

Peak Potential End of Year 2 Report



In 2011, our Peak Potential programme signed up 20 committed young people to take a further positive step on their Snow-Camp journey. Funded by the Big Lottery, Peak Potential supported these 'young leaders' to undertake 3 accredited work placements within the youth sector and the snowsports industry.

The success of the programme was largely due to the commitment and dedication of our young leaders and the amazing support received from all our placement providers. The diverse range of placements and support offered provided the young leaders with an invaluable work place experience and an insight into the working world and the opportunities open to

each of them. A huge thank you to everyone who provided a placement opportunity! We look forward to working with more placement providers this year and offering even more fantastic opportunities to a new group of young leaders next year.

We would also like to thank the Big Lottery Fund for their support and belief in Peak Potential's ability to enhance the lives of the young people involved.

We have compiled a selection of photos and feedback from both the young leaders and the placement providers to capture Peak Potential's impact in 2011. We hope you agree, it has been an excellent year for all involved!



Snow-Camp Placement

Snow-Camp offered each of the young leaders an opportunity to develop new mentoring and support skills, through working with 350 young people attending our beginner snowsports courses over summer. The young leaders had previously participated on Snow-Camp courses, with many achieving a Level 1 Instructor qualification through our Excel programme, so it was a natural progression for them to become more involved in the delivery of our beginner courses. With support and training provided, their communication skills

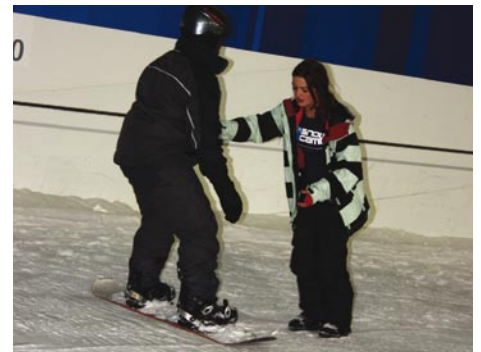
and confidence levels increased and they quickly felt comfortable in their roles as Assistant Instructors or Peer Mentors. Their commitment throughout the sessions also had a really motivating effect on the young people they worked with – they could see in the young leaders what was possible if they showed commitment and determination to succeed. Many youth staff attending with their groups highlighted this 'peer role model' relationship as a hugely positive part of the Snow-Camp experience for their projects and their young people.



"I have learnt so much through the Peak Potential programme, especially working on the Snow-Camp London courses with the beginner groups. It has given me the opportunity to try new things and become even more confident in working with young people and helping them learn how to ski."
Aaron, 18, Brixton

"I really enjoyed helping out with Snow-Camp London. It was great to see all the young people excel so quickly and overcome their fears. It was so fulfilling to know that I was once struggling as they were and now I've come full circle and can give something back."
Thea, 17, Crystal Palace

"Peak Potential young leaders were a vital ingredient to making our snowsports programmes a success. They acted as peer mentors and helped support the beginner young people by building their confidence on the slopes. Many have remained involved and are now actively volunteering for Snow-Camp."
Emma Martin, Snow-Camp



"Terry has been involved with Snow-Camp for over 2 years and through his involvement on the recent Peak Potential programme we have seen his confidence grow, especially volunteering on our beginner courses. He has been a great support to other young people coming through the Snow-Camp courses."
Liv Cheasty, Snow-Camp

"Kirbie has been participating on our snowsports programmes for a number of years and has grown in confidence and self-belief. This was evident during her Peak Potential placement in which she felt confident in her own abilities to help with the beginners slope sessions. She is a positive role model and always keen to get involved. It's fantastic to see her forming supportive relationships with the young people and staff alike."
Marita Tschopp, Snow-Camp

"The Snow Centre is delighted to be working with Snow-Camp and the partnership has been beneficial in many ways. It was great to have the involvement of the young leaders when delivering the busy Snow-Camp summer programmes – our ski and snowboard instructors were all impressed by their commitment and professionalism, and were glad to have the support on the slopes!"
**Peter Gillespie, The Snow Centre
Hemel Hempstead**

Snowsports Industry Placement

The Snowsports Industry placements were also very successful. Following a positive response from our partners within the industry, the young leaders received excellent offers of placements across a diverse range of companies. Some of our industry partners included The Ski and Snowboard Show (VOS Media); The Snow Centre, Hemel Hempstead; Salomon; North Face; Natives; Gone Boarding; The Relentless Freeze Festival (Sports Vision) and Conquering Mountains Exhibition.



"I really enjoyed working for Natives at both the London Ski and Snowboard Show and The Relentless Freeze Festival, where I got to meet and work with amazing people. All in all Peak Potential has been such a beneficial programme, I enjoyed every moment of it as I got to do all sorts of different jobs. I learnt a lot and gained some great memories and experiences." Ava, 18, Chingford

"Peak Potential has given me a huge new life experience and surpassed all the expectations I had of it. The Ski Industry placement was very beneficial, I enjoyed working for Salomon, meeting new people and learning new things. It has helped me increase my confidence and I now feel more focused. I've just started a new job where I'm using the skills I learnt."

Tashan, 18, Stockwell

"Peak Potential Young Leaders were a real asset at various events we ran this year, including the Ski Show, Freeze and our City Drinks fundraising evening. At the City Drinks, having the young leaders present to talk to guests and answer questions about their involvement with Snow-Camp added a real credibility to the event, and I think they enjoyed the experience too – especially getting to meet Graham Bell!"

Dan Charlish, Snow-Camp



"Loyal worked very well with the team and completed all the tasks set for her to a high standard. She has been completely professional in the time she has spent at the Snow Centre and has fitted in very well with our team. She has been a pleasure to work with."

Debra Aikman, The Snow Centre, Hemel Hempstead

"Hanan made a very positive contribution to our company. She was a great team player and very rapidly became an indispensable member of staff. She was interested at all times and keen to learn. All in all she did a great job."

Mike Simmonds, The London Ski and Snowboard Show, Vos Media

"Thea and Tashan's contribution was invaluable in setting our showrooms up ready for selling to our customers. Salomon are very grateful to be involved with such a worthwhile charity and to have enthusiastic young people working with us, and think it's a great way to give young adults a taste of the ski industry as a worthwhile career pursuit."

Marc Abbott, Salomon

"Sanchia helped us create a great festival (the best year yet!) and worked well as part of the team. If we had a longer time together I'm sure her confidence in the workplace would grow even further. It's a tough industry and she did well to keep spirits up and work hard."

Isabel Wharton, The Relentless Freeze Festival, Sports Vision

Youth Project Placement

The youth project placements are key to Peak potential, providing the young leaders with opportunities to work within their own and neighbouring communities and learn new skills working within a diverse range of community projects. Opportunities included supporting sports focused sessions, cookery classes, supporting youth disability groups, homework clubs and working with ex-offenders to name a few! All in all our young leaders supported over 180 young people and worked with a wide range of projects including Bellingham Gateway Youth and Community Centre, Lewisham; Castlehaven Youth Service, Camden; Hyde Housing

Association, Lambeth, Mentivation Services, Lambeth; Roupell Park Youth and Community Project, Lambeth; St. Andrews Youth Project, Westminster and Waltham Forest Youth Service.

The young leaders enjoyed playing a key role within their chosen projects, and learnt many new skills through engaging and mentoring young people. Young leaders also benefited from excellent support provided by the youth centres, and youth project staff reported the added value of having a motivated young leader supporting their programmes.



"The Peak Potential programme was great. I enjoyed every minute of it. I found all of it beneficial, especially the Youth Project placement. I worked with Mentivation Services in Lambeth supporting their young women's programme. I learnt lots of new skills and ways of working with young people. It made me more confident and aware of myself." Kirbie, 19, Tulse Hill



"Makindi was instrumental to the success of our workshop programmes. Being closer to the age group of the workshop participants, he was able to communicate complex ideas and arguments in a way that the young people would understand. Makindi would also give real life examples to illuminate his point, this proved invaluable to our workshops." Michael Dawswell, Mentivation Services, Lambeth



"Dershone has made a very positive contribution to our youth service. During his placement, he created and delivered a number of workshops focusing on positively influencing and mentoring other young people, he has shown himself to be trustworthy and dedicated." Jermaine Joseph, Bellingham Gateway Youth and Community Centre, Lewisham



"Thea was a fantastic support during her placement with Roupell Park. She engaged the young people really well and acted as a positive role model in all the sessions she delivered. She contributed so well, the young people have asked for her to continue and would like to know how they go about doing what she is doing." Stefan Gustave-Tavernier, Roupell Park Youth Service, Lambeth



"Chelsea has proven herself very competent over the ten-week placement. She has worked positively with children and young people who were attending each session and she fitted straight into working as part of a team. We can see the potential in Chelsea for her to become an asset to any organisation she wishes to work with." Adrian Phillips, St. Andrews Youth Club, Westminster



"Claudia's contribution to our youth service has been invaluable. She engaged both girls and boys introducing them to the basics of dance and drama. She showed the young people that if they put their mind to something they can achieve it. The sessions had a positive effect on the young people, showing increased confidence and self-esteem." Frances Shank, Castlehaven Youth and Community Association, Camden

For more information about our Peak Potential programme or Snow-Camp please contact:
T: 01273 241383 • E: info@snow-camp.co.uk • W: www.snow-camp.org.uk