



## Snowsports Club Business Review - Areas for consideration

The purpose of this document is to help snowsports clubs identify the key areas for review, consideration and development as a first stage in formulating a comprehensive, robust, long term strategic 5-10 year business plan.

A well structured, comprehensive 5-10 year plan will both focus the activities of the club and also form the backbone of any future funding applications by providing the necessary supporting detail required for any direct club investment from **sportscotland**.

The document is designed to be circulated to all club committee members for review, to prompt thought, consideration, measurement and analysis of the existing structure and programmes in place.

After individual consideration of the questions/topics posed, by all relevant committee members, it is suggested that all club committee members come together with data, thoughts and ideas to formulate future plans together.

### SECTION A: Current Purpose / Product

#### 1 What is the purpose of your club?

Does the club aspire to producing athletes?

Does the club aspire to producing coaches?

#### 2 Why do people join your club?

#### 3 What products/services do they receive for your membership fee? (Please consider answers for each age group)

Social Products/Services?

Day/weekend or week club ski trip products/services?

Entry Level skills development training programmes?

Performance level skills development training/coaching programmes?

Race or performance coaching camps?

Coach development programmes?

Volunteer education programmes?

Other training course programmes?

Events?

Club Huts?

Merchandise?

Insurance products or financial products (discounts)?

#### 4 At the Centre(s) where your club operates does the resort/centre company offer similar products services?

Is there any overlap in these and your services that could pose a conflict of interests?

#### 5 What are the benefits of the club to the centre/facility?

Is there a healthy collaborative relationship

Identify areas where this relationship is unclear or needs developing

## SECTION B: Current Mission / Objective / Ambition

- 1 Summarise your current 5-10 year goals objectives
- 2 How will you empirically measure achievement of this mission / these objectives

## SECTION C: About your club

### 1 Total number of members

% Performance Athletes

% Development Trainees

% Coaches

% Recreational/Social Only


%  
%  
%  
%

### Breakdown by age

U12

U16

U18

18-35

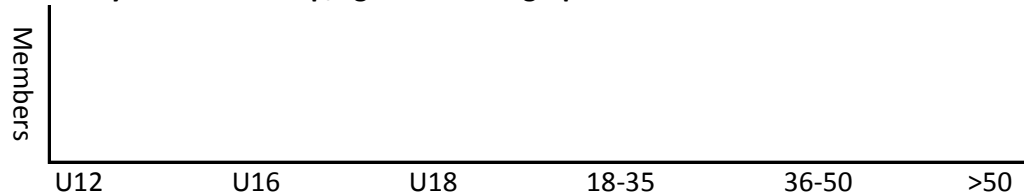
36-50

>50

Male Female

Male	Female

Plot your membership/age curve on a graph



### 2 Coaches/Instructors

BASI 1

BASI 2

BASI 3+

UKCP L1 (or equivalent)

UKCP L2 (or equivalent)

UKCP L3+ (or equivalent)

Alpine Freestyle Nordic

Alpine	Freestyle	Nordic

### 3 Club Trainees

Alpine

Freestyle

U12 U16 U18

U12	U16	U18

### 4 Registered Competitors (that do compete regularly)

Alpine

Freestyle

U12 U16 U18

U12	U16	U18

### 5 Skilled/trained volunteers and officials that can assist with events

Alpine

Freestyle

Nordic

U18 18-35 35+

U18	18-35	35+

### 6 Does the club have a waiting list to join?

If so what plans do you have to accommodate this?

### 7 When is your main membership recruitment drive

How is this managed?

What is your primary source for new members and is this process managed

**SECTION D: Detail about your Club Training Programmes**

**1 What Training/Coaching Programmes do you run**

Entry level skills development training  
Performance level skills development training

Alpine	Freestyle	Nordic

**2 What of the following recommended components do you provide on your Performance Programmes**

A 365 programme  
1-2 days pw on task (coached)  
1 day pw on S+C (coached)  
1 day cardio/aerobic fun activity (uncoached)  
2-3 Skills Assessments per year  
2 Fitness Assessments per year  
Feedback system to athletes/parents

Alpine	Freestyle	Nordic

**3 Do you have a system for recording and analysing annual engagement levels/participation in your programmes**

**4 What systems do you use for measuring skills progression**

The Snowsport Scotland Alpine Tracker and Coach Reporting Tools  
The Snowsport Scotland Freestyle Traffic Lights System  
USSA Skills Quest Measurements  
ACE (Athletic Capacity Evaluation) Fitness testing


**5 What criteria do you use for selection to higher programmes**

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**6 What is the ultimate objective of running training programmes**

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**7 How do you measure the success of your programmes**

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**8 How do you feed success /progression data to parents**

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**9 Do you set targets for your programmes**

Number of medals?  
Number of podiums?  
Number of athletes put forward for selection?  
Other


**10 Do you have a club team and team selection process/criteria**

What is the purpose of your team structure?  
How are these managed and how is selection conducted

## SECTION E: Detail about your Coach Development Programmes

- 1 Please detail your coach succession and development programme for**
  - Alpine
  - Freestyle
  - Nordic

## SECTION F: Club Communication, Data and IT

- 1 Do you have a committee member/working group assigned to communication**
- 2 Which of the following media does the clubs use and for what purpose**
  - Website
  - Facebook
  - Twitter
  - Instagram
  - Direct e-mailshots
  - Newsletters
  - Posters
- 3 Does the club have an electronic database of member details**

Does the club use paper or electronic systems for entries/data collection
- 4 Does the club run an online diary of forthcoming events**
- 5 Does the club have a physical noticeboard at the entrance to the facility?**

## SECTION G: Volunteers and Committee

- 1 How do you create, support and develop your member volunteers**
- 2 Do all volunteers in the committee have a title and area of responsibility**
- 3 Would you consider your committee structure is optimised?**
- 4 Which of the following areas have dedicated and focused working group/committee member?**
  - Membership and Recruitment
  - Equipment/Stores
  - Fundraising / Merchandising
  - Coaching Development
  - Skills Development Programmes
  - Team Athlete Support
  - Volunteer Education
  - Trips/Camps
  - Buiding/Hut Mgmt
  - Finance
  - Comms and Marketing
  - LA and public sector partnerships

End