



SNOW CAMP

2022/23 IMPACT REPORT





**800
young
people
supported**

**987
qualifications
gained**

**1,264
volunteer
hours from
our youth
instructors**

Our mission is to turn young lives around through the power of snowsports, combined with engaging opportunities, positive relationships, and life-changing progression.

Together, with your support, we engaged young people effectively and maintained a positive involvement with them through our youth-led journey of accredited programmes, delivered in new environments, where they can thrive.

In 2022/23 we delivered our First Tracks course to **764** young people nationally providing their first experience of snowsports.

207 progressed onto our Graduate course, developing their snowsports skills over 6 weekends alongside life skills sessions and mental wellbeing workshops.

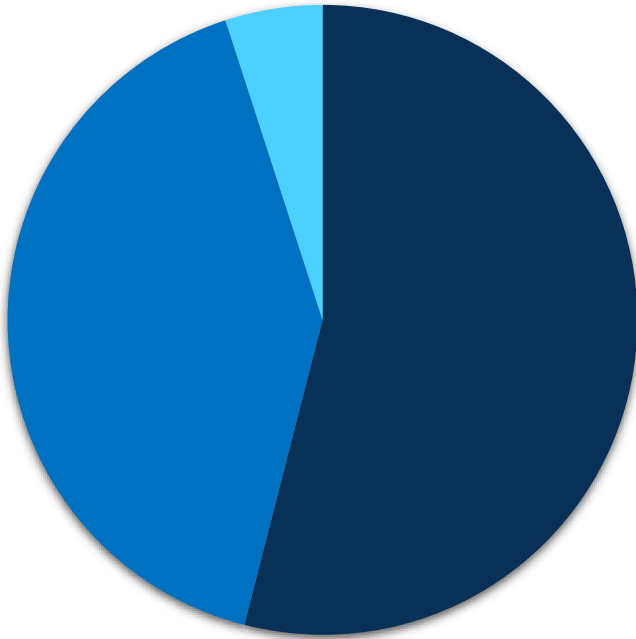
89 progressed onto the Excel course to gain their BASI Foundation Instructor Certificates alongside First Aid and Safeguarding certificates.

53 young people and our 8 Apprentices attended the 2022/23 Excel Residential to Andorra, a life-changing week and first experience of the real mountains.

100% of young people said they are now confident in setting achievable goals for themselves since participating in Snow Camp programmes.



Our vision is for snowsports to be available to all and for young people to achieve their full potential through positive opportunities.



■ Male ■ Female ■ Other



16% of our young people attended Snow Camp with a disability.

54% were from black and diverse ethnic communities.

61% lived in the 30% most deprived UK postcodes according to the National Indices of Deprivation

In a recent report by Sported, their research found that 64% of targeted sport for development interventions take place in the lowest 30 per cent of areas of deprivation, indicating there is better reach into disengaged young people within under-served communities.

This brings into stark focus how grassroots and community groups like Snow Camp are well-placed to access and impact 'harder to reach' groups and areas, compared to mainstream sport.



Alarmingly, 41% of Snow Camp's young people nationally were entitled to free school meals, therefore living in a household with an income of less than £7,400.

In response, a nutritious lunch is now provided to young people attending Snow Camp programmes.

Snow Camp Aims To:

AIM 1: DEVELOP life skills through learning to ski or snowboard, building resilience, perseverance and determination whilst overcoming fear and instantaneously gaining a sense of achievement.

AIM 2: TEACH young people the skills they need and raise their aspirations through new qualifications, vocational training, employment opportunities and apprenticeships on our programmes.

Current statistics show 24.2% of pupils are persistently absent from school since the pandemic and NEET rates remain persistently high with 770,000 young people not earning or learning, higher than pre-pandemic levels. www.gov.uk, May 2023.

This year, on Snow Camp programmes:

146 young people achieved an ASDAN Certificate in Sport and Fitness

61 young people achieved certificates in First Aid and Safeguarding

51 young people achieved their BASI Foundation Instructor Certificates

Our apprentices achieved a certificate in Level 1 Counselling Skills, an SVQ/NVQ in Sports Coaching and Level 1 BASI Instructing qualifications. One of our alumni Apprentices also achieved his BASI Level 2 as an Adaptive Ski Instructor.

25 Snowsports industry work placements took place, provided through our partners.

4 apprentices have secured chalet host / rep jobs in the mountains for the 2023/24 winter season.

4 more apprentices have secured ski/board instructor jobs at their local Snow Centre.



AIM 3: SUPPORT positive mental health and wellbeing by providing advice and support, workshops and 1 to 1 counselling sessions on all our programmes.

In the last three years, the likelihood of young people having a mental health problem has increased by 50%.

70% of children and young people who experience mental health problems have not had appropriate interventions at a sufficiently early age and young people aged 16-24 were found to be less likely to receive mental health treatment than any other age group. Mental Health Foundation

Snow Camp introduced Wellbeing Managers onto our programmes in 2022 after noticing an increased number of young people on our programmes who needed further support in this area.

As a result:

86 young people accessed 1-2-1 well-being support.

260 hours of 1-2-1 counselling sessions were provided this year.

83 well-being workshops were delivered throughout the programme year in all regions.

74% of young people felt that their mental health improved since attending Snow Camp.

95% of young people on our programmes agreed that they have learnt new coping strategies and where these can help in their daily lives and with their mental health.



AIM 4: CONNECT young people from a diverse range of backgrounds and communities, enabling them to build friendships and experience inclusivity.

AIM 5: IMPROVE accessibility and participation in snowsports to promote equality and inclusivity.

AIM 6: INSPIRE young people through opportunities to experience new mountain environments to widen their horizons and achieve long-lasting inspirational impact.

According to recent research, young people are lonelier than ever with 30% percent saying they don't know how to make friends and they've never felt more alone. Furthermore, three quarters of all lonely young people say it increases their anxiety or worry.

Hidden loneliness is a critical public health concern with clear links to poor mental and physical health, leading to the overuse of healthcare services and ultimately reduced quality of life. 2022, What Works Wellbeing.

Snow Camp and snowsports help to remove barriers and create positive relationships.

81% of young people made new friends through Snow Camp

76% felt they always had someone to talk to and get support

73% felt being part of Snow Camp improved their health and fitness

We deliberately bring young people together from different areas and youth groups to build cross-area friendships. Although this has its challenges, experience has shown that once away from their area and on the slope, the young people are making friends, supporting their peers and independently achieving away from the negative influences that surround them at home.

Snowsports are also a naturally icebreaking activity. The young people referred to us are often shy and lacking in confidence. They may also be wary of people from other wards and boroughs due to gang activity and rivalries. By taking part in a new activity together, the young people have an instant topic of conversation and quickly bond over the shared new experiences.

"I'm so chuffed to be part of Snow Camp. It's been such an opportunity. I've made so many friends and memories and I would never have been able to do this without the charity and its supporters"

Meet Shiza!

I first attended Snow Camp's First Tracks course with my brothers. It had never crossed my mind to try skiing before and I was pretty nervous. I didn't speak much English at the time, and I was quite shy, especially when it came to talking with new people.

First Tracks was tricky, and I fell over a lot, but I quickly fell in love with the sensation of skiing. To begin with, we would just start a little way up the easiest slope and slide down those few metres. I could see the rest of the slope above me, and I knew I wanted to get right to the top and ski all the way down.



When I progressed onto Graduate, I did feel like dropping out at one point. My mock exams were coming up and juggling everything was tiring, but I also noticed positive changes in myself. My English was really improving, and I was making new friends from across the Midlands. Within the group, each of us had a tough time at some point and we supported each other and that really helped us stick with it.

On Graduate we heard some really inspiring talks from Jamie Barrow, Tim Warwood and Olly Bowley, and I began to see how snowsports could fit in my life in the longer term. My skiing got better and better, and I finally made it to the top of the hill – what a fantastic moment!

When I arrived in Andorra for the residential, my first thought was how everything seemed so big compared to Snowdome. The shift to real mountains was another big step out of my comfort zone and I worried about things like getting lost, and the weather... but the mountains were also so beautiful, and I really wanted to explore them. I loved seeing how my skiing improved over the trip and came away with such a sense of achievement.

I felt that if I had managed all of this, then anything was possible and I set my sights higher. If you met me a year ago, you'd see a very different person.

I'd only talk to people if I really had to, and I was self-conscious about my English. Now I feel that I can speak to anyone, and my communication skills have massively improved. I realised there's a determination in me, and that's what made me want to get to the top of the slope and keep going during tough times. I've got my A-Levels coming up now and I hope to be a doctor one day, and I know I'm going to need that strength!

I'm still involved with Snow Camp as a member of the Youth Forum, it's exciting seeing the new young people trying snowsports for the first time. Some of them are just like me when I started, and I hope I can be a role model and show them how far they can go.



CELEBRATING 20 YEARS



If you require any further details, please do not hesitate to contact us.

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