



Excel Race Academy

PROSPECTUS 2026 - 2027

Welcome To Excel

Excel was founded in 2018 by former British Ski Team athlete and National Slalom Champion, Robert Bullen. Shortly after, he married his now wife, Jazzy Bullen, also former Team GB athlete.

Rob and Jazzy are passionate about developing young ski racers of all abilities, to achieve their full athletic potential, and excel both on and off the slopes.

They have created a small close-knit community. Where coaches work for the athletes, parent's voices are heard, and athletes have a team they truly belong to.





01. ABOUT US

Our Mission

"To nurture, inspire, and develop athletes at every stage, enabling them to excel both on and off the slopes. We are dedicated to providing elite coaching that supports our athletes in achieving the highest potential of athletic performance."



Our Values



Passion

We foster a lifelong passion for skiing and personal growth, inspiring our athletes to pursue their dreams with enjoyment and enthusiasm.



Excellence

We are dedicated to achieving the highest standards in coaching, training, and personal development, ensuring our athletes reach their full potential.



Resilience

We instil resilience in our athletes, encouraging them to overcome challenges and setbacks with determination and perseverance, both on and off the slopes.



Family

We create a close-knit community where athletes, coaches, and families support each other, fostering a sense of belonging and shared commitment.



01. About Us

Why Athletes Join Us

- Led by experienced international coaches, who have themselves earned their own accolades as athletes
- Family atmosphere where coaches are deeply invested in athletes' development as people and ski racers
- Emphasis on enjoyment creating a life-long passion for the sport
- Small athlete training groups for personalised coaching
- Training in speed disciplines for all age groups
- International ski race opportunities for kids
- Year-round alpine training across Europe and the Southern Hemisphere
- Latest world-class sport science tools

01. About Us

Alumni

Performance highlights of athletes developed through our academy:

World Junior Ski Championships

Toby Case - Bansko 2021, St Anton 2023

Alexa Ellis - Invermere 2022

British Children's Ski Team

Lottie Williams - 2025, 2026

Nathaniel Stringer - 2026

Joshua Currie - 2025

Jake Armistead - 2025

Adam Orzel - 2024

Callum Hunter - 2024

Ed Lloyd - 2024



Meet our Staff

We are committed to employing exceptionally experienced and BASI & UCKP qualified coaches - internationally recognised for their expertise. Our team are not only talented coaches, but have also earned their own accolades as competitive athletes, including representing national teams and Youth Olympics selection.



Rob Bullen
Team Director &
U14/16 Head Coach



Jazzy Bullen
Coach & Physiotherapist



Jo Morrison
U14/16 Coach



Mike McIntosh
U10/12 Coach &
Personal Trainer

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Scott Dallas
FIS Head Coach



Jules Deer
Academic Tutor & Pastoral Lead



TBC
Assistant FIS Coach



TBC
Assistant Coach & Pastoral Care

Austrian Base

Our winter home is Hotel Iris in Kramsach, Tyrol. Athletes stay in comfortable 2–4 bed rooms with mountain balconies, a private ski room, and a high-performance gym, all in a cosy family-run setting. From Kramsach, we access world-class ski resorts used by National Teams with options to inject snow including Glungezer, Niederthai, Spelijoch and Niederau.

A permanent base isn't just comfortable — it's a performance advantage. Athletes benefit from consistent training environments, secure equipment storage, strong team bonds, and relationships with local specialists including the renowned boot fitter and ski service shop Sport H&N, trusted by World Cup athletes.



02. CALENDAR

2026-2027 Calendar

Click the icon below to view our annual calendars for U10/12, U14/16 and FIS U18+:

U10 - U16



FIS





03. U10-U16 PROGRAMMES



03. U10 - U16 Programmes

U10-U16 Programme

Our U10–U16 programme is built on long-term athlete development. Athletes train across Slalom and Giant Slalom, with speed discipline exposure introduced at exactly the right stage. Small groups ensure highly personalised coaching, supported by the latest sport science tools.

Beyond the gates, free skiing, powder, and the jump park develop technical ability and confidence. Race opportunities include GBR BASS-registered events, our own Aurora Cup in Norway, and FIS Children's races across Europe.

From ski tuning to mental performance to physical preparation, we introduce athletes to the fundamental pillars of what it means to be a complete ski racer — all within a programme that places fun and enjoyment at its heart, fostering a lifelong passion for the sport

Programme Options

Whatever your athlete's goals, academic schedule, or other commitments we have a programme to match. There is a programme-based discount on additional weeks and selected summer camps. We also offer siblings discount.



16-Week Winter Full Time £20,695

For the most dedicated and driven athletes who are committed to pursuing ski racing at the very highest level. Maximum time on snow, maximum development, maximum results.



12-Week Enhanced £17,695

For ambitious, high-achieving athletes with their sights firmly set on British Children's Ski Team selection and international competition.



8-Week Core **£12,795**

For talented athletes who are passionate about their racing but are carefully balancing ski racing alongside academic studies and other sporting pursuits.



Flexible **£1,850 per week**

For enthusiastic, up-and-coming athletes who are taking their exciting first steps into the world of competitive ski racing and want a taste of the Excel experience.

03. U10 - U16 Programmes

What's Included

- High performance coaching
- Full-board Accommodation
- Academic tuition with a qualified teacher
- Physiotherapy on-camp
- Fitness training & enrichment activities
- Flight transfers

See the Financial document for more information. Terms & conditions apply.



07. Athlete Development and Enrichment Activities

FIS Children's Races

Our U14/U16 athletes don't just compete at British events — they tour Europe, experiencing international racing. These trips aren't just about race results and preparing them for U18 International FIS racing. They build resilience, independence, passion for racing and perspective on different cultures around the world.

In 2026 our team travelled to Kopaonik in Serbia for the Lecki Ski and Gorski Cup, before heading to Sarajevo, Bosnia. In Bosnia, the athletes experienced what it was like to be treated like World Cup skiers! Closer to home, our athletes attend the iconic Kitzbühel Slalom — one of the most legendary races on the World Cup circuit.

s.caterina

04. U18+ FIS PROGRAMMES

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FIS Programmes

Our FIS Team is built for athletes competing at international level. We develop each athlete across all technical disciplines and speed events, with a structured race calendar of approximately 35 FIS races per season, covering British, Home Nations, and European Championships.

Where athletes meet the criteria, we actively support the pathway towards National Team selection, EYOF, YOG, and World Junior Championships.

Every FIS athlete benefits from access to our High Performance Gym, precision tuning equipment, Physiotherapy support, Brower timing, Dartfish video analysis, and an individually tailored performance plan.



Programme Options

Whatever your athlete's goals, academic schedule, or other commitments we have a programme to match. There is a programme-based discount on additional weeks and selected summer camps. We also offer siblings discount.



21-Week FIS Full Time £24,995

For the most elite, fearlessly ambitious FIS athletes with their sights locked firmly on Youth Olympic Games and World Junior Championships. This is the pinnacle of ski racing.



16-Week Winter Full-Time £20,695

For exceptionally talented, highly motivated athletes with their sights set on National Team selection. A comprehensive race calendar maximises points and experience.



12-Week Enhanced £17,995

For committed FIS athletes who require a high-quality race calendar with meaningful technical development, carefully balanced alongside academic studies and other sporting pursuits.



8-Week Core £12,795

FIS athletes navigating demanding exam years — keeping their skiing brilliantly sharp, race-ready, and primed to step back up when the time is right.

04. U18+ FIS Programmes

What's Included

- High performance coaching
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- Physiotherapy on-camp
- Fitness training & enrichment activities
- Flight transfers

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04. U18+ FIS Programmes

FIS Race Selection

Our FIS athletes benefit from an expertly curated race calendar of approximately 35 exhilarating races per season for Full-Time athletes, spanning CIT, FIS, NJR, NC, NJC and GBR Home Nations races.

Race selection is never one-size-fits-all — it is thoughtfully tailored to each athlete's ability, goals, and current form, remaining dynamically adaptable throughout the season to reflect training performance, snow conditions, and emerging opportunities.

The result is a brilliantly crafted race programme that consistently places athletes in precisely the right races, at exactly the right time, for the most powerful development opportunities and outstanding results.



05. ACADEMIC TUITION



05. Academic Tuition

Academic Tuition

Our in-house academic tuition is designed to ensure athletes never have to choose between their education and their sport. We aim to complete 15 hours of tuition per week, typically three hours per day, Monday to Friday.

Our lead tutor, Julie Deer (NVQ Level 4 in Childcare, Teaching and Learning in Education), has over ten years of experience in primary education. Wherever we are in the world — Austria, Norway, Bosnia — we ensure athletes have a quiet study space, access to WiFi, and a printer/scanner. We have access to all major exam board resources, textbooks, and past papers.

Before each camp, our tutors work with athletes and parents to gather schoolwork and understand any upcoming deadlines, mock exams, or coursework submissions. At the end of each camp, a progress report is sent to the athlete's school and parents.

"Thanks so much for the work you do with Ted. Everytime he comes back he is amazingly prepared, and as his classroom teacher, that is very much appreciated."

Ms Turner | Ted's UK School Teacher

Options for Schooling

Whichever path families choose, no athlete at Excel should ever have to sacrifice their future for their sport.



UK or Native School

Athletes remain enrolled at their home school and take authorised absence during camp weeks. Our tutor collects work in advance, supports the athlete on camp, and reports back to school at the end of each period.



Minerva Online School

Online school such as Minerva Virtual Academy, provides flexible, curriculum-aligned learning for GCSEs and A-Levels, around training and racing. Our tutor works alongside the online school to provide in-person support on camp.



06. SPORT SCIENCE & PHYSIOTHERAPY

SPORT SCIENCE

Our commitment to excellence extends to top-tier sport science technologies to draw the best out of our athletes performance.



CUSTOM BOOT FITTING

Just 5-minutes drive away in Reith we have a close relationship with renowned Sport H&N, who provide custom boot fitting and ski grinding to the most successful World Cup skiers.



PHYSIOTHERAPY

Our Chartered Physiotherapist, Jazzy, provides instant access to injury assessment, diagnosis and offers tailored rehabilitation, injury prevention & recovering strategies to our athletes on camp.



SKI SERVICING

We use the best equipment for preparing athletes' skis. Everyday athletes have their skis expertly tuned using high precision Snowglides by the coaches.



BROWER TIMING

Our start, split time and finish timing laser beams are used to provide instant timing feedback to athletes and perform race simulations.



VIDEO ANALYSIS

Our 4k video cameras and iPads give athletes instant feedback on the hill. We perform detailed video analysis with the latest Dartfish software.



07. ATHLETE DEVELOPMENT & ENRICHMENT ACTIVITIES



07. Athlete Development and Enrichment Activities

Fitness Training

At our Austrian base, athletes have access to a fully equipped high-performance gym featuring Watts bikes, an Olympic lifting platform, barbells, and weights.

All fitness sessions are planned and supervised by our qualified personal trainers and chartered physiotherapist, tailored to each athlete's age, development stage, and phase of the season. We focus on building strength, balance, endurance, coordination, and flexibility — while actively preventing injury.

But fitness at Excel isn't just about the gym. We build physical development into the activities athletes love and enjoy — football, climbing, swimming, hiking, and more. For young junior athletes especially, these activities develop gross motor skills, spatial awareness, and athletic foundations in the most natural and enjoyable way possible.

Enrichment Activities

Excel Race Academy offers something truly unique — a life in the mountains with iconic experiences that are not just a bonus — they are built into everyday life.

World-class ski racing is at the heart of everything we do, but it is the richness of everyday academy life that makes Excel so special. From watching the Sölden World Cup alongside thousands of passionate fans, to forest school whittling in the Austrian woodland, climbing at the Kletterhalle Innsbruck, and cheering at ice hockey games.

These experiences create shared memories and unbreakable team bonds that last long after the season has ended.





08. PASTORAL CARE & SAFEGUARDING

08. Pastoral Care & Safeguarding

Pastoral Care

Family is not just a value — it is the culture we build every single day. From the moment an athlete joins the team, they are welcomed into a close-knit community. Each athlete is supported by a dedicated team of house parents, coaches, and tutors working together to ensure every athlete feels safe, settled, and happy.

Communication with parents is constant. Our Excel Parent WhatsApp Group Chat delivers real-time updates, photos, and videos from camp so families always feel connected.

We understand that every athlete is different — not just in how they ski, but in how they learn, communicate, and thrive. We are experienced in supporting athletes with additional needs, including dyslexia, ADHD, and other learning differences.





08. Pastoral Care & Safeguarding

Safeguarding & Athlete Welfare

The safety and welfare of every child in our care is our absolute top priority. We follow Snowsport England's SnowSafe policy, ensuring all activities are delivered in a safe, child-centred environment. Every member of staff and all volunteers are DBS-checked and receive regular safeguarding training.

Our staff are trained to recognise when athletes are struggling — whether with homesickness, pressure, fatigue, or confidence — and to provide appropriate support and escalate to the CWO when appropriate.

Our full suite of safeguarding policies is available on our website.



09. TESTIMONIALS

09. Testimonials

Just wanted to say a HUGE HUGE thank you for another amazing season! We honestly cannot thank you enough for your time, support and patience with our kids. I feel very proud to be part of Excel, as do the kids. It really does feel like an extended family. Both children have improved so much with their skiing but aside from that have been so happy - and that means the world to us. Ted had the BEST time in Serbia/Bosnia!! What an experience! Thanks so so much for giving him that opportunity!

Natalie | Martha & Ted's mum



09. Testimonials

The training environment was amazing. With world-class slopes, excellent facilities, and the chance to ski alongside athletes from all over the world, every day felt like a new opportunity to learn and push himself.

The progress he made at this camp has been huge. He returned home technically sharper, mentally stronger, and more motivated than ever to take on the season ahead. The camp has given him a great foundation to build on, and he came back buzzing with energy and ready to race again as soon as he landed!”

Wendy | Callum's mum



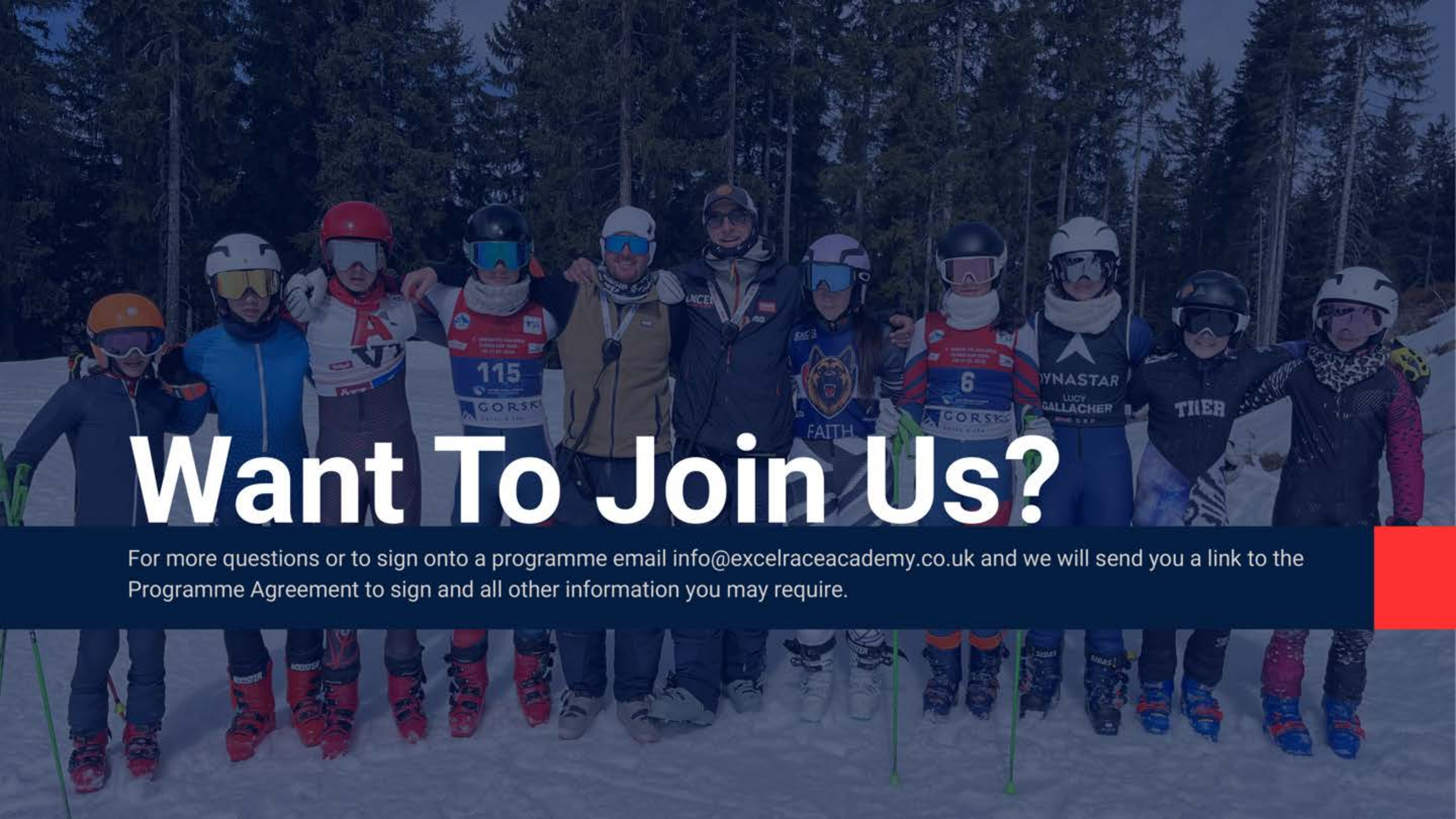
09. Testimonials

Josh had an incredible experience at the Excel Chile camp. The camp's strength lies in its fantastic community; the coaches and teammates know each other well, which created an environment where everyone could bring out the best in each other, both in serious training and in fun off-snow moments.

The location and facilities were amazing, fostering a unique opportunity to train not just within our team but alongside skiers from all over the world. This mix of ages and cultures was invaluable, and Josh was particularly inspired by meeting so many accomplished older athletes he could look up to.

Kristina | Josh's mum





Want To Join Us?

For more questions or to sign onto a programme email info@excelraceacademy.co.uk and we will send you a link to the Programme Agreement to sign and all other information you may require.