



**Ski Racing**

# Mission Statement

Following Snowsport England's Olympic pathway Swad Ski Racing has been set up as it has identified an opportunity of helping skiers of all ages to develop a lifelong passion for ski racing at all levels of the sport.

From a standpoint of inclusivity and diversity working in the local community and surrounding areas.

From complete beginners, through a structured development pathway Swad Ski Racing will provide unlimited opportunities to athletes that want to improve confidence and self esteem through to making it on the worlds biggest stage.



# Introduction

The inception of Swad Ski Racing club heralds a pivotal moment in the local skiing community, driven by the vision to cultivate a culture of excellence, inclusivity, and diversity within the realm of ski racing.

With the backing of Snowsport England's Olympic pathway, the club embarks on a transformative journey aimed at nurturing skiers of all ages, from novices to aspiring champions, while fostering a deep-seated love for the sport. Regardless of age, background, or skill level everyone is embraced and empowered to unleash their full potential on the slopes.



# Structured Pathway

At the heart of Swad Ski Racing lies a meticulously crafted development pathway, designed to guide athletes through progressive stages of growth and achievement. From tentative beginners taking their first strides on a dry slope to seasoned competitors honing their skills for the global stage, every member is afforded the opportunity to embark on a transformative journey of self-discovery and mastery. Through structured training programmes, personalised coaching, and access to state-of-the-art facilities, Swad Ski Racing lays the groundwork for success while instilling core values of resilience, discipline, and teamwork.



# Structured Training Nights & Club Atmosphere

Swad Ski Racing will not just be a time slot on a local dry slope where members and non members can turn up when they like and get coached on an adhoc basis.

From developing novice skiers through to continual personal development of athletes who have been with the club for a number of years, a structured weekly coaching plan, coupled with rewards and club activities will ensure the longevity of SSR for many years to come.

Initially Swad Ski Racing will run on  
Mondays and Thursdays 7pm-9pm



# Structured Coaching Plan

**Week 1 - Technique**

**Week 2 - Line and speed**

**Week 3 - Video analysis\***

**Week 4 - Monthly timed runs**

**Week 5 - Parallel fun races**

**\*Week 3 = Shorter on slope session with 1/2  
hour video review in the clubroom**



# Membership Options

SSR offers membership options catering for individuals and families, including exclusive benefits such as discounted slope fees, food and beverage discounts, and access to special events.

**SSR Club night sessions will run Mon & Thurs 7pm-9pm**

Where members can't commit to attending regularly, there is a flexible 'Turn up and Train' membership at a cost of only £15/session.

Monthly individual membership to attend unlimited training sessions twice weekly is priced at only £40. While a family package, comprising at least one adult and two children, is available at £100 per month.

Ultimately we hope Turn up and Train members will become Monthly members and benefit from even greater preferential rates/offers.

This initiative aims to foster a sense of community among members and encourage regular participation.



# Unlimited Opportunities

**Swad Ski Racing opens the door to a realm of boundless possibilities, where dreams are nurtured and aspirations take flight.**

**For those seeking to bolster their confidence and self-esteem, the club serves as a nurturing environment where individuals can challenge themselves, overcome obstacles, and emerge stronger than ever before.**

**Moreover, for the select few harboring ambitions of gracing the world's biggest stages, Swad Ski Racing provides a launchpad for their aspirations, offering the resources, guidance, and support needed to turn dreams into reality.**

**To attend a free Race Session**

**Call 01283 890089**

**or email [info@swadskiracing.com](mailto:info@swadskiracing.com)**

