



# Action Plan

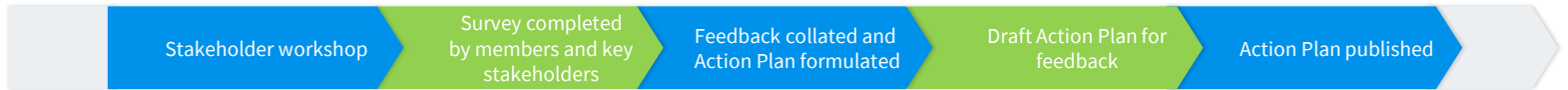
## 2022-2025



## Background

The Outdoor Recreation Network (ORN) is an unincorporated network of public agencies and non-governmental organisations across the United Kingdom (UK) and Republic of Ireland (RoI). ORN grew out of the Countryside Recreation Network (CRN) that was established in 1968. Benefiting from a long history of partnership, ORN member organisations are involved in outdoor recreation and related fields such as the natural environment, outdoor activities, tourism and health.

## Action Plan development process



## Introduction

This strategic document sets out the overarching framework for the activities of ORN for the period April 2022 – March 2025. It is an ambitious plan which has been developed by ORN's Executive Committee in consultation with its members and key stakeholders. In the interests of keeping its work fresh and relevant, the time was right for ORN to collaboratively create a new and focused vision, mission, and strategy for its development over the next three years.



# Action Plan 2022-2025 framework



## Our vision

Support and encourage everyone to responsibly enjoy and engage with the outdoors.

## Our mission

Collaborate with members to share research, facilitate information exchanges, and champion inclusive and sustainable good practice.

## Our functions

Collaboration and expertise sharing

Creating and sharing insights

Training and professionalisation

## Our themes

### Accessibility and inclusion

Making outdoor recreation, and the associated sector, more inclusive to underserved groups

### Making a more sustainable sector to tackle climate change

Mapping the route to Net-Zero, encouraging sustainable practice in participation and management

### Sustainable outdoor recreation related tourism and visitor management

Balancing the benefits of tourism with the impact on nature and communities

### Local greenspace and green infrastructure

Improving accessibility to high quality greenspaces

### Transform nature connection

Connecting people and nature through outdoor recreation

ORN Action Plan 2022-2025 Matrix	Themes				
Functions/Actions	Accessibility and Inclusion	Transform nature Connection	Sustainable outdoor recreation related tourism & visitor management	Tackle climate change	Local green space & infrastructure
Collaboration and Sharing Expertise					
Deliver an annual conference, regular webinars and in-person workshops	✓	✓	✓	✓	✓
Deliver regular member meeting both online and in-person	✓	✓	✓	✓	✓
Facilitate cross-sector collaboration on the development of sustainable tourism related outdoor recreation good practice and principles			✓		
Facilitate cross-sector collaboration on approach to ensuring a wider range of people are involved in outdoor recreation	✓				
Creating and sharing insights					
Develop a new ORN website with user friendly resource hub	✓	✓	✓	✓	✓
Distribute regular member e-zines	✓	✓	✓	✓	✓
Identify members' research needs & develop collaborative delivery models	✓	✓	✓	✓	✓
Share insights into the motivations and behaviors of new user segments engaging with the outdoors since the start of the COVID-19 pandemic	✓	✓			
Training and Professionalism					
Commission an independent review of ORN's current operating model in order to develop recommendations for future sustainability	✓	✓	✓	✓	✓
Commission an independent review of the future role ORN may perform in driving the professionalism of the outdoor recreation sector and ensuring the recognition / accreditation of the same	✓	✓	✓	✓	✓
Commission an independent review of how ORN restructure will improve connection with BAME, disabled and disadvantaged communities	✓	✓	✓	✓	✓



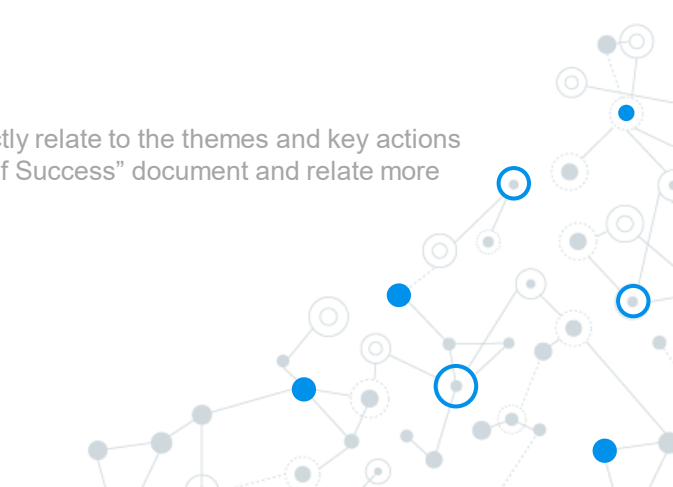
## Making it happen

To put this plan into action between 2022 – 2025 and deliver on the themes and key actions, ORN will rely on strong partnership between its Members and Executive committee, and facilitation from the Secretariat. The successful execution of this Action Plan will grow the size and influence of ORN, and more crucially, achieve its vision to “support and encourage everyone to responsibly enjoy and engage with the outdoors.”

The themes in this Action Plan also connect with important policy priorities in the strategic context across the UK and Ireland. These include but are not limited to active travel, decarbonisation, and addressing biodiversity decline. ORN will partner with relevant associated sectors to ensure a coordinated approach that makes the best use of our resources to maximise positive impact on the environment and people.

## Measurers of success

The measures of success put forward by ORN’s Executive Committee do not directly relate to the themes and key actions presented above. They are, however, outlined in the “New Action Plan Measures of Success” document and relate more broadly to the growth of ORN and its influence.





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Outdoor Recreation Network