

Snowsports Roll Out Local Consultation Programme

Modernisation – or the exploration of how services to British Snowsports enthusiasts might be most effectively supported and delivered in the future – has been a hot topic at successive Snowsport GB Congresses.

Senior representatives from each of the Federation’s constituent groups have met regularly to consider the opportunities that a structural change might offer and also to carefully assess the challenges that any change might bring.

While initial Congress debates centred on SWOT analysis of the status quo and initial cost-benefit analysis, the most recent Congress featured a presentation delivered by Genesis Management Consultants, who were appointed collectively by the constituent groups to move the modernisation process forward, applying their objectivity and experience in the fields of sport and change management.

At this stage, the proposal indicates a direction which is recommended to you by your senior management as members of the Federations’ constituent groups, it seeks your feedback on areas of agreement and concern and it begs your patience as more detailed work is completed before any group or individual member will be asked to make a final decision. The full presentation is available within the members section¹ of the re-launched Snowsport GB website - www.SnowsportGB.com.

Broadly, the Genesis approach guided us through three phases with the desired outcomes being a common vision for success, a potential new structure and a prioritisation of the sub issues which will require further detailed investigation, development and proposal.

Vision for Success

[BOB²] is recognised and valued as a leading, innovative and effective National Governing Body for all snow sports throughout the United Kingdom:

- Attracting and retaining increasing numbers of participants
- Providing the excellent services and benefits that its members want
- Achieving ever-improving standards of performance on the world stage through an excellent system of talent identification, pathways, coaching and support.

Structural Options

¹ Registration is simple and will take only a matter of seconds

² Although appropriate names are now being considered, BOB has been used as a working title for the proposed new organisation

Building on the information from management consultations and meetings, Genesis developed a series of possible “pure play” options for the structure of the proposed new organisation. The purpose of these was to encourage the consideration of a wide range of possibilities and evaluate them against agreed criteria before coming to a preferred option. The six options developed by Genesis were:

- The British Governing Body
- The Federated Approach
- The Limited Company
- Shares in Future Success
- All for One; One for All
- Working in Partnership – the Modernised Association

Having completed the exercise, the meeting – which comprised elected and professional representatives from each of the member organisations – saw greatest merit in elements of both the Limited Company and the Modernised Association and used these templates to generate a 7th option, represented in the proposal as it stands today.

Sub Structure

Subsequent meetings prioritised key areas of substructure, most notably membership and the democratic structure, corporate governance, coaching, joint ventures and subsidiary companies and a strong local delivery network. Some broad principles were established in these areas, although more detailed development, consultation and planning is required.

On the 7th November 2005, Snowsport GB Congress received these proposals and agreed the following:-

- Congress supported the broad recommendations for structural change of the Federation to a new organisation as set out in the Genesis presentation and briefing paper;
- We would progress the further development of the operational and implementation details in line with the next steps plan; and
- Each Federation member would progress its individual consultation exercise ahead of the 2006 Spring Congress and AGM.

Next Steps

The Modernisation Working Group and Steering Group of Federation Chairs have now amalgamated to form one group, which will drive the significant work required to secure a level of detail appropriate to a final proposal and ultimately a formal resolution. A series of smaller task groups will be established to ensure focussed outcomes are achieved

This detail will be informed by opinion and comment, which is already flowing back from the constituent groups and while we may not be able to answer all of your questions now, they do need to be asked.

If you require any further information on modernisation issues, please contact your modernisation working group representative, susie.berry@virgin.net or send feedback direct to snowsportfeedback@gmail.com