BASC
The British Association for Shooting & Conservation

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Dear Prospective Council Member,

Firstly, I'd like to say how delighted I am that you are considering standing for Council. The role of Council member is a demanding one in terms of time and responsibilities. While it is a significant undertaking, I can assure you that it is challenging and rewarding in equal measure. Even those who may not succeed in being elected to Council this time are to be applauded for their willingness to take on this commitment.

Council is the board and strategic decision-making fulcrum of BASC. It is charged with setting strategy and policy, while operational execution is delegated to the Chief Executive. Ultimate responsibility for the direction and sound running of the Association resides with Council. At a time when shooting and the inextricable conservation benefits face threats on multiple fronts, Council is a hot, fast-paced kitchen for cool, strategic heads.

As the UK's most broad-shouldered shooting and conservation organisation, BASC leads from the front on a sector-wide basis. We do, however, recognise the great value of strategic alliances. No single voice, however loud, has the same potency as multiple voices with shared strategic goals. Thus, Council members have a unique opportunity to shape not only the direction of BASC, but that of the entire sector.

BASC is committed to safeguarding the continuation of shooting for generations to come. This is a formidable task towards which Council members have the privilege to make a lasting contribution. We do not take this lightly, but it is certainly one of the most rewarding aspects of the role.

Finally, from a personal development perspective, each elected Council member is a de facto non-executive director (NED) of BASC. The NED skills and experience to be gained by serving a term on Council are of considerable value in business and in the eyes of many employers. In this regard, BASC Council's requirement for skilled, high-calibre individuals is no different to that of any other top-tier organisation and vice-versa.

I hope that this helps to clarify the role and importance of Council member. I would encourage you to seize the opportunity with both hands and wish you the best of luck for your candidacy.



Eoghan Cameron
Chairman

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