

**British Ski & Snowboard Federation**  
**Spring Congress, 19<sup>th</sup> May 2002**  
**The British Land Company PLC, 10 Cornwall Terrace, London**

**Present**

Tim Alcock  
Peter Clarke  
Alec Craig  
John O'Grady  
Alan Hartley  
Fiona McNeilly  
Graham Bell  
Kay Bates – BSSF Freestyle Executive  
Peter Bates – SNSC  
Colin Tilston- SNSC  
Arnie Eckersall- ESC  
Sarah Robinson - BARSC  
Jenny Shute - BARSC

**Apologies**

Emyr Roberts  
Cliff Webb  
Tim East  
Ewen Maclean  
Andrew Freshwater  
Caroline Stuart-Taylor  
Ingie Christophersen

**Chairman's Welcome**

TA welcomed all to the meeting. He stated that the BSSF has had an amazing year, although we recognise we have more to do. However 8 top 30 results will stand the Federation in good stead for the future.

TA thanked all sponsors, particularly British Land and recognised their support over the past 25 years. In addition to their financial contribution, British Land also provide meeting facilities and are our hosts today.

Additionally thanks were expressed to Morgan Stanley and UK Sport for their continued support

He acknowledged the BOA for the work they are doing in winter sports. This year they have established a permanent winter training base in Lofer and four athletes benefited from scholarships in the run up to the Olympics.

## **Rebranding**

Our new commercial director, Mike Welby, was to have presented this, but is unfortunately very sick and had to send his apologies. Mike has a publishing and PR background and was once a racer himself.

Mike has been working with John Rudaizky and Adrian New, who have backgrounds in marketing and sports sponsorship.

BSSF is not a title which trips off the tongue. They are working to find an image that will make the Federation more attractive to commercial partners and will carry us through to 2006.

The alternatives are to change the name officially or to rebrand and trade as that body, retaining BSSF as the official company name.

Will there be resistance to dropping emotive words like "Federation" & "ski" was discussed but it was generally agreed that the constitution is key, not the trading name. SNSC have been trading as Snowsport Scotland for some time.

The biggest asset is the package of our athletes together as a team and the new brand should reflect this.

Alain's medal and subsequent publicity has significantly raised our profile. Currently our corporate image is not sexy or trendy. We need to work on our image, logo and a suitable strap line.

Proposals should be kept short and sweet to encourage comment from the membership.

Snowsports GB is generally the preferred option.

## **AB update - FM/AH**

FM updated the Congress on the situation with regard to Alain Baxter. We await decisions from FIS and CAS.

A trust fund has been set up to help support his legal case. To date approximately £10K has been raised.

The question was raised whether one can insure against this kind of legal expense? It was agreed that the athletes themselves could do so.

## **Home Nations Combined Programme – GB**

The idea of BSSF managing the HN programmes has been discussed since last autumn. This has now moved on considerably and a programme will begin this summer. This should improve the whole structure. It gives developing athletes closer access to the British Junior and Senior Teams and will to make further use of the BOA base in Lofers.

The BSSF will employ coaches – the athletes remain Home Nation athletes. We hope that the Home Nations will be able to contribute to the programmes. Unfortunately there is disparity of funding between the Home Nations Sports Councils.

Sports category banding will change in Scotland – Snowsport Scotland are unsure of the impact of this.

This should be a quality programme with quality coaches. The Home Nations should concentrate their efforts on those on school based, part-time programmes.

BARSC is very supportive of this programme. There do need to be selection criteria – there are quota problems, which may impact on numbers. Snowsport Scotland are concerned about capacity. Practical detail is crucial.

If this is to work the BSSF must involve itself in Home Nations Selection to bring about mutually agreed criteria. CT to continue this discussion with GB.

UK sport must generally address the issue of the further education of athletes.

Freestyle – the freestyle team have run an informal Home Nation programme for the past few years. They have been in Australia in the summer and Steamboat in the winter. The British Freestyle Executive would like to take charge of this in the future, inviting Home Nations athletes to join the British programme, either on a self funding or home nation assisted basis.

GB should the Home Nations Coaches be invited to the Alpine Executive? – ask EM

British snowboard is mainly Alpine snowboarding. Selection criteria have been reworked and will be distributed shortly. There will be a summer camp. There is little indication that young athletes are keen to self-fund their winter programmes. It is a question of focusing resources.

### **FIS Congress Proposals**

FM briefly ran through the proposals listed in the Congress Agenda. There were few items of specific British interest. BARSC are supportive of the NOR proposal to increase the vertical drop of a children's Super G. Both Freestyle and Snowboard are supportive of the proposals to include new events in the 2005 World Championships.

GBR will be represented by FM, Dick Taplin and Paddy Field at Congress. Any further comments on Congress proposals should be forwarded to the BSSF office ASAP and, in any event, prior to 30<sup>th</sup> May 2002.

PC enquired how a nation would go about making a proposal to FIS.

### **4 year Strategic Plan**

FM & GB had done some work on the preparation of a 4 year strategic plan for the BSSF. This will form part of our application to the Sports Council for funding. This will be a sizeable document. FM to publish schematic 4 year plans for relevant budgets on the website for comment.

## **Any Other Business**

Freestyle Executive met last weekend and report back on the following issues:-

Concern over lack of communication with Board

Minutes to be posted on website within 10 days. Reports to be included in the minutes.

Laurence Assock to be invited to Commercial Executive.

Ski Show – the Freestyle Executive managed the stand last year and wish to know if there are plans for a stand at this year's show.

BARSC are concerned at the lack of activity within the BARC committee. FM reported that although emails were being sent on various issues, the level of response was limited. EM should be made aware of problems and find solution.

BARSC have recommended a proposal regarding minis racing to BARC.