

Impact report for



Snow Camp are a groundbreaking programme for young people in the North West. Run by the national youth charity Switch180, we work with local youth projects and youth service providers to deliver an accredited journey of snowsports courses to young people at Chill Factore.

Our courses are unique and attractive to young people, taking them from beginner to qualified snowsports instructors in one year with volunteering and apprenticeship progression routes available at the end. Alongside learning to ski or snowboard, young people also have access to life skills training and mental health support.

Once a young person gains their instructor qualification with Snow Camp, they return the following year as volunteers and apprentices, teaching the next cohort young people joining the charity. Snow Camp is a community and young people stay involved with us for many years.

Chill Factore have proudly supported Snow Camp since 2018. Together, this year we had a huge impact on many young lives from across the North West:

- Over 250 young people experienced skiing or snowboarding for the first time in their lives
- 60 young people received ASDAN certificates in Sport & Fitness
- 25 young people received a 1st Aid and Safeguarding qualification
- 11 young people achieved Snowsports England Trained Status
- 17 young people achieved a Snowsports England Level 1 Instructor qualification

2021 – 22 has been a unique year for Snow Camp, not only restarting our delivery across all regions but also in running our first residential in 3 years with 105 young people coming together from across all of the regions for a one week residential in Passo Del Tonale, Italy. This was a first in Snow Camp residential history and proved to be an amazing experience for everyone involved. Thank you to Chill Factore for supporting our young people, your support enabled them to have this fantastic and life changing experience.

“The progression seen in young people taking part in Snow Camp in such a short space of time is truly remarkable. Young people transition from complete beginners to having the confidence to teach others in less than a year, and a transformation such as this gives our young people the belief that they are capable of achieving big things.”

George Sports & Outdoors Coordinator - Mahdlo Youth Zone



“Snow Camp enables young people to live experiences and receive opportunities that would not be typically available to them. Taking part in the Snow Camp broadens horizons and allows young people to envision a future for themselves that they previously had not seen. The opportunity to ski abroad is truly once in a lifetime, and unique in terms of outcomes for a project. However, as easy as it may be to think Snow Camp is just about the ski trip at its conclusion, this is just the tip of the iceberg. From the very start of the project, young people are encouraged to mix with those from other youth zones, and are challenged to look vulnerable in front as they take their first steps onto the slope. These early sessions are key in building the resilience that will be necessary for young people to make it to the programme.

The “life skills” portion of the project goes beyond skiing and snowboarding, and helps young people to identify the tools they have within them that will help them to be successful in any walk of life, not just the snow sports arena. Young people are challenged to think about themselves in ways they may not have done before, and are able to learn what their strengths are, and where their areas are for development. The progression seen in young people taking part in Snow Camp in such a short space of time is truly remarkable. Young people transition from complete beginners to having the confidence to teach others in less than a year, and a transformation such as this gives our young people the belief that they are capable of achieving big things if they apply themselves. Throughout the programme young people are supported at every turn by the Snow Camp team, who go above and beyond to ensure any barriers to participation are removed.

As the programme moves to its conclusion, the young people who’ve taken part are different people from those that started out. They are more confident, more self-aware, more sociable, and have gained a plethora of new skills. This year’s residential at the conclusion of the programme was the first time that our young people have been out of the country, which is something difficult to put into words in terms of impact. Snow Camp has done wonders in terms of broadening horizons and making our young people realise that the world is bigger than just their local area. Rather than be fearful of the big world however, Snow Camp provides young people with the skills to thrive.”

George Sports & Outdoors Coordinator - Mahdlo Youth Zone

Case study: James Ward



"During my Snow Camp journey one of my favourite and proudest moments was completing my BASI level 1 snowboarding qualification. This helped me to take a step closer to instructing and began my journey as a Chill Factore snowboard instructor."





SAFETY CODE

RESPECT

Always check up and down the slope before starting or stopping a rope.

STOPPING
Only stop when absolutely necessary and only do so on the side of the slope. After a stop, move to the side of the slope as soon as possible.

DESCENDING
Only descend the rope when absolutely necessary. If you must descend on foot, do so on the side of the slope.

SIGNS
Obey all signage - it is there for your safety.

INCIDENTS
In case of an incident, you are duty bound to assist if necessary. Alert a manager or the lift attendant.

IDENTIFICATION
Following an accident, staff must exchange details.

CHILL FACTORY accepts no liability for any loss, damage or expense of your cash equipment.

To use the main stops you must:

- be able to control and stop turns
- be able to accelerate speed and decelerate
- be able to stop safely
- be comfortable with variable g-force conditions
- be comfortable sitting a drag lift
- be wearing a helmet and gloves

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CHILL FACTORY

James' experience

"I have been involved in Snow Camp for 4 years, I have completed all 3 courses, First Tracks, Graduate and Excel. I am now a volunteer for Snow Camp after completing the one year apprenticeship with Snow Camp. During my Snow Camp apprenticeship, I was on placement at the Chill Factor, I completed 8 months of learning valuable skills within the snowsports industry.

When I applied for the apprenticeship role, I was interviewed by the Snow Camp managers, this was my first ever interview. I was extremely nervous for this as I did not know what to expect all I knew is that I really wanted this opportunity. This was my biggest challenge I overcame as it was my first ever interview. I was so pleased when I was successful!

During my Snow Camp journey one of my favorite and proudest moments was completing my BASI level 1 snowboarding qualification. Starting 3 years before that I never saw myself getting to this level. This has helped me to take a big step with my instructing abilities and began my journey as a Chill Factor, snowboard instructor. I went full circle. Teaching people who were like me not even that long ago it was an amazing feeling.

After I finished my apprenticeship with Snow Camp I applied for a snow experience job role within the Chill Factor, I was successful with this application and I took a part time snow experience role. This helped me to improve and develop my skills. After 5 months in this role I was offered a Shift Manager Role, responsible for the running of the shift and the safety of guests. This position helped me to develop myself further and to use my skills in a new way.

While with the Chill Factor I have achieved so much but one of my biggest achievements was becoming a Shift manager which helped me to progress my skills but also become a more valuable part of the team. It is amazing to see that such a large organization saw and believed in me and gave me an awesome opportunity."

Tom Roffey, Head of Operations, Chill Factore

“When Snow Camp reached out to me back in 2019 to discuss taking a young person on board for a placement over a few weeks. What appealed most to me was that the placement would be for a number of weeks, as opposed to just a few days, like many Work Experience placements tend to be.

The Programme Manager and I discussed ideas and broad principals– areas of work and responsibilities, training, shifts, travel and expenses, formalities etc. – Snow Camp selected a young person and soon enough I was showing James around the operation.

We worked hard to treat James like any other team member in many respects, though myself and a colleague separately spent time with James regularly across his placement catching one another up on how things were going and working through any challenges – as few and far between as they were.

James got on really well and we were so delighted to have him with us on the team – so much so that after a few weeks we decided to extend James’ placement for a few more weeks.

As we moved towards the winter season Chill Factore started to recruit – so no surprise that James was there at the interviews giving it everything! And of course he was appointed a permanent contracted position with the business and deservedly so. It’s funny looking back – The Programme manager and I were so pleased at the time with this success story, little did we know this was still just the start of James story at Chill Factore.

James next milestone – soon after joining the permanent team – was earning a place on an internal instructor development course. His dedication and passion for snowboarding soon paid off and he was awarded his Snowsports England L1 instructor qualification – congrats James!”



“Two years later, after plenty of covid related challenges, James is still with the business and is absolutely smashing it each and everyday. He is recently appointed to the Shift Manager team – leading shifts in our rentals area and out on main slope – looking after all guests, equipment, teams, safety, and anything and everything in between. He’s forged a reputation as an expert solutions provider – anyone and everyone will go to him to get things done, always efficiently, competently, accurately and with great humour and consideration. Such an enormous asset to his team and our entire operation.

Watching James’ journey has been an absolute joy and a pleasure, and genuinely inspiring, and I look forward to seeing the next chapters in his career. Nice one James – it’s awesome seeing how far you’ve come and seeing you in your new role of Shift Manager – proud of you – and you deserve to be dead proud of yourself.”

Where is James now?

“I am just about to head out to America to be a Camp Leader in a Camp for Camp America, all of the skills I have learnt from Snow Camp and the Chill Factor have really given me the confidence to go for it. I have always dreamed of doing something like this, without Snow Camp and the Chill Factor’s support I don think I could have found the confidence to go and do something like this. I am so excited for this summer but also looking forward to the winter back with the Chill Factor advancing my skills further.”





“Before my journey with Snow Camp I had just finished sixth form and didn’t know what to do with my life or what I wanted to achieve but I knew I loved snow sports. After finishing the 3 Snow Camp courses. I wanted to pursue a career with snow sports. It gave me a purpose and a pathway within my life and to this day I have never looked back. Snow Camp has given me so much confidence and stability and a pathway I have followed for my career. They’ve helped me achieve my BASI qualification within snow sports which has allowed me to pursue my snow-sports career even further and I am always so grateful.”



Thank you

This was just James's Journey. We have so many more young people who have achieved amazing things through Snow Camp and the Chill Factor partnership.

Find out more about Snow Camp: www.snow-camp.org.uk
We're also on Facebook, Twitter and Instagram @snowcampcharity.



Snow Camp is a programme run by national youth charity Switch180.
Write to us at: 306a Portland Road, Hove, BN3 5LP or call us on 01273 241383.
Charity number England/Wales: 1101030 and Scotland: OSCRSC043344