term of office, and Mary Chapman was elected in her place, beginning her term in June 2024. David Johnson has also stepped down, with recruitment for his replacement starting shortly.

## CHIEF EXECUTIVE OFFICER

Michelle Draper stepped down from her role as British Ice Skating CEO in April after almost 10 years in post, and having achieved significant organisational milestones in her tenure, including BIS successfully securing Tier 2 compliance with the Code for Sport Governance.

Maggie Still was appointed as the organisation's new CEO, starting in post in October, bringing a wealth of experience in the sport sector with her.

I have been thoroughly impressed by the passion and commitment of members and by the work being undertaken. I hope that you enjoy the positive messages and achievements outlined in this Annual Report. I look forward to meeting many more of you over the coming months. Thank you for all that you do across the sport of Ice Skating in the UK.

**- Maggie Still, British Ice Skating CEO**

## BOARD ATTENDANCE

As of 13/11/24	Past 6 Board Meetings	ARG Committee Attendance	Nominations Committee Attendance
Abigail Hughes	4/6	4/4	1/1
Alistair Wilson	6/6		1/1
Chris Buchanan	4/6	3/4	
David Johnson	3/4		0/1
David Thomson	6/6	3/4	
Hew Williams	6/6	3/4	
Karen Rothery	5/6		1/1
Lois Jarvis	5*/6	2/4	
Mary Chapman	4/6		
Robin Cousins	5*/6		
Tom Fell	6/6		0/1

\* 1 partial attendance

Building a thriving ice skating community is a team effort, and we are so grateful to everyone who plays a role. Members, affiliated clubs, officials, coaches, volunteers, supporters, rink staff - the list of heroes who help make ice skating a growing and welcoming sport is a long one. We would like to say a big thank you to every person who has contributed to the success of the past season, and while we cannot mention all of you, we have chosen a few highlights to showcase the range of hard work going on across the UK!

**CAMBRIDGE SPEED SKATING**

We were thrilled to see the addition of speed skating to Cambridge Ice Skating Club in, opening up the sport to a whole new audience. Congratulations to everyone involved for the hard work and dedication it took to bring this to fruition, particularly to Jashan Bhoora who spearheaded the efforts!

**ADULT WORKING GROUP**

As part of our work to improve our support for adult skaters, an Adult Working Group was recently launched to act as a point of advice and guidance for the BIS Team. A big thank you to the members of the group for volunteering their time and experience: Joshua Ditte, Toby Forster, Daisy Leahy, Annabel Mansell, Lynsey Massie, Tina Pretorius, Rachael Richards and Kitty Swanson.

**SCOTLAND FOCUS**

Debi and Simon Briggs have not only overseen the continued growth and success of Dundee as a key centre for figure skating in the UK, but have also worked with BIS and Sport Scotland to deliver a series of top class skating camps at Ice Dundee which have proven incredibly popular. Thank you for all your hard work, Debi, Simon and the rest of the team!



Dundee ICE Camp

**INTERNATIONAL PROMOTIONS**

A number of our officials have successfully qualified for the international circuit this year, a prestigious status that takes time and dedication to achieve. We would like to congratulate all of our new international officials - JUDGES: Liam Meanwell, Ryan Candy, Sundeep Pandya. REFEREE: Stephen Fernandez. TECHNICAL CONTROLLER: Almıla Arıkan Sarbanoğlu. TECHNICAL SPECIALISTS: David Richardson, Samantha Payne.

**COACHING WORKING GROUPS**

We are currently carrying out significant redevelopment work on our coaching qualifications, work that would not be possible without the fantastic volunteers contributing their time on our Coaching Working Groups. A big thank you to Heather Barnes, Sally Bornshin, Neil Chilcott, Jo Eley, Alice Fell, Tom Fell, Keith Hudson, Tom Iveson, Helen James-Green, Kevin Marshall, Richard Shoebridge, Joy Sutcliffe, Candice Towler-Green, Phillipa Towler-Green, Kevin van der Perren and Louise Walden-Edwards.

**GOING FOR GOLD**

Well done to National 2 figure skater Sorchia, who teamed up with charity Asthma + Lung UK to encourage more children with asthma into physical activity and sport, using her experience of managing asthma while pursuing her figure skating goals to help and inspire others! In Sorchia's words: "I am helping Asthma UK on their 'Going for Gold' initiative to help more kids with asthma like me to try out new sports and not be afraid."

## OFFICIALS' DEVELOPMENT

The recent work on reinvigorating our officials' pathways has included a heavy run of seminars, training days and exams for new and progressing officials. These events would not be possible without the fantastic lineup of moderators who provide their knowledge and expertise to deliver this ongoing development. Thank you for all your time and dedication: Amanda Clinton, Ann Findlay, Richard Grainge, Candice Towler-Green, Christopher Buchanan, Kevin Marshall, Hilary Selby, Liam Meanwell, and Maggie Worsfold,



## INTERNATIONAL RETIREMENTS

After long and busy international judging careers, both Maggie Worsfold and Chris Buchanan have recently stepped down from international assignments. They will be focusing their extensive experience and knowledge on UK-based events and development work to continue helping British skating flourish. We would like to congratulate them both on everything they have accomplished so far and for so effectively representing British Ice Skating on the world stage.

## BLACKBURN TROPHY

In the first season of Solo Dance being officially recognised by the International Skating Union, we'd like to give a round of applause to Alexei Kislitsyn for hosting the first ever international Solo Ice Dance competition in the UK. The Blackburn Trophy, held in October 2024, was a great success and marks an exciting step forward for the solo dance discipline. Thank you for all your hard work, Alexei!



## UK COACHING AWARDS

A big congratulations to Louise Walden-Edwards who has been announced as a finalist for the UK Coaching Award 'Online Coach of the Year' for the second year in a row - a remarkable achievement! Her place as a finalist recognises her establishment of a strong online presence through the creation of free-to-access workouts, classes and communities, her work to ensure neurodiverse participants and people who have experienced barriers to participation feel welcome and empowered, and more.

## SHORT TRACK HEROES

At the 2024 British Short Track Championships, four new trophies were unveiled that paid tribute to important figures in the British short track community. Elise Christie, Sarah Lyndsey and Mandy Worth gave their name to the new women's category trophies, while the Robert Mitchell Shield was introduced for the Masters category winner. All four of these individuals continue to provide inspiration for short track skaters across the UK, and we are proud to be honouring their achievements in a long-term way.

The trophies will next be awarded at the 2025 British Short Track Championships in January.



**The above are only a small set of examples of the fantastic work so many individuals are doing to support the growth and success of British skating. We are truly grateful to each and every one of you for everything you do in our community!**



