

The Outdoor Alliance



The Outdoor Alliance

Proposal for an outdoor sector network

The Outdoor Sector in Wales contributes significantly to the social and economic benefit of Wales through education, physical activity, environment, heritage and tourism. Activity tourism alone is worth at least £481m to the Welsh Economy with a further £304m added value supporting over 8000 FTE jobs (Miller, 2014). This contribution comprises 12% of the Welsh tourism economy before additional value to education and health in Wales. However, the contribution the sector makes and can make to the health and well being of future generations is often not given adequate recognition.

Getting active, outdoors is proven to have multiple benefits...



Currently, there is no single organisation who represents the shared values of the outdoor sector. In the absence of such an organisation, the outdoor sector can often be viewed as complex and confusing. External perceptions confirm there is lack of clarity on who does what and who to contact resulting in a lack of strategic outdoor sector representation.



The outdoor sector is comprised of a range of organisations and businesses that support, facilitate and promote adventurous activities in the outdoors.



CREATING AN ALLIANCE

Over the past three years, key individuals and organisations have collectively considered the scope of the outdoor sector and how it can better promote its values, benefits and principles, leading to this proposal for a Welsh Outdoor Alliance (OA); a single network to unite the outdoor sector.

Wales Adventure Tourism Organisation (WATO) and The Outdoor Partnership (TOP), together with key stakeholders establish **Six Key Principles** that focus on the outdoors and provide a foundation for future policy, aligned to the seven goals of the **Well-being for Future Generations (Wales) Act 2015**.

50+ key stakeholders & partners attended a Senedd reception to officially launch the **Six Key Principles** and the **Natural Health & Enterprise Report** ①

Feb
2016

Natural Resources Wales (NRW), Sport Wales and Visit Wales hosted the **'Inspiring Through Adventure Conference'** at Plas Menai. Part of the Year of Adventure (YoA). This conference celebrated the contribution that adventure has made to Wales and asked delegates to suggest how this contribution could be improved in the future.

Oct
2015

NRW commissioned Snowdonia-Active (S-A) to carry out a scoping study to look at how to move **'Towards an all-Wales approach to interpreting natural, historic and cultural heritage through outdoor activity'**

July
2016

NRW contracted WATO and TOP to look in to the potential for **'Creating an effective outdoor sector network in Wales'**.

The
ALLIANCE

UNITING THE OUTDOOR SECTOR

Events have demonstrated a clear desire for a single network to unite the sector which will:

- Represent the shared values of the outdoor sector
- Better **communicate** the real contribution of the outdoor sector across several platforms including economic, social, health and culture
- **Improve** communication within the outdoor sector
- Encourage cross sector projects to deliver against a **common goal**
- Provide a platform with which external sectors and organisations can **engage**
- Facilitate **knowledge sharing** amongst the outdoor sector
- Act as an advisory forum on **issues and opportunities** in the outdoor sector

This proposal is for a constituted body that enables more effective outdoor sector co-ordination to better promote its values, benefits and principles and more efficient cross sector partnerships. The sector has concluded the most effective model would be to form an 'Alliance' of existing organisations that can come together through a 'portal' to use the combined ability of all the organisations to promote the sector and co-deliver projects.

► Document reference

① Six Key Principles and the Natural Health & Enterprise Report:
www.outdooralliance.wales/docs/key_proposals_next_steps2016.pdf

THE ALLIANCE IN PRACTICE

The Alliance will...

- Be a constituted organisation; admission will be based on committing to the shared values defined in the Six Key Principles, which will be implemented using the aims outlined in this document
- Better connect / engage the outdoor sector to work collaboratively together
- Enable 'one voice' representation of the shared values of the outdoor sector
- Advise on issues which are relevant to the sector through meetings and consultation
- Be a point of contact with which external organisations and sectors can engage and be responsible to directing enquiries to appropriate member organisations
- Endeavour to drive cross sector projects to deliver against the common goals laid out in the Well-Being of Future Generations Act (2015)



The Portal will...

- Disseminate relevant information to member organisations such as consultations, documents, reports, best practice and current issues and opportunities
- Be a repository of information for, and about, the outdoor sector, in particular a place for evidencing the economic, health and environmental benefits of the sector
- Bring all interested stakeholders into the conversation
- Avoid projects being duplicated or developed in silos by increasing transparency within and outside the sector



The core aims of the Alliance



Aim 1. Partnership

We seek to capitalise on the contribution made by the outdoor sector to the economy, health and environment in Wales - working across the sector, with Welsh Government and other organisations.

By:

- Facilitating partnership working between the key stakeholders.
- Co-creating new initiatives to influence cross-sector awareness of the benefits that the outdoors can bring to health, well-being and social justice.
- Promoting the use of outdoor spaces for all people to enjoy and be active in,
- Encouraging improvements to outdoor recreation infrastructure.



Aim 2. Economy

We aim to ensure that the outdoor sector is present in long term strategies contributing to a thriving rural economy in Wales

By:

- Supporting the 'Years of' campaigns in order to raise Wales' status in the 'Adventure Capital' race.
- Identifying innovative products in outdoor adventure tourism to promote World class adventure.
- Using evidence-based research to demonstrate the economic value of outdoor adventure activities.
- Supporting the implementation of a Partner Delivery Plan to attract investment in community based outdoor adventure.
- Exploring ways to increase the outdoor tourism season.



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A globally responsible and more equal Wales



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A prosperous Wales

The core aims of the Alliance



Aim 3. Natural Resilience

We aim to increase understanding and care of nature to build ecological resilience

By:

- Developing and promoting environmental operating standards that represent good practice in sustainability.
- Considering the recreational capacity of the environment and find sustainable ways of managing impact.
- Using the outdoor sector's engagement with the public to help educate them about the importance of protecting natural resources and personal actions that will reduce their impact on the environment.



Aim 4. Health and Wellbeing

We aim to inspire a generational change towards more active, healthy living

By:

- Promoting closer working between the health and outdoor sectors, including promoting health related fitness through outdoor activities
- Collating existing evidence on the health benefits of physical and outdoor activity.
- Supporting the piloting of active prescriptions to help people increase participation in physical outdoor activities.
- Training outdoor instructors on health and well-being promotion and how to engage with 'hard to reach' communities.
- Creating standard pathways of progression in physical outdoor activities to get 'more people, more active, more often'.
- Promoting the role of community groups, volunteers and employment opportunities.



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A resilient Wales



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A healthier more equal Wales, with a vibrant culture and thriving Welsh language

The core aims of the Alliance



Aim 5. Education

We seek to harness the skills learned through outdoor experiences to create benefits to Welsh communities, education and businesses

By:

- Developing a joined up approach to the training and CPD of outdoor instructors to ensure that they can deliver appropriate messages in such areas as environment, culture and sustainability to their clients,
- Exploring the development of the national curriculum to encourage greater use of the outdoors, inspiring changes in perspective on risk, choice and responsibility.
- Working towards better integration between National Governing Body qualifications and government sponsored apprenticeships schemes.



Aim 6. Sustainability

We seek opportunities that prove that transformative, sector-scale change to sustainable working is possible.

By:

- Using the unique skill set of the outdoor sector to identify new approaches to leadership, communication, team building & problem solving.
- Working with the public sector and academic institutions to;
 - > identify current gaps in knowledge
 - > develop an evidence base of the public benefits that the sector can deliver on
 - > find a common approach to monitoring change.
- Developing global links to help establish Wales as a world leader in practices that drives social and environmental benefit using outdoor & adventure experiences.



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A Wales of cohesive communities



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A Sustainable Wales

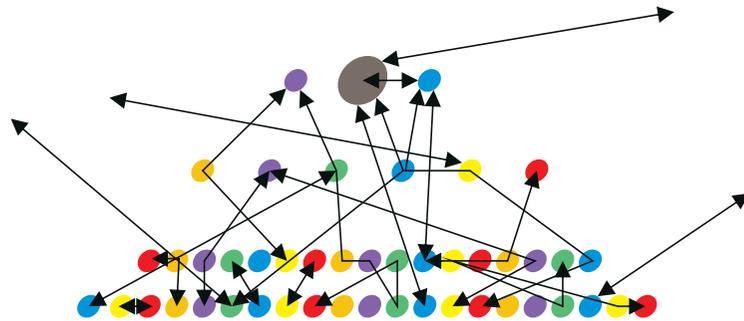
Structure of the Alliance

The Outdoor Alliance will work towards becoming a constituted organisation. The work of the Outdoor Alliance will be directed by a board made of a representative spread of geographical and sector interests.

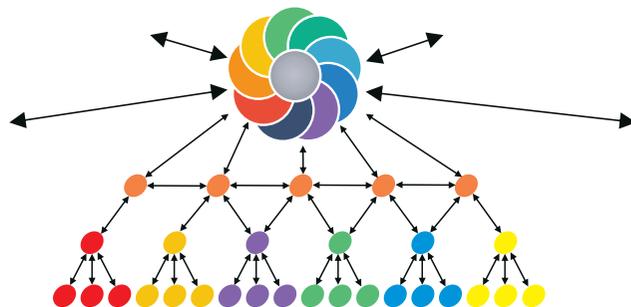
The role of the board members and chair will be to:

- Coordinate attendance of key meets and networks and ensure that information is disseminated to and from all members of the Alliance.
- Better connect / engage the outdoor sector to work collaboratively together
- Sharing knowledge and collating evidence, through the Portal, and ensuring that the sector is fully aware of relevant consultations, events, funding opportunities, resources or reports

BEFORE
the
ALLIANCE



AFTER
the
ALLIANCE



Suggs, Foreman, Barson et al, 2017



What's next?

Over the next 12 months a development group for the Alliance will be established to steer the next steps. The first steps will be to grow membership, define a clear manifesto, grow political interest and, establish a project management plan.

At this stage we're looking for support, feedback and interest.

We want to hear from you.

Contact: info@outdooralliance.wales

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