

# **Sport England Funding -Update**

**Snowsport England has made a successful bid for funding as part of a Sport England initiative. A total of £985,000 will be invested in Snow Sports over the next 4 years.**

Another highlight has been the successful application for funding from Sport England, over the past year or so SSE have been working to gain funding for our sport and last October we were invited, along with most sports to apply for four year funding from 2009 through to 2013. Following various meetings and a full application showing how we were going to grow and sustain our sport we were successful in gaining just under £1m of funding from Sport England. Most of the actual work on this application was completed by our Chief Exec Tim Fawke, who worked with the Board and Liz Behnke of Syzgy Leisure to ensure that we achieved the best possible opportunity for success. See opposite for up to date details of the planned funding. Tim Fawke, Chief Executive of Snowsport England stated "This is a fantastic opportunity for Snowsports, this new funding will allow us to develop the sport in England as there is a huge amount of potential. This is going to be an exciting time for snowsports and I am looking forward to working with all the clubs, facilities, schools and members to develop the sport in the next 4 years."

The Funding was won on the basis of our ability to "increase the number of people participating and enjoying snowsports", and to create development pathways for those with talent. Accordingly the funds will be directed at "increasing participation", or "widening access to Snowsports", which meets the goals of "growing" numbers, "sustaining" the participation levels within the sport and providing a larger pool of talent from which future sporting "excellence" will emerge. This will all contribute to Sport England's aim of creating a world leading community sport system and ready to take the next step in the growth of our sport." Snowsport England Chairman, Barry Spouge, said "It is a great boost for snowsports and gives us the opportunity to increase awareness and participation at Dry Ski and Indoor Snow slopes throughout England for people of all ages. This will also benefit the wider snowsports industry, particularly with two new Indoor snow complexes coming on stream, the Snow Centre at Hemel Hempstead in April 2009 and the SnOasis Winter Sports resort near Ipswich in 2012." The following is a brief outline of where the Sport England Funding will be invested over the next 4 years. SSE would like to invest everywhere but this is not possible and the funding is to be targeted at certain areas to help develop Snowsports within England. This is only a short summary and there will be a presentation at the AGM later this year which will go into more details about where the investment will go.

The funding is not equally split over 4 years. There is an increased weighting to years 3 and 4. The funding is weighted like this so it gives the chance for the organisation to grow slowly and get the right information and people in place to be able to deliver on the Sport England outcomes in year 3 and 4.

Year 1 £207, 415

Year 2 £212, 248

Year 3 £284, 248

Year 4 £281,249

The funding from Sport England is split into 3 areas, Grow, Sustain and Excel. For the next 4-year funding cycle Sport England has focused our funding on the Grow and Sustain areas with a limited amount into Excel. I have gone into the areas below, which we will be working in. I hope it will make a dramatic difference to Snowsports over the next 4 years but SSE needs everyone's help for there to be a lasting change.

#### Communication

We will recruit a communication officer. They will have a broad range of roles. Which will include, website, e-newsletters, course /event promotion, members benefits, links with facilities, promotion of SSE to schools, tour operators and the wider Snowsports participants Club Development

We want to be able to support and help Snowsport Clubs to develop. So we are recruiting a development officer and will be targeting clubs to broaden what they offer and encourage more people into the sport.

This will be backed up with regional events and an annual club forum.

#### Coaching

Our aim is to deliver well-trained, quality coaches to work within the club environment. We will be continuing to develop the UK Snowsports courses and help clubs to develop the coaches. It is not just about getting people through qualifications but also about coaches working with clubs on an ongoing basis.

#### SnowCamp

Working in partnership with Snow Camp to engage with disadvantaged young people from inner cities. Starting with London and then developing in a second city in years 3/4.

#### Excel

Support current Head Coach. Regional training days to help clubs and inspire the young next generation of racers. Help develop a clear pathway in all disciplines. The excel funding is all geared up to help increase the size of the talent pool and is not for funding individual athletes.

#### Summary

There is a lot of work to be done to develop the sport further and this needs support from everyone. This investment is a well-needed boost for the sport but it is essential that all the fantastic volunteers out there keep up the good work and help to develop the sport.