



All British Ski and Snowboard Members

1st September 2016

Dear Members

Progress update from the Chairman Annual General Meeting (AGM) and vote to change the Constitution

I am delighted to be able to report significant positive progress on a number of fronts since the British Ski and Snowboard's (BSS) AGM in September last year. This year, the AGM will be held on 26th September. The Notice of Meeting for the AGM, voting and proxy forms are attached. It is appropriate to provide you with an update on a variety of developments, and the background on a number of important changes that we are proposing. You will note from the following comments that one major focus of recent activity has been on funding. Elite level sport of any kind requires significant financial support. Gone are the days when 'talent' was enough.

I am pleased to report the following:

- In December 2015 we persuaded benefactors to provide over £100,000 for performance awards that led to a number of significant improvements in individual athletes' outcomes. The athletes who benefited were generally those who have a realistic chance of qualifying for either the 2018 or 2022 Winter Olympic Games. Outcomes were largely performance developments which the athletes could not have achieved without the additional financing. These ranged from attendance at events in different Continents, access to training that was otherwise unaffordable and even, in a small number of cases, access to injury rehabilitation that might otherwise have been out of reach.
- The British Ski and Snowboard National Foundation was approved by the Charity Commission in May 2016 and received approval from Her Majesty's Revenue and Customs in June. We are now seeking to establish relationships with a number of benefactors who may wish to contribute to the progress of British Snowsport athletes from early stage excellence right through to early elite level. This new Charity will help in a variety of ways, in particular allowing athletes who might otherwise not be able to develop their skill set for financial reasons to pursue their Discipline of choice from an early age. It will also allow our Home Nations' organisations, Clubs and Academies to bid for their work on performance pathways.

.....Continued



- The major players in the UK Snowsport Travel and Retail Industry have agreed to participate in a scheme that will involve them asking each customer making a holiday booking or buying equipment to contribute to BSS. The scheme (the British Snowsports fund) will launch in September and we hope that funds will be flowing before the year end. This scheme has the potential to transform funding for our athletes and we intend to distribute these funds to achieve maximum impact.
- We are delighted to report that Delancey have chosen to renew their headline sponsorship arrangement with BSS. We are also involved in some early stage discussions with other major organisations in the hope that it will lead to further sponsorship agreements.
- UK Sport continue to provide significant funding, but currently solely to our Park and Pipe athletes because they are, at present, the group with the highest probability of winning Olympic medals. However, UK Sport have provided us with help in a variety of other ways and we are confident that, as our athletic results improve to the required standard, they will provide similar generous help to those other athletes of “podium potential”. We have put considerable energy in to building a close relationship with UK Sport and we will continue to do so.
- We have spent time and effort seeking agreement from all major stakeholders on athlete, coaching, financial and other pathways for the Alpine Discipline. Together we have worked with Tony Willis to invite views from all parties and Tony has now kindly pulled together documentation that defines an agreed approach. Adherence to that approach is important for athletes and for sponsors if we are to make progress as a unified group.

British Ski and Snowboard was formed during 2010 and adopted its current Constitution in June 2012. The circumstances that helped to define the Constitution then have changed. Our Board have been considering a number of issues that we have concluded now require a change to our Constitution (our Articles of Association). These issues include:

- A desire from our current major funding partner, UK Sport, to see greater independence enshrined in the Boards of Sport’s National Governing Bodies. They are currently Consulting on a Governance Code for Sport in the UK. A new Code will be published later this year and will set out the standards that will be expected of sports bodies seeking public funding with effect from 2017. This implies that we will need to appoint an additional non-executive Director.
- A need for greater integration of grass roots activity and athlete development pathways and greater involvement with the major multi discipline pathway providers, the Home Nations. UK Sport are particularly keen to see greater integration and closer co-operation. The Home Nations will work closely with clubs and academies and also be responsible for liaison with young athletes who are British but may live overseas.
- A requirement to elevate discussion and reporting on athletic performance at Board level by appointing our Performance Director as a Board member with responsibility for all aspects of Performance for all FIS Disciplines within the UK. We have started the recruitment process for this new role and have been pleased with the response to our search.

.....Continued



- A need to support the Volunteers who are so vital to the running of our Sport, with more involvement of paid staff in the Discipline Committees to carry out tasks better suited to full time employees.
- A need to demonstrate to Sponsors, Benefactors and funding partners that BSS has a Board that is effective, fit for purpose, that can manage future growth and achieve the desired international success.
- Our Athletes Advisory Council (AAC), whilst commendable in many respects, is too onerous in the time requirements it imposes on potential members. We have not been able to persuade a suitable number of athletes to volunteer for these posts. We are therefore proposing to require each Discipline to arrange their own formal athlete consultation events at least once a year (with additional informal meetings) and for them to report back to the Board on these events. This process will therefore replace the AAC and the Board position associated with this council will no longer exist. We will also expect all Board members to engage with and be accessible for our athletes of all generations.

Each of these issues require some changes to our Articles and, at our AGM in September, we are asking members to vote in support of a change that will address the issues outlined above. Specifically, the changes will:

1. Make provision for an increase in the number of Independent Directors.
2. Increase the Pathway representatives on our Board from the Home Nations from one to two.
3. Create a Company Directorship position for BSS's Performance Director.
4. Create six rather than four Discipline Committees that report in to the Board.
5. Remove the unfulfilled obligation on Athletes standing for Board and Discipline Committee positions.
6. Change the number of Discipline Committee representatives on our Board from four to three and formally recognise that the new Performance Director is an additional voice of the Disciplines.

The detail of these changes can be found in the redline and clean copies of the proposed Constitution (Articles of Association) which are attached or can be downloaded from our website. If we are to enhance the rate of progress that I have outlined above, then it is important we ask our members to approve these planned changes at the AGM. The BSS Board is recommending that all Members vote in favour of the revised articles and I would encourage you all to read through the redline document and vote in favour of their adoption either by attending our AGM in person or voting by Proxy using the form enclosed with this letter.

Yours Sincerely

Rory Tapner
Chairman

