

Young People in the Countryside

2006 Seminar Proceedings
of the
Countryside Recreation Network

Edited by Melanie Bull
Network Manager

Formatted by Helen English
Network Assistant

**Held at The Centre in the Park, Sheffield
27 September 2006**

Published by CRN Countryside Recreation Network
© 2006 CRN Countryside Recreation Network
ISBN: 1 84387 244 7
Copies cost £15 and are available from:
Countryside Recreation Network
Sheffield Hallam University
Unit 10, Sheffield Science Park
Howard Street
Sheffield
S1 2LX
Tel: 0114 225 4494
Fax: 0114 225 2197
E-mail: crn@shu.ac.uk
Website: www.countrysiderecreation.org.uk

CONTENTS

PLENARY PAPERS

Welcome and Introduction	7
<i>Geoff Hughes, CRN</i>	
What Young People Want. The YHA Perspective.	9
<i>Roger Clarke, Youth Hostels Association</i>	
Young People's Demand for Countryside Recreation	12
<i>Simon Shibli and Craig Mulder, Sheffield Hallam University</i>	
Learning from Young Roots	15
<i>Philip Pearce, Heritage Lottery Fund</i>	
A Strategic Approach to Providing for Young People in North Yorkshire's Countryside	17
<i>Simon Woodward, PLB Consulting Ltd</i>	
Riverside Youth Project	19
<i>Dennis Stinchcombe MBE, Riverside Youth Project</i>	
How Young People Enjoy the Countryside	21
<i>Jim Davis, The Children's Society</i>	
Wild Adventure Space for Young People	24
<i>Judith Hanna, English Nature</i>	
Motorsports Project in Scotland	30
<i>Bob Reid, North Lanarkshire Scramble and Quad Bike Club</i>	
Young People and Urban Greenspace in Northern Ireland: A Case Study of Craigavon Lakes Mountain Bike Trail	38
<i>Declan Brown, Craigavon District Council and Clare Wright, Countryside Access and Activities Network, Northern Ireland</i>	
Only Tourists Climb! Challenging a Culture of Non-Participation	39
<i>Amanda Davies, Chairman and Tracey Evans, North-West Wales Outdoor Partnership</i>	
Concluding Remarks	44
<i>Geoff Hughes, CRN</i>	

SUPPORTING PAPERS

Appendix A - Programme	45
Appendix B - Speaker Biographies	47
Appendix C - Delegate List	54
Appendix D - Slide Handouts from all speakers	58

Countryside Recreation Network Seminar

'YOUNG PEOPLE IN THE COUNTRYSIDE'

WELCOME AND INTRODUCTION

Geoff Hughes
Chairman
Countryside Recreation Network

Young people's attitudes and patterns of behaviour have changed significantly in the last twenty years but are perhaps a reflection of changes in society over a much longer period.

As the majority of the population live in our towns and cities this in turn has created an 'urban mentality' that contributes to the way young people behave, there is less inclination to spend time outdoors and a tendency to spend leisure time and seek entertainment at home or in indoor spaces in an urban setting.

The rise of household IT and communications has increased the urbanisation of culture by facilitating sedentary indoor entertainment and so changing lifestyles of the young people of the UK and Ireland.

The above factors influence young people's perception and experience of the countryside and green spaces which are seen by many as irrelevant and boring. If young people disengage from the outdoors then do we compound the problem of reaching the 20/20 vision of the majority of the population taking part in sport and physical activity in ways which benefit their health? Can we afford to do nothing?

Timed to coincide with the DEFRA consultation "Outdoors for All: Draft Diversity Action Plan" the seminar explored

- What has happened to influence young people's demand for recreation in the outdoors?
- Is it worthwhile trying to overcome young people's negative perceptions of the outdoors when in the near future the majority of people will be over 50 and who perhaps like things the way they are?
- If we are serious about providing for young people what do we need to do to enable the countryside to overcome its traditional image and to provide opportunities which teenagers enjoy.

As the Chairman of the Countryside Recreation Network (CRN) I was delighted to introduce the day and to chair the event. CRN is a network of 28 national organizations across the UK and Ireland who come together to develop and share good practice in outdoor recreation and to conduct collaborative research. We hold 6/8 events per year

similar to this one and publish a free journal 3 times per year. The topic we explored is a key issue for the future of outdoor recreation.

The event will examine the issues from a variety of perspectives

- From strategic planning to local case studies

And

- From research to practitioners perspectives.

The research for the Diversity Review identified a lack of sense of welcome to young people and perhaps suggests that the countryside should break free from its traditional image. If young people don't want to visit the countryside and they are not made welcome because of the traditional way we have approached things in the past will teenagers become a lost generation. I hope that the seminar will help to focus on the issues and perhaps identify some solutions.

Countryside Recreation Network Seminar

'YOUNG PEOPLE IN THE COUNTRYSIDE'

WHAT YOUNG PEOPLE WANT - THE YHA PERSPECTIVE

Roger Clarke
CEO
Youth Hostel Association

The policy context

- The Government's Manifesto for out-of-classroom learning due to be published at the end of November.
- Defra's diversity review.
- Natural England's interest in connecting people with the natural environment.

YHA

YHA is an educational charity with the object 'to help all, especially young people of limited means, to a greater knowledge, love and care of the countryside'.

- Young people as the primary beneficiaries.
- Main interest in providing an experience, not just in budget accommodation.
- Operating Youth Hostels as a means not an end.
- 200 Youth Hostels in England and Wales, half in National Parks and AONBs.
- £40m turnover.
- Part of a global network.

The societal context

- Increased affluence.
- Much more information about what's available.
- Increased choice of activities.
- New communications media, especially electronic media.
- Fragmentation; of families and of communities.
- Concern about health and diet, and about the environment.

Definitions

YHA's primary interest is in young people staying away from home: the residential experience. YHA's definition of young people is those under 26. YHA target priority groups, and principal markets, are defined as:

- Young people travelling as part of a family group, characteristically in the 0-12 age bracket. 15% of YHA business, and growing.
- Young people travelling with schools and youth organisations, characteristically aged 6-16. 30% of YHA business.
- Young people travelling independently, often from other countries and often for the first time. 20% of YHA business.

What young people want: the YHA analysis

Families

- Short breaks, including half terms; not just traditional summer holidays
- Activities for all; combining visits to attractions with outdoor recreation
- Anything to do with water and the seaside.

Schools and Youth Groups

- Environmental studies and educationally orientated outdoor activities
- Social learning and social inclusion objectives very important
- Must be pre-packaged
- Teachers' and leaders' concern about risk: need to ease the burden of their responsibility
- Decline in direct LEA provision of centres
- Trips are shorter and closer to home, for financial and curriculum reasons.

Young independent travellers

- Independent travel used to start at 12; now it's 16
- Loss of adventure opportunities for young people
- Shift from rural to urban
- Domestic travel to international travel
- Walking and cycling now accompanied by multi-activity experiences, sometimes high-tech and commercially based.

YHA action with young people

- New Strategy: putting the 'Y' back into YHA. Reach more young people
- Communicate better with young people. Book and pay on-line. Provide more web-based information on local activities. Electronic dialogue with customers: guest feedback
- Create more activity packages. 'Learn 4 Real' for schools. 'Green shoots' environmental education programme. Bike hire at hostels

- Reach young people from disadvantaged backgrounds. The 'Do It 4 Real' summer camps programme. 'Breaks 4 Kids' funding scheme to support residential stays by young people who would not otherwise afford it.
- Renew the Youth Hostel network. Changing expectations of quality of accommodation. Aim to provide 'Great hostels in great locations'. Continue to offer excellent value for money. Update the image of YHA. Get the economics right, with increasing cost of wages and buildings

Partnerships

- Work with other organisations to reach more young people, for example schools and youth organisations
- Work with other organisations to expand the network, including public, private and voluntary sectors. The 'YHA Enterprise' franchise scheme. Support from Trusts, Lottery and Regional Development funds.

Countryside Recreation Network Seminar

'YOUNG PEOPLE IN THE COUNTRYSIDE'

YOUNG PEOPLE'S DEMAND FOR COUNTRYSIDE RECREATION

Simon Shibli, Director
Sport Industry Research Centre
and
Craig Mulder
Researcher
Sport Industry Research Centre
Sheffield Hallam University

Introduction

This presentation examined the influences on young people's demand for countryside recreation using simple applied economics. Although there is information in the public domain concerning the recreational patterns and motivations of adults, there is relatively little data concerning young people's participation and none of it is countryside specific. This is a significant gap in the knowledge base of countryside recreation planners, particularly when it is considered that recreation patterns in adults are often strongly influenced by childhood experience.

The findings are based on a survey of 1,029 young people in secondary schools in Hampshire concerning their use of, latent demand for and attitudes towards the countryside. In addition national statistics regarding young people's demand for sport and active recreation are also reviewed.

Methodology

The methodology for the research can be split into three main parts as follows:

Literature review

This was carried out in order to find out the extent of the information already in the public domain and therefore identify any potential gaps in current knowledge. This, in conjunction with consultation with staff from Hampshire County Council and the Countryside Agency, directed the focus of the research towards the participation patterns of young people.

Schools' survey

There was no previous research specifically into the countryside recreation participation patterns of young people. The only comparable studies are Sport England's "Young People In Sport" surveys, which deal specifically with sport, not countryside recreation. Our survey was carried out on 1079 pupils aged between 11 and 15, at six schools in Hampshire. This gave a valuable insight into young people's participation in, and attitudes towards, countryside recreation.

Focus groups

These were used to explore in greater depth, the issues raised by the analysis of the quantitative data gathered from the schools questionnaire. Five focus groups were recruited from youth and community groups in Hampshire.

Key Findings

- The research strongly suggests that the local supply of quality countryside is a far more significant factor in levels of participation than was perhaps previously thought.
- Gender has little overall impact on levels of participation amongst young people. The area where gender does have a significant influence is in specific activities such as cycling, horse riding and fishing.
- There is a significant drop off in levels of participation from young people to adults. Although this finding is also prevalent in participation in sport and the arts, future research and strategies would be well advised to examine ways in which countryside recreation can hold on to what it has got rather than passively losing thousands of participants as they reach adult age.
- There is no statistically significant correlation between low levels of participation and latent demand. Therefore, demand is a function of tastes and preferences rather than barriers to participation.
- Factors which are traditionally perceived as barriers to participation, such as lack of access to transport, worries about safety and household composition, are not shown to be significant in affecting levels of demand.
- In comparison to a selected group of other pastimes, countryside recreation is consistently shown to be least favourite amongst young people. This finding is something of a reality check for countryside recreation managers and puts into stark contrast the magnitude of the job facing them.

There are two strategic issues arising from the research. First, we found that demand was closely linked to supply, meaning that if there were accessible countryside facilities close by then young people would tend to use them, regardless of their socio-economic background. The fact that participation in countryside recreation amongst young people is relatively classless and does not have large gender biases provides those charged with increasing demand for countryside recreation with 'unique selling points' that should be exploited in the competition for resources.

Second, we also found that demand for countryside recreation is strongly influenced by personal tastes and preferences and the availability of alternative forms of leisure. This point is particularly relevant in helping managers to realise the competition they face when trying to increase demand for countryside recreation. Demand for countryside recreation does not exist in a vacuum. There is a competitive market whereby a plethora of suppliers and opportunities (for example television and cinema, sport, arts, computing, shopping, and 'hanging out') vie for young people's attention, time and money. It is only by realising

what is happening in the external environment and responding to it proactively that demand for countryside recreation will retain or increase its 'market share'.

We conclude by suggesting that in order to increase demand amongst young people, interventions need to be aimed at altering and developing the tastes and preferences of young people. Interventions designed to encourage young people to place a higher value on countryside recreation are more likely to be successful than simply removing unsubstantiated "barriers" to participation.

Countryside Recreation Network Seminar

'YOUNG PEOPLE IN THE COUNTRYSIDE'

LEARNING FROM YOUNG ROOTS

Philip Pearce
Young Roots' Regional Co-ordinator
Heritage Lottery Fund

The Young Roots presentation considered the involvement of young people generally in its extensive nationwide programme of informal learning approaches to developing awareness of heritage and considered the position of young people living in rural areas who could benefit from its unique programme in particular.

Objectives for the day were

- To encourage applications to Young Roots from organisations represented in the seminar audience
- To inform delegates of the criteria for funding opportunities
- To look at and share examples of relevant good practice
- To enable delegates to develop high quality plans for young people in the countryside who want to participate in the Young Roots Programme in the future

During the seminar we then progressed to the following

- Clarifying the nature and role of the Heritage Lottery Fund
- Identifying the funding range for Young Roots Projects
- Stating the methodology used for involving young people in the design and delivery of the Programme
- Clarifying the partnership requirements needed and in particular the role of the 'Heritage Partner'.
- Considering definitions of 'Heritage' using audience participation
- Looking at what aspects make for a high quality 'Young Roots' Project.
- Considering and comparing examples of successful case studies of 'Young Roots' over the last three years including how they relate to the Government's new criteria for 'Every Child Matters' and the 'Five Successful Outcomes' associated with it.
- Identifying national and regional priorities for 06/07
- Restating important essential features for successful applications
- Identifying appropriate and inappropriate application features
- Stating the deadlines and dates for the future of the Programme and clarifying the role of Regional Young Roots Co-ordinators

Following the presentation materials and information regarding all Heritage Lottery Fund Programmes were displayed and made available to delegates interested in finding out more about them.

For further information, please contact the presenter, Philip Pearce on philipp@hlf.org.uk or visit the Heritage Lottery Fund's website www.hlf.org/youngroots where extensive further information is available and also a 'pre-application form' for consideration of a potential Young Roots proposal can be sent electronically.

Countryside Recreation Network Seminar

'YOUNG PEOPLE IN THE COUNTRYSIDE'

A STRATEGIC APPROACH TO PROVIDING FOR YOUNG PEOPLE IN NORTH YORKSHIRE'S COUNTRYSIDE

Dr Simon Woodward
Director
PLB Consultants

For statistics, see presentation slides in Appendix D

Issues to Consider

- Current provision across the county
- Supply-side issues
- Demand for outdoor sport & recreation
- Learning from international best practice
- RAWW in North Yorkshire

Provision for outdoor adventure in North Yorkshire

- 52 crags & bouldering areas (limestone & gritstone)
- 17 major mountain biking areas - Dalby the most important
- 9 important caving areas
- 8 rivers for paddling (white & flat water)
- 7 gliding & hang-gliding venues
- 5 surfing sites
- 1 rafting site
- 15 outdoor activity centres

Summary of supply-side issues

- Quality of resource-base varies from international standard to basic
- Riparian access issues still stifling opportunities for whitewater canoeing & rafting
- Access issues also a problem for some airsports
- Important facilities to north & south of the county
- Some investment already underway

Activities with most growth potential - all UK adults

- Skiing (7.5 million potential participants)
- Sky diving (5.2 million)
- Whitewater rafting (4.7 million)
- Snowboarding (4.2 million)
- Bungee jumping (3.8 million)
- Surfing (2.8 million)
- Mountaineering (2.8 million)

Question - Where do we focus our interventions?

- On those activities with highest current participation rates?
- On those activities with highest forecast growth potential?
- On those activities with least existing provision
- On those facilities that will deliver best economic return?

International best practice I: Via Ferrata

- Commercial facilities being developed in the US, Australia, NZ
- Charges range from £5 - £15/ hour
- Main facility often supported by ancillary services

International best practice II:

Provision for cycling:

- Capital investment levers in 3x to 9x the initial spend in annual user-income
- Sport is diversifying all the time, creating new niche markets (as well as new investment requirements)
- Fat Tyre Festivals a major stimulus to local economic development

International best practice III:

Marketing

- Lochaber selling itself as the "*Outdoor Capital of the UK*"
- Cornwall's surfing industry is bringing new markets to the county
- Utah's mountain bike sector changing perceptions of the State
- Norway is selling the experience, not the place

RAWW in North Yorkshire

(Strategy for Outdoor Adventure, as a result of research carried out by PLB)

- Rock
- Air
- Wheels
- Water

Issues to consider in delivering RAWW

- Need a well-resourced, county-wide structure to deliver the strategy
- Capital projects must be delivered by local partnerships
- An events strategy is needed to deliver swift local economic gain and raise profile in key target audiences
- Must develop capacity of people working within the sector

Concluding remarks

- Main demand is for activities that can be commercially provided
- Important to reach a balance between one-off activities and outdoor sports
- Provision for young people should support facilities for a much broader audience

RAWW has the potential to stimulate a sustainable outdoor activity sector for North Yorkshire.

Countryside Recreation Network Seminar

'YOUNG PEOPLE IN THE COUNTRYSIDE'

RIVERSIDE YOUTH PROJECT

Dennis Stinchcombe MBE
Riverside Youth Project

My name is Dennis Stinchcombe and I am the Centre Coordinator for the Riverside Youth Project and Broad Plain Boys Club, which is an inner-city multi racial centre designed to work with the many disaffected and disengaged young people in the heart of Bristol. We are situated in the middle of the St Paul's and Eason areas of the city; without doubt the most volatile, vulnerable and at risk group of young people in the city.

We have a large transient community consisting of refugees and asylum seekers who have come into an already very diverse and ethnic population. As a very important agency within this community we have, through a number of projects, received funding from various government pots to try and combat what has become a serious concern in government: 'Young People' out of control. This includes truancy at the highest ever recorded levels and drug and alcohol abuse which is also causing the authorities concern. As a voluntary boys club we have served this community for over 100 years, so have a great foundation and respect in the community. We therefore decided that our model of using sport as a platform to reengage young people would be the best way forward in helping to combat the above problems.

Since the year 2000 we have been successful in working with hundreds of young people who have managed to move on to positive destinations such as returning to school, work and/or training. Education has been carried out on top of the sports activities and through personal achievement the young people have gained considerably in self esteem and confidence, enabling them to return to the schools and agencies with a greater understanding of themselves, and more importantly, a sense of being valued and of belonging.

My aim at the conference was to highlight the works of the project under its different headings, to show that all young people fit, it's just about how we as adults assist them in their journey to do this. The following projects are based at our centre, all managed by myself with a very positive generic staff team of 8 full time paid staff and some 50+ volunteers.

Broad Plain Boys Club is an inner city multi racial boys club which operates every evening.

Riverside Youth Project in Education is our schools links programme where we do the primary schools sports/PE programme and we also work with various hard to reach secondary education groups as individuals and/or groups.

Positive Futures is enabled to work with the 50 most 'at risk' young people in the area.

SPICES is now funded by Connexions and is aimed at working with 30+ young people per annum who are truants and/or are at risk of exclusion.

Western Counties Amateur Boxing Academy offers young people who are 'NEET' an opportunity to follow boxing as their sport and to gain accreditation through the local further education (FE) colleges. We also work with any other young people who just want to be a part of what we have to offer.

Bristol, Family Support Project. Under the government's 'Respect Agenda' we are the pilot for the country in working with the ASBO families in Bristol, all of whom are at risk of eviction due to their constant negative effect on their neighbourhoods and neighbours. We have found that working in a holistic way with these families is giving them a chance to work together, and so far it has been very successful in turning many of them around.

Bristol Mixed Attendance Centres is Home Office funded and works on alternate Saturdays with young people aged 10-24 who have committed imprisonable crimes. We offer a sport and life skills programme until each person has completed the set hours required by the court. We have an 82% success rate in young people not re-offending.

As you can see we are indeed a very, very busy centre offering young people regardless of status or back ground the opportunity to develop and succeed in a 'safe' environment. I hope that my presentation at the conference got the salient points across and fully informed the participants of what we are doing in Bristol to ensure young people have a place for recreation and leisure.

Countryside Recreation Network Seminar

'YOUNG PEOPLE IN THE COUNTRYSIDE'

HOW YOUNG PEOPLE ENJOY THE COUNTRYSIDE

Jim Davis
Programme Manager
Children's Society

My experience of taking young people into the countryside is very mixed. It ranges from unexpected tolerance and welcome to outright hostility and resistance. It doesn't seem to make any difference whether the young people are from a Church youth group or are a challenging group of young Travellers. I just can't be sure of the reception we will receive. I had the experience this summer of being with 12 young people on a beach on an overnight bivouac building a camp fire and making a shelter out of branches and sheets. We were approached by the Beach Warden who quickly appeased my anxious look and told us that we should simply make sure we were above the tide line before wishing us a pleasant night.

But some months before I had been walking a group of young people down a country lane on an evening walk and was faced by angry residents from 2 houses who threatened to call the police if we didn't move on quickly. Their agitation was caused not by any specific action by young people but because they were in a group and were noisy in a quiet environment.

In essence it isn't the actions of young people that cause a reaction, it is adults and service providers who respond to young people based on their own perceptions and sometimes prejudices. Whether young people receive a welcome and an encouragement to use the countryside or face anger and fear is not solely determined by how young people present themselves. Whether it is simply that young people present a threat because of what adults in general expect of them or whether their actions are increasingly challenging is a matter for debate. But in any event the challenge for young people if they venture into the countryside is what kind of reception they will receive.

In the situations I have described I was on hand as a responsible adult to pick up on what was being presented and was able to thank the warden and attempt to appease the angry residents. But young people have the right to make their own independent use of the countryside, as any adult they are able to access the outdoors in the way that suits them. But perhaps that is the problem, what suits young people isn't always welcome.

Young people have a variety of ways of entertaining themselves and exploring their environment. I have been consulting with young people in rural communities in the South West over the summer and they have told me what they like to do. This is not a definitive list but it is probably an accurate reflection of what young people enjoy doing across the country. It includes:

- Going for walks

- Riding bikes
- Walking the dog
- Meeting friends
- Having parties, planned and impromptu
- Making fires
- Playing music
- Meeting up in cars, driving in cars, looking at each others cars
- Camping out
- Drinking alcohol
- Shooting and fishing
- Racing (cars, bikes)
- Having barbeques
- Having sex
- Making dens and shelters
- Just hanging out

Many of those activities are legitimate and enjoyed by adults as much as young people. But some of those activities can develop into or be seen as anti social and unwelcome. None of them in themselves are illegal but they can involve some illegality, for example racing on bikes or driving in cars without MOT's or insurance. Having parties and drinking can lead into anti social behaviour but it is not a given.

The key factor in these activities is that by and large they are activities that young people can organise themselves and involve little or no cost. In that respect the countryside becomes a place where young people choose to conduct their activities because they want space to do them, or to be out of the gaze and supervision of adults. This applies both to young people who live in the countryside and those who live in towns and cities. It allows for young people to explore the outdoors and make use of open space that may establish a pattern they take into adulthood. But we can't get away from the tension that exists between the to need to conserve and protect the countryside and the principle of open access.

That tension is heightened with young people because as soon as they meet as a group they are perceived as a potential risk. The risk might be that they simply are noisy and boisterous in a way that adults sometimes find difficult and intrusive or it may be that the risk is more physical. Riding dirt bikes, building fires or racing in cars carries a risk to young people, the environment and other people. Young people like to take risks and don't always recognise the risk they present to others. The response is often to deny access, limit or restrict this unsupervised activity or expect the police to take action to stop it. The risk then is that young people feel unjustly denied access to the countryside and expect to be made unwelcome in the future.

We need to accept that young people like to make use of the countryside in a way that is unsupervised, unregulated and unrelated to paying activities. But that is also how many adults like to use the countryside. I am concerned that in the general debate about anti social behaviour our expectation of young people is that their very presence is a threat.

We should be encouraging young people to make use of and explore the countryside, to take advantage of the opportunities it offers them to do things at low cost or for free. People with responsibility for managing resources and land in the countryside should be open to the possibility that groups of young people will use the countryside for recreation, but in their own way. Young people should expect to be made welcome, but also be educated in how to use the countryside. This is perhaps the area of greatest challenge. I am promoting greater toleration of young people but accept that some behaviour or action is not to be tolerated.

We need to find ways of accommodating the occasional excesses of young people while giving them some guidance and direction about how to use the countryside. That is not an easy task and at times the occasional excess is too much to ignore. But we need dialogue with young people and dialogue in the context of telling them off, calling the police or denying access is not a good foundation for progress.

How young people use and access the countryside now could be seen as vital to their future use as adults, and therefore worth the energy in engaging with them. But the countryside is a place where young people should be seen, heard and accepted as legitimate users now and not just as future adults.

Countryside Recreation Network Seminar

'YOUNG PEOPLE IN THE COUNTRYSIDE'

WILD ADVENTURE SPACE FOR YOUNG PEOPLE

Judith Hanna
English Nature

Young people these days...

Are young people these days turning away from nature and the outdoors? Research commissioned from the Henley Headlight Vision Centre as background for the development of a recreation strategy for the new Natural England agency suggested that, if we were a commercial marketing business, they'd recommend we give up on urban teenagers as 'a lost generation' – parks, nature and the countryside are just, you know, uncool, boring, kidstuff...

Or of course, we could take on the challenge of showing the ways in which many young people still get out to enjoy 'wild adventures', and what benefits they gain from this. Young people are one of the population sectors under-represented as users of the natural outdoors, and so among the target groups of the 'Outdoors for All' diversity review carried out by Countryside Agency for Defra. Even before the Henley report came through, the 'Natural England partnership' had contracted Openspace¹ to investigate the role that 'wild environments' can play in meeting teenagers' developmental needs.

The idea for the research was sparked off at an 'Accessibility of Natural Woodlands: crime and safety issues' conference organised by Forest Research in 2004. During discussion about ways of reducing anti-social behaviour and danger in natural spaces, several delegates argued that, in fact, youngsters are strongly attracted to risk and scary places – ghost stories around a campfire, the challenges of abseiling, white-water rafting. Too often, it was suggested, greenspaces are made sterile and boring in the name of making them safe for young children, leaving them without interest or attraction to older children or teenagers. Facing challenges, testing yourself against risks are part of the essence of growing up – for many of us, the natural world was the arena for playing out much of this challenge. If young people today lack access to 'wild spaces' to play out their wildness, then what outdoor places are available to them to play out these risk-taking challenges, except on the streets as 'anti-social behaviour'?

The questions our 'Wild Adventure Space' research is investigating are:

- What role does 'the wild environment' play in meeting young people's developmental needs?
- What is the evidence of potential benefits to young people of 'wild adventure space'?
- Issues: wider benefits to society, future planning and provision, possible barriers?
- Overview of current provision in England?

¹ Catharine Ward-Thompson, Penny Travlou, Jenny Roe at Openspace: the research centre for inclusive access to outdoor environments, Edinburgh College of Arts and Heriot-Watt University, openspace@eca.ac.uk

- Risk/freedom issues – with regard to Government 'Respect' and 'anti-social behaviour' policies
- Wild youth <-> wild places – natural affinity?

Main themes and issues

The research methodology has included:

- Scoping workshop, May 2005: with stakeholder organisations invited to identify the main issues. The issues they identified were:
 - Safety: balancing benefits of adventure and risk, learning to manage risk
 - Well-being and emotional health – self-esteem, confidence – as well as physical health
 - Integration and social inclusion challenges
 - Managing and maintaining 'wildness'
- Literature review: over 150 references post-1995, summarised into a structured resource which is now available on the web². The researchers summarise the main themes emerging from the literature (ranked by descending frequency of mention) as:
 - Wilderness/adventure therapy
 - Young people's use of the outdoors
 - Wilderness, outdoors and young people's development
 - Perceptions of risk in the outdoors
 - Young people's perceptions of wilderness/nature
 - Urban wilderness and school playgrounds
 - Young people's experiences of the environment
- Five focus groups of young people, from a mix of urban and rural areas (11-18 age range)
- Project review of existing provision: 70 projects identified, 28 reviewed in detail
- Stakeholder forum, Jun 2006: to discuss the findings and help focus the recommendations.

While there is clearly overlap between the scoping workshop themes and the literature review themes above, the two sets don't simply map onto each other -- but the 'balancing benefits and risk' issue is prominent in both.

These main themes chime well with those identified by Barrett and Greenaway's 1995 literature review on the value of outdoor adventure for young people's personal and social development. These are:

1. **Wilderness is a relative concept:** 'wildness' means different things to different people, and to different age groups – it is what lies beyond the boundaries of the safe and known. Search engines interrogated on 'wildness' went straight to 'wilderness' with few studies on urban 'wild' experiences coming up. The term 'wilderness' seemed used as

² http://www.openspace.eca.ac.uk/researchprojects_wildadventurespaces.htm. All references in this paper can be found in the literature review posted here.

much as a psychological or emotional term as for physical spaces. No simple definition emerges.

2. **Wilderness experiences, and nature and outdoor experiences in general, are very important for the physical, emotional and mental development of children and young people.** Work by the Children's Play Council and associated researchers (e.g. Issy Cole-Hamilton, Rob Wheway, Tim Gill, Adrian Voce) makes this point strongly, though mainly focusing on younger age-groups. Crace (2006) and Shayer (in Crace 2006) suggest that lack of outdoor independent exploration and adventure may be instrumental in his finding that the Piagetian cognitive and conceptual stages now reached by 11 and 12 year olds are those expected of 8-10 year olds 15 years ago: "The lack of experiential play in primary schools and the growth of a video-game TV culture both take away the kind of hands-on play that allows kids to experience how the world works in practice and to make informed judgements about abstract concepts," says Shayer. The Demos/Green Alliance 'A Child's Place' (2004) research by Gill Thomas found that for the 10-11 year olds interviewed, having places they could 'explore' and having 'secret places', where for instance they could make a den of their own, was very important to them.
3. **Young people's opportunities to experience wilderness, and the outdoors in general, is being restricted.** The two main causes of this are concerns about safety, and the progressive loss of accessible natural spaces within reach of urban young people. For instance, work by Rob Wheway in the early 1990s found that kids then were allowed to go only a third the distance from home as their grandparents at the same age, giving them one-ninth of the territory as their 'home range'; most of the places their grand-parents had hung out – e.g. old railway yards, bombsites had become built over or fenced off. However, a later study asking kids where they played and where they would like to play found that 'greenspaces' ranked top in 'places we'd like to play', but well below streets and car-parks in places kids were actually able to hang out.
4. **Perceptions of risk** are one of the main reasons for this restriction
5. **Young people's perceptions of wilderness and values of nature** have attracted much research interest: e.g. Louv 2005 on 'nature deficit', Faber Taylor and Kuo 2006.
6. **Access to wilderness remains unequal:** young people from ethnic minority groups, children with disabilities, and girls are under-represented – and this was borne out by the project review of existing provision undertaken by our researchers. Concerns about safety are more restrictive for girls than for boys, with vigorous outdoor activity often viewed as unfeminine and with fewer positive 'adventure' role models. The concentration of ethnic minority populations in urban settings restricts their access to natural spaces, and again, they may feel a lack of relevant adult role models with whom they can identify in this country.
7. **Growing recognition of the therapeutic potential of wilderness for young people at risk:** this emerges as the strongest theme in OpenSpace's review of the recent (post-1995) literature, and is an objective of many of the projects surveyed: e.g. 'adventure

therapy' as a diversion for young people at risk of offending, as an element in mentoring projects and projects to 'turn around' young lives.

Focus groups: what young people themselves said

The focus group accounts are on the Openspace website, showing how the discussions went. Some key points that stood out for me were:

First of all, all the groups of young people expressed strong interest in getting out into natural countryside, and had enjoyed the experience they'd had: none of the participants dismissed the wild outdoors as boring or uninteresting. Most of the groups were drawn together by youth workers, and to this extent the sample is likely to have self-selected, drawing on young people who engage with organised youth activities. Nonetheless, outdoor adventure outings were clearly among the mainstays of their organised youth activity programmes.

Second, in discussing the risk and safety issues young people seemed encouragingly sensible and mature in their approaches. When it came to challenging activities, they talked of watching until they had figured out how to tackle them; they trusted activity leaders to show them the safe way to do things they wouldn't try on their own. "If you can see something's dangerous, then of course you take care," said one participant.

Third though, we were surprised that even an 18-year-old car-owner in a rural market town talked about relying on their youth worker to organise wild adventure outings for them. The group enjoyed these outings, they went out regularly and wanted more. But they did not seem to have grasped that the countryside and natural places were somewhere they could go themselves, on their own and off their own bat, without needing an adult to organise the trip.

Review of current provision

Summary information on the projects reviewed by the researchers, which are just a sample of the many such activities underway, is on the Openspace website. Despite the evidence of alienation from the natural outdoors among many young people, there are clearly still many who are enthusiastically involved in the opportunities available to them, and project evaluations and case studies provide convincing examples or stories showing the enjoyment and benefits that participants experience.

The key issue that emerges is that, while the theoretical literature focuses strongly on the importance of access to regular opportunities for independent exploration and discovery as yielding greatest developmental benefits, almost all the information on provision available seemed accounts of organised 'adventure' outings to the countryside. These provide 'pre-packaged' supervised and risk-assessed activities, with evaluations often produced to meet the specifications set by funders.

However, the evaluation information our researchers found was uneven: as Natural England, we're concerned to build up a robust 'evidence base' to convince the Treasury, DfES, Dept of Health, local authorities and others – which means being able to put the individual project stories into at least some quantitative statistical overview, rather than just

having anecdotal evidence of the benefits we claim to produce. Addressing this is a strong element of the project recommendations.

We found an evidence gap on free use of urban or peri-urban wild space by teenagers – for some understandable reasons: how do you get teenagers themselves to report on what they get up to when they are without adult supervision, free to break accepted safe and respectable boundaries? We can think of some possible approaches, which might be taken forward as 'peer research' by groups of already interested young people: for instance, inviting expressive 'art' about 'wild adventure' experiences, possibly a blog-space, or ethnographic interviews by someone close enough to their age-group to be trusted as a 'peer'. These alone will not, of course, provide the straight statistical info that makes for 'evidence base' quantification.

So what is 'wild adventure space'?

As noted above, since 'wildness' is a relative concept, a space that seems wild to a five-year-old or ten-year-old may well seem very tame to a twelve-, sixteen- or eighteen-year-old. Some quotes from the focus groups and stakeholder workshops pick up on what we mean:

"I like a bit of risk, it makes it more interesting – you don't know what is going to happen" (Teenager, Burton Green)

"A place that inspires you to do things"

"A place where you could do what you want"

Wild adventure spaces must at least fulfil the Children's Play Council's 'Three frees' criteria for free play experiences: "Free in every sense of the word: free to all ages, free of charge, people free to do what they want."

In summary, the research suggests that all children and young people need access to 'wild adventure spaces' that offer opportunities to **explore and discover**, and to **test and challenge themselves** by pushing the boundaries of their existing abilities and knowledge of the world - both individuals on their own, and as groups independent of adult supervision.

The June 2006 stakeholder workshop suggested a possible progression in 'wild space' experience: do local 'neighbourhood pockets' of natural greenspace available for young kids to explore freely provide an important 'first step' starter experience, which encourages them as they grow older to feel more confident about venturing out to local parks, nature reserves, canal and riversides, etc? Are organised activities whether in local greenspaces or countryside and seaside outings important as 'second step' ways of introducing young people (and grown-ups) to experiences and places they might not have found or explored on their own? And are one or both of these essential stages for young people to go on to develop the know-how and confidence to step out as independent adventurers, undertaking their own excursions and explorations into the wild and remote natural landscapes this country offers?

What are the (provisional) recommendations?

- Improve the evidence base on how different young people (ethnic minorities, girls) perceive use and the benefits they get from wildness, especially spontaneous use of local wild spaces.
- Develop better risk assessment and evaluation frameworks to balance benefits and opportunity costs against risks
- Common framework for evaluating diverse projects; database of evaluation results – more robust cost/benefit evidence, particularly of 'adventure therapy' projects
- Longitudinal study: frequency of access to WAS and long-term effects for different groups of YP
- Young people socially accepted in local open spaces
- Project organisers should aim to enable young people to make independent use of wild space – not just 'packaged' experiences
- Every young person under 14 should get the chance to experience at least one night camping in the 'wild'
- Projects and spaces should be made more interesting and attractive to young people, so they choose to engage more often
- Every young person should have access to local 'wild' space, attractive and appropriate to their needs, accessible on foot (within X walking time, by age group)

One of the initial priority targets of the new Natural England (which came into being at the start of this month) is working to secure the ANGST³ standard of 2 hectares of greenspace within five minutes of all homes, as essential for decent quality of life for all age groups. The Wild Adventure Space findings and recommendations are informing how we develop our relevant work programmes. We hope you find them and the information resources that Openspace have created and are maintaining useful for your work too.

³ Accessible Natural Greenspace Standard, according to Planning Policy Statement 17

Countryside Recreation Network Seminar

'YOUNG PEOPLE IN THE COUNTRYSIDE'

MOTORSPORTS PROJECT IN SCOTLAND

Bob Reid

North Lanarkshire Scramble and Quad Bike Club

The Question

Should there be such a thing as provision made for motor sport in the countryside?

The Objection

- **Noise, Personal and Communities** (Constant and collective noise)
 - Household property falling by £20,000 in value
 - Noise disturbance of personal space and personal quality of quiet time
- **Danger to Countryside Users** (Badly maintained machines and lack of rider training)
 - Injury to walkers and pets
- **Damage to Facilities and Habitats** (Riders not realising the sensitivity of certain part of the countryside)
 - Staff and Police time committed to dealing with complaints and damage, amounting to £m.
 - Now we have greater access to the countryside, along with the drive to entice many more people to experience the countryside for their health, and well being and enjoyment.

Many of these new countryside users may well find motor sport/ hobby in the countryside attractive

Public Perception

The perception of young people who partake of using their bikes/quads in the countryside are vandals and hooligans, and they ride stolen and poorly maintained machines and are therefore a danger to all other countryside users also.

Actual Perception

While there are encounters with a small minority who are non conformist, the majority of young riders are law abiding young people whose only wish is to have a facility to enjoy.

- **What Makes It Relevant to Them?** Why are we experiencing this explosion in increased sales of bikes?
 - More parents have greater disposable income.
 - The increased popularity is due to Television exposure of Moto Cross, something new exciting and must try.
 - Along with watching their heroes of the sport, they realise that for these experts to ride safely then they also need the safety equipment.
 - We have found that 96% of our membership on arrival at their first event have 85% of the safety equipment

Fashion has brought safety to the activity and they also can talk the talk of biking.

All the safety equipment is manufactured, and suitable from three year of age upwards. Opportunities have now increased extensively, because of imports from the Far East which have made them **must have** Christmas present for under twelve's

Many of these machines are purchased by Parents and Grandparents with no knowledge about the machines, or where to take them. Many of these machines are sub-standard. The life expectancy for some of these machines is maybe six months, if looked after these machines cost around £120 to £350 to buy, or got free with a new Mobile Phone or Credit Card purchase.

At least it gives a young person the opportunity to sample the hobby.

- **A Real Machine**
 - A reputable quality machine is priced from £2000 to £5000 + safety equipment around £600 plus annual running costs
 - For a **TEENAGER THAT'S COOL!!!**

Focus on Teenagers

It is a young person male / female sport /hobby and it is an extremely physically and very demanding activity.

- **Do we not all have...**
 - Inquisitiveness and the ability to experiment, to enjoy excitement through our body producing adrenaline and being appreciative of the challenges and benefits to personal development and confidence that technology brings
 - We should not prevent, or obstruct young people in their quest for excitement but guiding and assist that goal, through truthfully seeking to understand their needs
 - Which may be seriously tainted by our own personal attitudes and perceptions or associated with our professional training
 - *I have spent twenty seven years trying to stop illegal use of the countryside by motor bikers, now looking back it amounted, to being, two different people adrenaline going in opposite directions "capture and escape"*

We all need to work together in helping to establish the safe opportunities through providing proper facilities to allow **"Choice, Excitement and Enjoyment with Safety"**.

The vehicle does not really matter, be it bungee jumping, skiing, snow boarding, parachute jumping, gorge walking, horse riding, mountain biking what ever, so long as the required level of enjoyment and adrenaline is produced.

A truly natural buzzed kid does not need drugs or alcohol and is at less at risk of offending!

- **Considerations**

- It requires that what ever is being delivered needs to be sustainable, not a one off experience, and not a quick fix to placate communities or society
- Young people are a major and important part of any community
- How many young people sit on community councils or have an active voice for their community? Yet we encourage them to be on Primary or Secondary Schools' various committees; teaching them the skills, giving them responsibilities and decision making powers.
- What matters is that young people understand and respect their personal impact on the countryside and that they understand and practice their sport / hobby in accord with their Code of Conduct associated to their disciplines
- Along with the Country Code we should look to encourage all sport / recreational organisations to promote and enhance the information on personal responsibility to the outdoor environment.
- The environmental awareness should be included within all National Governing Bodies Training Programme and in club information, record books and web sites.

How many, activity sports / hobbies have trained Environmental Officers as part of their clubs structure? It's about promoting to all countryside users about their understanding of their personal impact.

They don't all need or want to be tree huggers, as some young people will tell you "I don't do countryside!" So long as they respect it!

Social Inclusion Issues

- ***Young People's Expectations***

- They want to ride their bike/quad and increase their confidence and skills

- ***The question which keeps coming up when we approach young illegal bikers is how do we get the bike to the facility?***

- We used to collect bikes/quads but found it extremely difficult to assist as the membership expanded to take in a wider area
- The problem areas are mainly in relations to housing estates where young people have countryside or recreational land in or near to their homes
- We advise that young people from these communities join the club, approach the Local Community Council who may have mini bus access, and they then become actively a part of the initiative to the removal of the local problem
- The young people then become involved in raising funding to buy a trailer

- o The club requires that all parents are required to become Adult Volunteers
- o We now have created and introduced parental engagement, which requires them to commit and give both meaningful and quality time, which also gives them the opportunity to meet new people from out side their community
- o These particular young people don't have many choices as new laws mean that their machines will be confiscated and crushed
- o Once they have experienced a proper technically designed track they experience an adrenaline rush.
- o **De-Buzz and Re-buzz** - they will then find ways to get their machines to events. The old haunts don't give them the buzz

Wider Benefits

- o Be within the Law
- o Being part of something worth while,
- o Ownership being part of Club
- o Promoting Personal and Collective Pride
- o Personal Assessment and Training Programme
- o Making new friends

Not a Baby sitting service?

We require as part of club membership, that all parents become Adult Volunteers, and collectively work in delivering an annual event programme through providing our Volunteers being trained to the standard required by the National Governing Body, Insurers and the Health and Safety Executive (Dangerous Motor Sports Regulation)

Adult Volunteers

Estimated time from parents providing in kind to the Management and providing an annual events programme, is a value in excess of £80,000 per year

"Parents pay the club for the pleasure of working for us."

How does it fit?

Parents responsibilities?

The Project Empowers Parents and Young People

We promote collective delivery

Parents and Young people are involved in delivering the complete service and facilities

Providing

- o Ownership of the Club
- o Construction and Building of the Track
- o Facility Maintenance Team
- o Management Committee
- o Child Protection and Volunteer Welfare Officer
- o Youth Committee
- o Youth and Adult Volunteer Award

- Web Site Officer
- Beginner Induction and Advisory Courses
- Rider Assessment and Training Programme
- Adult Volunteer Training Courses
- Clerks of the Course
- Club Coaches Grade 1
- Course Officials: Starters, Time Keepers
- Technical Officers
- Marshals
- Environmental Officers
- First Aid Corps
- Security Officers
- Social Events Group
- Joint Certificated College in Bike Maintenance Course

We promote parent quality time with their children

- The club is open to all, and has a comprehensive Policy and Procedure which covers Equal Opportunities Policy, Disabilities, Child Protection, Rehabilitation of Offenders, Health and Safety and Risk Assessment etc, assisted through having membership and support from our local Volunteer Services

Code of Conduct

- All members are required at all times to be environmentally responsible for the proper cleaning and proper disposal of oils etc from their bikes.
- Members are requested at all times to limit bike noise, and to refrain from disturbing the general public and wildlife.

• Changing Perception for the Future

- Our target audience is first time riders and parents, through engaging them in club induction, rider training and maintenance courses
- We hope to develop the base line long term that this is the only and excepted way to become involved in the sport / hobby
- We also are working with communities and other agencies, to establish that we are responsible and a valued asset to Society.
- Over 2005 NLSQBC events season, the members complete 47,000 kilometres of noise in an area no bigger than six football pitches.
- We take membership from twelve Local Authorities in Central Scotland extending to over a 60 kilometres radius and members belonging to over 200 communities
- We proudly were given the Labour Party National Award for Social Inclusion and Cohesion in Communities in the UK

- **Promoting Citizenship**

- The club members are committed to working with Communities who have illegal biking problems. **"Young members speaking to young people"**
- Members attend these local events and provide Road Shows in Town centres promoting the club
- Members carry out environmental conservation projects along with other agencies and communities.
- Celebrating and Rewarding Volunteering.
- **Buchan Off-Road Club** is working with the Local Authority and the RSPB in the protecting their coastal sand dunes.

- **Environmental Awareness**

- We promote Scottish Natural Heritage New Scottish Access Code and web links to the Access Code and Paths for All Partnership to give our members access to the right information which affects their other outdoor activities in the countryside.

- **New Initiative 2006**

- **Promotion and action of Members Carbon Credit Off-set** for their recreational time which is calculated to amounts to 1 Tonne per members per year
- Which equals = 1 tree per rider track time
- Transport from home to track 2 tonne per member which amounts to the club planting in 2006 by the members will exceed 2000 deciduous trees.

Sustainability

- **Recreational OFF ROAD Biking**

- In Scotland we now have 14 Recreational Clubs newly established from our Cities and towns throughout the length and breadth of Scotland and extending to the Inner and Outer Hebrides and many more are in the process of becoming clubs

- **What problems are they facing?**

- Acquiring land, landowners / farmers have the new fears of litigation in the climate we sadly live in.

Planning/Management Issues

- **Then there is planning permission**

- Most venues can only fall within the twenty eight day rule which allows that many events within any given twelve month period have the possibility that one complaint can stop the activity
- As to achieving full planning permission it becomes more difficult, as you are required to go to public notification for the application of intent to establish a facility
- Objectors and possible public enquiries can take years, with major costs and no guarantees of success
- Along with the Planning Act requirement you also fall within the Environment Act which will require independent sound study to be carried out by a consultant

"NOT IN MY BACK YARD"

Many privately run establishments are currently flaunting the Planning Regulation, some Local Authorities are letting this practice go unchallenged as it allows them to elevate some of the public complaints, and stops them from considering or making proper facilities.

- ***Re visit***

- There is an urgent need for the Government to look at the current Planning v Environmental Act, to review and consider the need to establish new guidelines to allow for proper off-road provision, establish national regulations for the design construction and properly managed centres, along with stricter Government requirement of manufacturers concerning the topic of controlling noise and co2 emission

- ***It is about joined up thinking***

- Partnership with young people, their parents, the local authority, Police, other agencies, volunteer services and the national governing body for the sport

- ***Head in the Sand Mentality***

- Manufacturers and Retailers provide little or no assistance in providing facilities for their customers.
- Without proper facilities being established, people will continue to take illegal entry onto private or public land, mainly because they have purchased a machine for their child/children and there is then pressure to get the use of the new toy.

- ***With the weight of the Law and its crush policy***

- Parents are not going to purchase machines, to then see them being confiscated and crushed, with the young person ending up with a criminal record for the rest of their life.

- ***Benefits***

- Off road biking is a multi £M pound industry in sales and spares alone, not including the employment created in repairing machines, producing substantial taxes accrued by Inland Revenue.
- Then there is the tax revenue from petrol and oils, without any benefit coming back to the sport -- recreation.
- Benefits to service communities near to event sites, Fuel, food and Accommodation

Because we don't have proper facilities

- Millions of pounds of damage occur each year to new and improved path networks.
- This is counter productive in the enhancing of the countryside access strategy

- o Damage is caused to sensitive habitats SSSI, SINCR, Nature Reserves,
- o Plus the increased danger to other countryside users and of the riders themselves

Society's Response

BAN, BAN, BAN but it is this very Government and Society, who is allowing vast numbers of sub standards machines into the country from Far East countries, entering this country under the grey economy. It would appear that these machines don't need to meet United Kingdom Safety Standards.

So who is responsible for issuing the import licences? Trade and Industry Department? Container ships only dock at certain entry harbours. HM Customs?

We have asked a question of the Scottish Executive. Why are young Scottish Lives being put at an unacceptable risk?

In 2005, 50,000 mini motos entered this country plus a 55% increase in sales of off-road machines.

Most of these machines are targeted at the under twelve's, yet in the UK law one needs to hold a driving licence and must be over seventeen years old, have Insurance, lights /indicators etc. to rider a motor bike/ quad, unless you have your own private land.

Fixing the Problem

The fixing of the current problem has fallen to the Police dealing with the mounting complaints from communities. This is waste of police time.

North Lanarkshire Scramble and Quad Bike Club has saved, an estimated £40,000 per year in one Police Division in reducing its Officers time in dealing with complaints.

The reaction has been to strengthen the law to prosecute, to confiscate and destroy the machines.

Possibly be given an Anti Social Behaviour Order or a Criminal Record resulting in young people receiving endorsements on their driving licence before they have passed their tests

Any endorsement creates for young people, extremely high premium for any Insurance, let alone the effect on a young person having a criminal record when it comes to employment opportunities.

Our Motto: "Let's not criminalise young people for having a hobby"

All they want are facilities to go to and engage in their chosen sport / hobby. The persistent offenders will then deserve the full weight of the law to land on them.

Countryside Recreation Network Seminar

'YOUNG PEOPLE IN THE COUNTRYSIDE'

YOUNG PEOPLE AND URBAN GREENSPACE IN NORTHERN IRELAND: A CASE STUDY OF CRAIGAVON LAKES MOUNTAIN BIKE TRAIL

Clare Wright
Strategic Access Manager
Countryside Access and Activities Network (NI)
and
Declan Brown
Craigavon District Council (NI)

Craigavon Lakes mountain bike trail is one of the many projects that the Countryside Access & Activities Network (CAAN) has developed over the past 7 years. Craigavon approximately 20 miles from Belfast, is a 'new town' built in the 1970's. The population of the town is now approximately 100,000. The town plan included areas of open space, walk trails and 2 large balancing lakes within a city park. It is around these lakes and within the city park that the mountain bike trail has been developed. The trail is accessible by car, bike, train and bus.

This is the first purpose built mountain bike trail in Ireland. The trail head (starting point) is at Craigavon Watersports Centre – this centre provides car parking, bike hire, a café and toilets. The entire facility is owned and managed by the Craigavon Borough Council.

The mountain bike trail is 10.6 km long with an average ride time of 1 – 1 ½ hours. The trail is suitable for all cyclists with basic off-road riding skills. The majority of the trail is purpose built single track linked with some wider tarmac sections. Some sections are more challenging than others and may include obstacles such as roots and rocks and some sharp turns. Therefore it caters for a huge range of users of all age groups from beginners to skilled mountain bikers who wish to use it as a training venue.

The project was developed in partnership between CAAN, Craigavon Borough Council, the Northern Ireland Sports Council and the Environment & Heritage Service (an Agency within the Dept. of the Environment) with funding secured of £140,000.

The aim of the project was to create a trail that is appealing to a range of users, that people will use, is high quality and low maintenance, sustainable, value for money and in keeping with the surroundings.

The design and planning process took 18 months. A full corridor evaluation was carried out and consulted on. Once approval was obtained from all concerned parties a contractor was appointed to construct the new sections of trail. Work began May 2005. Dafydd Davis who designed the trail acted as Clerk of Works throughout the construction process.

In addition to construction signage and interpretation was installed, 10,000 trail cards were produced and distributed for free. Two counters have been installed to record user numbers and a survey of users was conducted in September 2006.

The trail which is free to use was launched in September 2005.

Countryside Recreation Network Seminar

'YOUNG PEOPLE IN THE COUNTRYSIDE'

ONLY TOURISTS CLIMB! CHALLENGING A CULTURE OF NON-PARTICIPATION

Amanda Davies
Chairman
North West Wales Outdoor Partnership
and
Tracey Evans
Senior Project Manager
North West Wales Outdoor Partnership

Background/ History/ Rationale and Strategic Context (AD)

Tracey and I have the good fortune to live and work in an incredible environment. We have amazing landscape all around us that offers some of the finest resources for outdoor recreation. These resources include magnificent mountains, world class climbing sites, vast lakes, white-water rivers, substantial areas of forestry and a fantastic coastline offering amazing sailing and canoeing possibilities. Our region is also home to over 50 registered AALA providers. We have a higher concentration of qualified outdoor instructors than anywhere else in the UK.

But, despite all of these advantages participation by local people in adventurous outdoor activities is low. Everyone else recognises and benefits and the great potential that our countryside offers except for the people that live there.

Many explanations have been offered down the years as to why this may be the case including the one that suggests that people who live near natural resources take them for granted and are not really interested in their potential for recreation. Through personal experience and the experience of the partnership over the last year we know that this is most definitely not the case.

In reality the reasons for low/non-participation are much more complex. In the first place outdoor activities are incredibly difficult to access at foundation level unless there is structured and accessible provision; accessible geographically, economically and socially. We also suffer from cultural barriers. Young people in our area perceive that adventurous outdoor activities are the domain of tourists and visitors, the vast majority of whom are also non-Welsh speakers. As a result of the history, the Outdoor Sector is managed and operated to a large degree by people who have moved into the region. Research carried out by the University of Wales, Bangor on behalf of the Partnership discovered that only 5% of Outdoor Instructors in the region were Welsh Speaking. These instructors are often employed in communities where the community wide equivalent is 80-90%.

We have a frustrating vicious circle to contend with. We have a generation of parents and teachers that have little experience or expertise in outdoor activities. It is not surprising therefore that they do not instil a passion or participation habit in the next generation. One of the key aims of the partnership is to use positive intervention to break this cycle and

allow our young people access to the health, social and economic benefits that participation in outdoor activities can bring.

However this obviously implies the need for sustained effort. This is not a problem that can be dealt with in a 3/5 year time scale which is typical of the funding arrangements that we are accustomed to. This problem has taken generations to develop and will take at least a generation to solve. We need our public sector partners to understand this.

We hope that the majority of the young people that we will work with continue to access and enjoy outdoor activities for a life time. One of the great benefits of these activities is that unlike some traditional sports participants do continue to take part through middle age and into later life.

We also hope that a number of these young people will gain the necessary skills that will enable them to access employment in the sector. Our rural communities face numerous challenges at present including the declining value of agriculture and rural depopulation. The value of the Outdoor Sector to the NW Wales economy was valued at £140million per annum in a survey commissioned recently by Snowdonia Active. There is an opportunity here that we can ill afford to ignore.

The partnership first came together in 2003 as a group of highly motivated individuals representing a wide range of organisations sharing a common will to bring about positive change. A key part of the success of the partnership to date has been the quality of the individuals involved. Those individuals initially represented 3 local authorities, 2 national outdoor centres, the private sector, the conservation/environmental sector, health agencies, the Sports Council for Wales and a university.

We set about gathering evidence, commissioning research, consulting with key stakeholders through a series of seminars and producing a written strategy. All of which was completed with no formal funding. All was dependent on the good will of the organisations involved. The strategy produced would have produced many thousands of pounds to produce commercially but was in reality the product of a huge amount of good will.

Many groups have great ideas and share a common vision but to succeed you also need a certain amount of good fortune and ours came from an unlikely source- a government minister. I'm sure that they are criticised more frequently than they are praised so I hope that this helps re-dress the balance.

The current Minister for Sport, Culture and The Welsh Language within the Welsh Assembly Government is a gentleman called Alun Pugh. He is the Minister responsible for the production of the Strategy document for Physical Activity in Wales over the coming years "Climbing Higher". As the title suggests this document places great emphasis on the use of the natural environment in Wales to increase activity levels. He is also an outdoor enthusiast and a qualified Mountain Leader.

It was therefore with this strategic backdrop that we presented our ideas to the Welsh Assembly Government and received a swift and highly positive response with a

commitment to fund our work. Devolution in Wales allowed us access to a level of strategic decision making that would not have been possible under the previous system.

The three local authorities also came up trumps with identical match funding packages. It wasn't always plain sailing and political lobbying certainly played a part. One particular challenge was to get organisations to understand that we had a project with the potential to meet health, economic, social and sports related objectives. Many organisations talk about cross-cutting agendas but few fund along those lines.

On the first of October, 2005, with a core funding package in place we started out on the "hard bit", the delivery. We have talked big over the last couple of years and we have raised the expectations of those around us. We have realised over the last year that there is a huge amount of demand for the opportunities we can offer. Our greatest challenge therefore is not to disappoint but to deliver a structure of sustainable outdoor activities for the communities of NW Wales. Tracey will now explain how we intend to do that.

Turning the North West Wales Outdoor Partnership into Reality (TE)

Back in October last year, 4 members of staff were appointed to start to turn the NW Wales Outdoor Partnership Strategy into reality; myself, the Senior Project Manager and 3 Outdoor Activity Development Officers (OADOs).

I, the Senior Project Manager, am based in the Plas y Brenin, the National Mountaineering Centre, funded by Sport England and have access to Plas Menai, the National Watersports Centre, funded by the Sports Council for Wales.

The OADOs are based in each of the 3 local authorities (LAs) that make up North West Wales, namely Anglesey, Conwy and Gwynedd. They sit within the Sports Development teams in each of the LAs and have access to their LA Outdoor Education Centres (Anglesey County Council do not have their own Outdoor Education Centre but do, however, have strong links with the Conway Centre, a Cheshire County run Outdoor Education Centre based on the island). The OADOs are jointly managed by both the Senior Project Manager and their respective LA Sports/Leisure Development Officers.

So how have we gone about turning the strategy into reality? Our work is focused around 6 priority areas, highlighted in the NW Wales Outdoor Partnership Strategy (available to view on the outdoor partnership's website www.outdoorpartnership.co.uk) namely, foundation level opportunities, participation level opportunities, achieving potential through performance and excellence, volunteer recruitment, retention, training and support, increased levels of employment for local people and Outdoor Education provision.

As with any new initiative, our first task was carry out a comprehensive audit of current outdoor provision and resources in NW Wales. The findings of the audit helped us to produce realistic work programmes in each LA. My role as Senior Project Manager was to ensure that the OADOs' work programmes, in particular, the targets set within each LA, met the needs of the Strategy.

Research carried out by Bangor University and more recently our audit, highlight that there are very few opportunities at Foundation level, for local young people to participate in

outdoor activities, despite the wealth of resources on their doorstep. Our task during our first year of operation has been to increase these opportunities for youngsters in their communities, making activities accessible and affordable for all.

We've achieved this by working closely with our key partners in the Youth Services, Leisure Development Services, Education, outdoor providers and local outdoor clubs to ensure the organised activity programmes in communities across NW Wales meets the needs of the young people.

All the activity programmes organised over the last year have been FUN, inclusive and progressive. Examples of programmes include introductory mountain biking activities during the school holidays, in partnership with youth services; Orienteering taster sessions in schools as part of an orienteering package for primary schools across the 3 counties in partnership with the local orienteering club and the British Orienteering Federation; introductory climbing sessions at a local outdoor centre, for young people, in partnership with local secondary schools and local outdoor centre; Canoeing sessions for young people and their families using the natural resources within the community with a view of establishing a voluntary led outdoor adventure club.

Seventy Outdoor Activity Programmes were organised and delivered during the first year of operation, providing new opportunities for over 1400 children and young people.

Another important part of our work over the last year has been to provide opportunities at Participation level for young people. These opportunities are the next stage in a young person's skill development, providing progression and exit routes from foundation level.

We've achieved this by developing a network of Outdoor Adventure Clubs across the 3 counties. These clubs have taken different forms and include school-based extra curricular clubs; youth club based Adventure Club, community-based Outdoor Adventure Clubs, young people's Outdoor Adventure Clubs and new sections within existing clubs specific for young people.

As more and more young people participate in our programmes and activities, there will be a need to develop competitive structures in individual sports (e.g. inter schools competitions, club leagues, regional competitions) within school and community settings.

This is an important part of the Sports Development Continuum, providing young people with additional challenge and competition to allow them to achieve their potential. On the whole, the audit highlighted very few competitive opportunities for young people in NW Wales both through schools and community settings. Our challenge over the coming years will be to address this.

We have begun to address this by working closely with schools, local clubs, National Governing Bodies, the 3 National Outdoor Centres based in NW Wales and other key partners. This will be a huge task and will take many years to establish structures.

Examples of some of our work over the last year include an Orienteering festival in Conwy where over 200 school children took part for the first time, in the inter-schools event. Next year we hope to expand this across the 3 counties to create a Regional festival; in

partnership with Eryri Orienteering Club, a N Wales Orienteering league was set up for the first time this year targeting the youngsters who came through the schools' orienteering programme, along with their families; a mountain biking orienteering challenge took place for the first time at club level, targeting families.

Thanks to funding from the Thomas Howell Education Fund for North Wales, 34 young people between the ages of 14 and 17, who have come through our programmes this year, were given the opportunity to develop their skills in canoeing, climbing and mountain biking in the National Mountaineering Centre through 5 day residential courses.

We are currently in the process of recruiting young people as potential volunteer leaders as part of our volunteer recruitment plan. We have identified funding which will allow young people between the ages of 18-24 years who live in North West Wales, to access free outdoor leadership qualifications.

As Amanda has already highlighted, very few instructors in North Wales are locals and even fewer are Welsh speaking. Over the last year we've been working with Careers Wales to start to change the perception of local young people towards a career in the outdoors and have started to raise the profile of employment opportunities via workshops in schools, providing simulated work experience opportunities for 16 and 17 year olds and will be hosting an Outdoor Industry Forum later this year targeting schools, FE/HE establishments, employers and Careers Wales Officers.

In order for us to be effective, our role within schools will be to support them in increasing their capacity, ready for the introduction of the new National Curriculum in Wales in 2008, where all pupils at key stage 2 and 3 should be given the opportunity to develop their skills in outdoor and adventurous activities.

We've started to do this in a number of ways; providing training courses in specific activities that can be delivered on schools sites and further a field (e.g. BOF Orienteering Leaders Award – Level 1); working with the PE Advisors, and Education Services to put on Outdoor Activity Awareness days as part of the In Service Training. We are currently putting together a Resource Pack for schools that will identify and promote foundation level opportunities as well as provide safety management procedures, funding sources, careers advice for students and much more.

I see this as a long term project. It is impossible to turn the situation around in 3 years (the initial project funding is for 3 years) a situation that took generations to develop. We see the financial contribution from the Welsh Assembly Government and the local authorities as a short term investment and our challenge over the coming years will be to secure funding for the sustainability of the North West Wales Outdoor Partnership.

For further information visit www.outdoorpartnership.co.uk

Countryside Recreation Network Seminar

'YOUNG PEOPLE IN THE COUNTRYSIDE'

CONCLUDING REMARKS

Geoff Hughes
Chairman
Countryside Recreation Network

The future of outdoor recreation is inextricably linked to the changes in society. Early speakers on the day referred to a number of trends:

An increasingly affluent society – leading to greater ability to spend on leisure with more choice available. Countryside recreation competing for its share of an increasingly crowded market in terms of the way young people spend their leisure time.

Increasing availability of information and the role of IT in influencing the way young people, who are at the cutting edge of the communications revolution, spend their leisure time.

The opportunity presented by an increased awareness of health and quality of life, linked to climate change and an awareness of nature.

APPENDIX A

**Young People in the Countryside Seminar
PROGRAMME**

- 09.30 Registration and refreshments**
- 10.00 Welcome by chair**
- 10.10 What Young People Want. The YHA Perspective**
Roger Clarke CEO, Youth Hostel Association
- 10.30 Young People's Demand for Countryside Recreation**
Simon Shibli - Sheffield Hallam University
- 10.50 Learning from Young Roots**
Phillip Pearce, Heritage Lottery Fund
- 11.15 Refreshments**
- 11.35 A Strategic Approach to Providing for Young People in North Yorkshire's Countryside**
Simon Woodward, PLB Consultants
- 11.55 Riverside Youth Project**
Dennis Stinchcombe MBE
- 12.15 Question and Answer Panel Session**
- 12.45 Lunch**
- 13.30 How Young People Enjoy the Countryside**
Jim Davis, Rural Children and Young People's Forum and National Children's Bureau
- 13.50 Wild Adventure Space * Unable to attend***
Judith Hanna, English Nature
- 14.10 Motorsports Project in Scotland**
Bob Reid, North Lanarkshire Scramble and Quad Bike Club
- 14.30 Refreshments**
- 14.50 Young People and Urban Greenspace in Northern Ireland**
Declan Brown, Craigavon District Council and Clare Wright, Countryside Access and Activities Network, Northern Ireland
- 15.10 Only Tourists Climb! Challenging a Culture of Non-Participation**
Amanda Davies, Chairman and Tracey Evans, Senior Project Manager, North-West Wales Outdoor Partnership
- 15.30 Question and Answer Panel Session**
- 15.50 Summary (Chair)**
- 16.00 CLOSE**

APPENDIX B

BIOGRAPHIES OF SPEAKERS

'Young People in the Countryside Seminar'
The Centre in the Park,
Norfolk Park, Sheffield
27 September, 2006

CHAIR

Geoff Hughes
Chairman
Countryside Recreation Network

Former policy lead officer for Sport England on countryside and water recreation and for 3 years a Director of his own leisure, planning and open space consultancy.

Independent Chairman of the UK and Ireland Countryside Recreation Network, CABI Space adviser, Chairman of the Durham County Local Access Forum and Member of the Royal Town Planning Institute for 30 years.

SPEAKERS

Roger Clarke
CEO
Youth Hostel Association

Roger completed a PhD on rural social and economic development in Eastern Canada at McGill University in Montreal in 1972.

After working as Assistant Director with the Scottish Council for Voluntary Organisations from 1976 – 1984, Roger was Policy Director with the Countryside Agency from 1984 - 1999. He chaired the Council of Europe Working Party which finalised the text of the European Landscape Convention. He has been Chief Executive of the Youth Hostels Association (England and Wales) since January 2000. He was appointed to the Council of English Nature in April 2004 and subsequently to the Board of Natural England in 2006.

Roger is aged 57, and is married with two sons. His recreational activities include walking, mountaineering and cycling.

Simon Shibli ACMA
Director - Sport Industry Research Centre
Sheffield Hallam University

Simon is a qualified management accountant who specialises in the economic and financial analysis of the leisure industry. He has a particular interest in countryside recreation and has conducted research in this area for national agencies and local authorities. Within countryside recreation Simon's specialisms are: applied economics, notably demand; economic impact analysis; and issues relating to Public Rights of Way.

Craig Mulder
Researcher
Sport Industry Research Centre
Sheffield Hallam University

Craig Mulder works for the Sport Industry Research Centre (SIRC) as a researcher. He graduated with upper second class honours from the Countryside Recreation Management course at Sheffield Hallam University. Prior to his academic career he worked as an instructor and manager in the outdoor pursuits industry for a number of years at locations across the UK and Europe. Craig is the lead researcher on countryside recreation within SIRC and is currently managing a project examining the economic and non-market benefits of path networks for the Paths for All Partnership in Scotland.

Philip Pearce
Young Roots' Regional Co-ordinator
Heritage Lottery Fund

Following a 26 year career in Education I have taken on the part time role of 'Young Roots' Regional Co-ordinator for the Heritage Lottery Fund 'Young Roots Programme'. This involves being employed by the National Youth Agency for two days a week to provide support to the Leeds based Heritage Lottery Fund Team in Yorkshire and The Humber.

The Young Roots Programme has now awarded in excess of 500 grants nationally since 2001 and is established as a recognised and successful initiative whose aim is to enable young people between 13-20 to experience their heritage through youth work.

I have worked for five Local Authority Youth Services over 26 years, as a teacher and youth worker before becoming Principal Youth Officer for Kingston upon Hull in 1996 for seven years. Prior to retiring from my full time career in December 2005, I also undertook a two year secondment to the Government Office for Yorkshire and The Humber Connexions Team where I worked on high level DfES policy initiatives with young people and the reform of service delivery to the 13-19 year olds.

Besides my work with Young Roots I also currently perform the role of Chair for the Yorkshire and Humber Voluntary Youth Organisations Network and also deliver a range of youth, community and management courses for Hull University.

Dr Simon Woodward
Director
PLB Consultants

Dr Simon Woodward is a Director of a company specialising in cultural and natural heritage, tourism and leisure consultancy services. A geographer by training, Simon has a keen interest in increasing access to the countryside by all sectors of the community, and prepared the policy review for the Heritage Lottery Fund that led to the establishment of Audience Development Planning as a key element of the HLF funding process. Earlier this year he led the team that prepared the strategy for "transforming outdoor leisure" across North Yorkshire.

**Dennis Stinchcombe MBE
Riverside Youth Project**

Dennis Stinchcombe MBE, runs the Riverside Youth Project and Broad Plain Boys Club, using sport as a platform to work with disengaged and disaffected young people.

**Jim Davis
Programme Manager
Children's Society**

Jim Davis is a Programme Manager for the Children's Society and manages projects that work in Somerset, Dorset, North Somerset, South Glos and B&NES. The projects provide advocacy for looked after children, promote the inclusion of disabled children in decision making, providing support for children in the Traveller community and enables rural communities to overcome their fears of antisocial behaviour and young people. Jim has worked for the Children's Society for 25 years in community work, youth work and social work. He has a particular interest in rural issues having developed rural anti poverty work for The Children's Society. Jim is the Chair of the Forum for Rural Children and Young People, an England wide body that promotes the needs of children and young people living in the countryside.

**Judith Hanna
Social Science Principal Specialist
English Nature**

Judith's work focuses on the ways that contact with nature benefits people's well-being. She joined English Nature in 2002 and has varied previous experience including work with the National Centre for Volunteering, Transport 2000, Commission for Racial Equality; editing Local Transport Today and Transportation Planning Systems; and non-executive involvement with New Economics Foundation, Permaculture Association (Britain), London 21, Haringey Agenda 21, Science Fiction Foundation and Elmar Rd Allotments Association. Judith is now living in Tottenham, London; and grew up in Australia and Niugini.

**Bob Reid
North Lanarkshire Scramble and Quad Bike Club**

Bob has worked for thirty years as a Countryside Ranger with North Lanarkshire Council. Although Bob is not a biker, four years ago North Lanarkshire council realised they were

unable to stem the increase in bikes in the countryside so he became involved in changing North Lanarkshire's approach to the problem.

Clare Wright
Strategic Access Manager
Countryside Access and Activities Network (NI)

Brought up in Co. Down, Clare has always been an active outdoor person. Luckily her career path has allowed her to apply her love of the outdoors.

Clare first studied Human Geography in London and then completed an MA in Tourism Management in Newcastle upon Tyne. Clare then completed a year of travelling and returned to Northern Ireland to work for several consultancy firms. In 1999, she took up the post of Countryside Recreation Officer for Ards Borough Council. In 2001, Clare wrote and produced the 'Ards Countryside Recreation Strategy' and completed a PG Diploma in Rural Development at Queen's University, Belfast.

Clare began working for the Countryside Access and Activities Network (CAAN) in 2002 with responsibility for coordinating CAAN's strategic development plans. Currently Clare's main area of work involves off-road cycling and walking developments throughout Northern Ireland.

Declan Brown
Manager - Craigavon Watersports Centre
Craigavon District Council (NI)

Bitten by the outdoor bug as a teenager I am now, 35 years later, still involved. Having managed Craigavon Watersports Centre since 1982 the local council amalgamated their outdoor facilities in January 2006. I now head up an excellent team of instructors and staff as the Manager of the Craigavon Outdoor Activities Centres offering watersports, dry skiing, equestrian, golf, free sports and much more.

Outside work it's more of the same I'm afraid with a heavy involvement in several local sporting clubs including Swimming and Cycling. These are still as important to me today as they were when I competed. One milestone which I am proud of was running the first ever Mountain Bike race in Ireland in 1989 which fired the interest of many. This led to the development of cycling as a key activity at the centre and ultimately to CAAN's involvement some 15 years later with the off road trail.

**Amanda Davies
Chairman
North West Wales Outdoor Partnership**

Amanda is the Chair of the North West Wales Outdoor Partnership. She is also a Senior Lecturer in Leisure Management and Sports Development at the University of Wales, Bangor. Before joining the world of academia, Amanda worked in local authority sports development and youth development organisations.

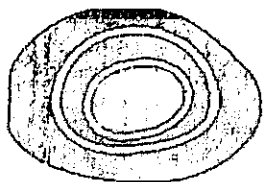
She is an outdoor enthusiast who is rapidly being overtaken by her children in all the outdoor activities she once thought she was quite good at!

**Tracey Evans
Senior Project Manager
North West Wales Outdoor Partnership**

Tracey started her career in Education having graduated from Cardiff University with BA (Hons) in Sport and Human Movement Studies and completing a Post Graduate Certificate in Education in Bangor University. For the past 10 years, following a period of teaching in further education, her passion for sport led to working in Sport and Leisure Development in local authorities in North Wales. The last six years being spent in managerial roles. Tracey also delivers a range of Sport and Leisure related courses and workshops for various organisations and is a First Aid Trainer/Assessor.

A former Commonwealth Bronze medallist in judo, she has additionally represented her country in 5 sports over the last 20 years. These include judo, football, rugby, triathlon and duathlon. She is also a marathon runner and an outdoor enthusiast and enjoys skiing, ski mountaineering, hill walking, mountain biking and most recently kayaking. Unsurprisingly she has little time for "house work"!

APPENDIX C



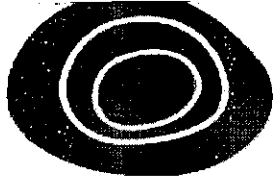
Countryside Recreation Network

Young People in the Countryside

27 September 2006

Delegate List

Liz	Ballard	Peak District National park Authority
Jon	Beynon	Welsh Assembly Government
Andrea	Bonacker	Hadrians Wall Heritage Ltd
Howard	Braithwaite	Welsh Assembly Government
George	Broughton	Cheshire County Council
Ruth	Congreve	Darlington Borough Council
Steve	Cooper	Hartlepool Borough Council
Lynn	Crowe	Sheffield Hallam University
Sarah	Cullen	Craven College
Becky	Dodds	Durham County Council
Sarah	Ford	Barnsley MBC
Steve	Gardner	Devon County Council
Richard	George	CTC
Sally	Graham	Northumberland National Park Authority
Ian	Graham	Sunderland City Council
Katy	Haines	Essex County Council
Nicola	Harper	Natural England
Felicity	Harris	Wiltshire Wildlife Trust
Sarah	Harris	Natural England
Chris	Hogarth	Natural England
Colin	Hudson	Bath and NE Somerset Council
Rachael	Jones	Forestry Commission
Cheryl	Joyce	Forestry Commission
Hema	Kasi-Patel	Worcestershire Council



Countryside Recreation Network

Young People in the Countryside
27 September 2006
Delegate List

James	Lamb	Yorkshire Dales National Park Authority
Claire	Lancaster	Durham County Council
Mary	Lewis	Northumberland Coast AONB Partnership
Nick	Mason	North Pennines AONB Partnership
Jerome	Masters	Environment Agency
Louise	Newell	Forestry Commission
Padraig	O Donoghue	County Cork Sports Partnership
Steve	Paige	Leisure Alnwick
Gabriella	Parkes	Harper Adams University College
Carol	Parsons	Moors for the Future Partnership
Rowena	Penfold	British Waterways
Sandy	Phillips	Forestry Commission
Julie	Rhodes	Natural England
Jenny	Riley	Bishop Burton College
Joe	Roberts	Countryside Council for Wales HQ
Amanda	Roberts	Northumberland National Park Authority
Angela	Smith	Natural England
Keith	Stanfield	Environment and Heritage Service
Andy	Stevenson	Somerset County Council
David	Taylor	Yorkshire Dales Millennium Trust
Richard	Taylor	Derbyshire County Council
Karina	Thornton	Forestry Commission
Pete	Turner	Environment Agency
Sue	Vaughan	Northern Rock Foundation



Countryside Recreation Network

Young People in the Countryside

27 September 2006

Delegate List

Helen	Walton	Forestry Commission
David	West	Forestry Commission (Peninsula District)
Chris	Wood	Widen The Choice RTP
Andrew	Woodhouse	Hadleigh Castle Country Park

APPENDIX D

Young People's Demand for
Countryside Recreation

Simon Shibli
Craig Mulder
Sheffield Hallam University

Sheffield Hallam University
SHARPENS YOUR THINKING

Overview

1. What is demand?
2. What did we do?
3. Expressed demand
4. Latent demand
5. What does it all mean?

Sheffield Hallam University
SHARPENS YOUR THINKING

What is Demand? (1)

The amount of a service people consume, or are predicted to consume at a given level of supply and price.

Veal (1994)

Sheffield Hallam University
SHARPENS YOUR THINKING

What is Demand? (2)

Measures of demand:

- A. Participation rate
- B. Number of participants
- C. Volume of activity (B x frequency)
- D. Time spent on an activity
- E. Expenditure

Sheffield Hallam University
SHARPENS YOUR THINKING

What is Demand? (3)

Types of Demand:

- Expressed Demand: that demand which is already being met and can be measured
- Latent Demand: potential demand that is not being met, but which could be realised by certain actions

Sheffield Hallam University
SHARPENS YOUR THINKING

What is Demand? (4)

Determinants of Demand:

1. Price of the commodity
2. Income of potential consumers
3. The availability and price of substitutes
4. People's tastes and preferences

Sheffield Hallam University
SHARPENS YOUR THINKING

Sheffield Hallam University
SHARPENS YOUR THINKING

3. Expressed Demand (2)

What did we do?

Review of national level research

Review of Hampshire specific research

1029 interviews with children from 6 different secondary schools

26 focus groups with young people

Sheffield Hallam University
SHARPENS YOUR THINKING

3. Expressed Demand (2)

Sheffield Hallam University
SHARPENS YOUR THINKING

3. Expressed Demand (4)

Sheffield Hallam University
SHARPENS YOUR THINKING

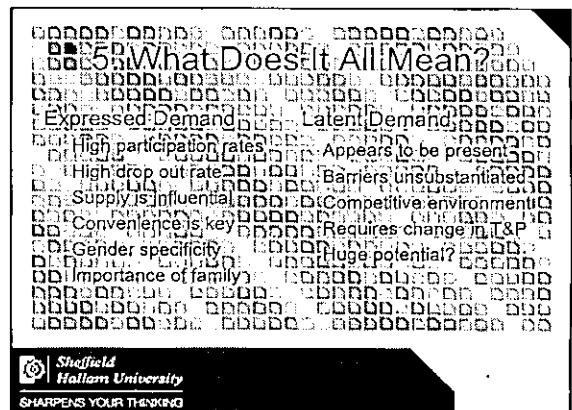
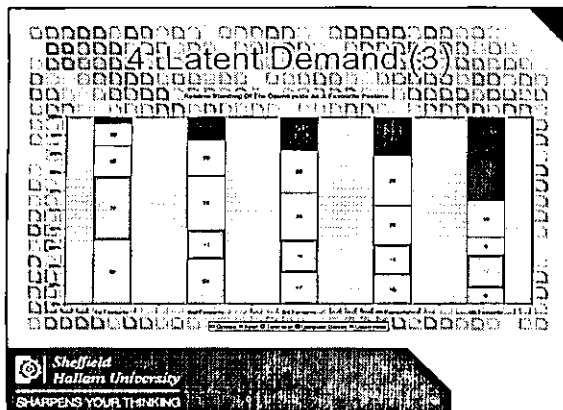
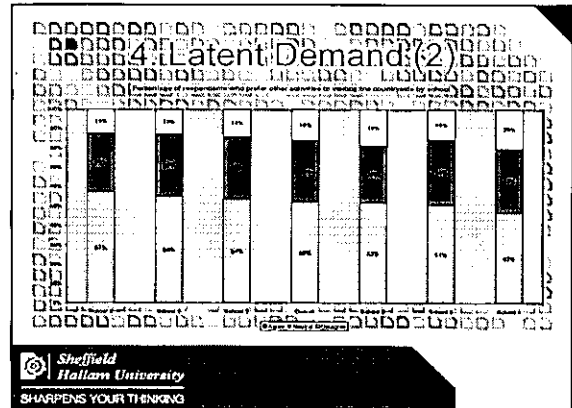
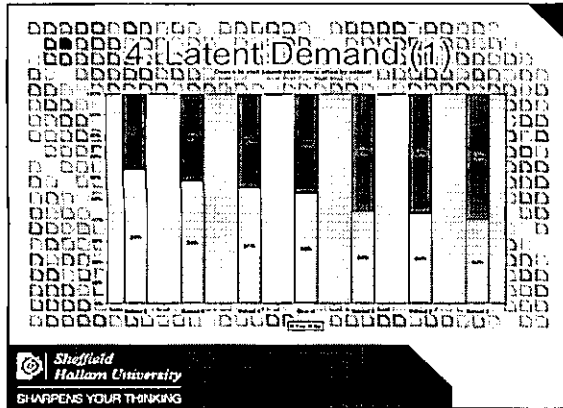
3. Expressed Demand (1)

Sheffield Hallam University
SHARPENS YOUR THINKING

3. Expressed Demand (3)

Sheffield Hallam University
SHARPENS YOUR THINKING

3. Expressed Demand (5)



Thank You

Simon Shibli / Craig Mulder
Sport Industry Research Centre
Unit 1 Sheffield Science Park
Howard Street
Sheffield
S1 2UY
Tel: +44 (0)114 225 2886
s.shibli@shu.ac.uk

Sheffield Hallam University
SHARPENS YOUR THINKING



**Heritage
Lottery Fund**

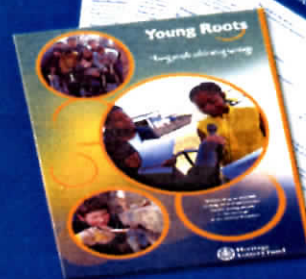
Who are we?



Using money raised through the National Lottery, the Heritage Lottery Fund gives grants to protect and open up our nation's heritage for everyone to enjoy.



Philip Pearce
Young Roots Co-ordinator
Yorkshire and The Humber



Young Roots Workshop Objectives

- Encourage Young Roots applications
- Inform delegates of Young Roots funding criteria & HLF funding opportunities
- Share example project ideas and good practice
- Enable delegates to develop high quality plans for engaging young people in heritage activities



Young Roots

- A new Heritage Lottery Fund scheme in partnership with National Youth Agency
- Offering grants of **£5,000 to £25,000**
- For **projects lasting up to 18 months**



Young Roots Aim?

to get young people
actively involved
in exploring & celebrating
their heritage



What is heritage?

- Consider definitions
- Look at new influences
- Question the lack of interest in traditional heritage among some groups of young people



Involving Young People

- 13-20 year olds, or up to 25 years for those young people with additional needs
- Young people must be involved in managing the project
- Young people should be supported to learn about heritage and participate in heritage activities
- Young people should be consulted in preparing project proposals



Heritage types



Grant programmes

Countries and regions

Heritage types

In partnership

A youth work partner needs to be an organisation that has experience of working with young people and has an understanding of youth participation and child protection issues.

A heritage partner needs to be an organisation that has experience of running a heritage related project, has an understanding of and access to information about the subject area.



A good Young Roots project

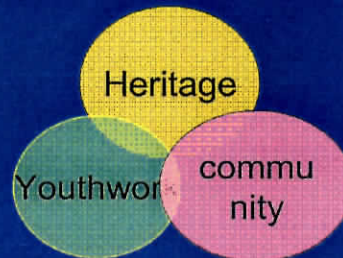
- Will have been designed by young people
- Will be managed by the young people
- Enables young people to learn and appreciate heritage
- Involve young people sharing their learning with others



TXT Manor - Sheffield

- Learning Programme lasting 18 months
- Use of arts, crafts and new media skills to create new and interesting interpretations of the nationally important heritage site of Sheffield Manor
- The creation of new displays
- The innovative use of text and picture messaging to create a new kind of heritage dissemination.
- Total cost of £38k

Young Roots Ideal Partnership



Carnival Heritage Project- Leeds

- Work undertaken by the 'People in Action' specialist organisation supporting 10 young people with learning disabilities to contribute to the annual Leeds Carnival.
- Young people contributed fully to the life of the Carnival involving themselves in music, dance and costume creation.
- Young people involved in fund raising.
- Involvement with the local community through workshops.
- Nationally publicised in 'Young People Now'
- Total cost £33k

Young Roots Priorities

- Projects designed and developed by young people
- Projects that provide training, recognition and accreditation for young people
- Projects using a variety of research methods
- Projects that have clearly defined partnership roles and responsibilities

Changing Landscapes

- A group of disaffected young people from two areas of Rotherham looked at the profound changes taking place to the landscape of their communities.
- The young people made a high quality film looking at the return of previously industrial areas to a rural habitat.
- The young people examined the reality of fundamental change and its impact on local heritage.
- A local history group voluntarily contributed to the work of the project which was also supported by a local film company
- Total cost £17k

Regional Priorities for Young Roots

- To target 20 successful quality applications as Awards for Young Roots project funding during 2006/7 in the Region
- To initially focus on 6 profile raising geographical areas including Doncaster, Hull, Kirklees, North Lincolnshire, North East Lincolnshire and Rotherham
- To increase applications and awards from projects planning to work with 'Hard to Reach' groups including those from BME communities and young people with disabilities.
- To maximise opportunities for young people to become fully involved in the design and delivery of Young Roots projects

Things to consider...

- Partner roles
- Support and motivation for young participants
- Access to information
- Health & safety and child protection issues
- Monitoring and evaluation



Role of Young Roots Co-ordinator

- Support the development of quality projects
 1. Advise potential applicants on the criteria
 2. Organise training for potential applicants
 3. Share case studies of successful projects
 4. Signpost organisations to potential partners
- Collate good practice in involving young people in heritage related projects



What can't we fund?

- Projects with no heritage!
- Young people having heritage 'done to them'
- Overseas travel
- Anything considered a statutory duty
- Buying a vehicle



Future of Young Roots

- Next deadline April 1st 2007
- Rolling programme from April 1st 2007 e.g. no set deadlines
- Pilot until October 2007
- Youth advisory panel
- You?



A Strategic Approach to Providing for Young People in North Yorkshire's Countryside

Dr Simon C Woodward
PLB Consulting Ltd

27th September 2006

Summary of supply-side issues

- Quality of resource-base varies from international standard to basic
- Riparian access issues still stifling opportunities for whitewater canoeing & rafting
- Access issues also a problem for some airports
- Important facilities to north & south of the county
- Some investment already underway

Issues to consider

- Current provision across the county
- Supply-side issues
- Demand for outdoor sport & recreation
- Learning from international best practice
- RAWW in North Yorkshire

Current participation in key outdoor activities in the UK

Activity	UK participants
Mountain biking	2 million?
Waterskiing	550, 000
Windsurfing	500, 000
Sub-aqua	200, 000
Climbing	150, 000
Canoeing	100, 000 regular, 2 million occasional
Surfing	100, 000

Provision for outdoor adventure in North Yorkshire

- 52 crags & bouldering areas (limestone & gritstone)
- 17 major mountain biking areas - Dalby the most important
- 9 important caving areas
- 8 rivers for paddling (white & flat water)
- 7 gliding & hang-gliding venues
- 5 surfing sites
- 1 rafting site
- 15 outdoor activity centres

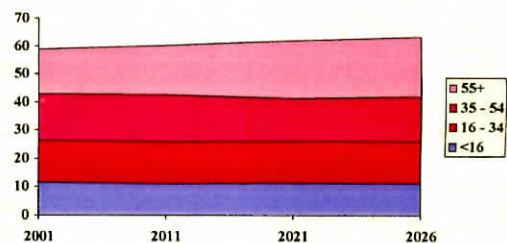
Estimated participation in the county's National Parks

Activity	YDNP	NYMNP
	Number of visits	Number of visits
Cycling/ mountain biking	500,000	470,000
Caving	170,000	<80,000
Canoeing	80,000	160,000
Climbing	<80,000	<80,000

Stated demand for extreme sports

Activity	Ever taken part in		Would consider taking part in	
	%	n	%	n
Skiing	15%	7,050,000	16%	7,520,000
BMX/Mountain Biking	9%	4,230,000	6%	2,820,000
Windsurfing	8%	3,760,000	8%	3,760,000
Mountaineering	7%	3,290,000	6%	2,820,000
Surfing	7%	3,290,000	6%	2,820,000
Skateboarding	6%	2,820,000	2%	940,000
White water rafting	6%	2,820,000	10%	4,700,000
In-line skating	5%	2,350,000	2%	940,000
Moto-cross	5%	2,350,000	6%	2,820,000
Snowboarding	3%	1,410,000	9%	4,230,000
Bungee jumping	3%	1,410,000	8%	3,760,000
Sky diving	3%	1,410,000	11%	5,170,000
Parakiting	1%	470,000	2%	940,000
Wakeboarding	1%	470,000	2%	940,000
Kitesurfing	1%	470,000	3%	1,410,000

Population growth projections for the UK



Activities with most growth potential - all UK adults

- Skiing (7.5 million potential participants)
- Sky diving (5.2 million)
- Whitewater rafting (4.7 million)
- Snowboarding (4.2 million)
- Bungee jumping (3.8 million)
- Surfing (2.8 million)
- Mountaineering (2.8 million)

Question - Where do we focus our interventions?

- On those activities with highest current participation rates?
- On those activities with highest forecast growth potential?
- On those activities with least existing provision
- On those facilities that will deliver best economic return?

Stated demand from young adults

Activity	15-19	20-24	25-34
Rafting	30%	26%	20%
Sky diving	38%	35%	15%
Snowboarding	33%	31%	19%
Bungee jumping	44%	35%	16%
BMX & MBX	26%	27%	19%
Mountaineering	15%	19%	14%

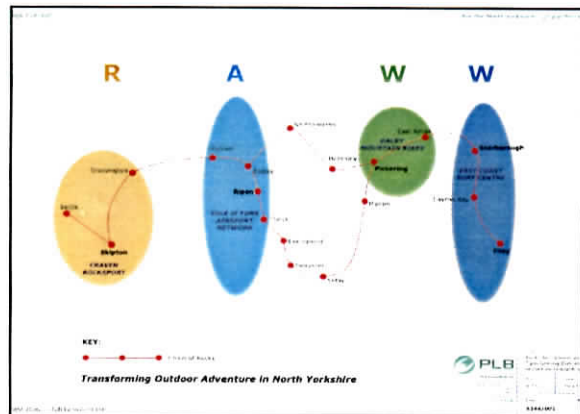
International best practice I: Via Ferrata

- Commercial facilities being developed in the US, Australia, NZ
- Charges range from £5 - £15/ hour
- Main facility often supported by ancillary services



International best practice II: Provision for cycling:

- Capital investment levers in 3x to 9x the initial spend in annual user-income
- Sport is diversifying all the time, creating new niche markets (as well as new investment requirements)
- Fat Tyre Festivals a major stimulus to local economic development



International best practice III: Marketing

- Lochaber selling itself as the "Outdoor Capital of the UK"
- Cornwall's surfing industry is bringing new markets to the county
- Utah's mountain bike sector changing perceptions of the State
- Norway is selling the experience, not the place



Issues to consider in delivering RAWW

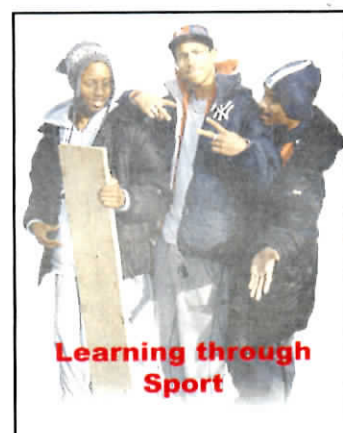
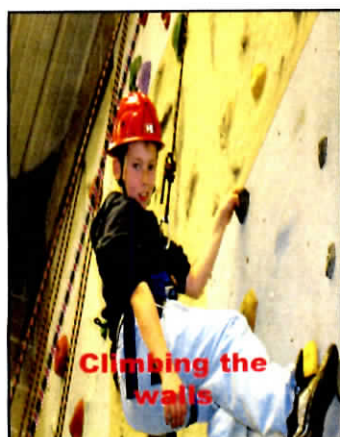
- Need a well-resourced, county-wide structure to deliver the strategy
- Capital projects must be delivered by local partnerships
- An events strategy is needed to deliver swift local economic gain and raise profile in key target audiences
- Must develop capacity of people working within the sector

RAWW in North Yorkshire

- Rock
- Air
- Wheels
- Water

Concluding remarks

- Main demand is for activities that can be commercially provided
- Important to reach a balance between one-off activities and outdoor sports
- Provision for young people should support facilities for a much broader audience
- RAWW has the potential to stimulate a sustainable outdoor activity sector for North Yorkshire



Positive Futures

Bristol Junior and Senior
Mixed Attendance Centre.

Bristol Family Support
Project

- The Bristol Family Support Projects Aims are to work Holistically with Families who are on ASBO Anti Social Behaviour Orders, Imposed by the Courts.

Welcome, just make yourself at home



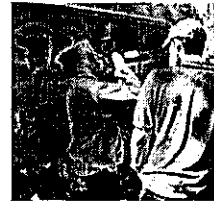
Forum for Rural Children and Young People



With children, for children, with you

Welcome to young people

- Young people want to be independent of adults
- But their independence can mean doing things we don't like
- That's normal



Gatekeeping



- Children and young people are denied access according to age
- Not exclusive to the countryside, but does it feature in open space?

What young people like to do

- Go for walks
- Ride bikes
- Walk dogs
- Meet friends
- Have parties
- Make fires
- Play music
- Meet in cars
- Camp out
- Shoot
- Race bikes
- Have BBQ's
- Have sex
- Make dens and hideouts
- Hang out

Access for all?




- Balancing protection of space and environment with open access to the countryside
- Are young people a specific threat to the countryside?

Young People's behaviour, or adult attitudes?

- Do we expect trouble?
- Do young people expect to be in trouble?
- Is there a cycle of expectation that creates a mutual hostility?
- Do young people need to prove themselves, or do adults need to be more tolerant?

Managing expectations

- Young people should be encouraged to independently access the countryside
- Adults, residents, wardens and landowners should expect and absorb a level of poor behaviour
- Young people should expect guidance and advice on how to treat the countryside



working towards *Natural England*
for people places and nature


Wild Adventure Space!

- Countryside Recreation Network, Sep. 2006
Judith Hanna, Social Policy Adviser, English Nature
(Social science principal specialist, Natural England)

Natural England's purpose

Ensure that the natural environment is conserved, enhanced and managed for the benefit of present and future generations, thereby contributing to sustainable development


- Promoting nature conservation and protecting biodiversity
- Conserving and enhancing the English landscape
- Facilities for study, understanding and enjoyment of the natural environment
- Access to countryside and open spaces and open-air recreation
- Social and economic well-being through natural environment



working towards *Natural England*
for people places and nature

Research brief


- What role does 'the wild environment' play in meeting young people's developmental needs?
- What is the evidence of potential benefits to young people of 'Wild Adventure Space'?
- Issues: wider benefits to society, future planning and provision, possible barriers?
- Overview of current provision in England
- Risk / freedom issues – 'respect' / anti-social behaviour policy
- 'Wild youth' ↔ wild places – natural affinity?



working towards *Natural England*
for people places and nature

Research project


- Commissioned by 'Natural England partnership' (Countryside Agency, English Nature, Rural Development Service), with Forestry Commission
- Research by Openspace, Edinburgh: Catharine Ward-Thompson, Penny Traviou, Jenny Roe



working towards *Natural England*
for people places and nature

Elements of the research


- Scoping workshop: what are the main issues?
- Literature review:
- Four focus groups with young people
- Project review: existing provision and benefits/outcomes: 70 reviewed, 28 in detail
- Stakeholder forum: discuss findings and recommendations
- Web resource:
http://www.openspace.eco.ac.uk/research/projects_wildadventurespaces.htm



working towards *Natural England*
for people places and nature

'Young people these days...'

- Henley 'Recreation' demand study: 'lost generation' challenge
- Children's Play Council: developmental value of 'independent play: Cole-Hamilton, Wheway
- Green Alliance/Demos 'A Child's Place': exploring, 'secret places', 10-yos – videoing
- FC 'Crime and safety in forests' conference, Jun 04 : Does 'safe' = 'boring, kids stuff'?



working towards *Natural England*
for people places and nature

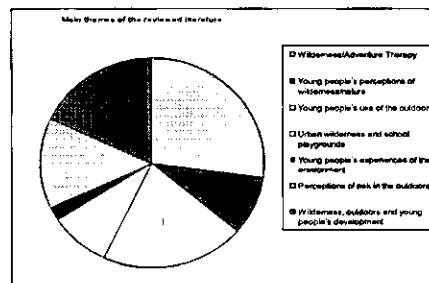
WAS scoping workshop -- issues

- **Safety:** the balancing benefits of adventure and risk, learning to manage risk
- **Well-being and emotional health** – self-esteem, confidence – as well as physical health
- **Integration and social inclusion** challenge
- **Managing and maintaining 'wildness'**



working towards *Natural England*
for people places and nature

Literature review -- main themes



working towards *Natural England*
for people places and nature

Defining Wild Adventure Space?

'I like a bit of risk, it makes it more interesting – you don't know what is going to happen' (Teenager, Burton Green)

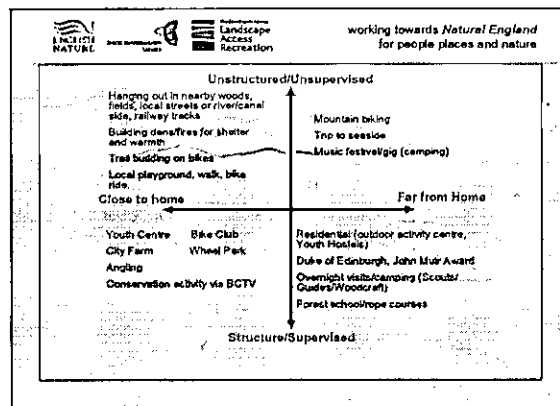
'A place that inspires you to do things'

'A place where you could do what you want'

- "Free in every sense of the word: free to all ages, free of charge, people free to do what they want"
- Search engines: 'wild' or 'adventure' => 'wilderness'



working towards *Natural England*
for people places and nature



Evidence issue:

- Literature: importance of independence, freedom, unsupervised and unstructured 'adventure', of local wild spaces
- But project evaluation evidence – only from organised and structured activities
- Some 'ethnographic' focus group / interview material -- what young people say, as individuals or in peer group



working towards *Natural England*
for people places and nature

Recommendations -- evidence

- Improve evidence base on how different young people (ethnic minorities, girls) perceive, use and the benefits they get from wildness, especially spontaneous use of local wild spaces
- Develop better risk assessment and evaluation frameworks to balance benefits/opportunity costs against risks
- Common framework for evaluating diverse projects; database of evaluation results – more robust cost/benefit evidence, esp 'adventure therapy'
- Longitudinal study: frequency of access to WAS and long-term effects for different sub-groups of YP



working towards *Natural England*
for people places and nature

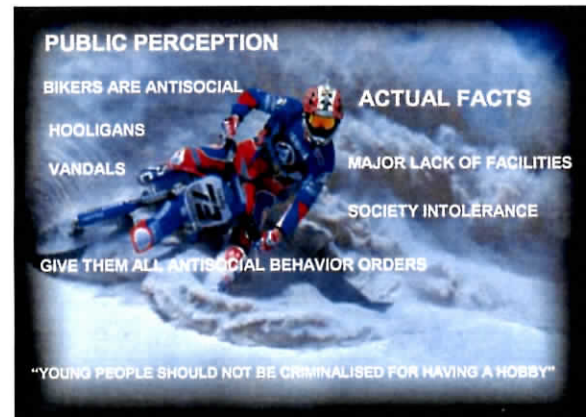
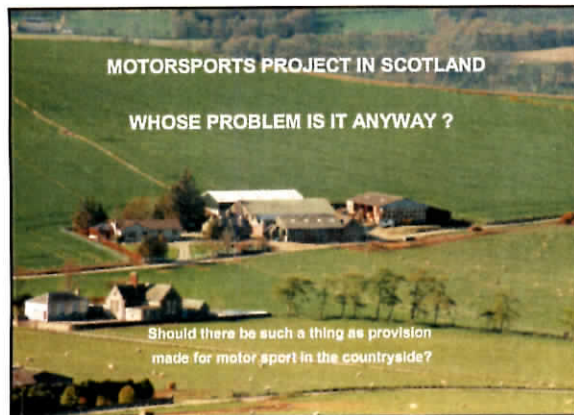
Recommendations

- Young people socially accepted in local open spaces
- Project organisers aim to enable YP to make independent use of wild space -- not just 'packaged' for them
- Every YP under 14 gets the chance to experience at least 1 night camping in the 'wild'
- Projects and spaces made more attractive to young people so they choose to engage more often
- Every young person has access to local 'wild' space, attractive and appropriate to their needs, accessible by foot (within X walking time)



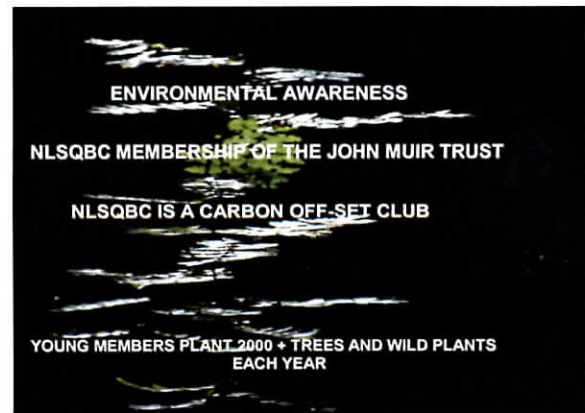
working towards Natural England
for people places and nature

Bob Reid, North Lanarkshire Scramble
and Quad Bike Club



Bob Reid, North Lanarkshire Scramble
and Quad Bike Club



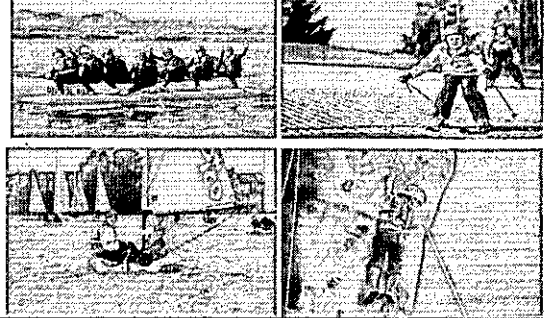




YOUNG PEOPLE IN URBAN GREEN SPACE



CRAIGAVON OUTDOOR ACTIVITY CENTRES



OPPORTUNITIES FOR ALL THROUGH ACTIVITIES



USER GROUPS



How We Deliver



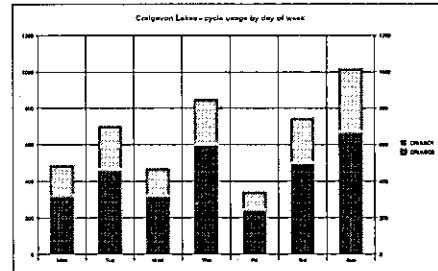
PARTNERSHIPS



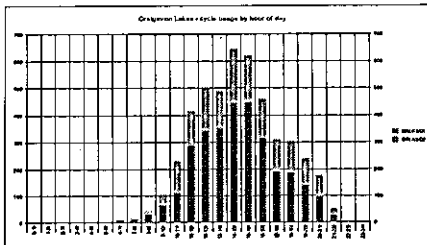
Projects



DAILY CYCLE USAGE

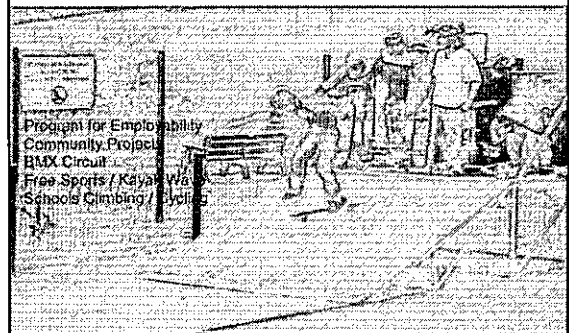


HOURLY USAGE



Totals for all walkers and cyclists 2005 Totals for all walkers and cyclists 2006
 Total cyclists - 1803 Total cyclists - 2815
 Total walkers - 1687 Total walkers - 4624

NEW PROJECTS



CRAIGAVON LAKES MOUNTAIN BIKE TRAIL



Clare Wright - Countryside Access & Activities Network (CAAN)

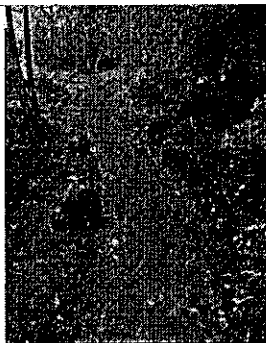
CRAIGAVON LAKES MOUNTAIN BIKE TRAIL

- Map of location of Craigavon in Ireland

CRAIGAVON LAKES MOUNTAIN BIKE TRAIL

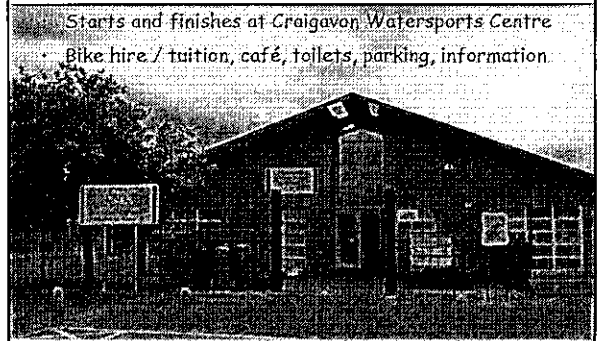
WHAT IS IT?

- First purpose build mountain bike trail in Ireland
- 10.6km waymarked off-road cycling trail in a city park
- Relatively flat - with twists & turns
- Sections of 'Singletrack' trail
- Linked with wider tarmac sections



CRAIGAVON LAKES MOUNTAIN BIKE TRAIL

- Starts and finishes at Craigavon Watersports Centre
- Bike hire / tuition, café, toilets, parking, information

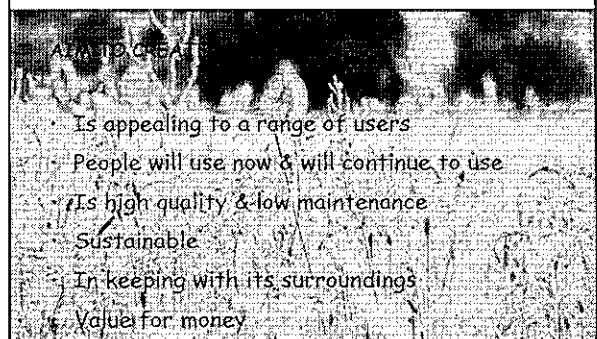


CRAIGAVON LAKES MOUNTAIN BIKE TRAIL

Developed in partnership between -

- Countryside Access & Activities Network (CAAN)
- Craigavon Borough Council (CBC)
- Sports Council Northern Ireland (SCNI)
- Environment & Heritage Service (EHS)

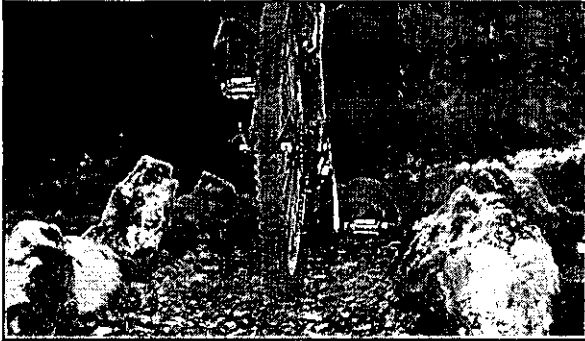
CRAIGAVON LAKES MOUNTAIN BIKE TRAIL



AIM TO CREATE

- Is appealing to a range of users
- People will use now & will continue to use
- Is high quality & low maintenance
- Sustainable
- In keeping with its surroundings
- Value for money

CRAIGAVON LAKES MOUNTAIN BIKE TRAIL

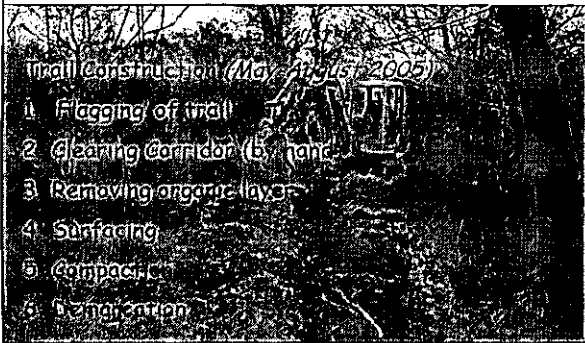


CRAIGAVON LAKES MOUNTAIN BIKE TRAIL

Design, Planning & Consultation (2002-2005)

1. Strategic Review of off-road cycling- 2002
2. Permission obtained
3. 'Concept plans' - devised, discussed and agreed
4. 'Corridor evaluation' - devised, discussed and agreed
5. Funding - SCNI, EHS & CBC £140K secured
6. Contractor (Haffey's & Son) appointed by public tender

CRAIGAVON LAKES MOUNTAIN BIKE TRAIL



Trail Construction (May - August 2005)

1. Flagging of trail
2. Clearing corridor (5' wide)
3. Removing organic layer
4. Surfacing
5. Compaction
6. Signification

CRAIGAVON LAKES MOUNTAIN BIKE TRAIL

Additional -

1. Signage (x50 waymarker disks)
2. Interpretation panels (x2)
3. Trail Cards (x10,000)
4. Counters
5. PR
6. Marketing
7. Research

CRAIGAVON LAKES MOUNTAIN BIKE TRAIL



Launch - September 2005

CRAIGAVON LAKES MOUNTAIN BIKE TRAIL



- FREE to use
- ACCESSIBLE
- HEALTHY FUN!
- CHALLENGING
- HIGH quality
- LOW maintenance
- SUSTAINABLE

CRAIGAVON LAKES MOUNTAIN BIKE TRAIL



USER GROUPS -

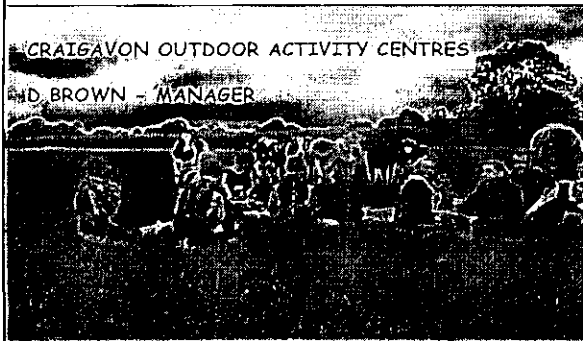
- School/ Youth groups
- Mountain Bikers
- Families
- Cycle Clubs
- Events

CRAIGAVON LAKES MOUNTAIN BIKE TRAIL

DESIGN, PLANNING & CONSULTATION IS KEY

- Talk to land managers
- Consider best practice from elsewhere
- Consult with user groups
- Ensure product matches market demand
- Design with sustainability in mind - financial and environmental

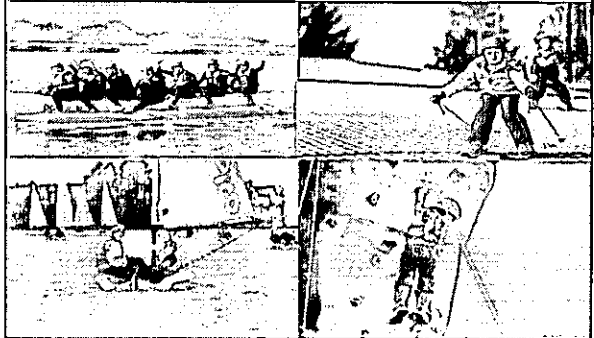
YOUNG PEOPLE IN URBAN GREEN SPACE




CRAIGAVON OUTDOOR ACTIVITY CENTRES

AND BROWN - MANAGER

CRAIGAVON OUTDOOR ACTIVITY CENTRES



PARTNERIAETH AWYR-AGORED
Profiad • Mwynhau • Llwyddo




Experience • Enjoy • Achieve
OUTDOOR PARTNERSHIP

Amanda Davies (Chairperson)
Tracey Evans (Senior Project Manager)

Background


- The History
- The Rationale
- Strategic Context



Dringo'n Uwch Climbing Higher

The Welsh Assembly Government Strategy
for Sport & Physical Activity

January 2005



Llywodraeth Cymru
Welsh Assembly Government

TARGETS WITHIN CLIMBING HIGHER

Target 4: "The sport and physical activities industries will support a further 12,000 jobs in Wales"


Target 6: "40% of adults will be members of sports clubs or centres."

Target 9: "All children in Wales will have experienced an outdoor adventure activity before the age of 12 and a further experience before the age of 16."

Target 10: "The %age of people in Wales using the Welsh natural environment for outdoor activities will increase from 38% to 60%."


Target 11: "95% of people in Wales will have a footpath or cycle-path within a ten minute walk."

Target 13: "... new medals in the Commonwealth Games e.g. Mountain Biking."




TURNING THE IDEA INTO REALITY

- Producing the evidence - research




THE CURRENT SITUATION

- Declining health of our Nation (44% in-active)
Only 30% of Adults in Wales take enough exercise to gain health benefit
- 4% Welsh speaking local instructors.
- FE / HE courses limited and under-subscribed.
- 6% of primary schools (226 in total) and 22% of secondary schools (26 in total) provide regular outdoor provision
- Limited community / club based provision - especially for juniors
- Lack of suitable competitive opportunities for children/youths
- Only 30% of Outdoor centres making regular provision for local people
- Limited opportunities for Welsh speakers



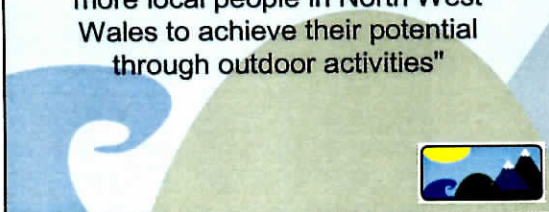
TURNING THE IDEA INTO REALITY

- Producing the evidence - research
- Creating a Strategic Vision



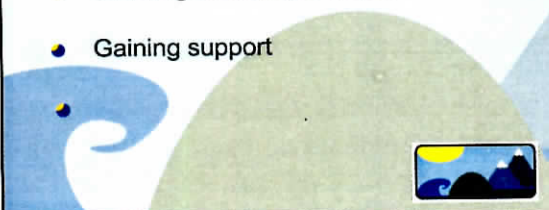
Our Mission

"To improve opportunities for more local people in North West Wales to achieve their potential through outdoor activities"



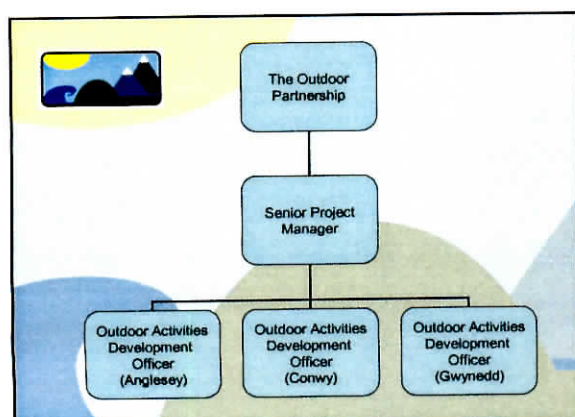
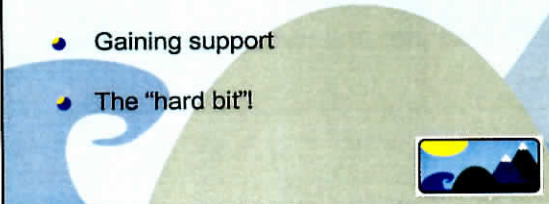
TURNING THE IDEA INTO REALITY

- Producing the evidence - research
- Creating a Strategic Vision
- Gaining support



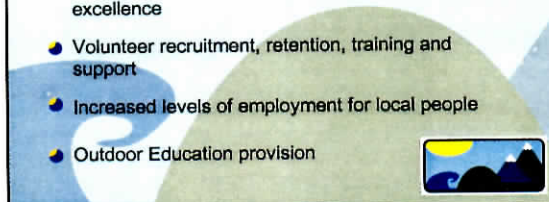
TURNING THE IDEA INTO REALITY

- Producing the evidence - research
- Creating a Strategic Vision
- Gaining support
- The "hard bit"!



TURNING STRATEGY INTO ACTION

- Foundation level opportunities
- Participation level opportunities
- Achieving potential through performance and excellence
- Volunteer recruitment, retention, training and support
- Increased levels of employment for local people
- Outdoor Education provision



● Foundation / Participation level opportunities



● **Foundation / Participation level opportunities**
October 2005 – September 2006

Outdoor Activity programmes	70
Outdoor clubs established	8
Junior participation	1469



● Achieving potential through performance and excellence



● **Training / skill development**

- Skill development opportunities
- Leadership Training Opportunities



● Increased levels of employment for local people



● **Outdoor Education provision**

National curriculum 2008

All pupils at key stage 2 and 3 should be given the opportunity to develop their skills in outdoor and adventurous activities



