

Surrey BKA

2023 Bee Craft report

2022/23 was a year of change at BeeCraft.

Directors Alex Ellis, Jenny Shaw and Carlyne Liston retired in May 2022 with Stephen Donohoe and Stuart Williams resigning from the board in June and July respectively.

Felicity Brown and Steve Clarkson joined as HR Director and Company Secretary respectively.

At the AGM Mike O'Neill resigned after 8 years as Finance director.

Consultants. Val Bradfield retired in September as finance manager and was replaced by Jenny O'Dea. Helen Maclean our shop manager left and was replaced by Ros Ellis. Anne Pike the digital communications manager left to be editor of BBKA News.

The Magazine. The manual management systems that have worked for over 100 years is no longer appropriate for the 21st Century. Accordingly in 2023 the management has been outsourced to Warners.

The BeeCraft magazine has just won Gold medal at Apimondia.

There has also been a review of the digital edition moving it to an HTML basis to enable better searching of back issues and better accessibility on all platforms.

The book sales have also been outsourced to Warners.

BeeCraft is also reducing its presence at shows as this is a large cost with no financial reward.

These changes have not been an easy process but are now settling down and we should see an improvement in divisions interface with BeeCraft.

There will be a small increase in the subscription cost in 2024.

The Finances.

The accounts to 31st December 2022 showed a loss of £10.7k, compared to a profit in the previous year of £2.3k.

Subscriptions increased by 13%, with Digital subscriptions and direct debit payments continuing the trend of previous years.

Advertising revenue fell by 13% as suppliers moved towards digital channels.

Shop sales failed to achieve the levels of last year but the mix of product helped improve the net contribution.

Gross profit increased to £65.5k (last year £58k)

Overhead costs increased to £77.4 from £56 last year following the recruitment of a Marketing person, to concentrate on increasing subscriptions and following the retirement of the accounts manager, there were additional handover costs.

With a focus on restructuring the company is now expected to return to a positive result.

Michael Main