



A new funding era for Snowsports

What does the whole sport plan mean to the regions?



A unique opportunity.....

In 2008 Snowsport England were awarded £980,000 to develop the sport during 2009 – 2013

This was a real sea change from no central funding previously



Why?

New Sport England Strategy, with new focus

- Governing Bodies of Sport
- Clarity on roles of Youth Sport Trust and UK Sport
- Coaching and Volunteering



SPORT ENGLAND YOUTH SPORT TRUST UK SPORT

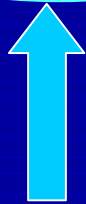
Sport England's Aims

- 1m people doing more sport by 2012-13.
- Reduction in post-16 drop-off in at least five sports by 25% by 2012-13.
- Quantifiable increase in satisfaction
- Improved talent development systems in at least 25 sports.
- Major contribution to the delivery of the Five Hour Sport Offer.



How will they do this?

EXCEL
(25% of investment)



Well-defined, appropriate talent support systems for each sport so that more talented performers move onto elite programmes

SUSTAIN
(60% of investment)



Increase the proportion of people satisfied with the aspects of sport that are important to them

Reduce the drop-off at 16 in at least 5 selected sports by 25%

GROW
(15% of investment)



Increase participation in sport by 200k adults per annum (1m by 2012/13)

Help young people to access 5 hours of sport a week

SSE Whole Sport Plan

- Developed in Aug/Sept 2008
- Tight framework determined by SE
- Interventions designed to meet SE's requirements
- Targets largely set by SE



Key Elements

- Increased public profile of SE, skiing & boarding
- Improved access to new & existing facilities for clubs and SE Members
- More participants from BME communities
- Extension of Snowcamp beyond London
- Premier Snowmark clubs offering wide range of possibilities to the community.
- Accreditation system for Alpine Academies
- Integration of HE Snowsport Clubs into SE
- Coaching structure working with sportscoach UK ensuring appropriate supply of coaches
- LTAD programme (regional workshops & greater support for national coach)
- Structured talent ID & regional support structure within SE supporting all disciplines
- Well resourced competition programme, offering greater possibilities to state schools through a clear national competition framework



Rationale for Interventions

- The lack of resources are limiting the amount of development that Snowsport England can undertake
- Snowsport England needs to develop and deliver a strong communication strategy to raise awareness of snowsports



SNOWSPORT ENGLAND

Intervention 1 - Increasing participation & membership

- Participation in snowsports is growing
- Lack of facilities in the East Mids & Yorks
- Few clubs in the East Mids and Yorks
- Few schools offering snowsports as part of their extended activities
- Schools, PDM, SSCo and CSP are unaware of the opportunities that exist for snowsports
- State schools are not taking advantage of the race programme that exists for skiing
- Snowcamp is only available in the London area
- Participation in snowsports is significantly lower in certain areas of the country
- SSE need to develop & deliver strong communication strategy to raise awareness of snowsports
- Massive potential for increasing participation in snowsports
- Opportunity for provision of more indoor slopes in strategic locations
- Participation rates for most BME communities are well below the remainder to the British population

Intervention 2 - Clubs & Coaching

- Strong need to ensure there are sufficient coaches of “right” types in the “right” places to meet the needs of snowsports as they grow
- Several slopes are under threat or in a poor condition
- Some clubs have difficulty accessing sufficient slope time due to commercial pressures
- Need to integrate the HE snowsport clubs into SSE structure
- Participation rates for women & girls & disabled people are below average for most sports
- Strong development programmes lead by charismatic leaders are important factors in encouraging people to become involved in sport



SVEVGLISURE

Intervention 3 - Performance Pathway & Talent Id

- Active programme of racing for alpine skiers in England & overseas.
- No accreditation system for Alpine Academies
- No (or weak) structures for SkierCross, Freestyle or Snowboarding
- Few performers in skiing living in the SW, East Mids and North of England
- Few snowboard or Nordic performers

Delivery

- This sections highlights some of the ways in which the interventions will be delivered.



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Intervention 1

- Raise awareness of the opportunities for extended activities to PDM's, SSSCo'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



Intervention 2

- 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

Intervention 3

- 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.



SSGB LEISURE

Measures of Success

- These are the measures by which SSE will be measured.
- They are not meant to be exhaustive at this stage



Intervention 1

- Data from CSP's through their extended activities programmes
- Replication of pilot programmes working with Snowmark Clubs
- Targeting new participants thro' Snowcamp (60-80% BME)
- Active People data showing an increase in participation.
 - End 2009 = 120700
 - End 2010 = 122700
 - End 2011 = 124700
 - End 2012 = 127700
- Fully operational membership facility by April 2010
- Growing rate of take-up from 2010-12.
- Significantly improving our online line services capability meaning that 70% of Snowsport England members renew online by 2012
- Fully operational 'members area' on the Snowsport England website by January 2011.



Intervention 2

Clubs:

- Increasing the number of Snowmark clubs
 - 2009 = 5 2010 = 10 2011 = 15 2012 = 20
- Achieving a year-on-year increase in the number of clubs affiliating to the Snowsport England and a year-on-year reduction in the number of clubs withdrawing.
 - 2009 = 76 2010 = 76 2011 = 80 2012 = 85
- Using Active People data to measure the proportion of active Snowsports participants who join clubs
 - 2009 & 2010 = no figure % 2011 = 1 % 2012 = 3 %
- Achieving an increase in the total number of club members affiliated directly to Snowsport England;
- 2009 = 2500 2010 = 2500 2011 = 2650 2012 = 2850

Coaching

- a. The number of courses being run and attendance at these courses
- b. The number of coaches attending the coaches conference
- c. The number of registered coaches with Snowsport England



Intervention 3

- Increase in English athletes at top level . This takes time to achieve. We need increase in athletes along the pathway & an increase in the pool of athletes achieving lower FIS points .
- Number of athletes below 80 FIS points
 - English Team (base Level 8)
 - 2009 =10 2010 =12 2011=14 2012 =16
- A clear published LTAD model by 2010
- Started talent ID camps for Skier cross
- Talent ID/regional training days.
 - Pilot 1 in 2009 , 3 in 2010, 4 2011, 5 2012
- Number of registered performer (base figure 1070 30/08/08)
 - 2009 =1100 2010 =1140 2011=1190 2012 =1240

