

Launching.....
Capturing the Experience
A £3M Campaign to empower people with disability
2007 - 2012

The Skier's and Snowboarder's Charity

Disability Snowsport UK (DSUK) is a people-centred organisation with roots going back 30 years and a unique sense of purpose:

- that anyone regardless of their disability can take part in and enjoy the thrill of snowsport,
- that opportunity for 'taking part' is essential for our therapeutic and social development, so why shouldn't it be available regardless of disability,
- that snowsport is the perfect medium for everyone to use to get fit especially for people with disabilities.

It is broad based –

- promoting equality and opportunity for people with disabilities to take part in snowsports
- helping to improve enjoyment and standard of performance at the level of choice.

During the period covered by this strategy, the charity will continue to pursue its broad based approach, increasing its income to maximise its role in improving services and support for disabled people wishing to participate in snowsport activities.

Regional Activities in the UK

The Charity will seek to develop and expand a network for local provision, based at artificial ski centres throughout England, Scotland and Wales.

In particular we will:

- Develop five area networks supported by virtual hubs, which will become the centre of excellence in that area and provide a base for training, competition, role modelling etc. for all categories of User.
- Develop and promote existing local groups, ensuring they are functioning to a DSUK quality standard and providing maximum opportunity for local people with disabilities.
- Develop a programme to enhance the associated transferable skills of fitness, social interaction, co-ordination, peer support and communication.
- Recruit and train more volunteers.
- Provide access to a year round programme of training for staff, instructors and volunteers (including induction, qualification, self development, refresher).
- Run regular, have a go, training, competition and fun events at individual or regional hub slopes to increase opportunities for people with disabilities.

In partnership with local families, schools, colleges, homes, voluntary groups, sports development officers, EFDS and other local providers, promote and market the organisation to ensure all people with disabilities have the opportunity to access snowsports at a local level.

International Programme delivery

The Charity will aim to be the leading provider of international activities for people affected by a disability who wish to experience snowsports. In particular we will:

- Develop new resources and links with practitioners in Europe and N.America.
- Collaborate to establish permanent facilities in key resorts to supply adaptive snowsports.
- Implement a trans-European "hub resort" to provide a regular European base from which to extend adaptive activities and reduce the high cost of the mobile support structure currently in place.
- Collaborate to develop bases in key resorts as centres for training.
- Increase the number of weeks supported with comprehensive instruction, helper support and equipment provision in both Europe and America to a minimum of 14 weeks per annum.
- Collaborate to increase access and facilities in suitable resorts for Members seeking a 'non-package' trip.
- Provide, where possible, access to activities with a broad range of content and price to reflect the diversity of choice in snowsports in general.
- Develop and trial an activity expansion programme both home and abroad which targets suitable events for which fundraising activity can be incorporated.

- Increase Helper support subsidies to 60% of activity week cost to help increase and retain required level of ongoing assistance.
- Collaborate to develop internationally recognised training and assessment courses for instructors and volunteers.

Performance development

The Charity will provide the performance pathway for disabled athletes wishing to progress within a competitive snowsport arena. In particular we will:

- Provide an environment of support for all aspiring and talented adaptive ski racers, affording the best opportunities for self-development and creating a culture of supreme achievement and success.
- Develop a series of comprehensively defined performance pathways which deliver an increasing number of professional athletes with star capabilities representing their team and country.
- Create Paralympic and World Champions for Vancouver 2010 and beyond.

Support and information

The charity will aim to be the leading provider of authoritative information to people affected by a disability who wish to experience snowsports. In particular we will:

- Develop and make widely available an increasing range of electronic and written information on key topics.
- Ensure that information production is driven by the needs of people affected by a disability.
- Develop continuously the content and accessibility of our website.
- Collect and assess data on disability snowsport provision in resorts around the world and make this available as an information resource.
- Provide a source of information and advice and establish a benchmark for quality.
- Liaise with and lobby NGB's, national and european bodies, private investors and disability groups to promote disabled skiing and its benefits.

Awareness Campaign

The Charity will become an effective campaigning organisation. In particular we will:

- Identify issues of greatest importance to people with a disability wishing to participate in snowsport activities and areas of weakness in service delivery and support.
- Promote the benefits of participation for developing co-ordination skills, improving communication, maintaining fitness, developing social and community contact.
- Develop a 'movement for change' – coupling local, national and international campaigning activity to achieve greatest gain.
- Develop and promote the activities as the Skiers' and Snowboarders' Charity.
- Engage in persuasive and constructive dialogue with Government, CAF and other relevant agencies to bring about improvements in service and support

Strategic Principles

The Charity will adopt the following strategic principles in extending its influence and effectiveness:

- Asking, 'How does this benefit people affected by a disability?' and 'Is this work done best alone or in partnership with others?'
- Developing systematic ways for increasing participation by people with a disability as the 'norm' not the exception.
- Developing systematic ways of involving people affected by a disability in all aspects of its work and its delivery.
- Ongoing awareness of the wider world, spotting emerging trends and issues and developing appropriate responses.
- Preserving integrity and independence in its policy positions.
- Ensuring that the positions and priorities it adopts are well informed and defensible.
- Seeking opportunities for partnership working, both as an expression of collaborative attitude and to avoid duplication of effort or unhelpful competition.
- Influencing other organisations to pursue positive programmes of action on disability snowsport – 'leveraging change'.