



BEST SNOWSPORTS SCHOOL

PRESENTED BY
THE TELEGRAPH SKI AND SNOWBOARD

Inside Out Skiing

Inside Out Skiing is a small, innovative ski school which offers year-round ski training for adult recreational skiers. We were established in 2009 and operate at The Snow Centre in Hemel Hempstead throughout the year. During the winter season run ski coaching holidays to a range of resorts in the Alps and further afield. Our ski coaching programme uses the same team of instructors the UK and the Alps.

We have developed a client base of over 600 skiers, with more than 35 who have passed Level 1 or Level 2 instructor exams, and have a high repeat client rate with some of our regular clients having trained with us for six or seven years.

Every month we offer all-day ski coaching clinics at The Snow Centre, each with a varying training focus. Taken together these offer a 12-month development cycle, which we believe no other ski school offers in the UK. Coaching is technically focused, using a range of drills and exercises to maximise improvement, tailored to all grades of skier except for complete beginners. Much of our ski school's philosophy is drawn from the approach taken by junior race clubs in the UK, but translated for adult recreational skiers who do not wish to race.

Our ski coaching holidays are usually fully booked, with many of our clients taking multiple courses during the season. We offer a fully inclusive package of accommodation, coaching, video feedback, apres-ski activities, and evening sessions on ski tuning, fitness, injury prevention, etc. Throughout, our approach to ski teaching values training in the UK equally with ski coaching holidays in the Alps.

How have the skiing or snowboarding public benefited from your activity

- a unique model of ski training, based on skiing in the UK and abroad.
- a longer-term relationship between client and coach than is typical for the majority of ski schools.
- a structured progression from early intermediate to aspiring instructor.
- extensive use of video analysis, with each of our clients having their own online video library.
- collaboration with other ski schools to maximise opportunities for high quality ski training.
- the highest Google-ranked "What's My Level" ski guide for skiers unsure of their ability.
- sessions on Stability Testing for Ski Injury Prevention.
- specialised assessment sessions for GCSE and A Level students.
- a unique return to skiing programme for clients coming back from injury, with a qualified physiotherapist also providing the ski coaching.

What outcomes and tangible results have come about as a result of your activity in the last 12 months?

- Run a new "Hidden Gem" course (which are to little known or more far flung destination) based in Ruka, Finland.
- Initiated a new partnership with the Irish Association of Snowsports Instructors, jointly delivering a Level 1 alpine instructor course.
- Delivered a programme for aspiring ski instructors at The Snow Centre and a dedicated course in the Trois Vallees, in partnership with Marmalade Ski School, for our clients who are working towards Level 1 and Level 2 instructor exams.
- Delivered an ongoing programme of ski coaching at the Snow Centre for keen recreational skiers, with clinics at a variety of ability levels every month, reaching more than 200 clients throughout the year.
- Delivered alpine courses for our clients in five different resorts in France, Italy and Finland.
- Welcomed the 50th member of our "VIP Group", the first loyalty club offered by a ski school which offers discounted training courses for regular clients.
- Delivered the highest Google-ranked "What's My Level?" ski guide for skiers unsure of their ability.