



## Members Director Nomination Form

**Nominee Name:** Richard Barbour

**Date of Birth:** Saturday, January 23, 1965

**Region:** South West

**Club:** Gloucester Adaptive Skiing (aka Gloucester Disabled Skiing)

**Proposed by:** Mike Baker

**Proposers Club:** Gloucester Adaptive Skiing

**Seconded by:** Kevin Rhead

**Club:** Norfolk Snowsports Club

**Briefly describe your skills, competence and experience in the following areas:**

### Governance:

I have chaired the British Ski Slope Operators Association (trade association).  
 I was Treasurer for Snowsports Forum (Snowsport industry forum focussing on participation, working alongside tour operators, SIGB and Ski Club of GB)  
 For Snowsport England I have chaired Coaching Technical Panel. I have developed, chaired and supported lifed panels. I have contributed to oversight activities including developing policies and procedures to promote openness and transparency.  
 I am a committee member of a SSE affiliated adaptive snow sports club.

### Strategic Planning:

Chartered Manager and Fellow of the Chartered Management Institute.  
 10 years experience running an artificial ski slope. Responsible for Profit and Loss accounts, business planning, capital expenditure works, including return on investment calculation to secure funding.  
 Turned the business around, securing class leading margin on activities.  
 Developed 5 year business plan for the merging of two businesses.  
 Head of Ski School, devising ski school programmes, training needs analyses and training provision.  
 Early adopter and champion of freestyle snowsports conducting worldwide research and local focus groups in developing the facility.  
 Developed 5-year business plan for the merging of 2 businesses.  
 Project Manager for construction projects including project inception, scoping, design, procurement (tendering and contract), budget management (£1000-£millions) and project review.  
 Run my own consultancy business developing revenue streams and client relationships.

### Marketing and Sales:

Experience of "sales through service" approaches.  
 Worked in membership development and engagement for a 95,000 membership organisation.  
 Responsible for leading the marketing and sales at Gloucester Ski & Snowboard Centre, recruiting and managing related personnel.  
 Experience of TV and radio recording and live broadcast.  
 Experience of running marketing on limited budget including leveraging local media.

Research and introduction of new revenue streams.  
Devised customer perception survey. Responses led to increased participation in coaching and other interventions that helped increase profitability by 10%.  
When working for the Institution of Civil Engineers I had a target-led membership development role with responsibility for client relationships with over 50 construction businesses, colleges and universities. This included generating short term through to long-term growth results.  
Reputation for innovation leading to outcome and performance results including increased member engagement.  
Devised the Locked in Shed podcasts including the promotion of the value of coaching and the role of the Governing Body (Finalist in the UK Coaching awards 2022). Use of social media and other channels to increase the listenership, now a global audience.  
I also do creative work with my hands including silversmithing, selling online and through art networks.

### **Financial Management:**

Profit and Loss accounting as mentioned above.  
Trained and experienced in yield management.  
Project Manager in public and private sectors including budget control, routine progress monitoring and reporting.  
Tendering and selection of sub contractors.  
Option studies for Ministry of Defence projects.  
Club subscription financial modelling.  
Former Treasurer of the Snowsport Forum.  
Accounting and tax returns for personal business.

### **Human Resource Management:**

Qualified with Certificate in Coaching and Mentoring with Chartered Institute of Personnel and Development (CIPD)  
Work as a professional coach mentor.  
Design and delivery of training courses and workshops in industry and education.  
As manager of Gloucester Ski & Snowboard Centre I managed a core team of full-time staff and a diverse range of part-time and seasonal workers. Being responsible for staff appraisal, goal setting, training and NVQ assessing, I gained valuable experience of people management in a customer facing environment.  
Experience of recruitment, induction, performance management, discipline and grievance.  
I devised an innovative instructor apprentice scheme for which I was lead mentor. Extensive experience of working with a diverse workforce, a large proportion of whom were doing it for enjoyment, not money.  
Advanced Certificate in Coaching and Mentoring (Chartered Institute of Personnel and Development)  
In 2017 I was nominated in the European Mentoring and Coaching Council's Mentor of the Year and Coach of the Year categories. One of my mentees was transitioning career to self employment whilst relocating to Europe.

### **Information technology:**

I'm a routine user of IT.  
As well as the usual MS Office suite I'm familiar with video editing and podcast production software. I use pc, laptop, Mac, tablets and produce videos for candidate coaches.  
I devised, recorded and produced SE's YouTube video promo for Skilful Skiing and mentoring webinar.  
Regular user of Zoom, Teams etc including delivering Diploma Modules.

### **Risk Management:**

Expert advisor to insurers, legal profession and the courts on risk on snowsports.  
Business risk management including emergency business strategy.  
Extensive and broad range of experience of risk assessment in sport and construction, including implementing statutory and regulatory documents. Covid-19 risk assessment for clubs and tutors.  
Risk assessment for disability ski club and author of related induction training.  
I have worked with HSE to produce safety guidance.  
Experience of civil litigation including evidence at court.  
Experience of the impacts of litigation in snowsport.  
Support provide to SE in managing risks during covid-19.

**Please use the following sections to describe why you wish to be elected:**

## **Your vision for Snowsport England and the Sport & time available to carry out this role**

I share SE's vision to inspire participation at every level.

As someone who has coached for 30 years, I'd now like to be involved in member engagement, SE's planning for the future, including delivery of strategic goals, diversity and inclusion.

I am alert to the breadth of membership needs and experience of clubs, coaching, coaching schemes and coach education.

Being self employed, I am flexible with and in charge of my time.

## **What you will bring to the role. Experience and roles with SE which you will bring to the role**

Chartered Manager and Fellow of CMI.

Coaching Scheme member since 1990 .

Tutor since 1998.

Responsible for introducing Internal Verification having trained in Internal Verification and Assessment Practice in my own time.

As a coach and tutor trainer I'm involved in course design, delivery, verification and tutor mentoring. I have represented SE at stakeholder meetings and the International Federation of Snowsports

Instructors (IVSI) Congress.

Qualified in Ski Instruction (ISIA), Development Coaching (IVSI), Performance Coaching (UKCP) and Disability Coaching.

Attended Winter Paralympics, observing training and competition. Attended Freestyle World Championships in Utah.

Assessor of coaches at international level.

Mentor to engineers, coaches and tutors.

Member of Coaching Technical Panel and at various times chair of different committees and working groups.

## **How do you differentiate yourself**

- Wide range of experience across a range of sectors
- Ability to work on own initiative and as part of teams
- Ideas person with a natural curiosity which I use in problem solving
- Willingness to challenge norms and promote continuous improvement
- Tenacity to support individuals to meet their goals
- Ability to communicate with a diverse audience
- Use of humour
- Strong ethical conviction regarding coaching practice and confidentiality
- Some of the things I've done for Snowsport England (such as tutor development) have been to the detriment of my future income but done for the greater good.

Nominated candidates form will be distributed to all members once nominees have been approved by the nominations committee and put forward to an election by the membership.

Please ensure that you include an email address, postal address and telephone number in the covering email sent with this form. This contact information will NOT be distributed.