



# Communication Strategy for Snowsport England



## Introduction

Snowsport England (SSE) is the Governing Body for Skiing, Snowboarding, Nordic, Telemark, Skiercross, Ski jumping and Freestyle in England. It has a membership of 19 337 members and 75 member clubs.

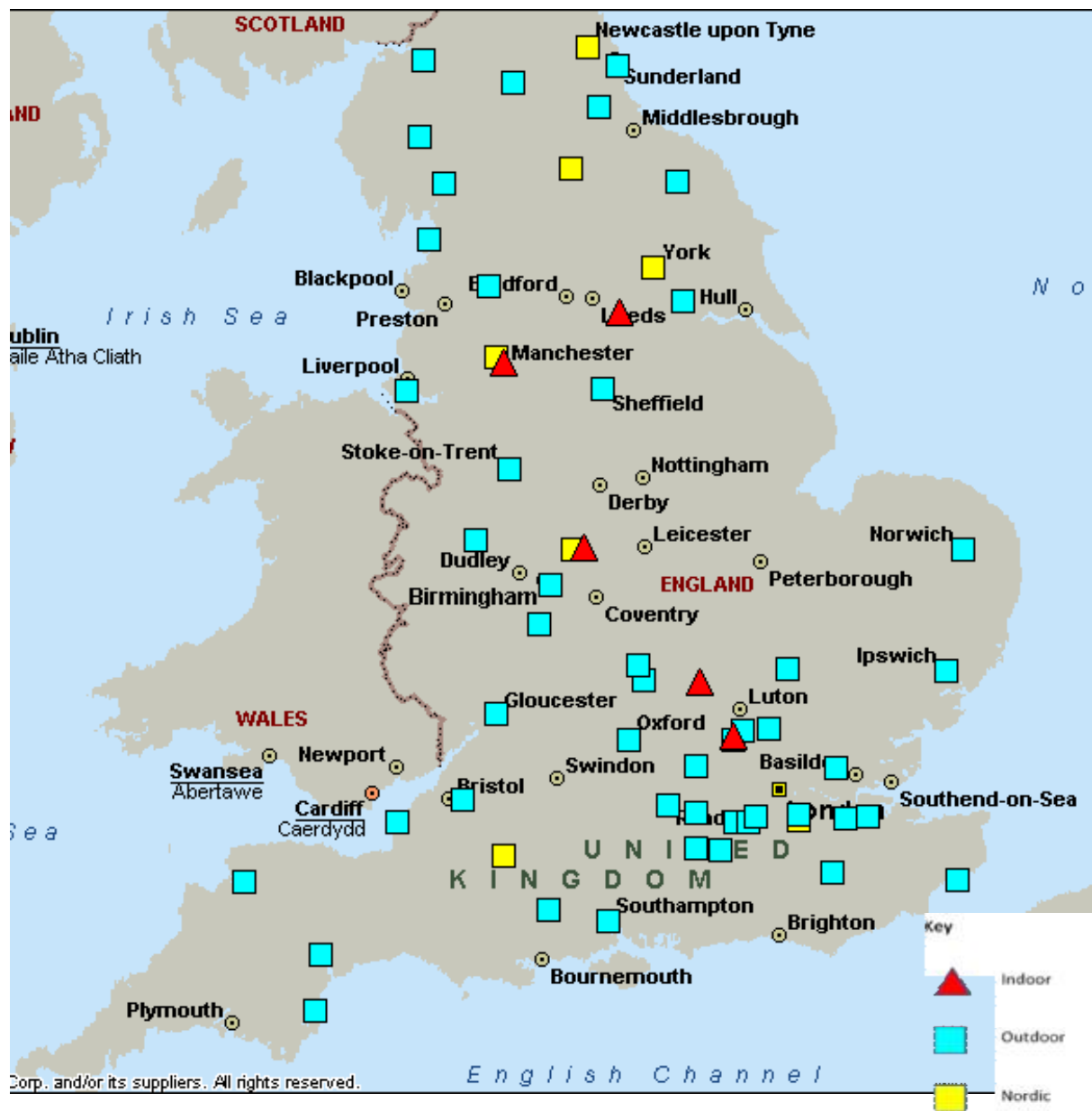
Snowsport England has a small office based in Halesowen in the West Midlands. There are 4 full time and 2 part time staff. These staff are supplemented by volunteers and also a Head Coach whose post is funded by skiers in the England Ski Squad. Snowsport England has recently recruited two full time development officers with financial support from Sport England.

Snowsport England is supported in its activities by a regional structure. Currently active regions are:

- Eastern Region Ski Association
- London and South East Regional Ski Association
- North West Ski Federation
- Southern Region Snowsport Association
- South West Ski Association
- West Midlands Ski Association
- Yorkshire Ski Federation

There is no regional activity in the East Midlands and the North West of England.

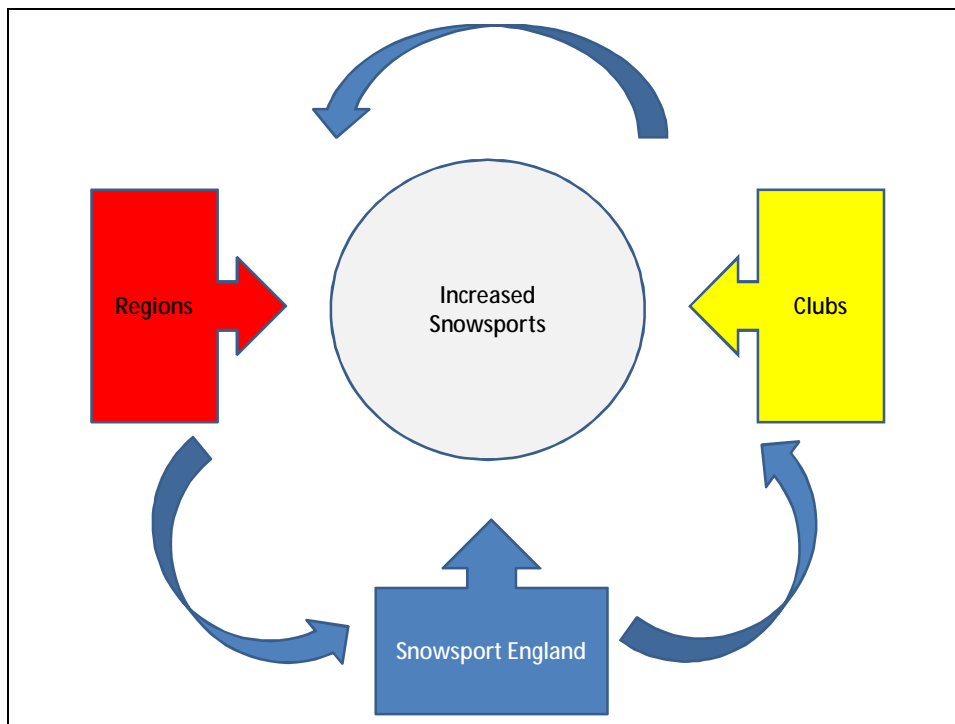
The 75 clubs are spread across England, with some based overseas. These clubs represent the broad spectrum of snowsports.



Location of Snowsport Clubs

Snowsports are growing in popularity, and with new funding coming in to help with the development of the sport as a result of the Whole Sport Funding from Sport England, opportunities to develop further have never been greater. With a very small pool of full time staff and a diverse membership it is important that communication between clubs, regions and Snowsport England is as effective as it can be.

With good communication, energies can be harnessed to increase the numbers of people actively involved in Snowsports. This will ensure that all parties are sharing a common set of objectives and aware of the part that they will play in the delivery of those objectives.



Communication Flow

At the heart of the way forward will be the interventions which were identified as part of the whole sport plan submission to Sport England. These are:

#### Increasing participation and membership

- Raise awareness of the opportunities for extended activities to PDM's, SSCO's, sports development officers & CSP's.
- Develop & publicise pilot programmes
- Increase participation from disadvantaged inner city areas & BME communities.
- Change our membership structure, administrative processes, introduce membership benefits package for HE Snowsports clubs & individual membership.
- Develop media campaign including the use of alternative media.
- Develop website & membership services.
- Promote SE in national press
- Work to develop a comprehensive infrastructure of facilities across England

#### Clubs and Coaching

- Employ development officer to help clubs raise their standard so they are capable of offering more opportunities to the community
- Develop club membership structure to ensure that clubs see membership as a benefit and not a tax
- Develop better relationship with new and existing facilities to help clubs to develop their programmes

- Develop & update resource library for clubs to ensure that they have access to high quality information.
- Provide opportunities for clubs to access higher level coaches, and coaches with an expertise in adaptive snowsports to facilitate new/novice members within clubs
- Run an annual club seminar to help promote clubs and good practice around the country
- Encourage club membership by promoting clubs in snowsports magazines, in flight magazines, travel companies on the SE website
- Provide a pool of essential equipment for clubs including race equipment and equipment for disabled skiers

#### Performance Pathways and Talent Identification

- Running regional training/talent ID sessions to help develop better links with clubs and coaches
- Part funding National coach (currently funded by athletes) so time is made available to link with clubs and children's team below.
- Working with SSGB and other Home Nations to develop clear LTAD and publish and promote one clear pathway
- Support the start up of a Skiercross talent ID camp for 2 years.
- Continuing to develop the summer and winter race programmes especially with the new indoor facilities coming on line.

This plan looks to develop communication between Snowsport England and the regions and through them to the clubs.

It essentially looks at five key areas which include:

- Email
- Electronic Networking
- Databases and mailing lists
- Face to face meetings
- Information sharing

These are the responsibility of all parties, and the Action Plan below creates a framework for delivery of the plan.

## Action Plan

Objective	What?	How?	Who	When
Email	Faster flow of information from SSE to regions and clubs	Release of email to all when new document is released on SSE website	SSE	ongoing
	Development of incentives to encourage faster responses from regions	Small working party to be convened to examine practicalities of a scheme	SSE and Regions	Nov-09
		Implementation of scheme if viable		
	Ensure rapid flow of information from regions to SSE	Regular emails with information relevant to regions	Regions and clubs	asap
regions to identify 1 point of contact to act as press liaison		Regions and clubs	immediately	
Electronic Networking	Re-design of the SSE website to allow easier navigation and access to information	small working group to include reps from regions/webteam to convene and look at key information required	Webteam/regions	Nov 09 - April 2010 - to rework current site New Website to be completed 2011
	Development of a regional section to the SSE website			
	Create and archive of information relating to regional meetings on a specific area of the SSE website			
	Regional Forum			
	Establish an online forum for regions to share views and develop ideas			
	Examine the possibility of developing the use of social networking such as Facebook/Myspace/Twitter			
	Junior Website	Consider development of web pages for junior members/schools with easy to access information		

Objective	What?	How?	Who	When
Databases	Develop an easily accessible list of officers within each region with phone, emails, addresses, and websites. This should be available to all regional officers	To be made available in central place on SSE website /password protected?	Webteam/regions	Nov-09
	Develop ability to direct mail specific club or regional members which is accessible to SSE and regions alike	Establishment of central site/area for use by SSE and regions		Oct - Nov 09
	Create an up to date list of member clubs with regional affiliations	Each region to develop own database Region's to coordinate action with SSE	Regions Regions/SSE	Oct - Nov 09
Meetings	Establish a regular series of regional meetings on a quarterly basis where possible to be linked with major events	Where not possible to meet face to face make use of telephone conferences or video conferences, perhaps using media such as Skype		
	Establish meetings at events such as the ski shows which will boost attendance and also allow more people to man stands etc	Establish 6 monthly/annual meeting	SSE/Regions	
	Regions to ensure that all minutes of meetings are sent to SSE	Regional secretaries to include SSE on regional mailing list of minutes	Regions	Immediately
	Develop more inter- regional events which will encourage more cross fertilisation of ideas and better use of resources	Regional working group to look at calendar and identify on annual basis opportunities for cross regional working incl newsletter	Regions/RDO's	
	Establish an annual conference as part of the AGM			
Information Sharing	Investigate possibility of developing a newsletter which can be used to promote the sport and reinforce key messages			
	Develop a DVD promoting snowsports which can be used at venues and events to make	Approach DVD manufacturers /promotional companies with brief	SSE	May-10

Objective	What?	How?	Who	When
	more people aware of opportunities available to them	Promote concept at Ski and Snowboard shows	SSE	
	Develop an information pack on what is SSE doing such as strategy, targets, which can be communicated to regions and members of clubs	Small working group to produce outline of contents and work with designer for pack	RDO's/Regional reps/SSE	Nov - Dec 09
		Link development with roadshows to launch pack and explain strategy and WSP		
	Ensure that SSE and regions, and where possible clubs have a presence at events to promote the sport to a wider audience	Work with show organisers to establish SSE national presence and regional stands where appropriate	SSE/Regions	ongoing
	Develop posters which can be distributed to venues to promote various aspects of snowsports such as racing, coaching freestyle, participation	Establish brief for designers after agreeing content	SSE	ongoing
		tender for design and development		
	Establish a Regional Roadshow which will allow all members to become involved by sharing information	Key SSE staff and Regional chairs to host/attend 1 roadshow event on regional/supra regional basis to meet clubs & explain WSP and priorities for 2010	SSE/Regional Chairs/RDO's	Dec 2009 - Feb 2010