

Snowsport England



Annual Report 2010

CHAIRMAN'S REPORT

2010 was another challenging year, seems most are like this but in different ways. With the economic climate still uncertain it was noticeable that participation in snow sports activities continued to fall. Tour operators suffered another bad year, on top of the previous year. Ski Clubs and slopes reported a fall in usage and this continues to be a concern of the Board.



We are currently in our 2nd year of funding from Sport England and Government through DCMS (Department of Culture, Media and Sport) although this was not directly affected by the Government cuts, it has been affecting our 'Outcomes' on which we are judged. Currently we are below our target 'Outcome' level. Research has shown that the overall numbers taking part in snow sports have, and continue, to fall. This puts a strain on those slopes, either Local Authority owned and run, and the commercial slopes and Clubs. At the time of writing this report we were due to have a meeting with Sport England in May to review our

second year of funding.

On the positive side we now have a full complement of Development Officers - Jan Doyle (North), Debbie Groom (Midlands) and Susie Moore (South) giving us better coverage of our members, Clubs and slopes. The English Championships held in Bormio, Italy were well attended and competition was intense throughout the week. The summer race season starts very soon and hopefully those competing will enjoy another summer visiting the various Clubs and Slopes around England. The 2010 All England Championships held in Norfolk, will again visit the Norwich based slope in 2011 for another weekend of fabulous racing, hosted by Norfolk Snowsports Club, so there is a lot happening both on the slope and off.

Most of our committees/activities are run by a large number of committed volunteers, who without those willing hands many events/races would not happen. So I would like to pay tribute to the many hundreds who give their time freely to ensure that those taking part, whether it be racing, coaching, instructing and many other events, are able to enjoy the sport to the full. We always require more volunteers, remember the smaller the pool of volunteers, the harder they work. The more we have the better, this lightens the load for all.

I would also like to pay tribute to the Snowsport England staff, Tim for the tremendous effort he puts into heading up the organisation (I do not know how he is going to fit in his wedding this year), the Development Officers for the work they do in spreading the word, helping Clubs and generally promoting snow sports, and last, but certainly not least, the staff in the office in Halesowen, Sara, Jenny, Marie, Julie, they are kept extremely busy ensuring that the membership are truly well looked after.

Finally I would like to thank the members of the Board, for the time, and huge effort, put in by them. There are many matters to deal with on a daily basis, and every Board meeting takes up an enormous amount of time, particularly the follow ups from each meeting. We also welcomed some new faces to the Board in the last 12 months, Jemima Barnes, Dan Hardie and Fergus Bissit. Unfortunately Fergus will not be standing again this year as work commitments do not allow him to give his time currently. I would like to single out a couple or so of Board members for special mentions. Peter Stratton, who has acted as our Commercial Director for a number of years, will not be standing for re-election this year. Peter, who has his own recruitment company, is having to devote more of his time to the business. Peter has been a stalwart for SSE in spreading the word to

travel companies, agents and any other possible sponsorship opportunity that came along, plus his commercial voice at Board meetings has always been extremely welcome.

Jennifer Denning, our Financial Director and Board member Karen Richardson, have been under pressure over the past 12 months dealing with all the financial issues that have arisen. Karen, working with our staff to introduce the Sage accounting system, which has provided us with better reporting of financial issues. Jennifer dealing with all the Key Committees through the rounds of budgeting for each discipline, together with the many other financial challenges that they have both been handed over the last couple of years.

In general this is one of the hardest working Boards I have ever had the pleasure of being involved with and I commend all of its members to you. So let's not forget the other members, Nigel Matthews (Coaching & Schools), Peter Heath (Company Secretary) Jemima Barnes (Sport England project & Volunteers), Dan Hardie (Commercial activities) and Fergus Bissit (Nordic) . 2011 will, I am sure, be a further challenging year but like skiers on the piste, we will deal with whatever confronts us.

BARRY SPOUGE

COMMERCIAL DIRECTOR'S REPORT

In many ways, the issues highlighted at the beginning of my report last year haven't changed. However, it's not just the recession affecting us all but the rise in world-wide "catastrophes" too!



Exchange rates, oil prices, military coups, wars, floods, earthquakes, tsunamis, nuclear leaks *and* "global-warming", must have left you thinking.....whatever next!?

In a nutshell, all the above is very much hurting the travel industry and, the ski tour operators in particular, have had a third torrid year in a row.

The recession, exchange rates, oil prices and, whether you are a believer in global-warming or not, the lack of snow in the Alps, have all served to see the end of this winter heading for a 20-30% decline in business (AND that's on top of the similar outcome for the end of winter 2009/10)

We can also see that pressure on families here in the UK is causing a swing away from the more "expensive" sports, hobbies and holidays.

Why is this critical for all of us involved with SSE?

Put simply; if we cannot get as many people interested in snow sports at grass root level, then it follows that, in the years to come, the market will decline to such a point that some winter resorts, many specialist tour operators and, maybe, even UK based ski & board facilities, will have to close!!

Is this scare-mongering I hear you say?

Well let's just think about it; many of the people who go skiing as adults (and then encourage their children to learn at home before the next holiday) had their first ski/board experience on a school trip. This market sector is now under *serious* threat as it becomes not only *more* expensive to send

the kids away for a week with the school but, if the weather is poor, that becomes *even worse* value for money (and a negative experience for the child) and many schools are now considering a whole raft of other activities for the school trip instead!

If we don't feed our sport at grass root level, by the time young people become adults, many will have "become hooked" on various other sports and, with the choices available to them today, can experience these activities around the globe and very often at much better value than an expensive holiday in a winter resort.

With the continued declining figures for snowsports highlighted in the participant survey, which Sport England are carrying out during the current funding programme, how can we expect to receive support for our sport in years to come. With fewer and fewer people participating and joining clubs and taking part in snowsports, how do we expect to achieve that elusive dream of a future World Champion?

Well guess what? I believe there is something we can all do.

It is the responsibility of *everyone* currently involved in the winter sports industry to "**adopt a snowsport virgin**"! As an industry, we all love our snowsports, be it skiing, boarding, freestyle or Nordic. We talk endlessly to each other about it - we compare notes, race results, equipment, holidays, latest fashions, snow-depths, winners, losers, slalom, down-hill, half-pipes, lift pass prices, favourite resorts, pistes, artificial slopes vs snowdomes and on and on and on.

But what about those who have never put "foot-in-boot", strapped plank to boot, slid down a 50m slope or a 5km piste, stayed up a mountain, breathed the air and lived the dream!?

These are the people we all need to convince to try our range of snowsports – just once. Encourage, enthuse, nag and invite them to try it. You and I know that many will then stay forever.

If you believe the somewhat "massaged" figures from the travel industry, the number of people who take a ski holiday from the UK each year has declined from a peak of 1.3 million to circa 1.0 million in the last three years (at the end of this season it is likely to have fallen well below a million).

If we said that the true figure (including all of those who travel independently, or stay at a friend's apartment or chalet) was closer to *two million* Brits a year.....that still leaves a staggering **60 MILLION PEOPLE** in the UK who **DO NOT GO SKIING OR BOARDING!**

If just 1% of these people could be encouraged by us to try the sport we all love so much, then some 600,000 more people would help us keep our sport, industry, pastime, company, employment, facility, club *and* passion alive!

What are "YOU" going to do about it!?

PETER STRATTON

FINANCIAL REPORT

Principal activity

The principal activity of the company (which is more commonly known as Snowsport England) remains the promotion of snow sports through participation in the disciplines of alpine skiing, freestyle and nordic at all levels up to British Team standard and by the organisation of competitions, support for skiing in schools and national coaching scheme activities for instructors, coaches and officials.

Income in 2010 was 15% higher than in the previous year, largely due to the continuing impact of the Sport England Grant. Through 2010 two development officers were in place delivering on the outcomes agreed with Sport England. This involved working with priority facilities, clubs and regions to increase participation in Snowsports. Work continued with Snowcamp on their innovative programme designed to offer young people personal development opportunities through an involvement in snowsports. This has been developed a step further and is now training some of the young people as instructors. The facilities strategy has been completed and steps will be made on delivering the action plan over the coming years.

In spite of the continued economic uncertainty it is pleasing that we have achieved a surplus of £18,699. Overall registrations held up to 2009 levels in spite of a reduction in participation rates indicated by the latest Sport England survey and material supported by news from within the industry..

The development of the coaching scheme is progressing well. A comprehensive strategy and action plan has been produced and launched. This took place at the coaching conference in September and we have a committee that is responsible for the delivery of the annual plan within the strategy.

Once again, Snowsport England has been exceptionally well supported by staff and the many volunteers who give up so much of their free time. The office is going through a period of re-organisation which will be completed in 2011, and we are grateful for the continued professional service provided by office based staff during this period of increased uncertainty. Finally, we would like to express our appreciation for the generous support of sponsors.

JENNIFER DENNING

CHIEF EXECUTIVE REPORT

2010 has been another year of challenges but also opportunities. I like to think we are dealing with the challenges well and looking to make the most of the opportunities. British Ski and Snowboard has emerged as the replacement to SSGB and we are working with them to try and clarify the way ahead for the elite end of the sport and make sure there is a clear pathway in place to develop the athletes of the future. To help the process this year Snowsport England channelled the limited UK Sport Funding to the athletes as BSS as yet to be recognised by UK Sport.



We continue to deliver on our Sport England grant and have a clearer focus of what we are aiming for and trying to achieve. We will have 3 development officers in place in 2011 which will help greatly in delivering against our outcomes. The feedback we have got from Sport England has been positive and we need to keep the momentum going and continue to progress we have achieved so far.

So overall another successful year but still much to do to make the most of opportunities available.

Sport England

Our relationship has continued to develop with Sport England and it has been a challenging year with large government cuts across all departments and sport has had to take its share of the pain. We have managed to keep our funding at the same levels but there is greater pressure to deliver and be able to show a clear link from our interventions to participation growth and satisfaction. I would

like to thank you to all the clubs and regions that have supported the efforts made by the Development Officers as I know it has been a lot of work.

We have kept our green rating on the Sport England self assurance which is a very important element to make sure our funding is continued.

Development Officers

There have been lots of changes with the development officers. Vickie has moved on and I would like to thank her for all her hard work and her continued work with Snowboarding. It has meant a very high work load for Jan who has been on her own while we recruited new development staff. We welcomed Susie Moore into post in February and Debbie Groom started on the 5th May. I am extremely confident that they will do a fantastic job and will help Snowsports grow as a sport.

Facility Strategy

A major project over the last year has been the Snowsport facilities strategy. This is an essential document for a NGB to have to enable a clear plan and guidance for current and future Snowsport facilities. I would like to thank the large steering group that has put a lot of work into the development of this strategy. This is the first full facilities strategy we have produced and it will take time to develop it and make sure it does enable the sport to grow within England.

It has been a challenging process as there are a lot of different opinions about the way this document should look. I will be putting together a National Facilities group which will oversee the development and implementation of the strategy in the coming year.

Snowcamp

We continue to build our relationship with Snowcamp. They have run a successful series of Snowcamp London and delivered more than required. The graduate programme has once again been successful and the new addition of Snow Camp excels which is getting them to start along the route to being instructors. This is an exciting development and will be continued next year with support from the Mayors Olympic fund.

Head Office

The office staff have been hard working and committed to processing all the affiliations, course, registrations, renewals and the multitude of questions that the office received. We are in a process of re – organising the office due to the fact that the lease on our current office has not been renewed.

Key Projects - Child Protection

Snowsport England has now achieved the advance standard in child Protection that has been set out by the Child Protection in Sport Unit (CPSU). The next challenge is to try and implement and imbed it within the sport as much as possible. The British Child Welfare Working group has continued to meet and is working well with sharing information and making sure we are working to the same guideline.

Due to the change in government it is still unclear what changes will happen to the CRB process and the Vetting and Barring scheme but this will hopefully become clear soon.

Key Projects - UK Snowsports

The UK Snowsport Website has been launched with a full course calendar. This still needs some additional work to make sure it is as up to date as possible. We have continued to develop the

course over the year and have started to implement an internal verifier system which will hopefully help to raise the quality and standards of the courses.

Key Project - Snow Mark

Manchester Ski Club has now achieved Snow Mark accreditation which increases our accredited clubs up to 4. There is a group of clubs almost there and will hopefully achieve it the accreditation soon.

Along with the Chairman I would like to thank all the volunteers in the Regions and Key Committees who have stepped up the work and are helping hugely in trying to develop Snowsports. Snowsport England is a membership organisation and it would not be able to operate without the members help and support.

I still immensely enjoyed my role as Chief Executive even with the challenges that have presented themselves. I feel Snowsport England has the potential to grow and develop in the coming years and really make a difference to the development of the sport. There continues to be new challenges but I do believe we are really starting to make progress over the last year in many areas and think this will become more obvious in 2011. A big thank you to all the board who have supported me in the role through the year.

TIM FAWKE

DEVELOPMENT OFFICERS

The work of the Sports Development Officers has continued to deliver and implement the interventions of the Snowsport England Whole Sport Plan. Vickie Pullin the Development Officer in the South left us late 2010 to pursue new challenges. Susie Moore has been appointed and has been busy meeting with everyone and continuing with the work in the South. A third development officer is due to join the team at the start of May.

Once again we attended the two day National School Sports Conference which created plenty of interest and questions from schools wanting to know how to get groups of children from their schools involved in Snowsports. The British Ski and Board Show was a great opportunity to meet many more people from the affiliated clubs and again there was lots of interest from members of the public about how to get involved in the sport in this country. It was also the first year of the Club and Volunteer Snowsports Awards which took place on the Saturday of the show. The annual Snowsport England conference proved to be a success once again. As usual the turnout of members was large with some new faces joining the regulars. Chill Factor opened its' doors and hospitality and went a long way to making the event a triumph.

County Sports Partnerships have now engaged with the work of Snowsport England and the Development Officers and the ten priority clubs and facilities. County Sports Partnerships with slopes and clubs are also sending relevant information through for circulation.

The Sport Unlimited programme has now ended which did result in many new young people being introduced to Snowsports. A new programme Sportivate has now launched aimed at 14 – 25 year olds. A number of plans linked to the priority clubs and facilities have now been written and submitted to access funding from the programme. Snowmark – Ski Club of Manchester has successfully achieved Snowmark taking the total to four. Two clubs are close to the assessment stage. 14 clubs are now registered as working towards Snowmark.

Snowsport England is one of 23 sports identified by Sport England to support engagement with Universities. 20 Universities have been identified to work closely with. There is now a Snowsports Offer in place for Universities and an affiliation package. Detailed meetings have taken place with four of the Universities and there continues to be bi-annual meetings with Sport England (SE) and British University and College Sport (BUCS) to implement the agreed Action Plan. The BUISC events are growing year on year with an additional heats event in 2011 and a very successful BUISC final at Castleford again this year.

Student tour operators have supported the development of instruction, training, events and competitions at 2 of the priority facilities linking in with the identified Universities subsidising the costs. Sheffield Hallam has been successful in its Active Universities funding application. SSE worked closely with the writing of the bid and will result in 200 additional students being introduced to Skiing and Boarding over the next three years.

Meetings with three of the north regions have taken place - CESA, YSF and NWSF. There has been meeting's with all the southern Regions: L&SERSA, ERSA, SRSA and SWSA. Working closely with the regions is helping to create improved communication links between the NGB the Region, clubs and its members. This is something we are building on across England and linking into local sports development initiatives, programmes, funding and support where identified. The clubs are invited to meet with the SDOs prior to these regional meetings to receive advice and support and to share good practice between each other re Snowmark or if they have any issues they would like to discuss.

We now have factsheets on the 10 priority clubs and facilities and have developed regional factsheets about the clubs and facilities for future events. Leaflets are available to show the competitive ski pathway. An updated version of the Schools Curriculum document is in draft format. A schools DVD is being developed in partnership with Chill Factor. Templates and resources for clubs and universities are in draft format to support their clubs development. These will be available on the new SSE website. Facilities and clubs have continued to implement the Snowlife Awards.

Funding opportunities are being communicated to clubs via email, CSP and SSE newsletters and regional meetings. There have been 4 applications for Small Grants we have supported for £18,750 for Snowsports activities and an additional two applications pending. There have been a number of successful coaching bursaries including eight in the North West which will result in approximately £2,200 reduction in costs to the applicant if they successfully achieve their award by June 2011. Funding was identified from engaging with the Sports Development network and five young athletes have received funding/bursaries totalling £3500 to support their continued development and commitment. Clubs, facilities and disciplines have benefitted from £7000 (+ match funding) Capital funding for equipment to increase participation.

SSE and Sports Coach UK are working hard with sport structures to help develop performance pathways and coaching structures. Work with Skills Active has resulted in securing funding to develop a Snowsports apprenticeship programme and also NVQ qualifications. Support from external agencies has been identified to offer support and advice to clubs and/or groups where slopes are under threat due to the current national financial situation.

Club and facility leaflets have now been designed and circulated. Decathlon and a number of Snowsport Tour Operators have agreed to promote SSE and its clubs and activities by distributing them to their customers. Each express their preference would be to create a link to the SSE website. The leaflets will be available to download on the new SSE website.

Much of the work now being undertaken is being focussed on the priority clubs and facilities including CSP engagement. Through the Regional Groups there is the opportunity for other clubs and facilities to find out more about this work and replicate where appropriate. The development

officers have also attended the meetings of the key committees and disciplines to support the work they do and to update them of programmes, initiatives, funding and support that may be available.

Keeping the membership informed of progress and areas to work together is still key, hopefully this will be achieved by attending regional meetings, committees, priority clubs and facilities and also replicated through key external partners including County Sports Partnerships, other National Governing Bodies, Youth Sport Trust, British Universities and College Sport and Sport England and keeping the whole network informed via updates on the SSE website, SSE Newsletter and the Piste magazine.

JAN DOYLE AND SUSIE MOORE

COACHING COMMITTEE

Since 2009/10 much of the work that the Coaching Committee would formally have undertaken has been done by the key committees, the Alpine Technical panel and the 'England Group'. The coaching committee has thus not had the need to meet as a group and all business has been conducted by email or telephone. By operating in this way specialist help has been able to be called on as and when necessary and thus provide speedy answers and 'solutions'.

The role of the chair of coaching (as he is a board director) has been to provide a direct link from coaching, the 'England Group' and Schools and Youth to the board. This has proved to be quite successful and while constituent groups may not have been in agreement with each other, they have been more aware of what is going on than in the past.

The committee has provided help, support and advice in the development of the new Nordic and Telemarking Coaching awards. SSE is now at a stage where it has a full compliment of awards. The growth of Nordic/telemark has been one of the success stories of recent times – long may it continue.

Another of the roles of the committee has been in the dealing of complaints and grievances levelled against members of the coaching scheme. Modern legislation, equal opportunities etc means that all complaints have to be dealt with in a transparent way and according to set guidelines to ensure that complainants and accused are seen to be dealt with fairly. In this way the membership can be confident that they have the support of SSE and matters are not treated lightly.

The chair of coaching is the board representative on the 'England Group'. The group consists of 'senior' coaches and representatives from Sports Coach UK to guide the development of the coaching scheme to come into line with coaching schemes of other sports. The intention being that British coaching schemes be recognised amongst the world leaders. Unfortunately like many activities this groups has recently suffered from a removal of funding resulting in the loss of the key liaison officer from Sports Coach UK.

As SSE heads into a new year it is timely for me to thank Jenny and Marie for all their hard work this year. Jenny has continued to provide unstinting support to the coaching scheme and is a fount of knowledge for us all and as always has ensured that when we 'cocked up' things get sorted out. Marie has done a great job in the running and booking of SCO and ASCL courses so that now tutors can be sure that they have all of the relevant paperwork well before the courses start.

NIGEL MATTHEWS

ENGLAND GROUP

The coaching scheme has developed well this year in line with the Whole Sport Plan and with the introduction of a coaching strategy which is being overseen by the England group and chaired by Richard Barbour.

Developing our coach education has seen significant steps with several tutors undertaking Sports Coach UK training in Certificate in Tutoring Sport and Assessment Practice in Sport. 3 Senior Tutors have been trained in Internal Verification Practice and will roll-out a verification strategy for 2011.

An additional tutor has been appointed to run the Adaptive Awareness course and other tutors have received mentoring to develop in their roles.

Valuable member feedback was received on the Level 3 and 4 Development Coach courses run during the previous year, for which we would like to express our gratitude. This feedback was instrumental in a review of the Level 3 and 4 course before they ran in Austria in March. We're delighted with the feedback that we received from participants. The Level 3 course is a natural progression for Level 2 and ASSI and available in the UK and abroad. Next year's courses are in the planning stage."

The England group work has concentrated on key elements of the Whole Sport Plan focusing on the objective "development of the coaching system to underpin the development of the sport".

Activities and outputs this year include:

- Coaching Strategy for 2010-14 published at the Coaching Conference in September 2010
- Four-year Action Plan published in September 2010
- England Group formed in summer 2010
- Alpine, Freestyle, Nordic and Snowboard Technical Groups formed
- First iteration of Participant Development Model completed
- Discipline Participant Development Models being created
- 10 meetings completed

We have the support of Sport England and Sports Coach UK in delivering the outcomes. Our UK Coaching Systems Manager has been very supportive and complimentary about the Snowsport England's sport-leading output.

We look forwards to creating more benefit for the sport during the next phase.

RICHARD BARBOUR AND TIM FAWKE

ALPINE SKIING COMMITTEE

It was always envisaged that 2010 was going to be a tough year, and this proved to be true, with numbers down in racing, especially on the outdoor surfaces. The outdoor GP races were both down, but the All England saw an increase, possibly due to it being run in the south of England. All the indoor races were very well supported.

I would like to thank all the volunteers who give up their weekends to help run the races.

I would like to thank Tim Fawke for securing sponsorship with Aosta Valley for 2010. This provided both trophies and t-shirts for the GP series, and was very welcomed by all.

I would also like to thank Piet Van Kempen for organising a successful weekend of official training in November, with Level 2, Race Sec and Calcs courses being successfully run.

English Alpine Champs 2011

Another very successful championships, after a worrying January with numbers looking low, we had a flurry just before closing date and our numbers were very similar to 2010, with only Junior boys being down. 2011 gave us a bumper entry for minis.



I would like to thank Kev Webb and his team for all their continued hard work in making the champs now the main event on the skiing calendar.

In 2010 we introduced free SSE membership to first time minis, to encourage them to join their national body, Wales also followed suit. I believe that this has proved successful.

England Alpine Ski Team 2010/11

Main Issues for Team over the Year 2010/2011

This has been a very challenging year. – We anticipated difficulties created by the worsening economic climate and the continued problems with the relationship between the HN and BSS.

It has been necessary for us to re-examine the whole area of what we are providing and we are confidently building for next year. We currently have 31 applications for next season and the selection process is on going at the moment.

This Season –

1. We have been able to run a very full racing and training programme
2. After 4 years as Head Coach Mike Barker resigned his position in order to pursue other professional opportunities.
3. Chris Park having returned, after 3 years coaching in Canada, was appointed on a full time temporary contract to the end of the season. He has been offered and accepted the same arrangement for next season.
4. In 2010, 15 athletes were offered places on the Junior Team. 1 has been injured for the whole of the season and 3 have had to withdraw for personal reasons (education and financial)
5. 8 of our athletes aged 16-18yrs were enrolled at Loughborough college for the Advanced Apprenticeship in Sporting Excellence (NVQ). This involves 6 weekend sessions at Loughborough together with our coaches.
6. Three coaches who are completing their Level 4 Coaching qualifications have completed their work placement module with the National Team.
7. Before they move on we have four of our 18+ athletes taking their Level 3 Coaching qualification this summer.

8. Athletes who have taken a full part in the programme have made good progress and have had good results at the Welsh, English, British and Scottish Championships

Plans for 2011

On snow

- Summer camp x2 weeks TBC Europe, 25th July – 10th August
- October camp x2 weeks Saas Fee, Switzerland 16th – 30th October
- Christmas camp x3 weeks Norway December - January
- Welsh Championships x1 week – January
- Interservices x1 week February
- Tignes and Megeve x1 week February
- February English Championships x2 weeks Bormio, Italy 12th – 26th February
- Casoggio x3 days
- British Championships and Scottish Championships x3 weeks. March - April

Dry Land Fitness in UK;

- 1st Fitness test x ½ day 30th May
- 2nd Fitness test x ½ day 20th June
- Fitness test x ½ day 19th September
- Fitness Weekend Chill Factore

Artificial Slope Races

The 2010 All England Championships was run at Norfolk, with a good turnout and some excellent racing. Thanks must go to all the organising committee for a good weekend of racing. 2011 will see the All England go back to Norfolk.

There was still a good number of Club Nationals run, and the same clubs will be running races in 2011, these are still proving to be a good entry into national racing, be it indoor or outdoor.

In 2010 we secured a 2 year sponsorship with Aosta Valley, giving us enough money to fund the trophies for the GP Series and the All England. We are also hoping to secure sponsorship from a leading tour operator for either 2011 or 2012.

In 2011 we are planning to hold 3 indoor and 2 outdoor GP races.

In 2011 we face an even harder challenge with the economic climate not recovering, with the first races of 2011 (Anglo/Welsh and British Indoor) numbers are significantly down

Also we are pleased to be able to announce that we will be running our first indoor BASS race at Landgraaf, Holland. This will be 2 days of racing on the Sunday and Monday and a training day on the Saturday. We hope that the clubs will support this new initiative. I would personally like to thank Dermot Flahive, Derek Metters and Phil Brown for all their hardwork in securing this race.

I would also like to thank all our sponsors who have again supported the Alpine racing this year, be it indoor, outdoor or on snow.

ANDREA GRANT

FREESTYLE REPORT

The last year has seen an unprecedented level of success in Freestyle skiing and perhaps has been the most successful year for British skiing in general since the 1930s.



England Team Freestyle skiers have set the pace with James Woods (19) taking 3rd place in the European X Games Slopestyle. This was against the World's elite and to context this result, X Games to the 'Freeski' world is equivalent to an Olympic medal. James a few weeks earlier had taken 8th place at the FIS World Championships – having qualified for finals in 3rd place. Katie Summerhayes (15) took 11th place at the World Championships in the same event and then 3rd place at the European Open Championships. She also competed at X games finishing 9th in the Slopestyle. She is currently ranked overall 4th in the Global AFP rankings – this covers all professional events. Both of these skiers are both global stars though this isn't reflected in their home country. Both will be starring in a number of ski films for release next season which will hopefully raise their profile at home.

SSE should take credit in we supported their coach Pat Shaples attendance at X Games through a grant.

In the next few weeks we will find out if Half Pipe and Slopestyle will be confirmed for the next Olympics in Russia 2014. If this happens then we certainly stand a huge chance of gaining a medal in Skiing, something that has not happened before.

Former England Team skier Ben Cavet (17) was part of a strong team at the Moguls Junior World Championships (skiers 19 and under). Having qualified for finals in first place in both single and dual moguls, Ben went on to take Silver in the singles event, probably the best ever result for a British Moguls skier.



Closer to home at the end of summer, running into Autumn we had the Brits tour. This is a tour of three indoor slopes and a mini competition weekend in Norwich. It started in Norwich with Big Air, Slopestyle and Ski Cross. Each weekend after that there was competition at the indoor slopes each weekend, one in Milton Keynes, Castleford and then Glasgow. The events being Big Air, Slope Style and Ski Cross.

Last June we had a joint race and Freestyle Moguls competition at Xscape, Castleford. This was followed in the Autumn by a single moguls event at the same venue. Many kids enter these competitions in fact Katie and James started their skiing careers doing these events.

Towards the end of summer last year a group of Freestylers went to the water ramp facility in Eindhoven to improve their air tricks. The main advantage of using facilities like this is to practice air tricks, so you get it wrong, it will hurt a lot less that it would on the slopes! Over the autumn half term the England Moguls team were out in Zermatt doing some pre-season training. The conditions were good, but it was starting to get cold, however, it proved a good overall training week with the moguls being kept in good shape.

The start of 2011 saw the first Grom camp take place on snow. For those of you that do not know the grom camps are 3 hour training sessions at various slopes around the UK organised by Pat Sharples aimed at coaching kids to become better in the air or on rails. However, this was extended for the first time this year to a week long training camp in Tignes during January.

At the start of this season the moguls team were taking part in some C Level competitions in Germany. For some of those taking part it was their first time on the a full mountain course. Of course there is a first time for everything, but you have to start somewhere..

It is a little know fact that, as well as having some great athletes within Freestyle, achieving some excellent podium places we also have some world class and FIS Olympic officials. Iain Mackay who used to the chair of this committee in the early 1990's is a FIS A level TD. We also have three A level FIS Judges in Kay Bates, Peter Bates and myself.



The Brits took place in March at the Swiss resort of Laax. The events taking place were Halfpipe, Ski Cross, Slopestyle & Big Air in both skiing and snowboarding. Some new exciting tricks were being performed, like double cork 10's.

As with all of this action speaks louder than words so why not check out www.freestylesnowsports.co.uk where there is now a new RSS news feed with links to information on all the above.

Using this you can, among other things, view video's of the action from The Brits. Keep up to date with results and information from Freestyle as it happens. There is also a link to allow you to subscribe to the e-mail updates that are sent on a regular basis.

Great Britain Freestyle is looking to build a strategy for continued success. The success of which in no small part has been contributed to by English Freestyle. SSE members will have a big contribution to this and it will be 'joined' up with what SSE Freestyle is doing to ensure a continuous pathway from grass roots to the elite level.

GB will be reviewing all its programmes and SSE will both contribute and absorb lessons learned to ensure a holistic approach for all of Freestyle. It is too small a world for both to operate in isolation – which is certainly not the case.

1st Photo is from the Freestyle World Champs, Deer Valley. From left to right Andy Longley (Moguls competitor), Jeff Fozzard (Moguls coach), Katie Summerhayes (Slopestyle competitor), James Woods (Slopestyle Competitor), Murray Buchanan (Half Pipe competitor), Simon Ashton (Park & Pipe coach) & Pat Sharples (Park & Pipe coach)

2nd photo is James Woods from the Euro X-Games, Tignes receiving his bronze medal.

3rd Photo is Harry Monaghan at the Brits Slopestyle, Laax.

MARTIN CARR

NORDIC KEY COMMITTEE

The NKC has continued to organise the same events as it has done for several years. Participation in most events was steady and on a par with the same events in 2010, both on the training and on the racing side, although participation in some roller ski races may be falling. Particularly noteworthy are the increasing participation levels in Telemark events at snow centres, representing the popularity of this branch of Nordic skiing. All events continued to make a profit; substantial in the case of the main on-snow event.

The April on-snow SSE event at Kvitavatn, Norway, which has been a great success in skiing terms for several years, made a substantial profit once again, contributing to the NKC having, at one point, a budget surplus of about £12 000. Some of this was used to purchase 10 pairs of good quality boots for roller and snow skiing, a further 10 pairs of roller skis and 20 pairs of poles, to meet, for the time being, all our needs for rental equipment. This equipment was also supported from funds from the Sport England Grant which was a big help. However, despite the size of the surplus, it was disappointing that the board only approved the funds for the roller skis and poles and didn't approve a request for funding for a projector (much needed for Nordic courses) ; and it has also been highlighted that the new HQ charges placed on Nordic will see our entire surplus used up in two years, a situation which is clearly not sustainable. This is clearly an area we need to work on with the board to make sure the committee is able to help the development of the sport rather than negative impact this could potentially have.

The two Nordic Development Coaching Schemes (cross-country and Telemark) were finalised, albeit with some delays caused by external consultation. The remaining task, in respect of coaching, is to start the transfer process for coaches from the old 3-level schemes to the new 4-level ones. A change was suggested, somewhat late in the day, to the scoring system for the Nordic Proficiency Scheme (aimed in principle to make marking easier for coaches), and this has now been fully implemented. While we will continue to monitor the Proficiency Scheme and take note of any suggested improvements, we plan to keep the scheme as it is for several years before starting the next review.

One area where the NKC has been struggling to make any progress is in the development of a new Performance Coaching qualification scheme. Any assistance from other SSE disciplines, or from outside SSE, on this would be very welcomed, otherwise it looks as though this development will be abandoned.

The NKC put forward two possible development proposals. The first is for a full-time Nordic Development Officer whose role would primarily be to introduce roller skiing to youngsters, especially but not uniquely in schools, and where it is anticipated that such a person, most likely working in a relatively small local area, could become self-financing within roughly a 3 year period. The second is to train existing Alpine coaches in roller skiing, so that they could use roller skiing as a way of introducing 'skiing' to youngsters, before possibly moving them on to skiing on an Alpine facility. At the time of writing this report, a meeting is about to take place to discuss the feasibility of these two schemes and to see whether a funding bid should be developed.

A few NKC representatives took part in early meetings for the development of SSE Strategies in various areas but, despite a promising start, it is unclear exactly what this work has resulted in. One area that a few dedicated people on the Nordic side made an impact on was the facilities strategy, without the considerable input, the end result would have been both misrepresentative and misleading of the situation as far as Nordic facilities are concerned.

Finally, congratulations must be given to young British skiers from the British Nordic Development Squad who have been performing outstandingly at international level. The highlight of this was Scottish skier Andrew Musgrave who became the first British skier ever to qualify for the knockout stage of the sprint event at the recent World Championships. He, and other English skiers, are now getting significant TV and press exposure and this, combined with the snow in England of the last two winters, has helped to boost interest in XC skiing in England. The BNDS now has representatives in some parts of England to assist the development of young racers, but there is an urgent need for the SSE website to be updated so that it serves to steer potentially interested skiers in the direction of English clubs.

For 2010/2011, the Robert Hovey trophy for contribution to English Nordic skiing was awarded to Alan Eason in recognition of his many years representing Great Britain at the highest level, including World Championships and Winter Olympics. Now effectively retired from top level

competition, Alan, who was also British Champion a few years ago, often competed alone and without any significant financial support, which makes his achievements all the more impressive.

ADAM PINNEY

SCHOOLS AND YOUTH COMMITTEE

The committee has met twice since the 2010 AGM and its membership has not changed during that time. There remain 18 individuals on this key advisory committee that represent Local Authorities, Schools, Youth Services, Independent Schools, the English Schools Ski Association and the Outdoor Education Advisers Panel. As mentioned in the previous reports, the members hold qualifications and experience as Snowsports England Coaches, Deputy Headteachers, Outdoor Education Advisers, BASI Instructors, and teachers that regularly organise school ski trips.

The group is encouraged by the good response, nationally, to the strong recommendation that helmets should be worn by all school and youth group snowsports courses.

The committee has continued to work with Tutors who deliver the Snowsports Course Organisers Course in order to monitor the training, syllabus and quality of presentation. A refresher course was held in December for all SCO Tutors which was well attended. The Alpine Ski Course Leaders Award remains the qualification of choice, for most English Local Authorities, for any of their staff wishing to lead children and/or young people on snow. The 'Skiing in the National Curriculum' document is in the process of being updated in the very near future.

The terms of reference for the group remain the same as agreed in 2008. The committee is a major source of up to date advice and guidance to those who are not involved in the world of Learning Outside the Classroom. The committee's stated aim is designed to encourage an increase of children and young people participating in snowsports and to seek high quality experiences on snow for them.

Future plans for the group include the development of ways to encourage young people to take more responsibility on the slopes, the creation of a pack of 'educational activities', a Young Leaders Award, ways to encourage volunteering, guidance for group leaders to consider including those with special needs and the issue of teacher/snowboard leadership on school trips.

MARTIN TOMLINSON

UK SNOWSPORT COURSES 2010

COURSE	DATE	VENUE	NO. OF PARTICIPANTS
Level 4 Coach (Development)			
	20 th – 27 th March	Courmayeur	3
Level 3 Coach (Development)			
	20 th – 27 th March	Courmayeur	2
Level 3 Coach Examination			
	June and December	Xscape and Sunderland	2
	November	Sunderland	8
Level 4 Performance			
	Start 10/17 th July	Les Deux Alpes	12
Level 3 Performance Coach			
	17 th – 24 th July	Lex Deux Alpes	8
	18 th – 23 rd November	Hintertux	6
Level 2 Performance Coach			
Final Examination	15 th April	Sunderland	8
	25 th , 26 th , 27 th June	Norfolk	12
L2 Performance Coach Refresher	Mainly taken at Coaching Conference		
Level 1 Training Course			
	2 nd February	Telford	2
	18 th & 19 th March	Bowles Outdoor Centre	1
	17 th & 18 th April	Sunderland	10
	17 th & 18 th April	Stoke	4
	28 th April to 7 th July	Bracknell	7
	1 st & 2 nd May	Aldershot	11
	1 st & 2 nd May	Avon	8
	8 th & 9 th May	Snowtrax	7
	8 th & 9 th May	Kendal Ski Club	10
	5 th & 6 th June	The Ackers	5
	23 rd & 24 th June	Gloucester	8
	26 th & 27 th June	Chill Factore	9
	3 rd & 4 th July	Swadlincote	10
	14 th July (evenings)	Gloucester	10
	24 th & 25 th July	Aldershot	9
	7 th & 8 th August	Norfolk	7
	4 th & 5 th September	Pendle	3
	11 th & 12 th September	Bassingbourn	9
	18 th & 19 th September	Castleford (for Lions S/C)	12
	2 nd & 3 rd October	Bassingbourn	5
	2 nd & 9 th October	Sheffield (for Sharks S/C)	12
	6 th & 7 th November	Bromley	7
	13 th & 14 th November	Avon	12
	20 th & 21 st November	Suffolk	6
	20 th & 21 st November	Brentwood	2
	7 th & 8 th December	Telford	7
	11 th & 12 th December	Ski Rossendale	6
	11 th & 12 th December	Torquay	6

Level 1 Assessment			
Awards & Licences Sent Out			
	January		4
	February		7
	March		5
	April		5
	May		7
	June		8
	July		10
	August		1
	September		4
	October		8
	November		8
	December		7
Level 2 Training Course			
	8 th & 9 th May	Stoke Ski Centre	3
	11 th & 12 th September	Pendle Ski Club	8
	25 th and 26 th September	Ski Rossendale	6
	25 th & 26 th September	Bromley	5
	11 th & 12 th December	Norfolk	5
Level 1 & 2 Refresher Courses			
	15 th May	Kendal	12
	18 th July	Norfolk	8
	5 th September	Manchester	9
	11 th September	Kendal	3
	25 th September	Torquay	3
	25 th September	Pendle	5
	26 th September	Hemel Hempstead	10
	2 nd October	Gloucester	6
	7 th October	The Ackers	9
	10 th October	North Staffs Ski Club	9
	16 th October	North Staffs Ski Club	5
	17 th October	Bromley	6
	18 th October	Lions Ski Club	6
	16 th /17 th November	Telford	10
	20 th November	Sheffield	5
	5 th December	Chill Factore	9
Level 2 Examinations			
	11 th September	Kendal Ski Club	6
	9 th October	Sunderland	1
	30 th December	Castleford	13
L1 & L2 Tutor Training Day			
(for Coaches who wish to become L1 Tutors and for L1 Tutors who wish to become L2 Tutors)			

<u>SCO Courses</u>		
<u>Date</u>	<u>Venue</u>	<u>No of participants</u>
11-Jan	Italy	4
16-Jan	Berkshire	6
18-Jan	Notts	10
23-Jan	Formby School	7
24-Jan	Austria	6
04-Feb	Canterbury	10
06-Feb	Berkshire	12
14-Feb	S. Tirol.Italy	7
20-Feb	Italy	4
06-Mar	Berkshire	10
06-Mar	Liverpool	16
12-Mar	Notts	7
03-Apr	Italy	2
04-Apr	Kitva	4
16-Jun	notts	21
02-Jul	Norwich	11
09-Jul	Liverpool	9
24-Sep	Horsham	13
25-Sep	Newbury	10
28-Sep	Notts	7
29-Sep	Tamworth Snowdome	7
02-Oct	Surrey	14
09-Oct	Wiltshire	5
20-Oct	Notts	18
20-Oct-	Exeter	10
22-Oct	North Wales	20
6/7 Nov	Calshot	20
08-Nov	B. Hall Leicestershire	12
04-Nov	Bristol	11
10-Nov	Newark	4
12-Nov	Dorking	9
13-Nov	Suffolk Ski Centre	8
13-Nov	Okehampton	1
19-Nov	Preston	22
20-Nov	London	7
20-Nov	Newbury	3
20-Nov	Chelmsford	12
22-Nov	Notts	19
24-Nov	Enfield	19

<u>ASCL Courses</u>			
Date of Course	Venue	Course Organiser	No of participants
January 03 - 10	Austria	H.T.S	8
January 03 - 10	Italy	Interski	8
January 24 - 31	Austria	Ysgol School	6
February 10-20	Switzerland	The Ski Company	8
February 13-20	Italy	Interski	8
February 14 - 20	Italy	Hagley Catholic School	8
Mar 28 - Apr 10	Italy	Interski	8
Apr 03 - 09	Italy	Interski	8
Apr 04 - 11	Austria	H.T.S	9
Apr 04 - 11	Austria	H.T.S	9
Apr 04 - 11	Norway	S.S.E	4
Dec 11 - 19	Italy	Interski	8

MEMBERS 2010

	NUMBER	MEMBERSHIP
Clubs	78	21166
Schools & Educational Establishment	116	
Slopes	6	
Trade & Other	2	
Handicapped Skiing Clubs	1	
COACHING SCHEME MEMBERS		
Alpine Performers	1117	
Freestyle Performers	132	
Nordic Performers	24	
Snowboard Performers	37	
L1 Trainee Instructors	200	
L1 Instructors	382	
L1 Senior Instructors	16	
L2 Instructors	309	
Level 4 Coaches	87	
Officials – Alpine	59	
Level 2, 3 and 4 Performance Coaches	140	
Officials – Freestyle	9	
Officials – Nordic	2	
Freestyle Instructors	20	
Nordic Instructors	129	
Snowboard Instructors	48	
SCO/ASCL	432	
Individual Members	4	

The Coaching Scheme figures represents the people registered in **EACH** category - e.g. people who are registered in 2 or more categories are counted twice (i.e. Alpine Performer and L1 Instructor).

Total Membership for 2010 - 2606

MEMBERSHIP BREAKDOWN (CLUBS AND ORGANISATIONS) 2010

	SRSA	SWSA	WMSA	LSERSA	ERSA	NESA	EMSA	NWSF	YSF	MISC/ TRADE	NON REGIONAL	ESSKIA	TOTAL	
CLUBS	9	8	8	14	9	8	No longer a region	9	6		7		78	
SCHOOLS/ EDUCATION													116	116
HANDICAPPED SKIING CLUBS	See page 19 for details													
OTHER (SLOPES/ TRADE & OTHER	1		1	1	2				1	2			8	
NUMBER OF MEMBERS REPRESENTED IN CLUBS	389	531	1444	1401	4852	2115		2298	1305		6831	1740	22906	

* based upon an average of 15 per school

Sponsors and Supporters

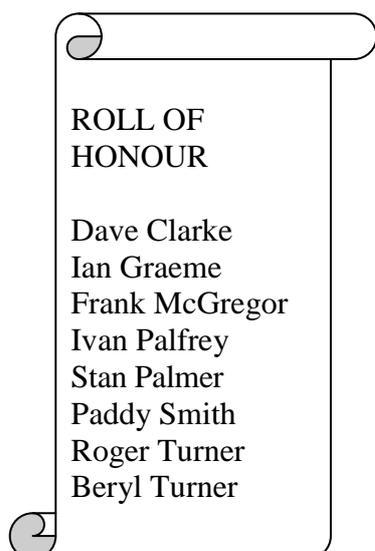
Snowsport England would like to thank the following companies, organisations and individuals who have supported our work in 2010, by providing sponsorship in cash or kind or by supporting or running our activities.

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Aosta Valley (Alpine)	Peak Retreats
Atomic UK (Alpine – Grand Prix)	Pure Alpine Holidays
Eric Berthon (Freestyle)	
Beyond X (Alpine Team)	Racer Ready (Alpine)
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Chill Factor, Manchester (Alpine)	Sheffield Ski Village (Freestyle)
CHS Hourmont (Child Protection)	Ski Bartlett (Alpine Team and Slope Races)
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Gales of Harlow (Alpine Squad)	Snow and Rock (Alpine)
Gloucester Ski Centre	David Spiers (Freestyle)
Gosling Ski and Snowboard Centre	Solution for Feet (Alpine)
Helly Hanson (Alpine Team and Freestyle)	SuperBreak
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K2 (Freestyle)	Wasteland (Alpine)
Kendal Ski Club (Coaching)	Where to Ski & Snowboard
Leisure Shack (Alpine Team)	
Norfolkline	XCUK Holidays (Nordic)

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Peter Stratton	Director
Karen Richardson	Director
Jennifer Denning	Finance Director
Jemima Barnes	Director
Fergus Bisset	Director
Dan Hardie	Director
Tim Fawke	Chief Executive
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Betty Davies
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