



DIVERSITY & INCLUSION IN SNOWSPORT IN BRITAIN

December 2021



**SNOWSPORT
ENGLAND**

Snowsport
Cymru Wales

**SNOWSPORT
SCOTLAND**



GUS KENWORTHY

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Diversity and inclusion in snowsport are so important, because skiing and snowboarding should be for everybody, irrespective of their race, sexuality, beliefs or background. We have a phenomenal sport, and we should all work to make it the most welcoming sport in the world

Gus Kenworthy – GB Freestyle Skier

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FOREWORD

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When we commissioned this research in the spring, we had always intended that the results should be shared with the wider snowsport sector. In publishing this report, we hope to reaffirm our commitment to enhancing all forms of diversity and inclusion across snowsport.

As a sport, we have huge amounts to gain by increasing diversity at every level. While this report makes clear that there is significant work to be done to make a more diverse snowsport sector, we should not be afraid of breaking down the barriers that act to prevent particular communities of people from feeling welcome in our sport.

As National Governing Bodies, it is our role to set the example and to reinforce the importance of welcoming people from every background into snowsport. We do, though, recognise that we cannot hope to achieve this alone, and by publishing this report, we want to both acknowledge the work of others within snowsport to improve diversity and to encourage others to consider their place in this important work.

We are proud to be working together, as a group of National Governing Bodies, to bring about progress in diversity and inclusion in snowsport. Doing so is important, not only to ensure our sport offers fair opportunities to people who wish to get involved at every level, but because greater diversity is proven to bring with it improved results and outcomes.

This report does not mark the end of our work in this important area, but another step in a vital journey for our sport. We look forward to continuing it together.



Tim Fawke, Chief Executive, Snowsport England
Vicky Gosling OBE, Chief Executive, GB Snowsport
Robin Kellen, Chief Executive, Snowsport Wales
Trafford Wilson, Chief Executive, Snowsport Scotland

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FOREWORD

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All of us who care about sport in Britain – any sport, at any level – have an important role to play in promoting greater levels of diversity and inclusion. The advantages of doing so have been clear for many years: better representation is directly linked to better performance in all fields; and diversity of thought, experience and background are proven to create meaningful benefit for organisations and individuals alike. But more than that, it's simply fair and just to commit to the broadest possible access to, and inclusion in, the joys and opportunities offered by sport.

That's why I'm delighted to have a role in bringing this important research into the public domain, and equally delighted to have been invited to support Snowsports' commitment to diversity and inclusion over the past year.

In my experience, it is incredibly rare to see Governing Bodies working in genuine collaboration to interrogate and address these big challenges, and GB Snowsport, Snowsport England, Snowsport Scotland and Snowsport Wales deserve significant credit for doing so. In all the conversations I've had through my time as Chair of their inaugural D&I Advisory Group, I've been reassured that the aim is not just to find 'quick wins' but rather to seek long-term, sustainable solutions that will create a more diverse sector at every level in the years to come.

The publication of this research report is one of those solutions, and clearly lays out both the challenges that exist, and the opportunities that the sport can build upon, now and in the future.



Hilary Lissenden

Independent Chair, Snowsports D&I Advisory Group

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BACKGROUND TO THE RESEARCH

In January 2021, GB Snowsport and the Home Nations Snowsport Governing Bodies commissioned Two Circles to undertake a Diversity and Inclusion survey of British skiers, snowboarders, fans, coaches, administrators, recreational participants and others with a close association with snowsport in Britain. Concurrently, Nielsen were commissioned to undertake a similar survey of a nationally representative sample of the British population. Taken together, the findings from these two surveys provide an insight into the attitudes, experiences and perspectives towards diversity and inclusion within and towards snowsport.



ABOUT THE GOVERNING BODIES

Each of the Governing Bodies involved in the commissioning of this research holds a unique role within the British snowsport system.

GB Snowsport are the World Class Programme for the Olympic and Paralympic skiing and snowboarding disciplines, as well as the Telemark discipline. GB Snowsport's role is to support Britain's elite snowsport talent as it represents the nation on the world stage. GB Snowsport's work is funded by UK Sport.



Snowsport England, Snowsport Scotland and Snowsport Wales are responsible for supporting and driving participation in grassroots and recreational skiing and snowboarding in their respective home nations. Each has a distinct strategy and delivery plan, and are supported in their efforts by funding from Sport England, Sport Scotland and Sport Wales respectively.



ABOUT THE RESEARCH FINDINGS



All findings presented in this report have been independently analysed and, where conclusions or inference are drawn, these are considered statistically significant findings within the research

STATISTICAL INFORMATION:



Research in Field: March-April 2021
(Snowsport Audience)



Research in Field: April 2021
(Representative Audience)



Snowsport Audience:
4,028



Nationally Representative
Audience:
1,000

RESEARCH FINDINGS



**IZZY
ATKIN**

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I've found friendships and community in skiing; out on the slopes, everybody is an equal – no matter what level you're taking part at. If we can get more people from every part of society involved, it will improve the sport for all of us

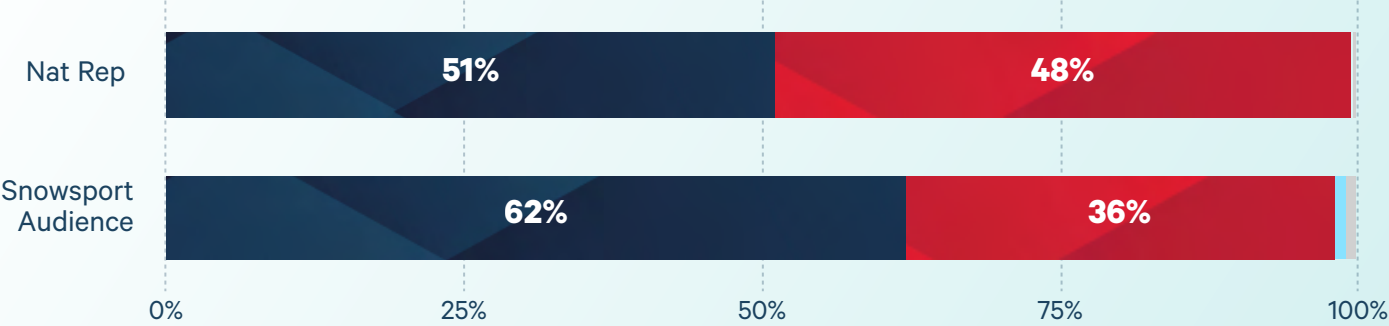
Izzy Atkin – GB Freestyle Skier

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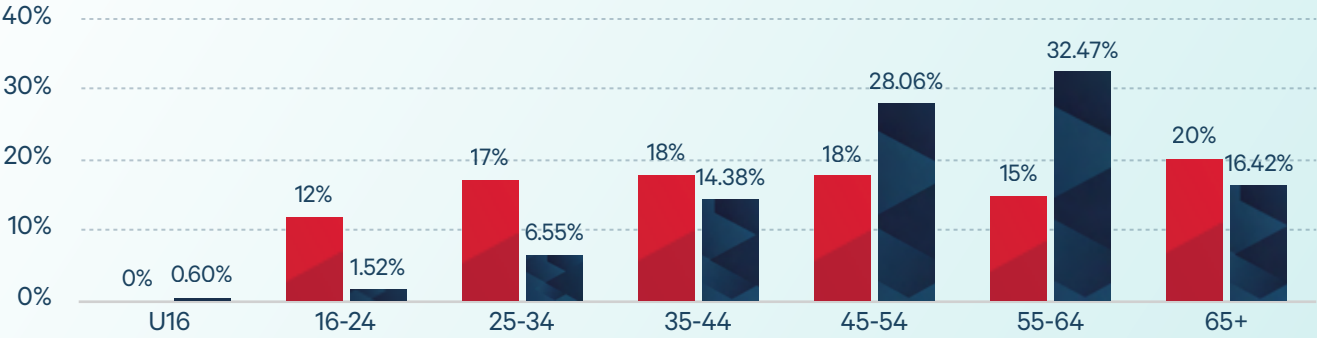
AUDIENCE INSIGHTS

GENDER

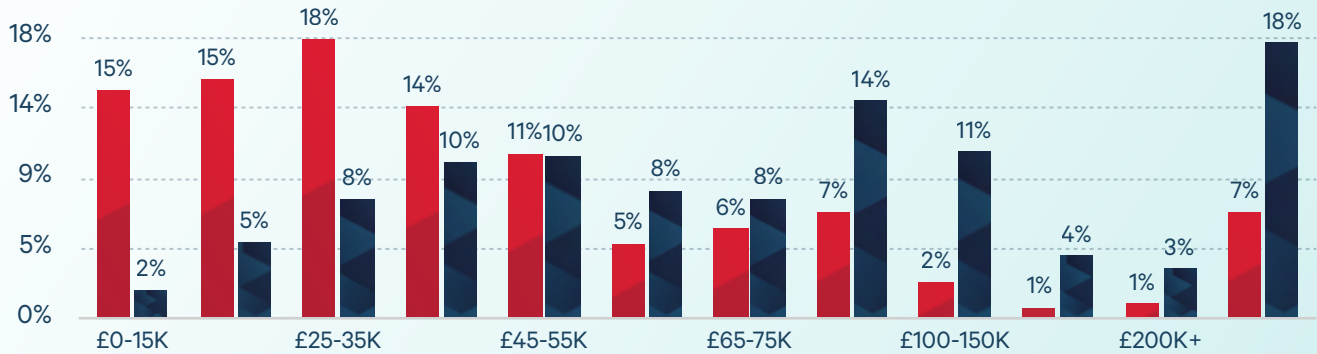
Male Female Other Did Not Respond



AGE



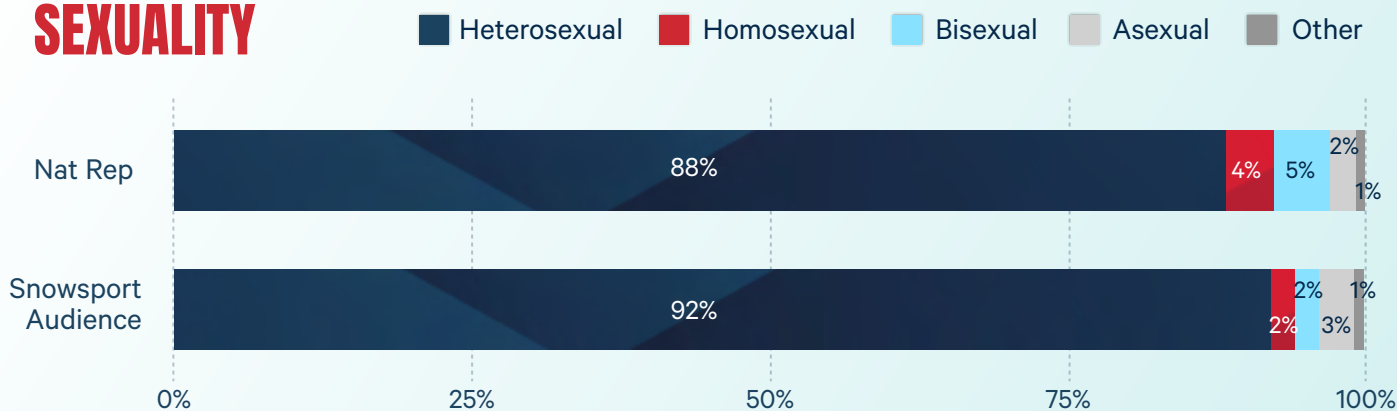
AFFLUENCE



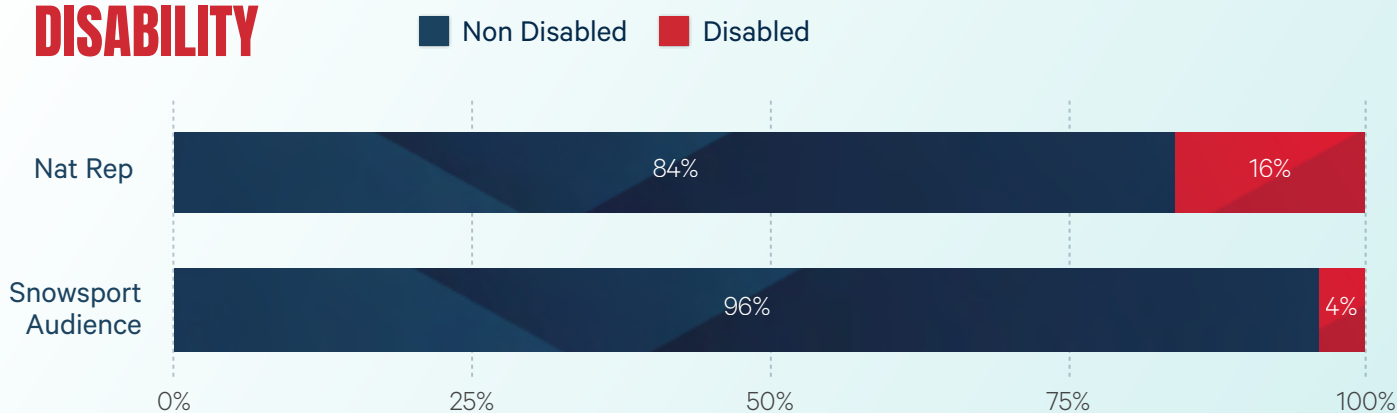
Nat Rep Vs Snowsport Audience

AUDIENCE INSIGHTS

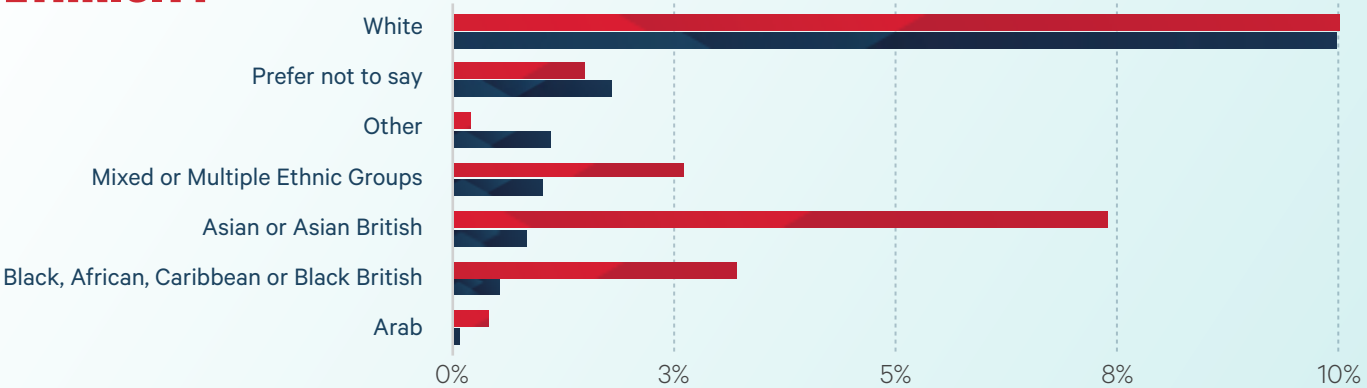
SEXUALITY



DISABILITY



ETHNICITY



Nat Rep Vs Snowsport Audience

AUDIENCE INSIGHTS



Analysis of responses revealed that the current snowsport audience is generally unrepresentative of the British population as a whole.

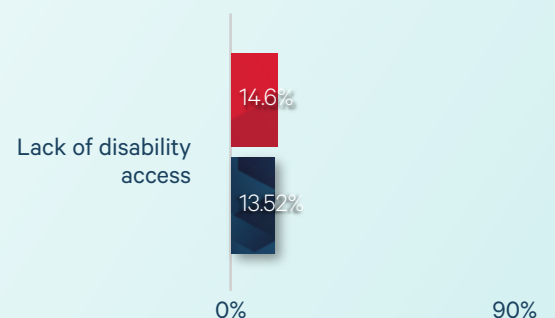
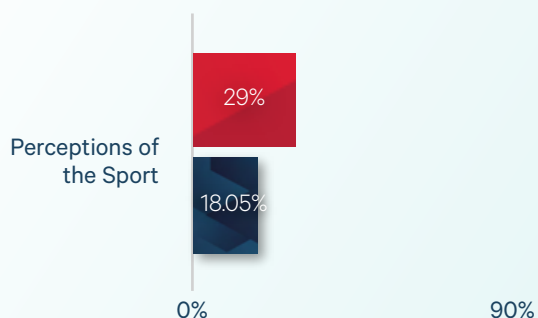
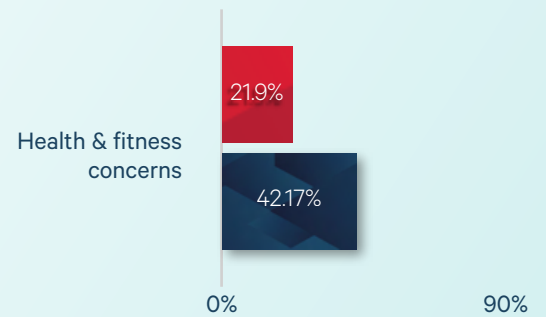
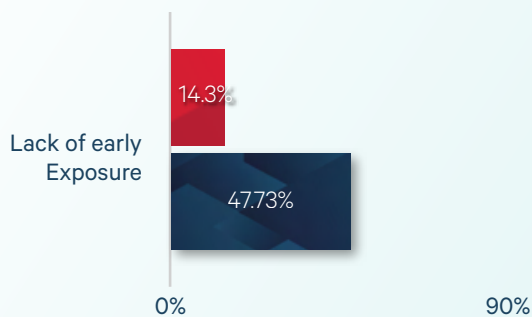
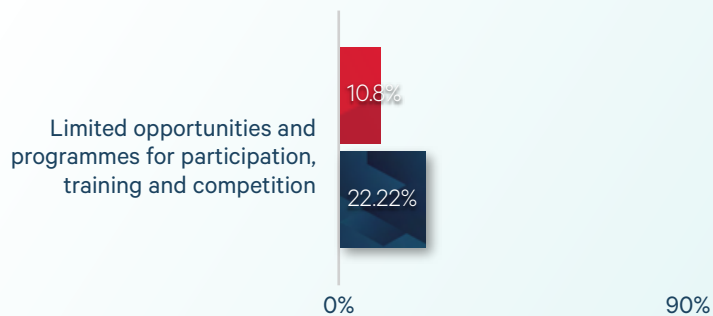
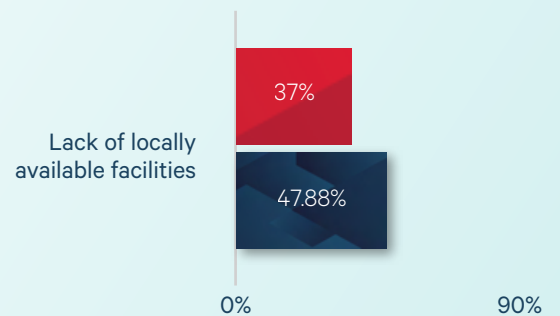
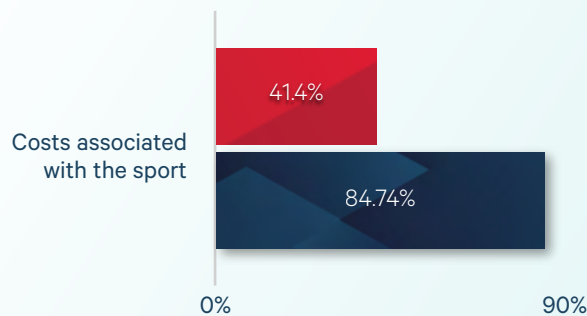
Responses revealed that snowsport audiences are proportionally more likely to be male, are older, more affluent, more likely to be heterosexual, more likely to be able-bodied, and more likely to be white than the national populace.

COMMENTARY:

While the Snowsport Governing Bodies recognise that audience metrics are a crude measure for assessing the total diversity of a sport, these figures do starkly demonstrate that the committed snowsport audience does not closely reflect the breadth and diversity of British society in 2021.

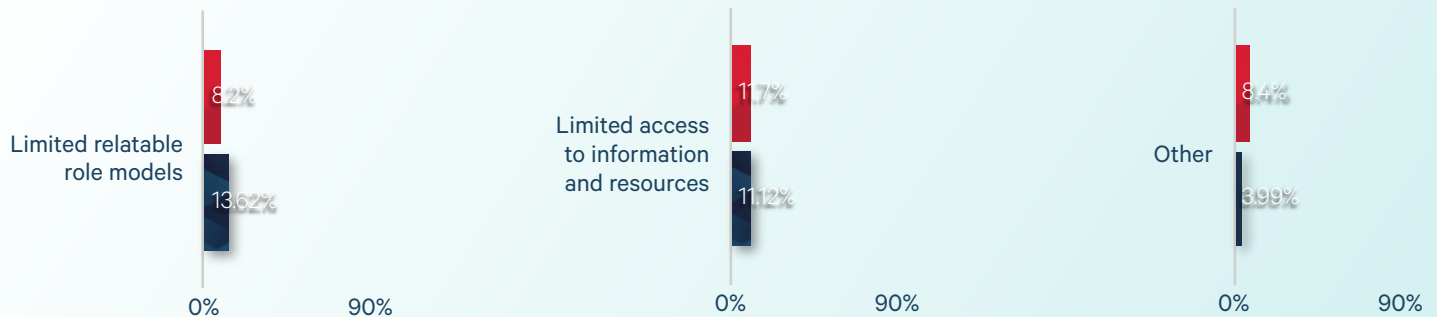
This both is, and creates, a diversity and inclusion challenge. As a sport we have a responsibility to ensure that people from all backgrounds and communities feel skiing and snowboarding is open and accessible to them, and to put in place measures to reach more people across society.

BARRIERS TO INVOLVEMENT IN SNOWSPORT



Nat Rep Vs Snowsport Audience

BARRIERS TO INVOLVEMENT IN SNOWSPORT

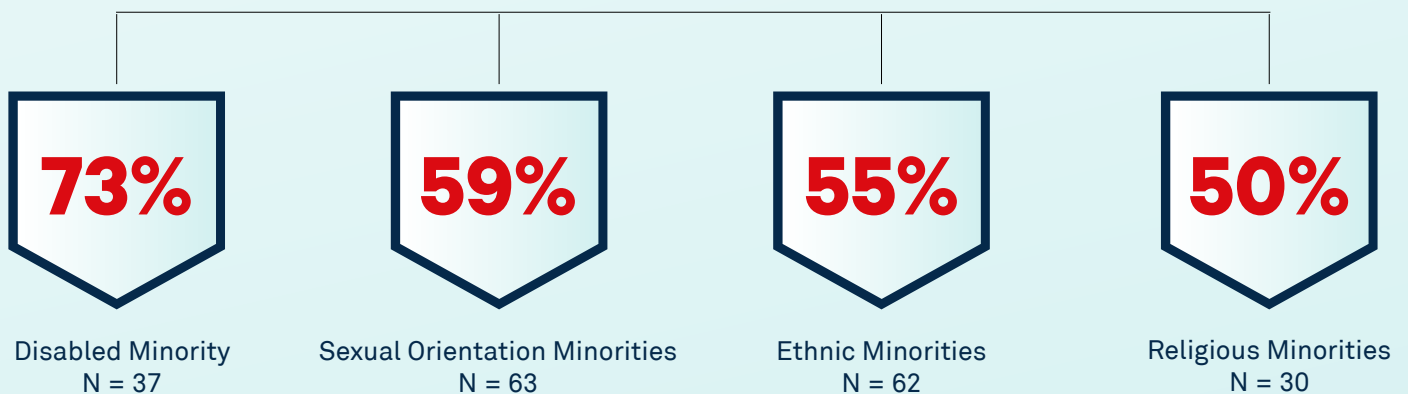


EXPERIENCES – EXPERIENCED BARRIERS TOTAL (N: 716) VS. MINORITY COMMUNITY RESPONDENTS

Almost half the audience have experienced barriers to either follow or participate in Snowsports, with those who consider themselves to have a disability being impacted most significantly.

48%

Say they have experiences barriers to either following or participating in snowsports



Nat Rep ■ Vs ■ Snowsport Audience

Have you experienced any of these barriers?

N = 716; compared to 38% for all respondents where N = 4,028 and to 34% for Nat Rep where N = 1,000

BARRIERS TO INVOLVEMENT IN SNOWSPORT

A high proportion of respondents recognise cost as a particular barrier to participation in skiing and snowboarding, with a huge 85% of the current snowsport audience indicating that the financial burden of the sport is a primary barrier to entry. In general, research responses indicate that the snowsport audience is more likely to identify barriers that prevent people from taking part than the national population.

While almost half of respondents note that they have experienced barriers to following or participating in skiing and snowboarding, among respondents from different minority communities, acknowledgement of barriers is markedly higher.



COMMENTARY:

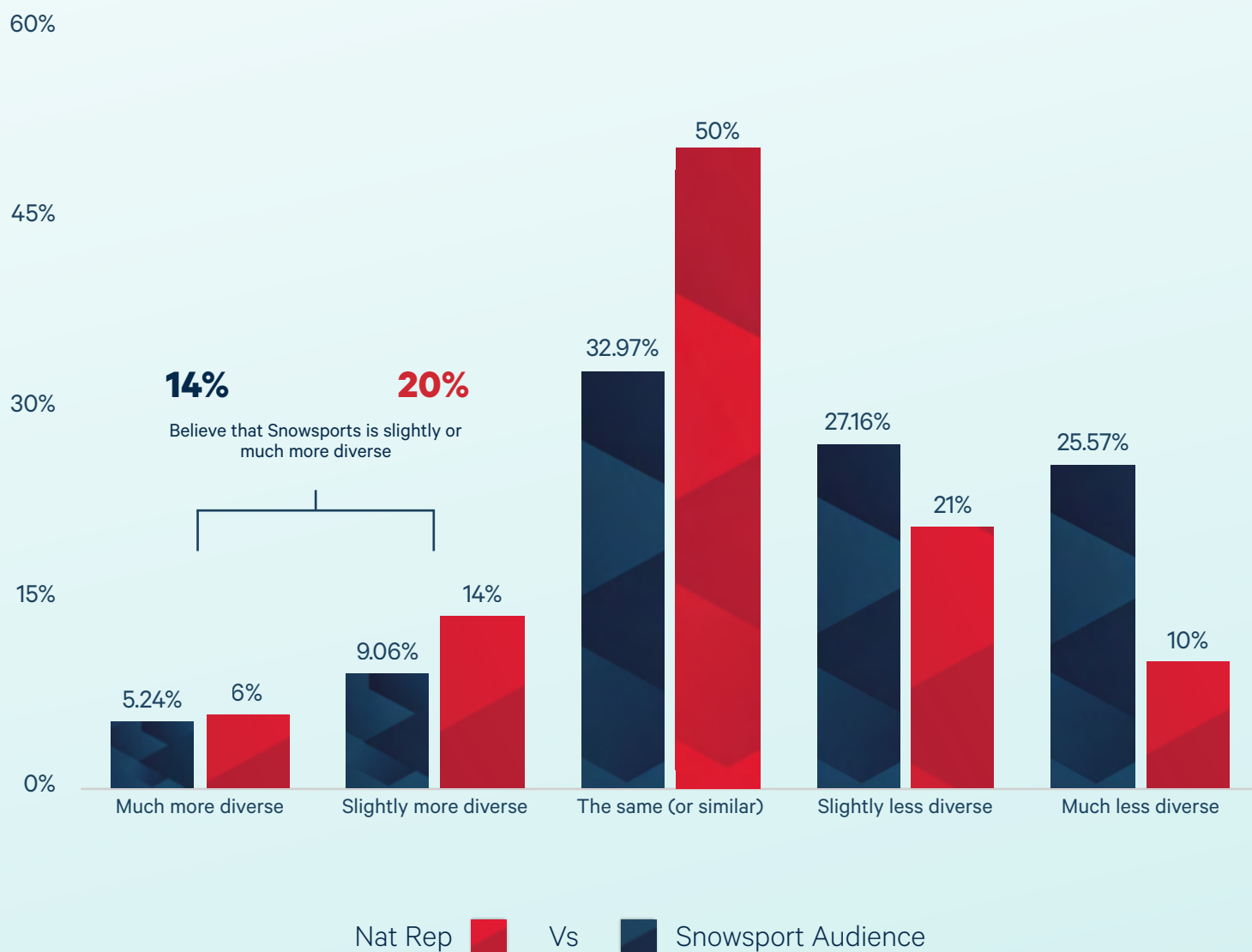
The high proportion of responses pointing to cost as a primary barrier highlights the complexity of broadening access to skiing and snowboarding, and points to the wider importance of the commercial side of snowsport in the UK.

While barriers to entry are widely reported, it is notable that respondents from minority communities are significantly more likely to report having experienced those barriers personally. It will be important as we look to broaden representation throughout the sport that we understand and address the specific barriers faced by people from diverse communities when taking part in skiing and snowboarding.

PERCEPTIONS OF SNOWSPORT

More than half of people involved in snowsport in the UK feel it is either slightly or much less diverse than other sports. Within the national population there is a higher percentage of people who see snowsport as more diverse on average than other sports, but it remains the case that only 20% of the national population perceive the sport this way. 58% of people within snowsport think the sector needs to be doing more to promote diversity and inclusion.

One-in-five respondents involved in snowsport reported that they have personally experienced or seen discrimination in a snowsports setting, with those percentages significantly increasing among respondents from minority groups.



PERCEPTIONS OF SNOWSPORT

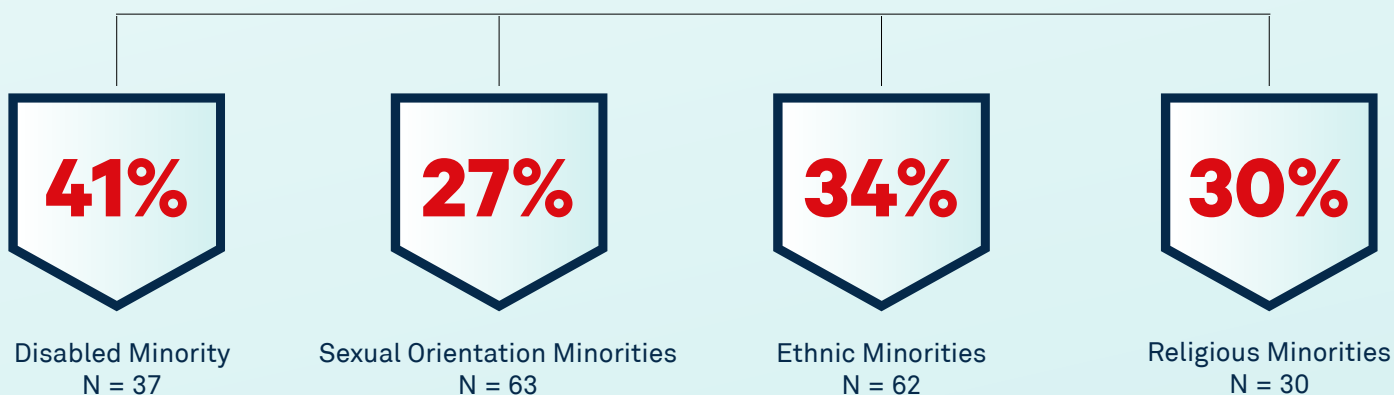
EXPERIENCES – EXPERIENCED OR SEEN DISCRIMINATION IN A SNOWSPORTS SETTING TOTAL (N: 716) VS. MINORITY COMMUNITY RESPONDENTS

Snowsport is widely perceived, both within and outside of the sport, to be lacking in diversity – a challenge which is recognised by the significant proportion of people involved in the sport who state that more needs to be done to promote diversity and inclusion.

This is an important area of focus, not least due to the alarming proportion of people from minority communities who report having seen or experienced discrimination within snowsport.

1 in 5 people have experienced or seen discrimination in a Snowsports setting and this increases to 1 in 3 people within minority groups.

20% Say they have experienced or seen discrimination in a Snowsports setting



Nat Rep ■ Vs ■ Snowsport Audience

Have you experienced or seen discrimination in a Snowsports setting?
N = 716; compared to 8% for all respondents where N= 4,028



MENNA FITZPATRICK

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We should aspire to be a sport that represents every part of society; if that means doing things differently in the future, then we shouldn't pass up that challenge. Finding new ways to attract people onto the snow won't only be good for our elite teams, but it will be good for the sport at every level

Menna Fitzpatrick - GB Para Alpine Skier

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Project Balance is a pilot initiative led by GB Snowsport with funding support from the British Ski and Snowboard National Foundation which aims to create new opportunities for young people in urban environments to connect to the nation's snowsport programme. Designed to target education settings in areas with higher rates of economic disadvantage, Project Balance works to provide snowsport training opportunities to young people from culturally diverse settings.

With input from GB Snowsport coaches, athletes, and staff, the initial pilot ran from May – July 2021, targeting 11–14-year-olds with a training programme that included skateboarding and snowboarding tuition, and access to GB Snowsport Freestyle Snowboard World Cup athletes.

Project evaluation data showed that a highly diverse student base experienced a significant increase in their awareness of snowboarding and of GB Snowsport, and were understood by school staff to have enjoyed significant improvements in their attitudes towards sport and exercise, their overall wellbeing and happiness, and their social skills and confidence.

“

It was a fantastic opportunity! The students gained so much, and to see them on the snow slope for the first time was an incredibly proud moment for me.”

Rebecca Denis - Head of PE, Westminster Academy

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SNOWSPORT ENGLAND - THE MANCHESTER PROJECT

A new project designed to create a unique talent development environment at the Graystone Academy that will open up a new sporting pathway in the Greater Manchester area.

The project was set up to recruit athletes not traditionally linked to snowsport, and to create links between athletes from a large population which is under-represented in snowsport's talent pathway, and existing facilities, while reducing the cost burden to individual participants. Based in an area with a large non-white population and relatively high concentrations of lower socio-economic groups, the Manchester Project has so far seen positive outcomes in creating a new snowsport talent environment in Greater Manchester, linking snowsport settings, clubs, and existing athletes to off-snow facilities, creating more opportunities for younger athletes to regularly train off-snow.

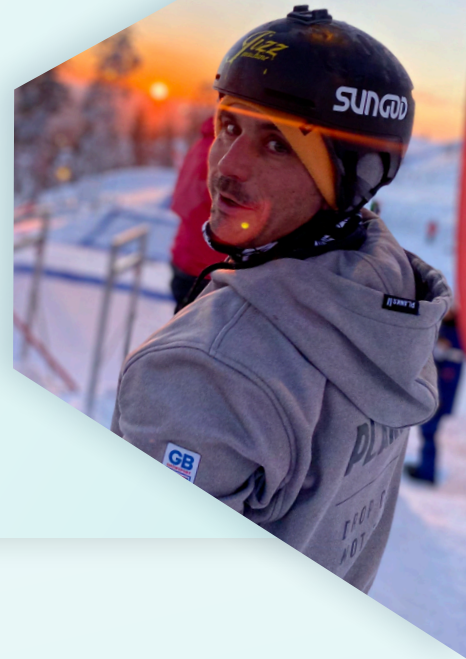


Working with Manchester City Council, the project will now look to find ways to “take the sport to the individuals”, finding ways of engaging with young people who face barriers in accessing existing facilities.

SNOWSPORT SCOTLAND - BUILDING PARA SNOWSPORT SUCCESS

Scottish Government population data reports that 21% of Scots have a disability. Snowsport Scotland wants to make sure that everybody has the opportunity to experience snowsports, irrespective of gender, disability, background, or race.

Following new sportscotland and GB Snowsport funding support, in August 2021 Snowsport Scotland employed three new Para Snowsport coaches, who are tasked with creating new participation opportunities; increasing the number and quality of adaptive coaches; and supporting our most talented para snowsport athletes.



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Through working in partnership with organisations that share our ambition we are committed to making sure more people with a disability can access snowsports and that more athletes than ever before represent Team GB at the 2026 Paralympic Winter Games.

Over the next four years, our ambition is to reach 300 new Para Snowsport participants each year through connected programmes and events, support for adaptive coach education pathways, and building performance programmes that support athletes to reach their potential.

Progress to date includes all Scottish secondary school events now offering para entries, the delivery of online adaptive coach courses, and emerging athletes receiving coach training support.

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SNOWSPORT CYMRU WALES - PSR START UP



A Diversity and Inclusion Project aimed at improved participation amongst disadvantaged children in South East Wales, delivered by one of Snowsport Cymru Wales' member clubs.

With the support of Torfaen Leisure Trust, Pontypool Ski Racing (PSR) were able to offer heavily subsidised sessions to new entrants keen to try ski racing. They opened up the first cohort to six participants in early May. The programme ran for three weeks. At the end of the scheme those that met the competency criteria were invited to join PSR. Given the success of the first cohort we were able to offer a second programme at the end of May for a further six entrants.

Out of the twelve applicants across both cohorts, ten were invited to join PSR – all of whom signed up as full members and have since played an active role in the club. The two children who were not yet of the appropriate standard have been given advice and guidance on developing their skills with a view to them joining in the future, in some cases signposted to Torfaen Ski Club.

SNOWSPORT CYMRU WALES - PSR START UP

PSR prioritised Torfaen residents as part of this scheme. They now have a number of new members who are based in Torfaen County. All of the Startup athletes raced over the summer in the schools' races and the Gloucester Summer Race League, representing PSR.

One of our new Startup members, has recently gone on to be selected to the Snowsport Wales Regional Academy Programme – which recognises the best talent in our grassroots athletes. Many of the athletes from the scheme had success in the Welsh School's Championships – and four of our secondary school Startup athletes are racing in the British Schools Finals in 2021.

The scheme was a huge success. It was heavily marketed and advertised, generating greater interest in skiing locally and we now have a number of contacts added to the club waiting list - where PSR will continue to give priority to Torfaen residents.

“

Our Startup Initiative has proved a huge success. It has not only increased our membership, but has raised the profile of our club and generated interest in ski racing in the local area. Our new athletes have been a brilliant addition to our club. We look forward to seeing their journey grow with PSR and as representatives of Snowsport Wales in the future.

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Sara Jones

Club Chair, Pontypool Ski Racing



D&I ADVISORY GROUP

The Snowsports D&I Advisory Group was convened in mid-2021 in response to the findings from the data published in this report. Staffed by representatives from GB Snowsport, Snowsport England, Snowsport Scotland, and Snowsport Wales, alongside an Independent Chair and Independent Member, the Group has worked to interrogate the findings from the D&I Research Studies and to explore the experiences of different communities around skiing and snowboarding.

The Snowsports D&I Advisory Group will be making recommendations to the Boards of each of the Snowsports National Governing Bodies in Britain based on conclusions from the research, and expert testimony from a range of individuals and organisations who have voluntarily given their time in support of enhancing diversity and inclusion in snowsport.

The National Governing Bodies would like to take this opportunity to extend their thanks to Hilary Lissenden as Independent Chair, Melanie Antao as Independent Member, and to the following individuals and organisations who have supported the Advisory Group's work in its first year

The British Association of
Snowsport Instructors (BASI)

Dominic Brown

Disability
Snowsports UK

Nubian Ski

Stonewall

Two Circles

Phil Young

John Dickinson-Lilley

Noel Forrest

Josh
McDonagh





**SNOWSPORT
ENGLAND**

