

## REGIONAL PROJECT MEETING

At 6pm on 27<sup>th</sup> July 2009

At Pear tree Service on the M40

Present:

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*Only one region not represented: EMSA since the club at Swadlincote (Arrows) no longer exists. It had been suggested previously that East and West Midlands should merge to form one region.*

Tim started by introducing himself and the consultants and asking each person in turn to provide some details about themselves and the region they were from.

The meeting continued by Tim Fawke going through the AGM presentation for the "Whole Sport Plan". (For details see the L&SERSA website)

This was followed by a presentation from Liz Behnke with regard to the requirements of Sport England and the success of the bid for finance. She then presented a SWOT (Strengths/Weaknesses/Opportunities & Threats) analysis obtained from the answers provided by the regional questionnaire and her own knowledge of the sport being a member of Milton Keynes. See below.

The outstanding issues for SSE were:

1. How did the regions work?
2. What did they think was capable of being done either at regional or club level to meet the requirements of the Sport England funding bid?

## SWOT ANALYSIS

<p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>• Racing &amp; Competition</li> <li>• Communication with member clubs</li> <li>• ? Inter regional communication</li> <li>• Activity – restructuring &amp; active committees</li> <li>• Half of regions have plans</li> <li>• Funding</li> <li>• Growth of indoor snow centres</li> <li>• Meeting of regions</li> <li>• Coaching influence on recreational skiing</li> </ul>	<p><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>• External communication with SSE</li> <li>• Links with schools/ School Club links</li> <li>• Focus on alpine racing</li> <li>• ? Lack of development finance</li> <li>• Lack of knowledge of what's going on in spo</li> <li>• Volunteer base</li> <li>• ESSKIA</li> <li>• Lack of coaches</li> <li>• Perception of Snowsports (Elitist)</li> <li>• GCSE PE</li> <li>• Poor sponsorship</li> <li>• Retention of 14 – 16 year olds</li> <li>• Poor awareness of opportunities to ski</li> <li>• Resources/people/finance</li> </ul>		
<p><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>• One mission / direction</li> <li>• Comprehensive communication prog/PR</li> <li>• Whole Sport Plan</li> <li>• Development Officers</li> <li>• County Sports Partnerships</li> <li>• Sport Unlimited programme</li> <li>• Schools development</li> <li>• Recreational skiers and skiing market</li> <li>• Grass roots regional racing needs developing</li> <li>• Disability Skiing development</li> <li>• Membership package benefits</li> <li>• Ambassadors of Sport</li> <li>• Snowmark</li> </ul>	<p><b>Threats</b></p> <ul style="list-style-type: none"> <li>• Reduced funding</li> <li>• <table border="1" data-bbox="938 875 1278 987"> <tr> <td> <ul style="list-style-type: none"> <li>• Facilities</li> <li>• Diverse disciplines</li> </ul> </td> <td>Governing Bodies</td> </tr> </table> </li> <li>• Increase of indoor</li> <li>• Snowmark (too long)</li> <li>• Lack of coordination</li> <li>• Cost of snow sports – credit crunch</li> <li>• Commercial element</li> <li>• Maintenance of facilities 2012</li> <li>• Uncertainty over SSGB</li> </ul>	<ul style="list-style-type: none"> <li>• Facilities</li> <li>• Diverse disciplines</li> </ul>	Governing Bodies
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Several areas were highlighted but those that were discussed in detail included, Volunteers, communication, diversity of snow-sports and schools development. Links with local authorities and their sporting organisation was also discussed as part of the schools development.

More detail about the headings discussed are listed below.

I have added where I think that L&SERSA already have something in place even if it is not fully developed.

## Volunteers

- Clubs to provide volunteers for individual races – L&SERSA: already in place
- Each competing club to provide volunteers for races – L&SERSA: already in place
- Make job attractive maybe with specific tasks or projects – L&SERSA: already in place
- Making it an achievable target
- Identifying individual strengths and talents to co-opt support
- Strong communications
- Promotion of courses for committee members – L&SERSA: already in place
- Tapping into existing volunteers to encourage new ones to enlist their aid – L&SERSA: already in place
- Consider making expenses available to make it more accessible – L&SERSA: already in place
- Volunteer coaches could we fund their training – L&SERSA: already in place
- Raising additional funds to help encourage more volunteers – L&SERSA: already in place

Have a think about:

- Recruitment
- Retention [www.runningsports.org/Resources/Running Sports/Documents/Retaining\\_Volunteers.pdf](http://www.runningsports.org/Resources/Running_Sports/Documents/Retaining_Volunteers.pdf)
- Recognition [www.runningsports.org/Resources/Running Sports/Documents/Recognising\\_and\\_rewarding\\_volunteers.pdf](http://www.runningsports.org/Resources/Running_Sports/Documents/Recognising_and_rewarding_volunteers.pdf)
- Courses such as Running Sport ([www.runningsports.org](http://www.runningsports.org) )
- Link in with organisations such as Volunteering England, ([www.volunteering.org.uk](http://www.volunteering.org.uk) ) or local Volunteer Centres

## Communication

- Email from SSE to regional contacts (and all member clubs) when a new document is entered on SSE website. – *(A page of the documents (with dates) sent out to regions and clubs so if you haven't received a copy you can enquire)*
- Incentives within region to encourage replies
- Inability to contact individual club members – as these can be easily become lost due to inability to pass on relevant information
- Communication can be difficult due to interclub difficulties
- Tele - conferencing
- Website – easy site and links – *L&SERSA: already in place*
- Junior website
- Facebook / Myspace /Twitter
- SSE ↑
- Regional Forum
- All regional minutes to be sent to SSE – *L&SERSA: already in place for financials*
- Regional Committee Blog
- Posters in Instructors changing rooms
- Newsletter - – *L&SERSA: already in place*
- Tri Regional Events – *L&SERSA: already in place*
- Communication of info at events – *L&SERSA: already in place*
- Regional meetings after events – *L&SERSA: already in place*
- Comprehensive list of who's who in each region, phone, address, emails, websites – A4 – *L&SERSA: already in place*
- Mailing list of regional people – *L&SERSA: already in place(held by secretary)*
- Archives of regional meetings and important emails - *L&SERSA: meeting minutes already in place (held by web master)*
- Voice Conference
- Who are member clubs – set of documents held by SSE (Regional Pack) – *L&SERSA: already in place*
- Reliance on region to provide info
- Regular ¼ meetings – *L&SERSA: already in place*
- Use of social networking
- Annual Conference as part of AGM
- Ski Show – meet and discuss
- Info Packs on strategy, targets, what is SSE doing – need this to communicate to regions and members of clubs
- One central website – (closest to this is Britski)

## Diversity of Snowsports

### Advantages of "structure" – club

- Event organisation – *L&SERSA: already in place*
- Insurance
- Connect disciplines and create crossover – *L&SERSA: already in place*

### Skier Cross

- Connects alpine and freestyle elements
- "youth" – schools? Inspiration
- Night Skiing events
- Engagement – urban youth - snowboarding

Several commented that the race calendar was too full and that some races should be reduced.

It was suggested that there be a regional skier-cross series included in the calendar for 2010 to assist with the development of new sport.

## Schools Development

- Snowsport England to purchase schools database
- Promotional DVD and other material selling snowsports
- Links with PDM (Partnership Development Manager), SSCO (School Sport Co-ordinators) and SSP (School Sport Partnerships) – understand structure, how it works and who to contact
- GCSE Schools Committee – URGENT, and links with the JSLA ( Junior Sports Leaders Award)
- What's stopping clubs/regions engaging with schools? – *L&SERSA: Already in place*
- School trip organisations
  - coaches? (Snowsports Retailers Forum)
  - Tour operators (Interski) ASCC – contacts, leaflets
- Ski Course Organiser's
  - Teachers
  - Hire companies
- Schools Races
- County Schools Races – best practice in regions
- Fun Schools Race after holiday
- Pre holiday coaching – links with slopes
- Higher Education/ Further Education – BUSC
- Diversity – snowsports not just Alpine ; see above
- Soul Sports – How to make available to schools
- Grom Camp
- ESSKIA – duplication??
- Teachers Guide to Snowsports
- MASSIVE POTENTIAL
- Resources to do this are scarce

### Things to think about:

Links with County Sports Partnerships for information - e.g.

<http://www.lrsport.org/page.asp?section=00010001000100080012&sectionTitle=School+Sport+Partnerships>

*This link is for Leicestershire and Rutland and no Ski National Governing Bodies are listed by the sports Partnerships.*

Youth Sport Trust [www.youthsporttrust.org/page/home-welcome/index.html](http://www.youthsporttrust.org/page/home-welcome/index.html)

What do kids want? What do schools want? What can you offer?

Sport Unlimited - [www.sportnottinghamshire.co.uk/Sport\\_Unlimited.php](http://www.sportnottinghamshire.co.uk/Sport_Unlimited.php)