Satellite clubs

NGB Delivery information template

<table>
<thead>
<tr>
<th>NGB</th>
<th>Snowsport England</th>
</tr>
</thead>
<tbody>
<tr>
<td>NGB Satellite clubs lead contact</td>
<td>Susie Moore, <a href="mailto:susie@snowsportengland.org.uk">susie@snowsportengland.org.uk</a> and t07891622648</td>
</tr>
</tbody>
</table>

2013-17 Whole Sport Plan satellite club targets

<table>
<thead>
<tr>
<th>Delivery year</th>
<th>Number of satellite clubs established</th>
<th>Number of participants engaged</th>
</tr>
</thead>
<tbody>
<tr>
<td>Year 1 (2013-14)</td>
<td>30</td>
<td>300</td>
</tr>
<tr>
<td>Year 2 (2014-15)</td>
<td>+40</td>
<td>+400</td>
</tr>
<tr>
<td>Year 3 (2015-16)</td>
<td>+20</td>
<td>+200</td>
</tr>
<tr>
<td>Year 4 (2016-17)</td>
<td>+20</td>
<td>+200</td>
</tr>
<tr>
<td>Total</td>
<td>110</td>
<td>+1100</td>
</tr>
</tbody>
</table>

1. Offer and target groups

**Satellite Club Offer:**

Snowsport England is linking the Satellite Club programme to our national participation campaign GO SKI GO BOARD to encourage participant retention after the initial set of beginner lessons, by creating a simple pathway from learning to becoming a member of one of our affiliated clubs. Through the creation of Snowsport Satellite clubs we are also looking to link into the competitive elements of the sport and have set up links with English School Ski Association (ESSKA) and BUCS to encourage further participation through these competition structures. We also wish to see links to the School Games programme and see Satellite Clubs as a method for building demand and interest in setting up a Snowsport level 3 event.

School, College and University groups will be offered a 6 hour GO SKI GO BOARD beginner package (with curriculum resources and skill awards provided). After these by working with facilities (slope/track for roller ski) and the affiliated clubs based at that facility the aim is to offer regular supervised/coached sessions at reduced prices which are suitable for the target market. These sessions will coincide with community club sessions and be facilitated using club coaches where appropriate. These club coaches will be the main point of contact for encouraging the transition from the satellite club to the community affiliated club, through a range of joint activities.

The programme will only take place where there are appropriate clubs as exit routes.

![Diagram of Satellite Club Offer](image)

**Key:**

- Blue = Participation supported by school/college/university
- Green = Participation in own time through personal resources
Target ages/ Markets:
Target age 14 – 25; Secondary Schools, Colleges and Universities. Insight tells us this sport is popular in these groups with many providing participation opportunities as a reward package or before a holiday with excellent retention rates. After these there is then a significant drop off until the following year. Research and satisfactions surveys show if these groups are part of a club they enjoy the experience more and are most likely to participate on a regular ongoing basis.

Two types of Snowsport Satellite Clubs;

School – 14 – 16
Student – 16 – 25

Within these target ages and markets any further targeting will be driven by local demand and facility/ club capacity and resources. We are open to developing female only sessions and where adaptive clubs operate disability focused clubs.

Programme Flexibility:

Local set up:
All details of the local delivery are flexible to allow for partners to develop the Satellite Club opportunity taking into account local demand, insight and provider differences.

Our affiliated community clubs tend to have a focus on one discipline of Snowsports. This will affect the focus of the Satellite Club to ensure a link between the focus of the community club and the satellite club. Larger facilities may have a number of community clubs offering different disciplines and so multiple discipline satellite club or additional hub Satellite Club each with a different discipline focus can be set up.

Location:
Outside of the 20 priority locations detailed below we also have a number of additional GO SKI GO BOARD sites which are a secondary focus for us. These sites may be able to provide a Satellite Club opportunity however the support for our Snowsport Development Team will be limited and greater support from the County Sport Partnership will be needed.

Rollerski focused satellite clubs (London, Yorkshire & Oxfordshire only) can take the more traditional Satellite club set up, hosting on the school/ college or university site if the tarmac is good enough quality.

2. Geographical focus areas for delivery

Year 3 (2015-16)
Snowsport England will be delivering the satellite club programme through 21 Hub Sites across England. The below table shows our Hub Sites, the clubs based at these Hub Sites, the related CSP’s and where we are planning to deliver our target of 20 new satellite clubs for year 3. Please note that we will support the development of a new Satellite Club at any of these Hub Sites.

<table>
<thead>
<tr>
<th>Hub Sites</th>
<th>Clubs Base at Hub Sites</th>
<th>CSP</th>
<th>Planning Numbers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Norfolk Snowsport Club</td>
<td>Norfolk Snowsports Club</td>
<td>Active Norfolk</td>
<td>School Sat Club</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Student Sat Club</td>
</tr>
<tr>
<td>Snozone Milton Keynes</td>
<td>MK Race Club</td>
<td>LEAP (Bucks)/ Team Beds &amp; Luton</td>
<td>0</td>
</tr>
<tr>
<td>The Snow Centre (Hemel Hempsted)</td>
<td>Hemel Race Club/ Hemel Telemark Club/ SXPC (skier Cross)</td>
<td>Herts Sports Partnership</td>
<td>0</td>
</tr>
<tr>
<td>London Roller Ski/ Thames Vally Rollerski</td>
<td>Hyde Park Roller Ski Club/ Thames Vally Rollerski</td>
<td>London Sport/ Oxfordshire Sport Partnership</td>
<td>1</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Planning Numbers</th>
</tr>
</thead>
<tbody>
<tr>
<td>School Sat Club</td>
</tr>
<tr>
<td>Student Sat Club</td>
</tr>
<tr>
<td>Norfolk Snowsport Club</td>
</tr>
<tr>
<td>Snozone Milton Keynes</td>
</tr>
<tr>
<td>The Snow Centre (Hemel Hempsted)</td>
</tr>
<tr>
<td>London Roller Ski/ Thames Vally Rollerski</td>
</tr>
<tr>
<td>Ski Rossendale</td>
</tr>
<tr>
<td>----------------</td>
</tr>
<tr>
<td>Chill Factor*</td>
</tr>
<tr>
<td>Kendal Snowsport Club</td>
</tr>
<tr>
<td>Tamworth Snowdome</td>
</tr>
<tr>
<td>Telford Snowboard &amp; Ski Centre</td>
</tr>
<tr>
<td>Swadlincote Ski &amp; Snowboard Centre</td>
</tr>
<tr>
<td>Snowtrax</td>
</tr>
<tr>
<td>The Alpine Snowsports Centre - Southampton</td>
</tr>
<tr>
<td>Plymouth Ski &amp; Snowboard Centre</td>
</tr>
<tr>
<td>Gloucester Ski &amp; Snowboard Centre</td>
</tr>
<tr>
<td>Snozone Castleford</td>
</tr>
<tr>
<td>Yorkshire Roller Ski</td>
</tr>
<tr>
<td>Chatham Ski Centre</td>
</tr>
<tr>
<td>Silksworth Ski Slope</td>
</tr>
<tr>
<td>Bracknell Ski and Snowboard Centre</td>
</tr>
<tr>
<td>Mendip Snowsports Centre</td>
</tr>
<tr>
<td>Ackers Adventure</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Planning Total</th>
<th></th>
<th></th>
<th><strong>16</strong></th>
<th><strong>8</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Target</td>
<td></td>
<td></td>
<td><strong>20</strong></td>
<td></td>
</tr>
</tbody>
</table>
3. Delivery approach/costs

**Delivery Approach:**
Snowsport Satellite Club sessions will take place in the form of one session with several schools or college/universities attending, using this session to offer a Snowsport Satellite Club for their pupils/students.

A school, college or university link will count towards measurement targets as a Snowsport Satellite Club once it meets the following requirement, 10+ pupils/students from a school or college/university attending a specific Satellite club sessions for 3+ sessions.

If there are less than 10 participants attending from one school then they will be measured as part of the Hub satellite session.

Snowsport Satellite Clubs should be set up and made available throughout the whole academic year however due to being a seasonal sport there is expected to be higher participation rates in the winter months between October - April

Snowsport England would like to see support from CSP’s to target and link schools, colleges and universities.

**Investment/funding:**
Sportivate funding will be sought from CSP’s to subsidise the costs of the initial 6 week GO SKI GO BOARD Programme. This will cover the cost of venue hire and coaching and may go some way for any additional equipment required.

£200 Snowsport England funding will be available for clubs to support the setup of the satellite club and the participant transition process. To access this clubs will need to complete an application form detailing an action plan which identifies workforce development requirements and checks the club and the facility involved meet the minimum operating standards expected. We are encouraging this funding to be used to contribute towards the cost of venue hire where appropriate and/or reduced membership fees for the community club for new members coming through the programme.

We would like to see support from CSP’s through additional Satellite Club funding being invested into Snowsport satellite clubs.
4. Workforce

- Please provide clear details of what level and type of coach is required to deliver your satellite clubs, how will coaches be recruited and supported and how coaching qualifications can be obtain e.g. when course will run, how frequently and the process to applying to attend a course.

**Type of Coach/ Instructor:**

**Ski** –
- Snowsport England Level 1 (Trainee) Ski Instructor - can deliver under supervision but only up to parallel turns skill point.
- Snowsport England Level 1 (Licenced) Ski Instructor can deliver unsupervised but only up to parallel turns skill point.
- Snowsport England Level 2 (Licenced) Ski Instructor can deliver unsupervised above parallel turn skill point.

**Snowboard** –
- Snowsport England Level 1 (Trainee) Snowboard Instructor – Can deliver under supervision but only up to linked turn skill point.
- Snowsport England Level 1 (Licenced) Snowboard Instructor – Can deliver unsupervised but only up to linked turn skill point.
- Snowsport England Level 2 Snowboard Instructor – Can deliver unsupervised above linked turn skill point.

**Alpine Race** –
- Snowsport England or BASI Level 1 (licenced) or above - can deliver unsupervised on a dry slope or indoor snowsport facility.

**Freestyle** –
- Snowsport England or BASI Level 1 (licenced) or above – can deliver unsupervised on a dry slope or indoor snowsport facility.

Coach ratio guidelines (as recommended by the Snowsport England will be kept to for all Satellite Club activity. These are dependent on the skill level and age of the participants and are to be discussed at a local level.

**Recruitment/ Training:**

As the clubs are based in the Hub Sites we are working with as part of the WSP we are supporting them to achieve Snowmark which will include a training needs analysis to develop and grow. If a shortage in workforce is highlights the club will be supported to create an instructor pathway for its membership for recruitment from within, if appropriate the club will advertise.

Where appropriate the facilities workforce will also be utilised to support the Satellite Club sessions reducing the pressure on the volunteer workforce. We are working closely with the facilities as part of the WSP to deliver SSE Instructor and coaching course which clubs can utilise.

Details of all planed Snowsport England instructor and coaching courses can be found on the UK Snowsport website.  
www.uksnowsports.co.uk

The GO SKI GO BOARD campaign will see the addition of a GO TEACH/INSTRUCT/COACH element over year 3 of the WSP allowing the campaign to sign post participants to the Snowsport England instructor (development) and coach (performance) pathways. This will increase the workforce available to the delivering clubs and facilities to allow increased engagement with the GSGB campaign and the Satellite Club programme.

**Insurance:**

Facilities will have their own insurance which covers activities run by them, their facilities and their equipment. Only affiliated clubs will be included in the programme as the Snowsport England affiliation provides 3 party liability insurance for all club activities.

Insurance is also provided to all registered SSE instructors and coaches.

**Child Protection:**

All clubs will have signed up to and have implemented the Snowsport England Child Protection Policy Snowsafe. All sessions will adhere to the required ratio and be delivered by correctly qualified staff and volunteers.
5. Regional structure (if applicable) and wider NGB support

### SSE Staff Structure:

<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
<th>Geographical cover</th>
<th>National Lead areas of work</th>
<th>Contact details</th>
<th>Generic areas</th>
</tr>
</thead>
</table>
| Jan Doyle      | Head of Development       | North West - Cumbria        | • Whole Sport Plan  
• CSPs  
• HE, FE & Colleges  
• Child Protection | T: 07740 883081  
E: ian@snowsportengland.org.uk | All of the development team have Hub Sites and engage with the Clubs based there.  
They work with the CSP’s the Hub Sites are based in (and CSPs that border these Sites) and the local networks, initiatives and programmes.  
(see Satellite Club Target table for details) |
| Ian Findlay    | Talent Development Officer |                               | • England Talent Pathway  
* Supporting:  
  • Coaching  
  • Officials | T: 07841 820015  
E: i.findlay@snowsportengland.org.uk |                                                                                           |
| Susie Moore    | Participation Lead Officer | South West  
South East | • GO SKI GO BOARD  
• School & Education  
• School Games  
• Satellite Clubs  
• Club & Workforce Development  
• Snowsport Clubmark  
• Equality | T: 07891 623648  
E: susie@snowsportengland.org.uk |                                                                                        |
| Victoria Crampton | Communication Officer |                               | • Communications  
• Marketing  
• Digital Marketing  
• Membership Offers  
• Partner Opportunities  
• Events  
* Supporting:  
  • Legacy | T: 07857 522334  
E: victoria.crampton@snowsportengland.org.uk |                                                                                        |
| Ryan Greavock  | Sport Development Officer | East and West Midlands  
Eastern London and South East | • Coaching/Offices  
• Facilities  
* Supporting:  
  • GO SKI GO BOARD | T: 07891 623640  
E: ryan.greavock@snowsportengland.org.uk |                                                                                        |
| Will McGlynn   | Sport Development Officer | North East  
North West (excluding Cumbria)  
Yorkshire | • Funding  
* Supporting:  
  • NFF | T: 07482 112388  
E: will@snowsportengland.org.uk |                                                                                        |

6. Role required by CSP Club Link Makers

SSE is looking for the CSP Club Link Maker to:

- Provide information to SSE on any potential schools, colleges and universities interested through opportunities to meet with these target market workforce.
- Work with SSE to ensure WSP investment plans fit within county satellite club plans.
- Support clubs at Hub Sites to deliver additional Satellite club programmes where capacity and local demand is identified.
- Support identified SSE Satellite clubs access additional local funding to develop to enhance the offer.

If CSP’s would like to establish a local satellite club with CSP local investment funding SSE will provide the following;

- GO SKI GO BOARD promotional and marketing material and inclusion on the website.
- Remote Snowsport related advice.

7. Any other information (i.e. competition structures etc)

N/A - all detailed are above including competitive opportunities that clubs can connect with – see section 1 for this information