



Snowsport England



Sport England Grant

Year 2 Report



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-
- Targets
 - Market understanding
 - Life Cycle diagram
 - Finances
 - Assurance
 - Targets for year 3
 - Questions?



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Targets for year 2

- ✓ New Snowsport England Website
- ✓ Annual Awards for clubs
- ✓ Resource library for all clubs
- ✓ Launch of coaching strategy
- ✓ Facilities strategy completed
- ✓ Full data from 10 priority sites
- ✓ Converting working toward to accredited Snowmark clubs



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Outcome	Four Year Target	Baseline	2010/11 Target	Actual
GROW Active People Survey	127,700	120,700	122,700	114,900
CHILDREN & YOUNG PEOPLE 5-19 Participation	2,500	1,859	2000	2227
CHILDREN & YOUNG PEOPLE 5-19 Volunteering	40	0	10	76
SUSTAIN Satisfaction (out of 100)	81.1	81.1	81.1	76.5
EXCEL The total number of registered participants in aged 11 years and above in any Snowsport discipline.	1,225	1,062	1,125	1088
EXCEL The total number of participants aged 15 and above who are registered as under 150 seed points.	90	78	82	95
EXCEL The total number of participant's aged 11 to 14 years who are registered as under 300 seed points.	230	215	220	141



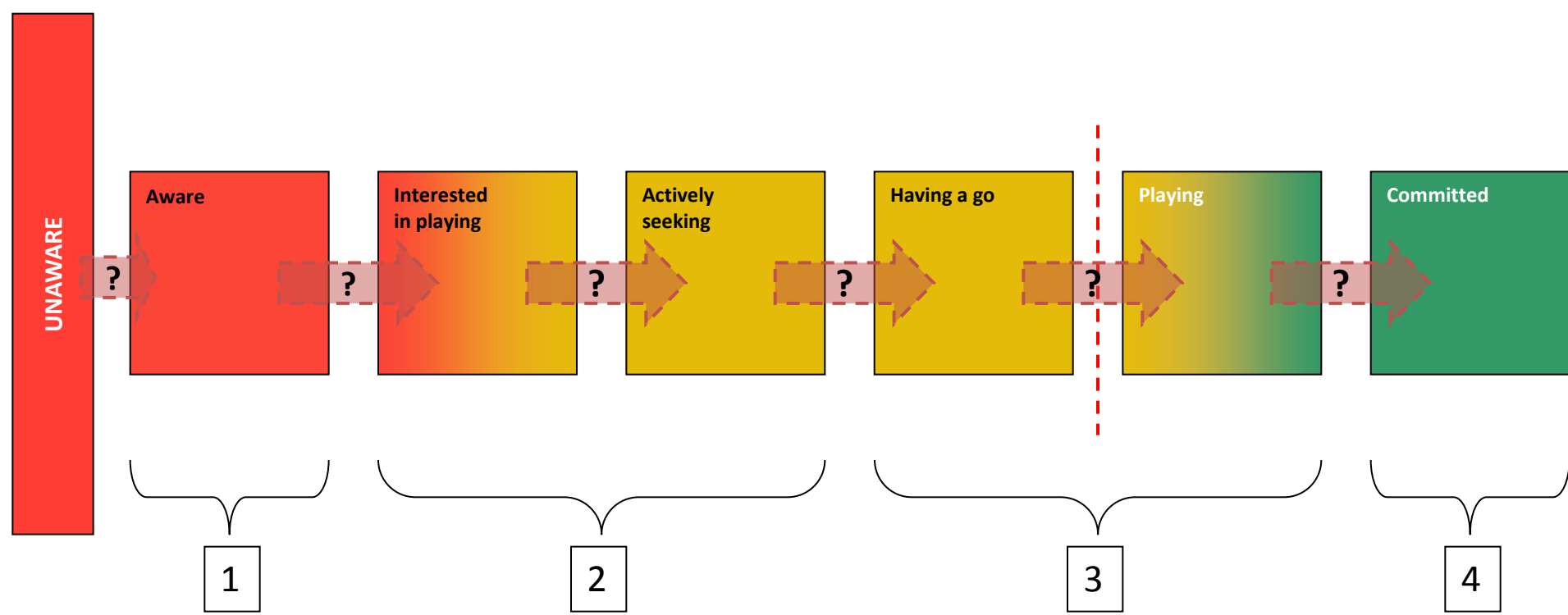
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Market understanding / intelligence

- Crystal Survey
- Ski Club report
- Snowsport England Facility Survey
- Snowsport England facilities strategy
- Snowsport England Data
- University survey
- Relationship with facilities
- Tour operators

CUSTOMER LIFECYCLE – FROM UNAWARE TO COMMITTED PARTICIPANT AND ADVOCATE



**What do we know? What do we measure? What do others measure?
What could we know?**



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Finances

➤ Total Award 10/11	£254, 440
➤ Total Spent 10/11	£223, 390
➤ Under spend for 10/11	£31,050

Under spend is planned to be spent in year 3 and year 4 of grant

➤ Total Grant 11/12 (yr3)	£303, 298
➤ Total Grant 12/13 (Yr4)	£287, 249



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Assurance

Audit carried out in August 2009 by AHL –
amber rating

Self assurance Sept 2009 **Green rating**

Self assurance Sept 2010 **Green rating**

Actions list being completed



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Targets for year 3

- ✓ Further discussions with Sport England Excel Department to redefine targets
- ✓ Development of communication channels (website, social media, e-newsletter etc)
- ✓ Pilot Nordic (roller skiing) scheme
- ✓ Continued work with Priority sites developing national programmes
- ✓ Further links with Tour operators
- ✓ Further development of Coaching conference and Club Awards
- ✓ Expand on Facility and club conference
- ✓ Develop a clearer volunteering structure



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Questions?