

# **ANNUAL GENERAL MEETING 2025**

**HOSTED VIRTUALLY  
09/12/25**

# AGENDA

- Minutes of 17 July 2025 EGM
- CEO update
- Annual Report and Accounts
- Annual Subscription Fee 2026/27
- Member questions
- AOB

# MINUTES OF EGM

From EGM 17 July 2025

Professor Amanda Broderick | Chair of Trustees BUCS

# BUCS EGM MINUTES – 17 JULY 2025 VOTE



# CEO UPDATE

2024-25 year



# PARTICIPANT VALUE

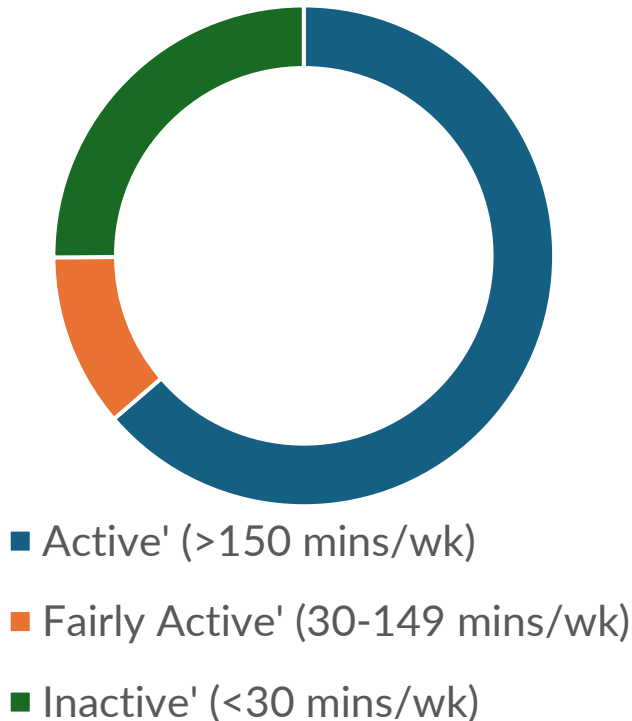
"Provide excellent student experiences and value through delivery of a high-quality sports programme, driving demand for university sport."



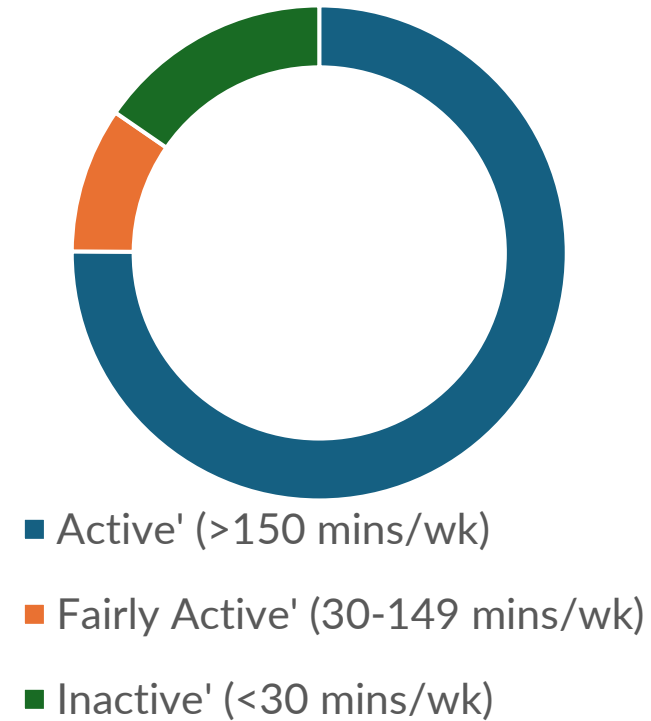
# 'ACTIVE' STUDENTS IN HIGHER EDUCATION

- Students in Higher Education (latest HESA data, 23/24) 2,904,425
- National activity data (using the Sport England Active Lives Survey latest release, April 2025 (Nov 2025 data, sample size 5,938))

General Population (adults)



Respondents in Higher Education





# 'ACTIVE' STUDENTS IN HIGHER EDUCATION

- Complete Universities Guide (CUG) latest release (23/24 data):
  - HE sports club members, 266,684\*
  - HE gym members, 238,264\*\*
- BUCS Student Active Wellbeing Survey (SAWS) 24/25 asked 'active students' how/where they get active.
- Combining this with the CUG data;
  - 123,534 = university sport only
  - 101,894 = gym only
  - 236,992 = gym and sport

*Number of responding HEIs on CUG, \*Clubs = 121, \*\*Gym = 78*



2024 - 2025

# UNIVERSAL GYM

**BUCS**

INSTITUTIONS

85

FACILITIES

108

GYM BOOKINGS

84,812

Growth of 20,257

MEMBERS

6,582

Growth of 1,448

**BREAKDOWN OF MEMBERS:**

Students: 93.3%

Staff: 6.7%

**GENDER BREAKDOWN:**

Male: 55%

Female: 38.8%

Non-binary: 0.06%

Prefer not to say: 6.1%

Transgender: 0.01%

## PHYSICAL ACTIVITY LEVELS OF MEMBERS

**ACTIVE**

(150+ mins per week)

4,834

**FAIRLY ACTIVE**

(30-149 mins per week)

1,640

**INACTIVE**

(Less than 30 mins per week)

108



# WITHIN THE BUCS PROGRAMME

- Competitors – 104,728
- Student Committee members – 14,509
- Expanded leadership development and employability in partnership with The FA and Add-Victor
- New sport introduced – Rounders
- New Para discipline introduced – Wheelchair Tennis





# STUDENT IMPACT & SATISFACTION

Students Net Promoter scores (was +20 in 23/24):

- League/KO = +31
- Events = +40
- Development = +57

94.4% of responders agreed that being involved in sport gave them a sense of **belonging** to their institution and its community.

91.9% of responders agreed that they felt **proud to represent** their university

*“Doing a uni sport has made me friends to remember and experiences to never forget.”*



*“It's a great way to meet new people & playing sport while at uni was great for both my body & mental state.”*

# INTERNATIONAL PARTICIPATION

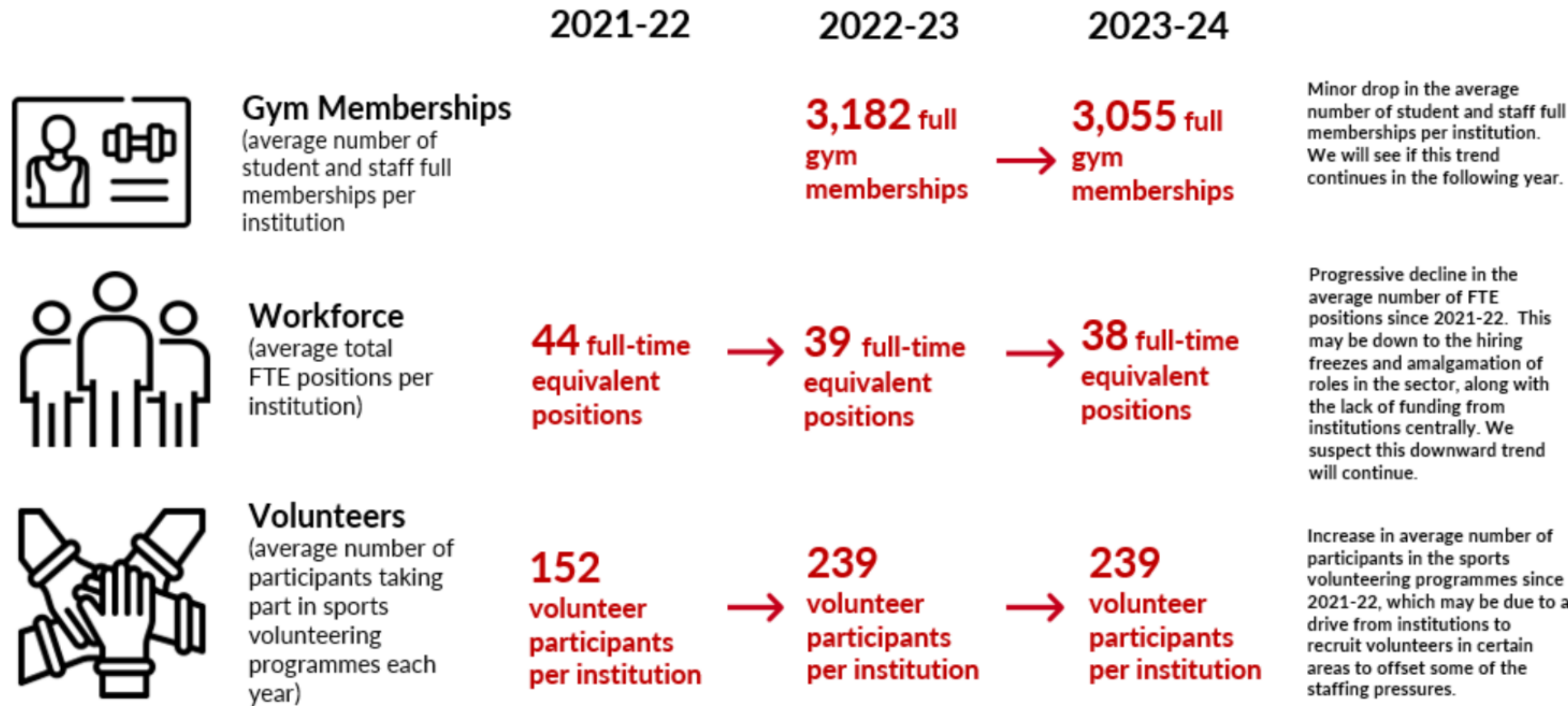
- 21% of GB Students selected athletes in formal NGB pathway
- 186 competitors across FISU Winter and summer WUGs (42% female)
- 17 medals won at 2025 Winter and Summer WUGs
- >60 institutions with athletes competing at EUSA and FISU events



# MEMBER VALUE

"Provide excellent member value advocating for university sport and increasing our capability to provide leadership, service and support through non-member derived income."

# INDICATORS OF PRESSURE & CHALLENGE IN THE SECTOR





# MEMBER ENGAGEMENT

- Subscription fee working group
- Commercial and content regs working group
- Race Equality Research Implementation Group
- BUCS corporate governance and Articles changes
- CUBO x BUCS
- Vice Chancellor engagement
- Events review matrix and competition change
- Safeguarding

**BUCS**



# MEMBER SATISFACTION

- Improvement from -16NPS to +2NPS
- Engagement in articles changes and member representation on the BUCS board
- Biggest areas for improvement:
  - BUCS Play
  - Profile / engagement from BUCS

*“There has been a big step forward in establishing clear objectives and purpose of BUCS.”*

*“The past 3-5 years have been a challenging transition for BUCS executive and governance, and this year feels like stability has been established.”*

**BUCS**



**83%**

had a positive experience of BUCS in 2024/25

(compared to 73% last year and 85% of students)

**50%**

said it was better than the previous year

(compared to 36% last year and 50% of students)

# ORGANISATIONAL HEALTH

"Ensuring that through strong governance and strategic clarity BUCS is a trusted partner for our members and stakeholders and is a great place to work for our staff."

# STAFF ENGAGEMENT



Decline in NPS score from +5NPS to -7NPS

45% of detractors stating they enjoy working at BUCS

Turnover 'stable; recruitment and departures rarely from/to HE

Significant improvements made:

- Internal communications
- Sense of belonging
- Recognition
- Senior Leader support/engagement
- Professional learning and development

Areas of concern:

- Wellbeing
- Work-life balance
- Pay and reward
- Safe to make mistakes



# COMMERCIAL PARTNERSHIPS

- Strategy
- AHDB contract signed August 2024
- Subway contract signed for 25/26 activation
- Sustained and fruitful partnerships with Technogym, Outgoing, Legend, SiS Pitches and others
- Ticketing – record sales

**BUCS**



# GOVERNANCE

- Strides forward in 2024/25:
  - Articles changes
  - Progress towards Code Compliance
  - DIAP e.g. RERIG
  - People Plan
  - Safeguarding
  - Establishment of working group on environmental sustainability



# ANNUAL REPORT & ACCOUNTS

Will Roberts | Chief Executive Officer

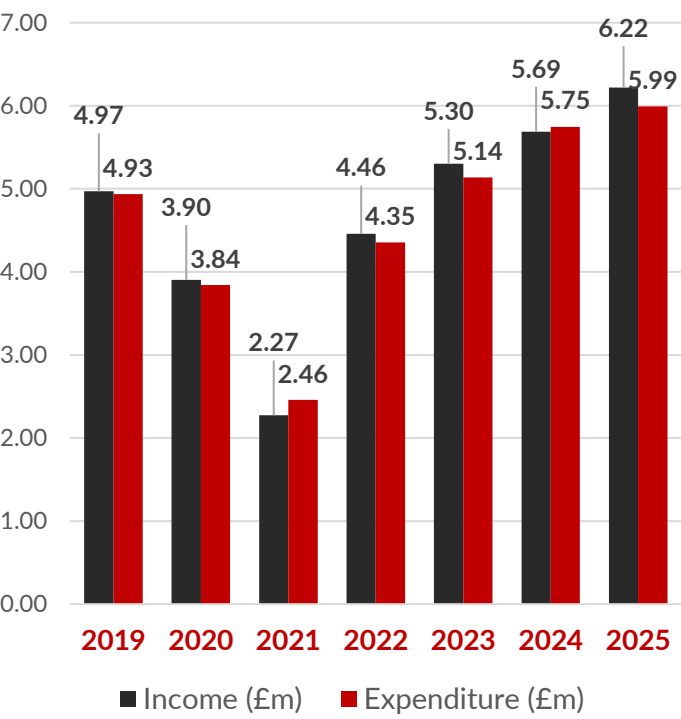
Simon Wilson | Chair Finance, Audit and Risk Committee

9 December 2025

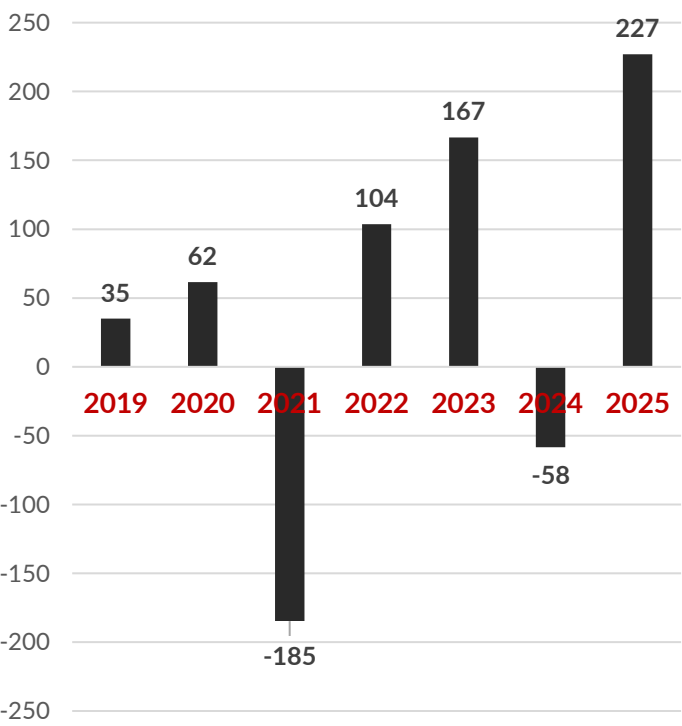


# FINANCIAL PERFORMANCE IN CONTEXT

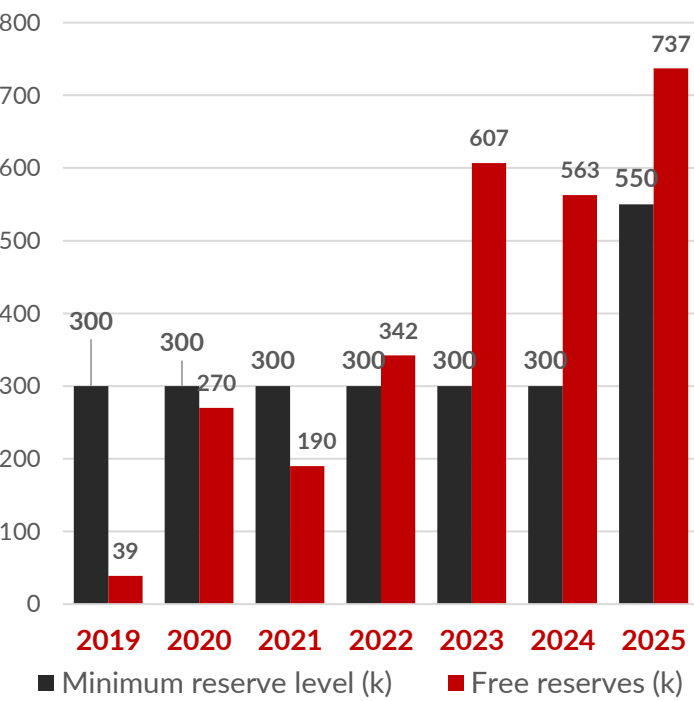
## INCOME AND EXPENDITURE (£M)



## SURPLUS AND DEFICIT (£K)

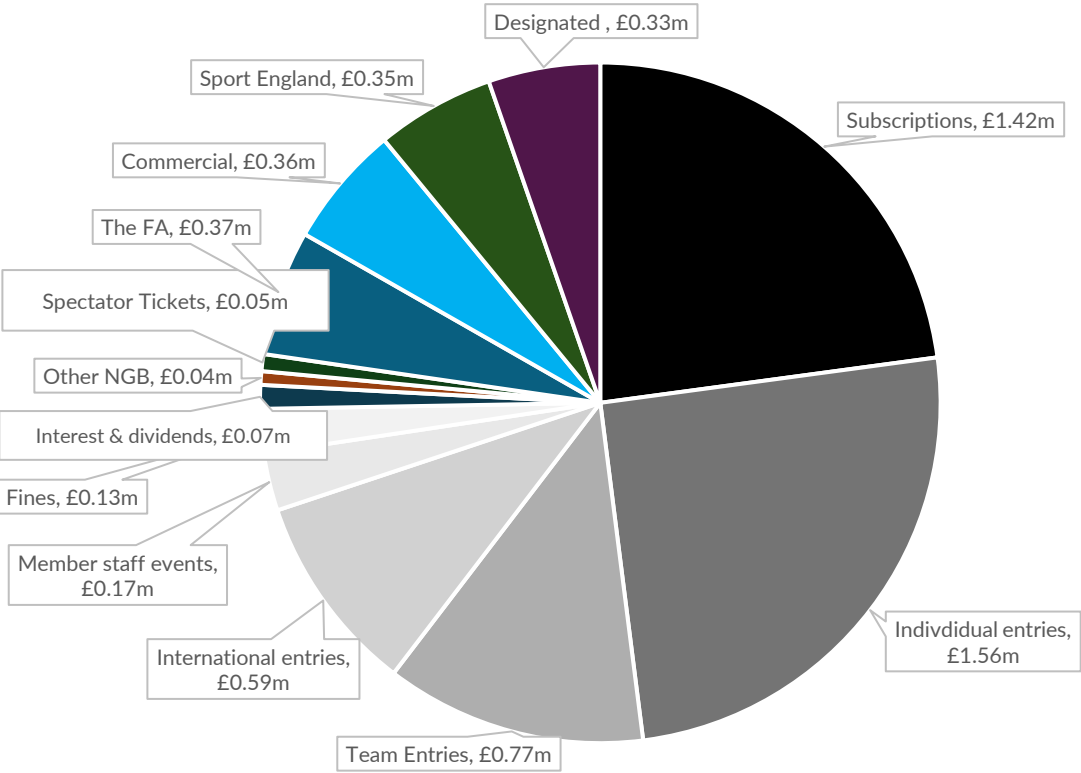


## FREE AND MINIMUM RESERVE LEVELS (£K)

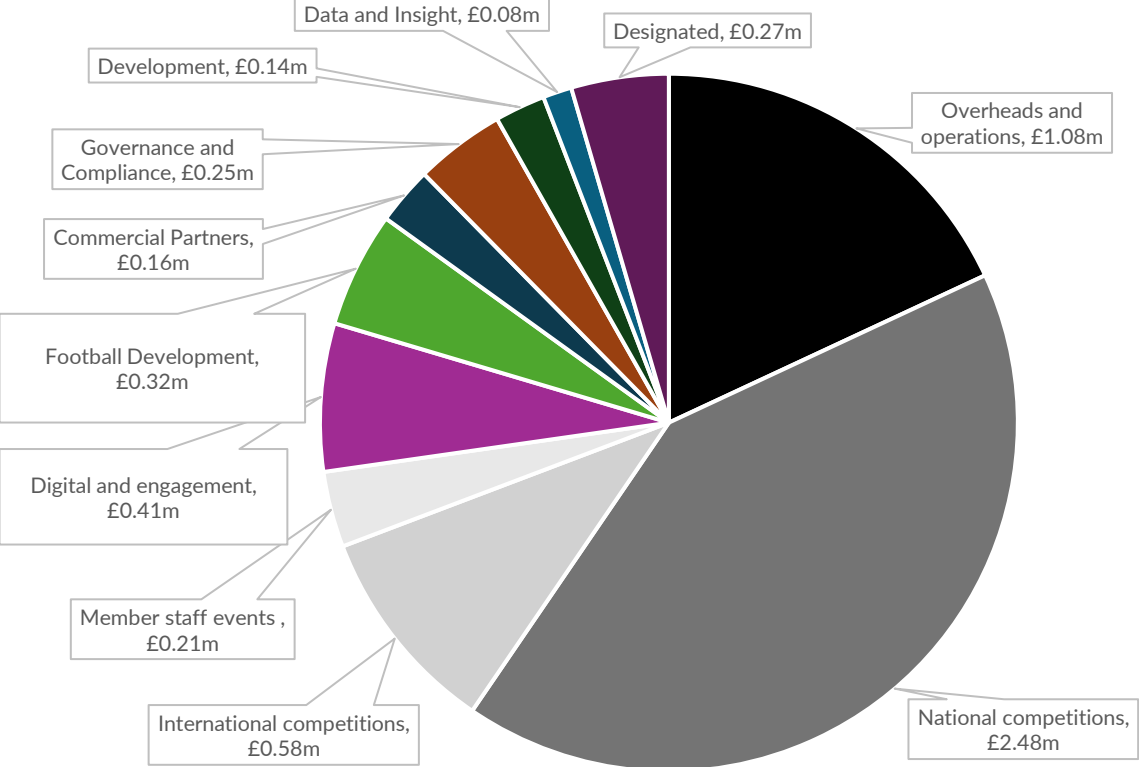


# 24/25 INCOME & EXPENDITURE (£M)

## INCOME - £6.22M



## EXPENDITURE - £5.99M

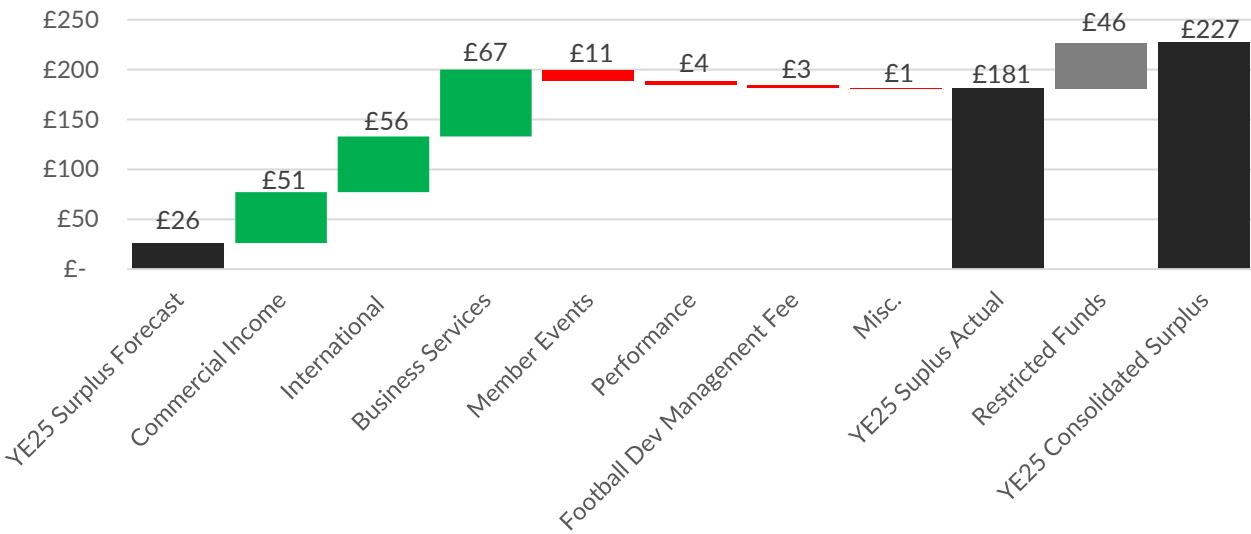


# BALANCE SHEET

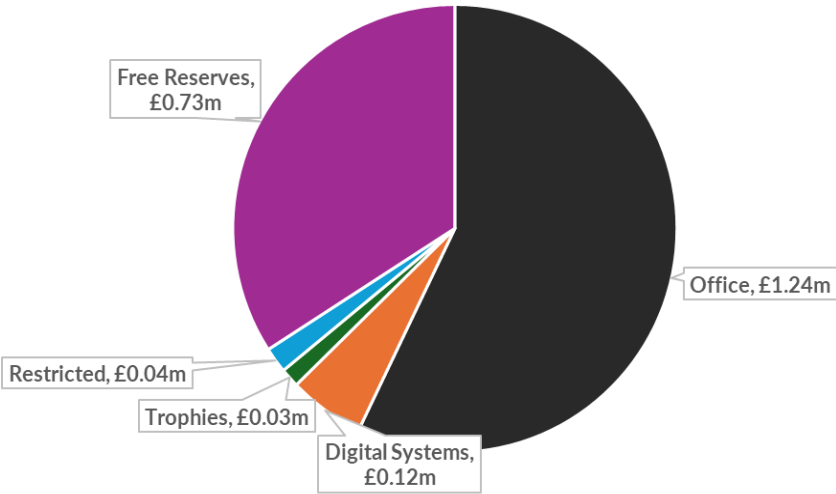
	2025	2024
	£	£
<b>Fixed Assets</b>		
Tangible fixed assets	1,239,578	1,292,923
Intangible assets	122,637	55,149
Investments	421,304	423,650
Trophies	28,559	29,398
	<b>1,812,078</b>	<b>1,801,120</b>
<b>Current Assets</b>		
Debtors	351,036	466,962
Cash at bank and in hand	1,169,574	741,572
	<b>1,520,610</b>	<b>1,208,534</b>
<b>CREDITORS: Amounts falling due within one year</b>	<b>-1,077,213</b>	<b>-985,766</b>
<b>NET CURRENT ASSETS</b>	<b>443,397</b>	<b>222,768</b>
<b>Provision for liabilities</b>	<b>-84,006</b>	<b>-81,762</b>
<b>TOTAL ASSETS LESS LIABILITIES</b>	<b>2,171,469</b>	<b>1,942,126</b>



# SURPLUS FORECAST VS ACTUAL (£K)



# RESERVES SUMMARY



# SUMMARY

## Overview

- Achieved a surplus above the budgeted sum
- Increases free reserves above minimum reserve limit offer opportunity to improve key services

## Horizon scan

- Into FY26 the competition entry fee (1%) and subscription fee (3.2%) increases were below inflation, countered by further commercial growth to 216% the level in 2023/24
- Initial planning for FY27 underway by SLT aligned with 2030 Business Plan presented to board July 2025

## Assurance

- Director of Business Operations joined the team August 2025
- Weekly: headlines to Director of Business Operations from Finance team; Commercial pipeline review to CEO with Director of Marketing and Commercial and agency
- Monthly: reforecasting through budget holders reviewed by Management Team
- Quarterly: presentations to Finance, Audit and Risk Committee; review by the Board

# ANNUAL SUBSCRIPTION FEE PROPOSAL FY27

Will Roberts | Chief Executive Officer

# ANNUAL SUBSCRIPTION FEE PROCESS AND PRINCIPLES GUIDANCE

## VALUE OF MEMBERSHIP



- Clarity regarding value of membership, impact and intention
- Highlighting changes to BUCS offering and any link to fee changes

## INFORMED DECISION MAKING



- Research across HE and similar membership organisations
- Engage with members stakeholder groups to understand potential impacts

## TRANSPARENCY



- Publication of process and principles guidance document
- Publish Board minutes

## SUSTAINABILITY



- Consideration of impact of any change on both BUCS the company and on its Members

## ANNUAL REVIEW

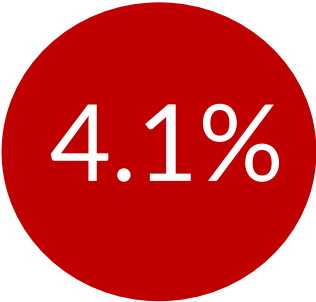


- Annually review the subscription fee levied

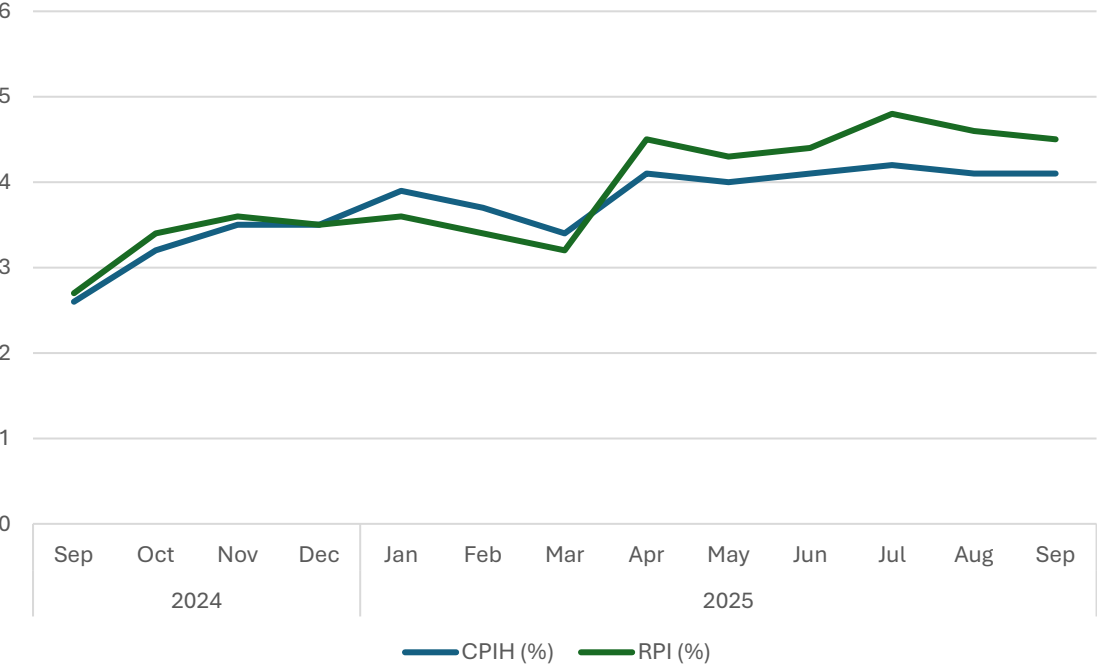
# IMPACT OF INFLATION

Rate of inflation at the time of the proposal being created

(Sept 2025 rate, ONS)



UK inflation Sept 2024 to Sept 2025



## BUCS increases

The table below shows BUCS’ annual increases in the previous five years, and highlights inflation at that time through RPI/CPIH figures around the point of taking a proposal to the membership.

Date	RPI	CPIH	BUCS increase applied for the following season	Diff. vs inflation measure
11/2020	1.1%	0.6%	(2021/22) 6.8%	+5.7%
11/2021	5.5%	4.6%	(2022/23) 7.8%	+2.3%
11/2022	19.9%	9.3%	(2023/24) 7.2%	-12.7%
11/2023	3.9%	4.2%	(2024/25) 6.1%	+2.2%
11/2024	4.8%	3.5%	(2025/26) 3.2%	-0.3%



# SUPPORTING MEMBERS

- 2026/27
  - Retain the 2% rebate model for all members
  - Provide a further rebate to the institutions entering <100 students, of the flat fee adding risk of £9,750 of income/opportunity for saving for small members
- 2027/28
  - Retain the 2% rebate model for all members
  - Provide a further rebate to the institutions entering <100 students, 50% of the flat fee adding risk of c.£5,500 of income/opportunity for saving for small members
- 2028/29
  - Provide a 2% rebate only

# THREE OPTIONS: TOPLINE SUMMARY

(plus 'none of the above')

## OPTION 1: 'REDUCE'

A below inflation increase in subscription fees.

Will require BUCS to generate efficiencies in its core business operations, reducing expenditure in the face of rising costs.

↑ 3.7%

£54,336

Absolute increase

↓ 0.4%  
Below inflation

## OPTION 2: 'PROTECT'

Retains all the efficiency requirements of option 1.

Includes additional costs: the Head of Governance & Integrity role to avoid the risks associated with a structural deficit.

↑ 5.1%

£76,336

Absolute increase

↑ 1.0%  
Above inflation

## OPTION 3: 'RESPOND'

Retains all the efficiency requirements and structural deficit avoidance of options 1&2.

Includes actions that members have indicated they would like BUCS to pursue.

↑ 8.2%

£121,336

Absolute increase

↑ 4.0%  
Above inflation

4.1%

Rate of inflation  
(Sept 2025 rate,  
ONS)

1.46%

Overhead  
requirement

**BUCS**

# BUCS SUBSCRIPTION FEES 2026/27 VOTE



# MEMBER QUESTIONS

# AOB