

BeeCraft Report to Surrey BKA AGM 2024

During the year we had 7 unpaid directors and 11 consultants who are paid for their contribution to the monthly production of the magazine.

Turnover in year ended 31st December 2023 £190,978 (2022 £213,504)

Loss £26,844 (Loss in 2022 £10,707)

For reference, P79 of the ADM notes say BBKA news cost £318,129. Advertising income for BBKA News (P67) was £97,750, so the cost to members is £220,379, which equates to just over £8 per member.

As many of you know we have been on a journey to re-invent BeeCraft over the past few years.

Our editorial team have done a wonderful job and I don't think many readers have noticed the restructuring going on underneath.

We moved from a completely in-house system to a professionally managed outsourced subscriptions system.

It's proved to be a mixed blessing.

We asked our outsource company to handle our shop and they subbed that to a third party. They turned out to be intransigent, so we have pulled that back in house.

We are working on a new website which will be up and running in Q1 of 2025 and we will then be able to bring in a raft of savings and better services for subscribers.

I'm quietly confident that we will be back in profit with a growing subscriber base by the end of 2025.

I became a director of BeeCraft in 2010, chairman in 2017 and have reluctantly been acting CEO for the past three years. I need to reduce my beekeeping workload and will be stepping down from the board of BeeCraft at the AGM in May 2025.

Bob Maurer

Chairman, BeeCraft Ltd.

