



Annual Report 1 October 2020 - 30 September 2021

SIGB President's Report

We are looking forward to seeing everyone at the very first Slide & OTS combined trade show and welcoming the industry back to Telford following an immensely challenging year for the snowsport industry.

After Covid shut down the end of the 2019-20 season and completely wrote off the 2020-21 season, it was exciting to see and feel the demand from the consumer across the retail network this winter. Everything was looking positive until travel restrictions were put in place yet again and the familiar downturn of sales in store and cancelled trips ensued. Thankfully these restrictions are now being lifted and skiers are once again looking forward to escaping to the mountains. Let's hope the rest of the season will regain the pre-Christmas momentum and we can all look forward to a strong sell through from here on out.

I would like to give a huge thank you to the committee and Rare Management for all their hard work in this extremely challenging year. Whilst trying to keep their own businesses on track, the people in these voluntary roles have put an incredible amount of time and effort into supporting the industry we all love. It often goes unnoticed, so I would like to highlight some of the actions and support the committee has worked on over the past year:

- **Working with the Outdoor Industries Association (OIA)**, to combine Slide & OTS, culminating in one UK winter trade show, providing a more efficient, relevant, and sustainable solution for UK suppliers and retailers.
- **CE marked products working group** - Members of the SIGB have been in a working group alongside the OIA and other industry organisations to delay the implementation of the new UKCA criteria to allow us to continue using and sell through CE marked products for an extra year.
- **Petitioning of MP's** to request support for our industry for challenges caused by the pandemic. Whilst the government has unfortunately been unable to offer any further assistance specific to our industry, we were able to have 2 meetings with Secretary of State for Trade; Kwasi Kwarteng after months of emailing, countless phone calls, numerous Zoom calls and managing to enlist 9 MP's to support our cause.
- **The Mountains are Calling marketing campaign** - Undertaken by our marketing sub-committee. Funded and created by the SIGB, this inspirational content is for all members to use FOC, sending a unified message to all consumers that our industry and the mountains are open for business.
- **The dry slope initiative** - Whilst this project is in its infancy, the SIGB are working with slopes to provide free lessons for schools and clubs giving opportunities to try our sport to those who may not otherwise have the chance.
- **Inclusivity** - The SIGB is now part of a working group that includes all snow sports governing bodies, formulating a long-term strategy to make our sports more inclusive to the LGBTQ and BAME communities.
- **SIGB SnowTest** - After much consultation with retailers, suppliers and media, the decision was taken to return to Kuhtai for the ski test. Many hours were spent deliberating on the best option for the whole industry, whilst sticking to the criteria previously set out to ensure the optimum conditions for the test.
- **A consumer Test** is still being planned but it is considered prudent to push this back to winter 23-24 to allow things to settle.
- **Regular monthly E-newsletter** is a new initiative to keep everyone up to date with industry news.
- **Trade Survey** - The annual trade survey was once again organised by Rare Management on behalf of the SIGB, while the numbers are not pretty, we still feel it is an important tool to show the industry trends and will hopefully show good recovery in the coming years so every brand's participation is very much encouraged.

For the coming year we will be looking at the timing of the Slide & OTS winter show. National and regional shows are becoming increasingly important, and the timing needs to reflect the challenges we now see in the global supply chain. Post pandemic, it is clear the global supply chain can no longer be a "just in time" model, so we will have to make changes if we are to bring product to market in a timely fashion. We plan to send out a survey shortly after Slide & OTS 2022 to gather everyone's views so please take the time to complete the survey which will influence when the show will be held in future.

The committee are also looking at other options for changing the timing and location for the 2023 ski test to reflect the ever-evolving needs of suppliers and retailers alike.

Wishing you all the very best for Slide & OTS and a healthy, successful remainder of the season.

Regards

Sonia Prior (*Bradshaw Taylor Ltd*)
Dave Sawyer-Parker (*Bespoke Trading Solutions Ltd*)
SIGB Co-Presidents

Financial Report

The committee is pleased to present the financial results of the Snowsport Industries of Great Britain for the year ended 30 September 2021.

With Slide 2021 cancelled due to the pandemic, SIGB Ltd has reported a loss in the year due to the costs of the initial organisation work and subsequent cancellation fees, all of which were kept to a minimum.

Administrative costs are in line with previous years and with no Media Officer, this led to a reduction in other costs.

The Snowsport Industries of Great Britain Association again decided not to charge subscriptions this year to aid its members in these difficult economic conditions. It also supported its subsidiary company paying the cancellation costs of Slide 21 which resulted in a fall in cash reserves to £232k. The Association will continue to support the industry, fund its ongoing activities and has sufficient cash reserves to do so.

With Slide '22 going ahead, it is hoped that the company will return a profit in the coming financial year. Cashflows for both entities will continue to be monitored closely.

Fiona Hamilton - Accountant

Snowsport Industries of Great Britain

Balance Sheet as at 30th September 2021

	30-Sep-21		30-Sep-20	
	£	£	£	£
CURRENT ASSETS				
Bank	232,243		271,315	
SIGB Ltd - investr	100,000		100,000	
Corporation tax	-		-	
SIGB Ltd - loan	105,323		65,323	
		437,566		436,638
CURRENT LIABILITIES				
Creditors	79		39	
		79		39
NET ASSETS		437,487		436,599
CAPITAL ACCOUNT				
Balance brought forward		436,599		434,084
Net Profit for Year		888		2,515
SHAREHOLDERS FUNDS		437,487		436,599

Snowsport Industries (GB) Ltd

Balance Sheet as at 30th September 2021

	30-Sep-21		30-Sep-20	
	£	£	£	£
CURRENT ASSETS				
Bank	58,144		30,064	
Debtors	81,973		92,144	
Prepayments	63,593		59,727	
		203,710		181,935
CURRENT LIABILITIES				
SIGB Association	105,323		65,323	
Creditors	50,912		46,536	
VAT	-5,359		1,979	
Accruals	1,585		2,610	
Corporation Tax	15		15	
Deferred Income	103,006		61,110	
		255,482		177,573
NET ASSETS		-51,772		4,362
CAPITAL & RESERVES				
Share capital		100,000		100,000
Reserves		(151,772)		(95,638)
SHAREHOLDERS FUNDS		-51,772		4,362

Snowsport Industries (GB) Ltd

Profit & Loss Statement for year to 30th September 2021

	30/09/2021	30/09/2020
SLIDE - Space & Shell Sales	-	219,415
EXHIBITION COSTS		
Hall Rental & Services	-	27,454
Organisers Fees	36,583	74,063
Carpeting	-	4,818
Shell Scheme	-	43,995
Registration & Visitor Communication	-	6,073
Electricity	-	7,304
Insurance	-	1,903
PR Costs	-	0
Advertising	-	2,511
Enhancements	-	5,798
Social Event	-	2,378
Other Costs	-	649
SKI & SNOWBOARD TESTS	-	10,481
	<u>36,583</u>	<u>187,427</u>
SLIDE EXHIBITION SURPLUS	-36,583	31,988
SIGB ADMINISTRATION COST - Sch 1	30,108	29,569
DISTRIBUTABLE FUNDS	-66,691	2,419
PAYMENTS		
	Sch 2(a)	0
	Sch 2(b)	2,920
	<u>2,625</u>	<u>2,475</u>
	2,625	5,395
SURPLUS FOR THE YEAR BEFORE TAX	(69,316)	(2,976)
TAXATION DUE ON PROFITS	13,170	552
DEFICIT FOR THE YEAR AFTER TAX	<u>(56,146)</u>	<u>(2,424)</u>

SCHEDULES TO ACCOUNTS 30TH SEPTEMBER 2021

	30/09/2021	30/09/2020
1	SIGB ADMINISTRATION COSTS	
	Secretarial & Finance	26,652
	Legal & Professional Fees	1,890
	Travel & Meeting Expenses	249
	Insurance & Sundries	1,001
	Debtors Provisions	
	Bank Charges	318
		<u>30,110</u>
	Bank Interest Received	(2)
		<u>30,108</u>
		<u>29,638</u>
2	SNOWSPORT PROMOTIONS	
(a)	Promotions	
	Charitable Donation	
	Media Officer	-
		<u>2,920</u>
		<u>0</u>
		<u>2,920</u>
(b)	Website	1,300
	Trade Survey	1,325
		<u>1,275</u>
		<u>2,475</u>



Slide 2021 and Slide & OTS Winter 2022

Slide 2021 was cancelled in October 2020 due to the seriousness of the Covid-19 situation.

The SIGB had originally guaranteed to refund 75% of the deposit cost in the event of cancellation but decided instead to give a 100% refund to all exhibitors.

Through the summer of 2021 there were extensive negotiations with the OIA and the organisers of OTS which resulted in a decision to proceed with a new joint show, managed by Slide organisers, Rare Management.

Slide & OTS Winter 2022, went on sale in June 2021 and it will take place in the Telford International Centre with 31 new exhibitors and a total area of 2,529m², up 400m² on the 2020 show.

Snow Test

Due to the closure of most alpine resorts, together with extensive travel restrictions, there was no 2021 Snow Test. A Test is planned for March 2022, provisionally Austria. There is a strong desire amongst suppliers and retailers for the return of an annual test.

Promotions and Marketing

A campaign to generate interest in returning to snowsport was planned for Autumn 2020 but this was put on hold with the introduction of winter lockdowns everywhere.

Based on The Mountains are Calling concept, a series of videos were prepared by Committee member Tord Nilson. The campaign was launched in Autumn 2021.

Trade Survey

Everyone knows the huge hit to the snowsport trade caused by the Covid pandemic but it is the hardware survey that reflects the reality in detail. The 2020-21 survey highlights the impact, within the overall historic trends of sales into retail. It has provided a continuous analysis and trends dating from 2001. Some brands still decline to participate, despite the value of the information.

Membership

For the second year, the Committee decided to cancel membership fees due to the impact of Covid-19. The impact of the pandemic on member numbers will not be known until the new membership year, which starts in May 2022.

SIGB Members	January 2022	January 2021
Full Members	112	105
Retail Members	53	51
Additional Retail Outlets	252	256
Travel Members	8	8
Total	173	164