



Disability
Snowsport UK
2019-2021
Strategy



DSUK Values

As a staff team we hold ourselves, our skiers, and each other accountable to the below values which we agree and review each year.



We offer a warm welcome to everybody. Whether you are living with a disability, injury, or limb loss, or want to help those who are, you can expect a warm and friendly welcome.



We will listen to you. We recognise that you are the expert in your own life. We will listen to you and strive to meet your individual needs.



We celebrate individual difference. We believe that everyone deserves the power of snowsport in their lives and are committed to creating an inclusive and supportive space for all.



We learn from our experiences. We might not always achieve what we intend to, but we believe that failure demonstrates effort. We celebrate our effort and courage because we were brave, and we gave it our all.



We will challenge and support you. We believe in your full potential and are excited to work with you towards achieving your goals.



We will strive to maintain a positive attitude. We all have tough days, but we will try to maintain a positive attitude, because what we achieve together is awesome!



We will be honest with you. We will share our honest opinions on what will or will not be possible within any given constraints. We will provide honest feedback on your performance and progression.



When I became disabled my whole world changed. I needed something that would make me feel alive again, something that would make me feel the blood pumping around my body and give me the thrill that I needed in my life. Thank you DSUK!

CLAIRE, ADAPTIVE SKIER

2019-2021 Strategy

DSUK believe that taking part in adaptive snowsport has the power to transform a person's relationship with their disability. We are committed to enabling all disabled people to redefine their relationship with not just the snow, but with all aspects of their lives.

DELIVERY

DSUK will develop a suite of activities and holidays that will appeal to all skiers and snowboarders. This will include activities led by DSUK as well as sign-posting to other 'tried-and-tested' opportunities for skiers, boarders, and their families.

DATA-DRIVEN

Our snowsport schools will appropriately gather and use data on lessons and occupancy to monitor our delivery and inform future delivery.

AVAILABILITY

Throughout the next three years we will increase the availability and accessibility of local snowsports opportunities.



PROGRESSION PATHWAY

We will offer an outcome-focused progression pathway for disabled skiers and snowboarders.

ACTIVITIES

We will increase the range of activities available to disabled skiers, snowboarders and their families.

DISABILITY LED

We will develop a 'DSUK tried-and-tested' stamp. The DSUK stamp will be peer-issued, led by disabled skiers and snowboarders for disabled skiers and snowboarders.



— SUPPORT —

DSUK will further strengthen our operations and business practices. We will ensure that we are operating at maximum efficiency and using data appropriately to direct our delivery.

TEAMBUILDING

We will build the systems and culture to attract, develop and retain an inclusive and committed workforce of staff, volunteers, and board of trustees.

FINANCE

We will operate at maximum efficiency, proudly and accurately reporting expenditure on each £1 donated.



DATA DRIVEN

We will appropriately use data about our members and customers to guide fundraising and marketing efforts, along with informing delivery.

SUSTAINABILITY

We will be generating income from diverse business practices and a range of fundraising activities, with a focus on sustainability.

GOVERNANCE & COMPLIANCE

We will be externally recognised for our gold standard governance and compliance practices.



COMMUNICATION

DSUK will be increasingly visible and recognisable as the UK's leading adaptive snowsport provider. We will broaden the quality and accessibility of our internal and external communications.

VISION

We will clearly articulate the variety and complexity of the unique difference that participating in snowsport makes for disabled people.

MEDIA

We will develop and push-out exciting, inspiring, and accessible content in a variety of formats.



MEMBERSHIP

We will proactively communicate effectively with all staff, members, supporters, customers, and families.

CONTACTABLE

We will be easily contactable for all queries and bookings.

BRANDING

We will present strong, consistent branding on slopes, in snow centres, and on marketing and promotional material.



DSUK operate ski schools throughout the UK along with organising tailor-made accessible holidays and short-breaks to mountain resorts. We support our fantastic volunteer-led local groups to increase recreational adaptive snowsport opportunities locally.

DSUK relies entirely on your kind donations. To find out how you can support DSUK, or how we can support you to access snowsport, please contact us on:

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