

**Regional Coaching Conference  
25th April 2010**

**Minutes**

**Attendees:** Sandy Telling, Andy Proudlove, Sally Bartlett, Simon Everett, Lucy Stephen, Nigel Hilliard, Tom Ondrusz, Craig Wright, Dave Lynch, Raymond Brown, Nigel Brain, Kathryn Harris, Simon Ashton, Fran Georgl, Peter Stevens

**1. Andy Proudlove welcomed all to the First Regional Coaching conference.**

All were asked to provide details of themselves and their expectations of the day.

**2. Sandy Telling outlined the objectives of the day:**

- A) How can we improve Communications amongst regional coaches/clubs?
- B) How is training and funding to be improved for coaches and athletes?
- C) How do we improve marketing for Schools?
- D) How do we increasing the memberships for clubs?

**3. Group discussions took place and the feedback on these for further discussion is as follows**

**A) How can we improve Communications amongst regional coaches/clubs?**

- a) Registers of:
  - Coaches & Tutors (and also race officials) in the region showing affiliated qualifications, with e-mail, telephone numbers etc kept up to date.  
**ACTION: AP/SV/one other coach to assist.**
- b) More coaching conferences, say October after annual SSE Annual Conference usually held in September. ( Now 18<sup>th</sup> & 19<sup>th</sup> September at Manchester Chill Factor – cost £115 see additional attachment)  
**ACTION: AP/CP**
- c) Letters and e-mails of updated (Not sure what this means?? Is this related to register or communication about other matters)
- d) Parent workshops with coaches, briefings, racers represented.  
**ACTION: Small working group to investigate and decide what sort of workshops, where and how.**
- e) Web sites
  - Clubs
  - LSERSA – **ACTION: Communicate information to AS. Ask for specific area for Coaches.**
  - SSE
  - BASI
  - Coaches page, for latest techniques

All of them should be kept updated and proactive (Unfortunately we can do little to influence other websites except to point out the lack of information.

- f) Local training sessions open to other coaches  
**ACTION clubs to communicate to others through the Regional Website**
- g) Promote the Piste and Racer Ready Magazines – **Already done by various means**
- h) Face book usage, but note this can only be used for those aged 13+ **ACTION: Perhaps one of the teachers could look into doing this along with Parent mail?**
- i) Parent mail, LSERSA could set up a similar system. Provided all the addresses are kept up dated this works well in the schools
- j) Not all coaches are affiliated to a club; need contacts through LSERSA – **ACTION: Register**
- k) Sharing of ideas improves what people do and all sport disciplines can attend any conferences as this assists with communication and improves motivation.

- l) SSE Annual Conference needs to be promoted to all relevant people
- m) Roles and responsibilities document to tutors
- n) Essential to have an idea of what to communicate to be beneficial

### B) How is training and funding to be improved for coaches and athletes?

- a) Support of formal coach training – ACTION Policy documents including details of the LSERSA Bursaries on website – AS These already provide some financial support and this is now topped up by SSE funding
- b) Timing of courses is essential to ensure that they are not fixed to school term times – ACTION: Minutes of this meeting to go to Tim Fawke (SSE).
- c) Southern Region are funding Level 1 courses. This needs to be expanded to other areas.
- d) SSE need to work together to ensure courses available (with whom – the regions or coaches?)
- e) Different slopes should hold courses to be available for all (This is usually done through clubs)
- f) Higher level coaches could have a monthly programme to visit slopes – ACTION: SSE
- g) 14-16 year old need to have focus, as they will be the coaches of the future.
- h) Mike Barker visited Ipswich and needs to visit other slopes to promote the right training for the squad
- i) Web site forum required for new coaches with an update of a pool of skills
- j) Tailor made support is required for coaches
- k) Mixing freestyle and alpine disciplines will have an overall benefit with skills transfer; broaden the skill spectrum of general development.
- l) Level I coaches in skiing are able to coach even though they are young which is different to other sports and their enthusiasm needs to be retained
- m) Need to establish a dialogue with the school sports co-ordinators within the counties. ACTION: LSERSA Sport Development Officers already doing this to a limited degree.

### C) How do we improve marketing our for Schools?

- a) Needs to establish who the key decision makers are and treat this as a marketing project
- b) Consider what makes skiing saleable?
  - Physical activity
  - New to many, so potentially level playing field
  - Relatively quick to build an adequate skill set for excitement
  - Need to get past the injury worry
  - Need to get past the perceived elitism
  - Easy access year round
  - Let people know it is fun
- c) Someone needs to be responsible in the region for activity
- d) For schools' need to ensure that there is a pack with risk assessment/letters pre-done to make it easier for them
- e) Schools competitions can be promoted and PE is part of the curriculum and should be promoted as such with taster session for the teachers/scout leaders etc.
- f) Marketing should be to the catchment's area of the slope to prevent travel difficulties. Consider 80/20 rule.
- g) LSERSA need a person responsible for this. – ACTION – SDO (TH/AN/CM)
- h) Snow life 9 levels of awards
- i) Slopes need to sell term time opportunities
- j) Slopes need an information pack to enable them to cope with schools requirements
- k) Slopes could reduce the fees during the day when they are empty to encourage schools to use the slopes during the day to ensure that the opportunity is commercial for both entities.
- l) National ski day
- m) Consider schools competition:
  - Gaps
  - Opportunities
  - Elitism
  - Inclusive to all
  - Handicapping system
  - Races after 10 weeks of training when starting from scratch

#### **D) How do we increasing the memberships for clubs?**

- a) Ski slope operators need to understand ski racing to get their buy in for the development of the sport
- b) Invite the slope operators to meetings to encourage communication
- c) Leaflet of development to show the spectrum of skiing available e.g. snow plough to racing as people need a map of where they can go in the sport – **ACTION: Guide to Ski Racing / Teachers Guide to Snowsport's**
- d) Promotion of what the clubs can do for the general public needs to be available
- e) What benefits are there to joining a club:
  - Racing
  - Improve performance
  - Companionship
  - Get ready for the snow
  - Discounts
  - Advice
- f) Change competition structure for the future to promote others to join
- g) Need to promote through local slopes, ski shops
- h) Extend the range of competitions to others
- i) Open days of the clubs
- j) Danson show: is an idea on where the promotions can take place to enhance knowledge of skiing. Events can be used to take ski literature and ski machines etc..
- k) Vouchers through existing members
- l) Make it more affordable
- m) Cross discipline training e.g. alpine, Nordic, snow board and free style
- n) London youth games
- o) Sports coach UK and Sports UK
- p) Skier edge
- q) Parental involvement for pre coaching courses and guidance; if parents are involved the children stay longer

#### **4) Freestyle presentation by Simon Ashton (Director of BSS)**

Simon specialises in half pipes, moguls and ski cross. He gave a presentation on Skier Cross which gained the most viewing on the BBC for the Olympics. The elements of the run were covered being, 50 course turns, 25% on straight with rollers and 25% on the jumps along with a short film.

It takes a high speed camera to get the finish, as it is the first part of the body across the line for the person that wins, hence why the fingers are pointing at the finish line.

Details of the races were given and promotion to all of the opportunities to become a coach for skier cross. There are currently no qualifications for this.

Refer to FIS web site for any details required. It is easier to start with the British as there is no licence required.

Opportunities may arise later as Hemel and Snow Sport England wish to run a skier cross, but no plans at this time have been organised.

Snow sport has funding for an event, but this has not been organised yet. If you know of anyone who would like to organise an event, let Sandy know.

If taking part in a race, take into account the clothing. A competitor can be disqualified for this being too tight.

## 5) Protecting and Safeguarding Children presentation by A.P

It was noted that all coaches need to complete a recognised course this year and the slides gave an overview of the content for discussion purposes. Courses are available starting from £16.00. See slides for full contact details.

- Useful Contacts:-
- Sports Coach UK – Tel:- 0113 274 4802
- Ws:- [www.sportscoachuk.org](http://www.sportscoachuk.org)
- E-Mail:- [coaching@sportscoachuk.org](mailto:coaching@sportscoachuk.org)
- Publications from:-
- Coachwise 1st 4sport
- Tel :- 0113 201 5555
- Ws :- [www.1st4sport.com](http://www.1st4sport.com)
- E-mail:- [enquiries@1st4sport.com](mailto:enquiries@1st4sport.com)

## 6) Presentation by Ray Brown (Basi Trainer): To cross block or not to cross block?

“Teach best what you most need to learn”

- Different ways of Gate-Clearing
- Basic technical skills - The key components
- The Cross-Block in use - Analysis - World Cup Skier / Club Racer
- How can we develop a clean carve?
- Introducing the Cross-Block technique
- Simple drills for Gate-Clearing

Remember there are 3 phases of the turn:

1. Above
2. In
3. After

the fall line

See slides for further details

## 7) Summing Up & AOB

Sandy confirmed that the information gathered is of great importance and will be fed back to Snow Sport England for further discussion.

Participants confirmed that they would like to do this again and get the next one to be based at a slope with other coaches invited. The next one could be after the October half term held during a weekend.

It was agreed that all of the people that could not attend should receive the details of the content as this may promote further comment.

Close.