

Alpine finance and performance update and Q&A session

Dave Edwards,
Paddy Mortimer,
Adrian Pery
Konrad Bartelski
Sean Langmuir



Agenda

- Governance & financial update DE
- Performance pathway PM
- Questions





Governance - update

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British Ski and Snowboard Limited Board of Directors



Professor
John Brewer
(Chairman)



John Foster
Treasurer



Mark Lund
Senior
Independent

Konrad
Bartelski
Alpine, Speed
& Telemark

Simon
Ashton
Freestyle

George
Gabriel
Nordic

Colin
Holden
Snowboard

Tim Fawke
Home
Nations

Andrew
Lockerbie
DSUK

Dave
Edwards

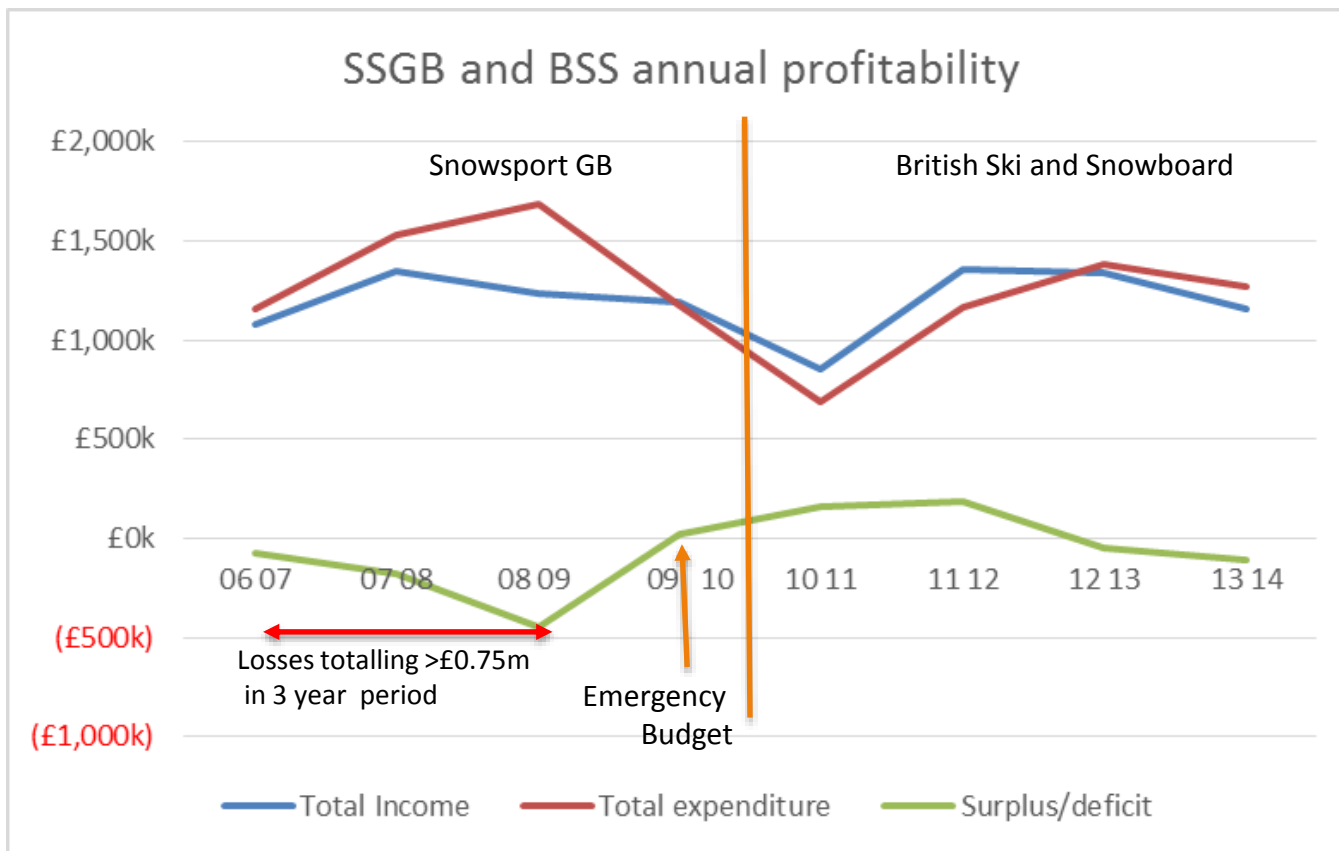
Athlete
TBA

Discipline Committee Members:

Adrian Perry
Tony Willis
Benn Hall
Lloyd Jenkins
Jenny Shute
Finlay Mickel
Ian Roberts
Dave Edwards
Paddy Mortimer



Snowsport NGB financial performance since 2007



By end Dec 09:

Income was (£57k) behind budget

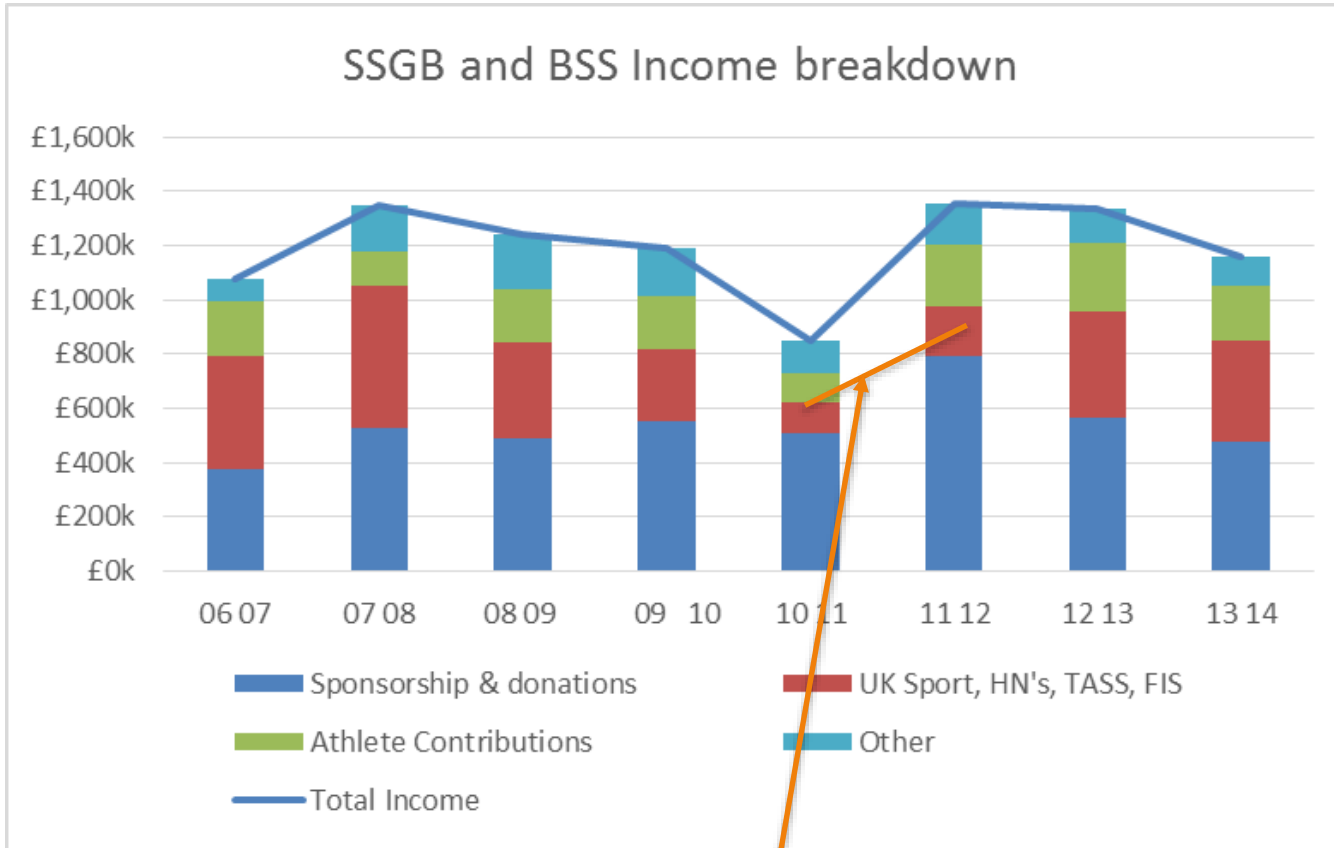
Alpine ex's were (£64k) behind budget





NGB Income analysis

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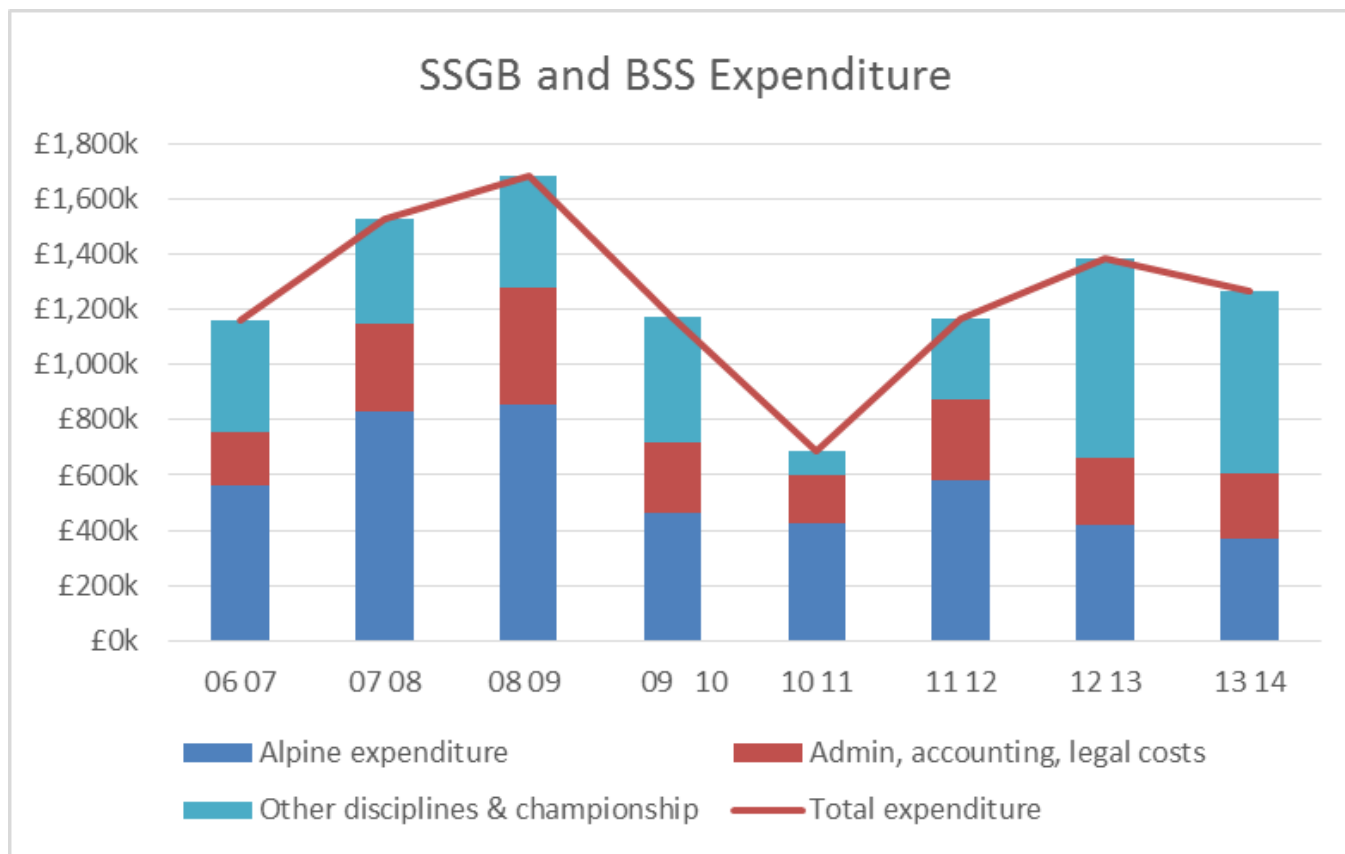


Other British sports sponsorship income:
Rowing c£800k pa
Curling c£25k pa
Biathlon <£5k pa
Handball <£5k pa
Volleyball c£30k

Note the dramatic reduction in Lottery and Exchequer funding



NGB expenditure analysis



Alpine expenditure includes Childrens team programmes and includes expenditure associated with athletes own contributions to the programmes.



UK Sport Investment Criteria

“At the heart of this is our philosophy of **No Compromise** a commitment to prioritise the resources needed towards athletes and sports with the greatest chance of succeeding on the world stage, both in the immediate future and in the longer term. **No Compromise** can be summarised as our commitment to reinforce excellence, support talent, challenge under-performance and reject mediocrity.

In practice, this means sports that consistently develop medal-winning athletes can be rewarded with stable, ongoing funding at the level needed to at least sustain the standard of excellence attained. Conversely, funded sports that fail to reach agreed benchmarks in both performance and programme development run the risk of having our investment reduced or removed.”



UK Sport
Performance
Investment Guide





UK Sport Actual Investment



UK Sport
Performance
Investment Guide



Olympic Sport	Quad to London	Quad to Rio
Archery	£4,408,000	£3,135,977
Athletics	£25,148,000	£26,824,206
Badminton	£7,434,900	£5,913,030
Basketball	£8,599,000	TBC
Boxing (Amateur)	£9,551,400	£13,764,437
Canoeing	£16,176,700	£19,107,789
Cycling	£26,032,000	£30,565,816
Diving	£6,535,700	£7,467,860
Equestrian	£13,395,100	£17,929,600
Fencing	£2,529,335	£3,082,800
Gymnastics	£10,770,600	£14,465,428
Handball	£2,924,721	
Hockey	£15,013,200	£15,511,600
Judo	£7,498,000	£6,800,200
Modern Pentathlon	£6,288,800	£6,940,098
Rowing	£27,287,600	£32,622,862
Sailing	£22,942,700	£24,515,072
Shooting	£2,461,866	£2,992,493
Swimming	£25,144,600	£21,352,191
Synchronised Swimming	£3,398,300	£4,345,127
Table Tennis	£1,213,848	
Taekwondo	£4,833,600	£6,861,812
Triathlon	£5,291,300	£5,508,643
Volleyball	£3,536,077	£386,753
Water Polo	£2,928,039	£4,541,789
Weightlifting	£1,365,157	£1,798,319
Wrestling	£1,435,210	
Total	£264,143,753	£276,433,902



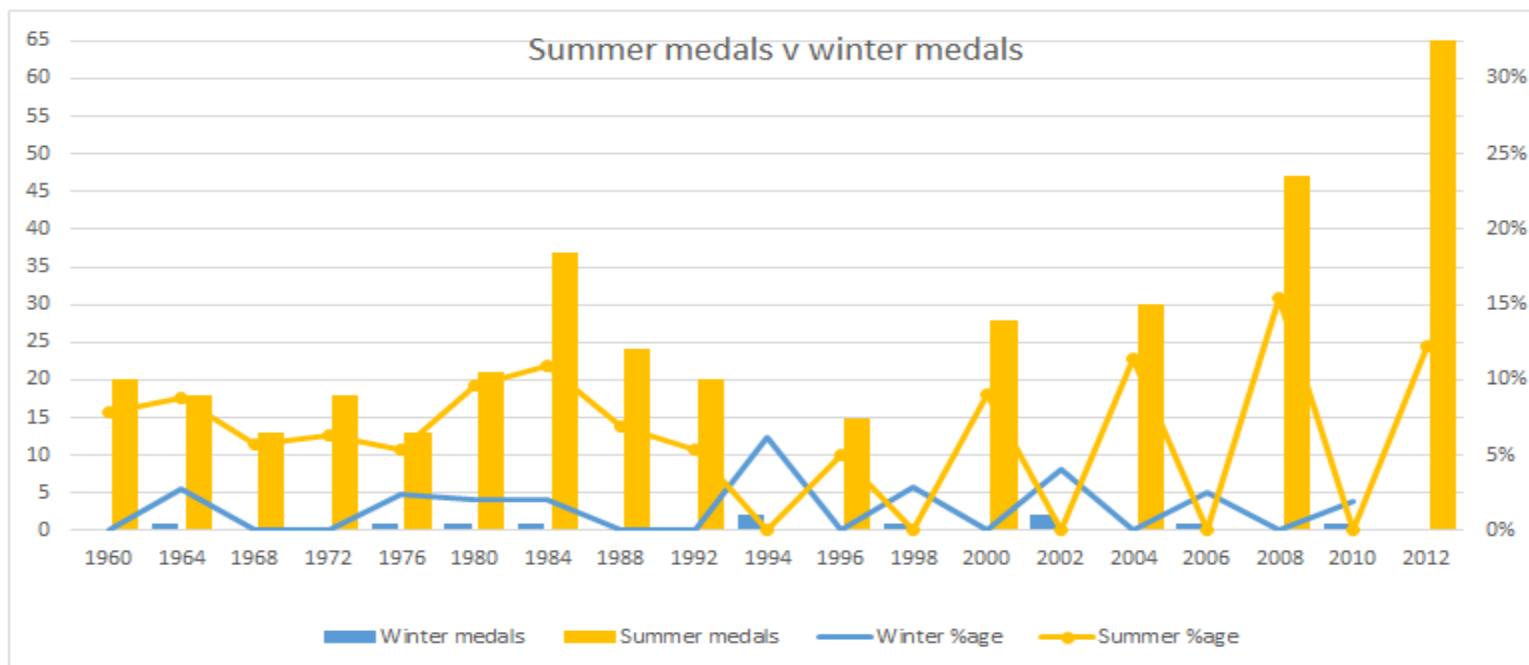
UK Sport Actual Investment

Olympic Sport	Quad to Sochi
Bob Skeleton	£3,447,600
Bobsleigh (combined)	£3,209,450
Curling	£2,055,100
Figure Skating	£174,338
Short Track Speed Skating	£2,953,400
Ski and Snowboard	up to £584,300

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Olympic games success

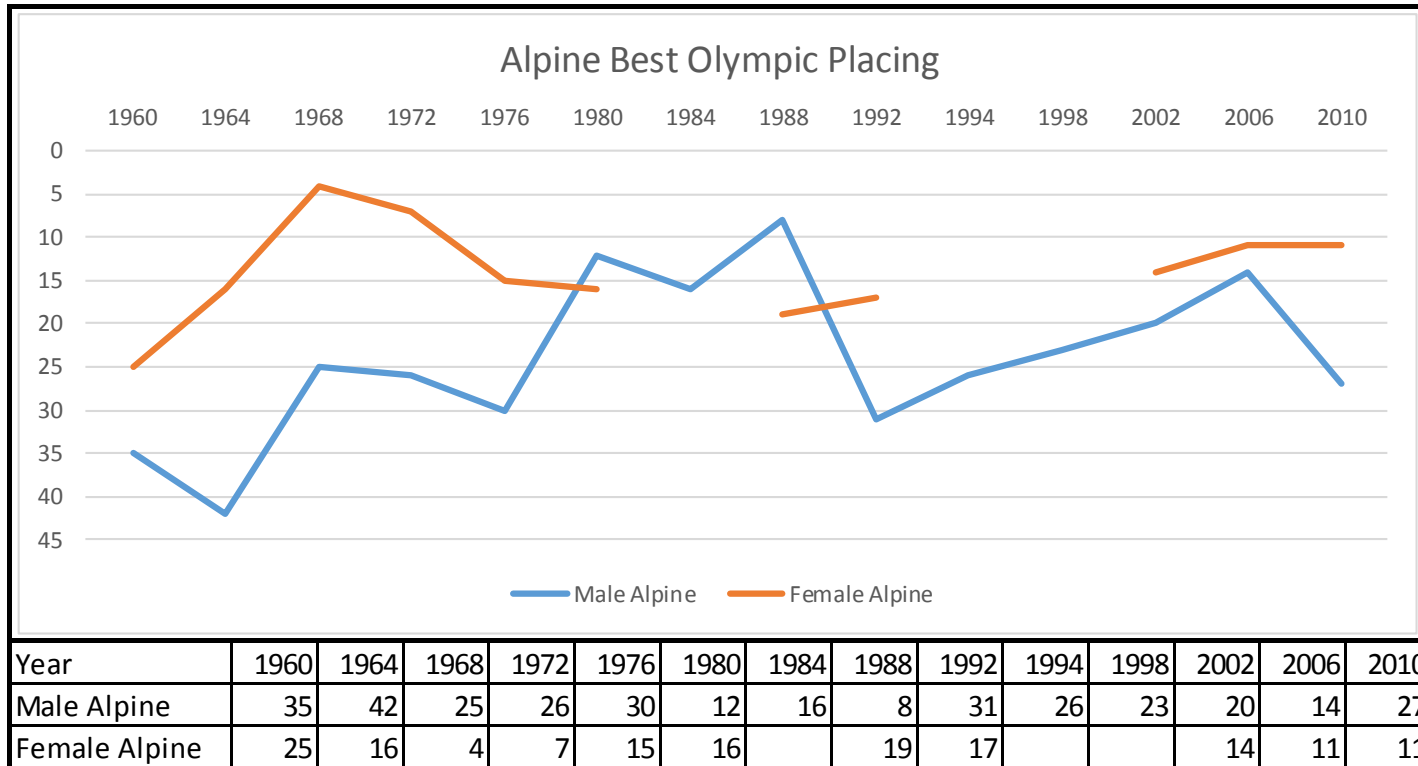


Year	1960	1964	1968	1972	1976	1980	1984	1988	1992	1994	1996	1998	2000	2002	2004	2006	2008	2010	2012
Winter medals		1			1	1	1			2		1		2		1		1	
Winter %age	0%	3%	0%	0%	2%	2%	2%	0%	0%	6%	0	3%	0	4%	0	3%	0	2%	
Summer medals	20	18	13	18	13	21	37	24	20		15		28		30		47		65
Summer %age	8%	9%	6%	6%	5%	10%	11%	7%	5%	0	5%	0	9%	0	11%	0	15%	0	12%





British Alpine Olympic Placing



“you have two options and the one you take depends on whether or not you are serious about improving. You can accept failure and seek to do it better next time or you can deny that you failed and then fail all over again. The best way to deny failure is to blame somebody else”

Simon Barnes, *The Times*



Summary

- The last four years of SSGB expenditure was unsustainable
- We have a viable plan through until post Sochi but Alpine expenditure is well below SSGB levels
- UK Sport trust needs rebuilding
- We have some great athletes



Part two: Performance

- Pathway
- Where we are,
- Selection,
- Programmes, and;
- Olympics.





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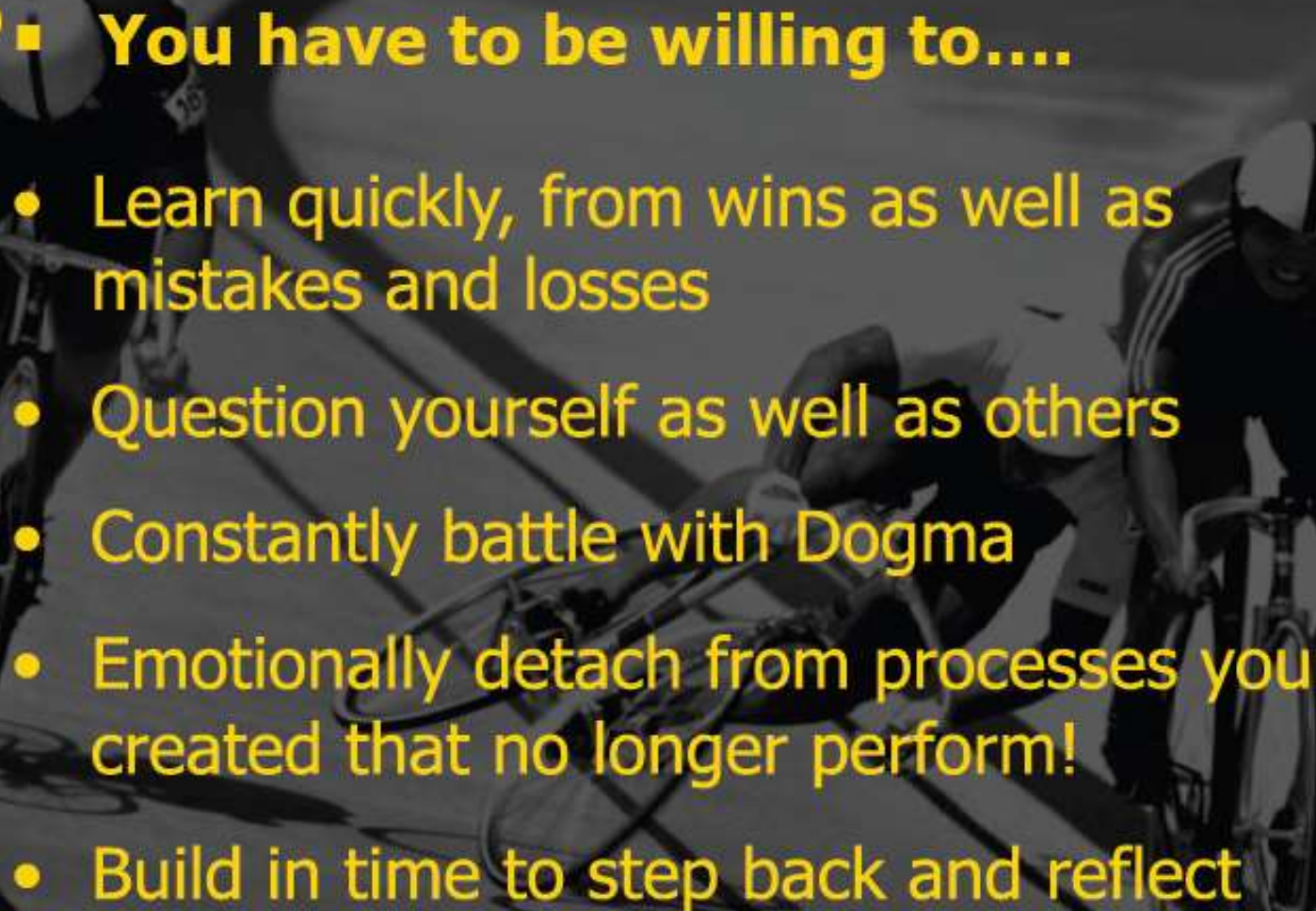
A Tad about the role

The pursuit of
excellence is
often about leaps
of faith....

.....and not allowing
your ambition to be
limited by your
surroundings



Some strong advice from other PD's

- 
- **You have to be willing to....**
 - Learn quickly, from wins as well as mistakes and losses
 - Question yourself as well as others
 - Constantly battle with Dogma
 - Emotionally detach from processes you created that no longer perform!
 - Build in time to step back and reflect



Pathway of our World #1



Other Sports process - Learning's

British Sports re-incarnations

- Gymnastics
- Sailing
- Cycling
- Canoeing

What have they got in common?

- Simple clear vision
- Focus upon one or two areas
- Build confidence and ability

Case Studies

- Canoeing – one discipline at a time (John Anderson)
- Cycling – track only (Peter Keen)
- Both have Performance Services



Selection Additions and Factors

The Goal posts have moved



Olympics

UKS and the BOA



UKS “no compromise” and the BOA “credible performances” top 2/3 rds of an Olympic field.

BSS

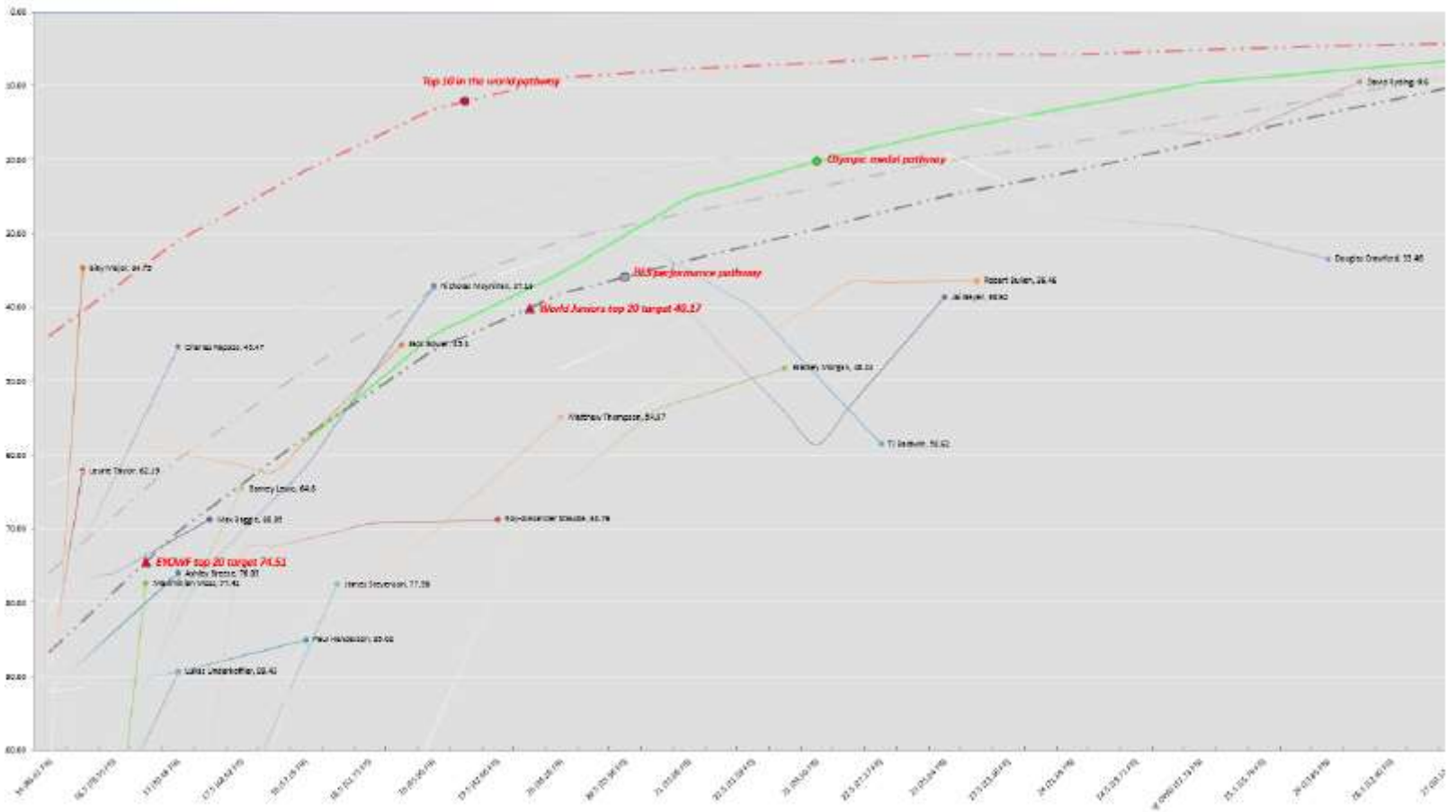
- 4 Year Cycle
- Evaluated upon Medals at Olympic Senior games
- Evaluated upon Performance Process



Selection Additions and Factors

Options	Strengths	Description	Outcomes
The Athlete Tracker	Ability to track consistent performance	A published graphic of success	Clear evidence
APP (All Athletes)	Will provide a more complete picture of the athlete besides the FIS scores.	Using a researched , evidence based approach to assess and benchmark the factors of high performance other than skill	We will be able to plot the professionalism of approach. Reinforce the ‘talent’ with application group.
Athletic Capacity Camp	Measure the ‘movement literacy’ of athletes	Using 7 athletic assessment events. Establish the athletic prowess of each skier.	Benchmark the level of athleticism in each athlete. Set development targets
Olympic and Worlds Selection	Demands placed upon BSS performers. Therefore, results must justify selection.	Based off consistent performance and not one offs	Credible results Credible process to achieve selection.

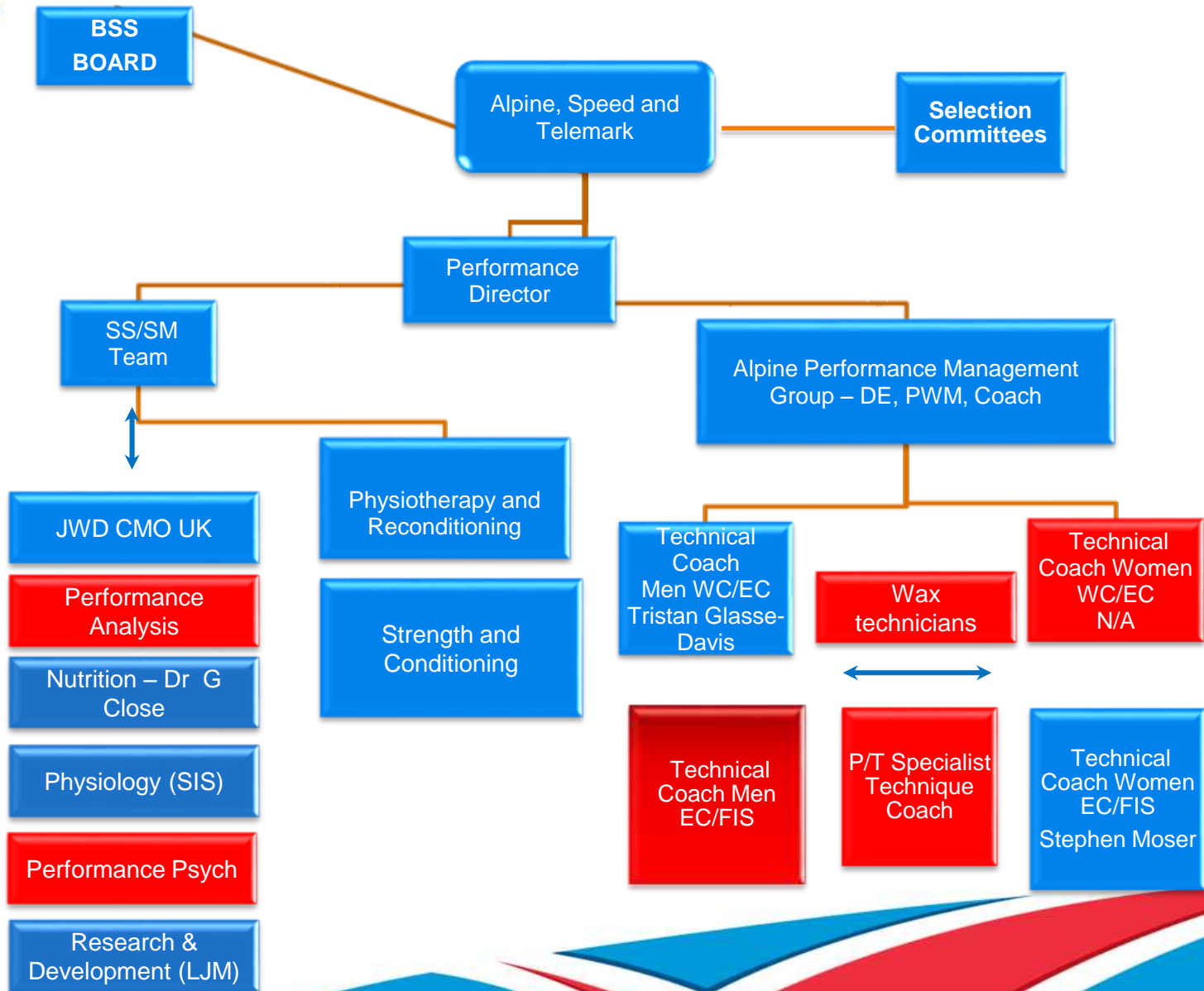
Squad Selection: Athlete Tracker





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Alpine Squad Coaching and support structure 2013/14



In summary

BSS programmes

- Staff
- Potential pathways
 - No letters of intent
- Partners
- Evolution

Olympic pathway

- Olympic Bursary
 - Based upon OQS achievement
 - Maintain WR
- Increased service support
 - Strength and Conditioning
 - Nutrition
 - Physiotherapy

