



2020

VISION

SNOWSPORT CYMRU WALES

BUSINESS AND SPORT DEVELOPMENT PLAN 2018-2020

WHAT DO WE DO?

The Welsh national governing body for snowsports

We promote, manage and develop

- * Activities to increase participation**
- * Programmes to raise standards of performance**



MISSION STATEMENT

Promoting inclusive participation, development & excellence in Welsh Snowsports.

Setting out a vision for the future of the sport & ensuring the long term provision of facilities.



Snowsport Cymru Wales manages
Cardiff Ski & Snowboard Centre



5 CORE OBJECTIVES



IMPLEMENTING PROGRAMMES AND ACTIVITIES TO INCREASE PARTICIPATION



DEVELOPING A WORKFORCE OF INSTRUCTORS, COACHES & OFFICIALS



SUPPORTING AND ENCOURAGING THE DEVELOPMENT OF FACILITIES



CREATING OPPORTUNITIES TO DEVELOP ATHLETES IN ALL SNOWSPORT DISCIPLINES



SUPPORTING THE DEVELOPMENT OF EXCELLENCE IN WELSH TALENTED SNOWSPORT ATHLETES

Why do we run an artificial slope?



15,000

Hours of skiing or snowboarding participation every year at Cardiff Ski & Snowboard Centre

- Employing 15 members of staff
- Home of Cardiff Ski Club
- Home of Ski Smiles (inclusive ski club)
- Freestyle development
- Disability skiing
- Coach education
- Community & social service

20

days of dedicated courses or events

500+

students



50

school groups

sponsored by
inspireski™

The Next Generation in School Ski Travel

GOVERNANCE

'Promoting inclusive participation, development and excellence in snowsports in Wales'

- **Snowsport Cymru Wales** (SSCW) is a limited company with a membership of clubs and individual members.
- The Board of Directors for SSCW is elected annually by the membership with responsibility to govern the delivery of the NGB objectives.
- SSCW operates the Cardiff Ski & Snowboard Centre.
- SSCW Chief Executive has overall responsibility for the day to day management of the NGB business (inc Ski & Snowboard Centre) reporting to the board of SSCW
- Board of SSCW is structured to promote representation across all snowsport disciplines and to address geographical and gender representation across Wales.
- **Snowsport Cymru Wales** is committed to the Governance and Leadership Framework for Wales, Disability Sport Wales InSport Programme and meeting NSPCC Safeguarding Standards.
- We partner with Sport Wales implementing the objectives of the Vision for Sport

VISION FOR
SPORT

SNOWSPORTS DISCIPLINE SUMMARY

2018 POSITION - 2018 POSITION

ALPINE

- Established activity providing opportunities for early stages of participation and development as recreational participants.
- Established training schemes for instructors and coaches working toward nationally recognised awards.
- Regular club activities at a number of centres in Wales. Also one alpine club delivering regular snow based training.
- Well established competition pathway on artificial slopes
- Athlete development pathway effective at a regional and national level.

DISABILITY & INCLUSION

- Activity providing opportunities for early stages of participation and development as recreational participants.
- Established training schemes to provide supplementary training for qualified instructors.
- Regular club activities at most centres in Wales.
- Links with ParaSnowsports UK for Competition pathway opportunities
- Athletes winning medals at World Games
- Achieved Ribbon Award with InSport (Disability Wales organisation standard)

FREESTYLE

- Activity providing opportunities for early stages of participation and development.
- Established training schemes for coaches working toward nationally recognised awards. Though small number of coaches trained
- New facilities built at Llangrannog
- Futures programme started
- Club activities at a number of centres in Wales.
- Limited but evolving competition pathway on artificial slopes
- Starting work on the development pathway at a regional and national level.

NORDIC

- Improving levels activity in Nordic (rollerski) in Wales.
- Opportunities for early stages of participation and development as recreational participants.
- Established training schemes for instructors working toward nationally recognised awards. Few instructors as no courses in Wales.
- Liaison for use of Cycle track in Pembrey and Marsh Tracks in North Wales
- No club activities in Wales.
- No competition pathway.
- No athlete development pathway in Wales.

SNOWBOARD

- Activity providing opportunities for early stages of participation and development.
- Established training schemes for coaches working toward nationally recognised awards. Though small number of coaches trained
- New facilities built at Llangrannog Futures programme started
- Limited club activities at a number of centres in Wales.
- Limited but evolving competition pathway on artificial slopes
- Poor development pathway at a regional and national level.

2018/19 ACTIONS

- Regular committee meeting
- Review current activity
- Develop participation initiatives

- Regular committee meeting
- Review current activity
- Work toward Bronze InSport standard
- Establish club standard

- Regular committee meeting
- Review current activity
- Establish Freestyle comp & camp in Alps
- Develop increased use of Llangrannog Ski Slope

- Regular committee meeting
- Review current activity
- Organise taster sessions
- Establish a club
- Organise Welsh Rollerski Champs

- Regular committee meeting
- Review current activity
- Establish Freestyle comp & camp in Alps
- Develop increased use of Llangrannog Ski Slope

SNOWSPORTS DISCIPLINE SUMMARY

2020 VISION - 2020 VISION

ALPINE

- Established activity providing opportunities for early stages of participation and development as recreational participants.
- GB recognised training for instructors and coaches.
- Regular club activities at all centres in Wales. Alpine club training on snow.
- Continual review of competition pathway on artificial slopes, including increased local events.
- Athlete development pathway effective at a regional and national level.
- Effective discipline committee established.

DISABILITY & INCLUSION

- Regular and well publicised activity providing opportunities for early stages of participation and development as recreational participants.
- Established training schemes to provide supplementary training for qualified instructors.
- Regular club activities at centres in Wales.
- Links with ParaSnowsports UK for Competition pathway opportunities.
- Improved talent ID in Wales, links with British Ski & Snowboard.
- Effective discipline committee established.

FREESTYLE

- Regular activity providing opportunities for early stages of participation and development.
- Established training schemes for coaches working toward nationally recognised awards. Increased number of coaches trained.
- Regular club activities at a number of centres in Wales.
- Established competition pathway on artificial slopes
- Development pathway at a regional and national level.
- Effective discipline committee established.

NORDIC

- Regular activity in Wales.
- Identifiable opportunities for early stages of participation and development as recreational participants.
- Established training schemes for instructors working toward nationally recognised awards.
- Regular club activities in Wales.
- Basic competition pathway.
- Basic athlete development pathway in Wales.
- Effective links with GB pathway.
- Effective discipline committee established.

SNOWBOARD

- Regular and well publicised activity providing opportunities for early stages of participation and development.
- Established training schemes for coaches working toward nationally recognised awards. Improved number of coaches trained
- Regular club activities at a number of centres in Wales.
- Established competition pathway on artificial slopes
- Development pathway at a regional and national level.
- Effective discipline committee established.



COMMS



- Regular and effective Member communication
- 1x Newsletter circulated per month, maximised engagement
- Clubs, Centres, Board Members engaging with news story production
- Attending events
- Focused, regular, engaging and purposeful social media activity
- Strengthened brand image of SSW on media
- Bank of resources available to use on social media and with media (photos, video)



FACILITIES

- Work started on an indoor snow facility in Wales
- Long term plans and provision for artificial slope in North Wales
- Assisting modernisation and improvement of facilities across Wales
- Engagement with facilities with promotional campaigns for snowsports
- Further development of nordic skiing opportunities
- Provision of freestyle features at centres throughout Wales



FINANCE

- Increased funding resources to support further development of the sport
- Improving sponsorship & commercial income
- The business operating within financial targets as established by the board
- Accounts prepared and available to the membership within two months of year end
- Accounts meeting all regulatory requirements
- Finance Director with relevant accounts experience on the board



GOVERNANCE

- SSW meeting guidelines as set out by the Governance and Leadership Framework for Wales
- Board that is representative of the sport membership, gender and geographically
- Discipline Committees are established to ensure maximum engagement of the membership
- Clear vision, communicated and reviewed regularly
- Policies are regularly reviewed to ensure safe participation in sport
- Effective links with GB



CARDIFF SKI & BOARD CENTRE

- Excellent facilities maintained on a operational profit
- Seeking continual improvement of facilities
- Facility for high levels of participation
- Venue for training coaches and instructors
- Regular club activities
- Regular schools and university use
- Regular inclusive snowsport participation
- Entry level events
- Development opportunities for staff members



2020 VISION - 2020 VISION

PARTNERS IN DELIVERY



ACHIEVEMENTS - OBJECTIVES

ACHIEVEMENTS 2016 - 2018

- ❄ Improved funding for snowsports
- ❄ Record participation in schools events
- ❄ Increased numbers of girls participation
- ❄ Modernised board structure
- ❄ Athletes represented Team GB at Paralympics
- ❄ First ever Welsh medals at Paralympics
- ❄ Increased media exposure
- ❄ Welsh athletes at World Champs
- ❄ Athletes selected to Team GB
- ❄ Increased revenue at Cardiff Ski Centre
- ❄ Increased membership of inclusive clubs
- ❄ Improved membership engagement
- ❄ Improvements to facilities
- ❄ Achieved InSport Ribbon Level & NSPCC L1

- ❄ Maintaining & increasing funding for snowsports
- ❄ Ensuring provision of facilities in North Wales
- ❄ Continued increase in participation
- ❄ Improved facilities across Wales
- ❄ Continued success of Welsh athletes
- ❄ Improved provision of coaches in clubs
- ❄ Increased support to talented athletes
- ❄ Development of discipline committee engagement
- ❄ Discipline pathway development
- ❄ Develop indoor snow facility plans
- ❄ Achieve InSport bronze Level & NSPCC L2
- ❄ Improved and effective communications
- ❄ Delivering the objectives of Sport Wales 'Vision for Sport'
- ❄ Addressing latent demand for snowsport

OBJECTIVES 2018-2020

PARTNERS IN DELIVERY

