

Dear Rob/Eimir

I am excited to apply for a position in the Athlete Consultation Group.

Since I have joined the GB Ice Climbing Team in 2019 I have been engrossed in the discipline of ice climbing at every possibility, from my personal training through to organising the UK's first ever UIAA international competition - Euro Cup Glasgow - 2023

I believe I would make a good representative for the athletes due to my breadth of experience in the ice climbing competition scene and the climbing industry as a whole.

I work full time as a professional route-setter with international competition experience. This gives me the advantage of not only understanding what we as athletes need and desire within the competitions but also the logistics and skills to implement such requirements. I have built competitions structures, designed climbing holds and set and tested moves specifically for our discipline, this gives me a vast knowledge of the safety regulations and parameters of the sport, what is currently possible to achieve and how to innovate to develop the sport further.

Over the last 7 years I have worked as a professional athlete, working with several high profile brands to help test and improve climbing equipment and clothing. My time working with these companies has given me experience in how to represent a brand and how to nurture the relationship between the sponsor and athlete. This has helped me ensure that competitions I have run have been well funded and advertised as well as attractive prizes made available for the event. I'm experienced at engaging audiences on social media and have a talent for marketing the sport in an exciting and modern way. I think all of this could help with the future organising and representation of events for ice climbing.

I am one of the founders and the President of the Scottish Dry-Tooling Club. In Scotland, we had very little infrastructure for climbers to experience the discipline, let alone train for it. Within two years, under my direction, the club has dramatically improved the facilitates and participation. We have introduced hundreds of climbers to the sport, running events country wide and secured a permanent training facility to train the GB Ice Climbing Team that has now yielded many medals in the UIAA circuit and the UK's first youth world champions! My experience in the development of the sport here in the UK can help the working group to replicate similar solutions in other countries that face the same challenges.

I have enjoyed developing the sport in the UK and i feel I've been able to have a huge impact on the climbing community and offer so many people great experiences. I have also enjoyed expanding this development of the sport to the international scene when i organised the UIAA European Cup in Glasgow this year. I would love to be able to take this to the next level and be able to have an impact on the sport globally by getting involved with the UIAA athletes consultation group. A huge part of my motivation is to encourage young athletes into the sport and be able to build a structure which allows them to follow their dreams.

I would greatly appreciate an opportunity to represent the athletes and look forward to hearing your reply.

Best regards
Willis Morris

- GB Ice Climbing Team Athlete

WILLIS MORRIS

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WORK EXPERIENCE

The Scottish Dry-Tooling Club

President

May 2021 - Present

In my current role at SDTC I am responsible for:

- Managing the setting team and safety of routes at events.
- Organisation of events in cooperation with climbing centres and venues
- Coaching and development of beginners and elite athletes
- Social media presence
- Acquiring sponsors for equipment and events

The Glasgow Climbing Centre

Head Route Setter and Head Coach, Deputy Manager

September 2018 - Present

In my current full-time role at GCC I am responsible for:

- Managing the setting team and schedule within the centre.
- Organising and carrying out all maintenance on the wall, holds and personal protective equipment used by the route setters and climbers.
- Training all new and current route setters to the appropriate standard in safety and logistics of the role and the design and creation of the routes themselves.
- Organising and hosting all competitions including communicating with sponsors and obtaining prizes.
- Managing all coaches and coaching within the centre including organising staff rotas and timetables.
- Designing structured plans for the coaches to use with their clients and supporting them with providing a professional service.
- Supporting the performance teams at all national competitions.
- Taking responsibility for improvements and changes required within the centre and discussing plans with the other members of management.
- Providing weekly updates and reports during weekly management meetings.

Jupiter Spring Productions Ltd - Paramount Pictures

**Utility Stunts Performer/Stunt Consultant **

May 2021 - Present

- Researching and scouting locations that meet specified criteria set out from management. Capturing content and research and updating management with progress.
- Planning schedules and objectives for each day of work from an overall task list and adapting them to be suitable for individuals' abilities and conditions or variations that may be present on the day of work.
- Liaising with management and safety teams on the progress of work and ensuring tasks are completed on time whilst focusing on producing the best quality possible for the final product.
- Working within the confines of a budget and managing the number of days work and the cost of

- such days for the best efficiency and output.
- Reviewing and documenting all work in a timely manner, producing detailed maps and information for wide audience sharing and presentation.

**Climb Scotland / Mountaineering Scotland
Freelance Head/Lead Setter and freelance coach**

June 2015 - Present

- I have organised the structure and managed the route setting for numerous regional and national competitions. (YCS, SYCC, SNBL)
- Responsibilities include structuring multiple days of workers so that efficiency and quality are maintained. Monitoring the quality of each member of staff's work and communicating any feedback that is required.
- I have been involved in the coaching team supporting the Scottish Youth Development Squad and Scotland Team as a lead coach.

**Auchengillan Outdoor Centre
Freelance Instructor**

March 2018 - November 2019

- Instructing and being responsible for groups on multiple activities (climbing, high ropes, survival skills etc.)
- Assessing and training rescue and rope techniques for high ropes activities and the staff involved with them at the centre.

**The Glasgow Climbing Centre
Part-Time Worker/Head Route Setter**

June 2012 - September 2018

- During my time as a part-time worker in GCC, I have worked in many roles, starting as an instructor taking birthday parties and groups. More experience and more qualifications led me to higher levels of instructing, including NICAS at all levels, lead climbing and eventually into performance coaching.
- I have been the In-charge on multiple large-scale abseil events working to manage up to 12 staff and was responsible for the safety of all participants on events, up to 600 per event. Examples include the Titan crane and Forth Rail Bridge events.
- I have worked on the desk as a receptionist and a shop assistant since 2013 leading to becoming a duty manager and key holder since 2015. Within this role, I have been responsible for the usual operation of everything running within the centre. Organising staff and sessions, making sure customers are happy and that tills and banking are correctly and safely organised.
- In March 2013 I became a trained and active route setter for routes and boulders. Having obtained 3 years of experience, in 2016 I was appointed as the Head Route Setter in the centre, responsible for managing the route setting team and organising all setting and maintenance activities.

QUALIFICATIONS

- Outdoor First Aid (2 day course)
- CWA (CWI) (indoor climbing instructor)
- CWA(CWI) Abseil module
- CWA (CWI) Assessment
 - CWA (CWI) Abseil module assessment
- CWLA (indoor lead climbing instructor)
 - CWDI Assessment
 - RCI (outdoor rock climbing instructor)
- RCI Assessment
 - FUNDAS 1
 - FUNDAS 2
- 'Physical Training workshop' (pre PT part 1+2)
- Foundation Coach
- Development Coach
- RSA Level 2 (rope route setting qualification)
 - RCDI Training - Pending (sept 2021)

RELEVANT SKILLS

In my time as a climber I have worked on many disciplines of the sport and pushed myself to improve my limit in every way and every grade.

My highest grades achieved are :

Sport climbing up to 8b+

Trad climbing up to E8

Scottish winter - VIII/9

Mixed - M12

Aid - A4

Boulder - f7c+