

# Key Proposals for Action on the Outdoors



The Year of Adventure in 2016 is a great opportunity for organisations in Wales to work together to promote to the Welsh Government a set of core principles that focus on the outdoors and provide a foundation for future policy, aligned to the seven goals of the Well-being for Future Generations (Wales) Act 2015



## A globally responsible and more equal Wales To seek a cross-government strategy with ministerial support to promote outdoor recreation and adventure tourism

Outdoor sector organisations, agencies and government departments should continue to work together to agree, implement and fund a strategic programme which recognises the importance of outdoor recreation and adventure tourism to Wales and to the Welsh people.

### A Prosperous Wales Developing the rural economy

The outdoor sector added value contribution to tourism of £ 304m accounts for 12% of the Welsh tourism economy (Miller 2014). Most of this economic activity is based within the rural economy and accounts for 8,243 jobs (FTE). The Welsh outdoor economy provides a platform for optimising its culture, education, environmental enjoyment, health, heritage, recreation and wellbeing. The variety of organisations, be they public, private or third sector, need recognition, encouragement and support in order to develop and grow to create a coherent outdoor sector alliance capable of contributing to national programmes.

### A Resilient Wales Sustainable use of Natural Resources

The natural landscape of Wales provides world class opportunities with superb rivers; lakes; canals; mountains; footpaths and cycle routes; award winning beaches as well as an extensive range of water sports, coastal activities, historical and cultural sites. These resources must continue to be managed sympathetically by users (land managers, adventure activity providers, conservationists and statutory bodies) working collaboratively with greater knowledge, understanding and skills to ensure environmental sustainability for the enjoyment and use by future generations.

## A Healthier Wales, a More Equal Wales & a Wales of Vibrant Culture and Thriving Welsh Language Inspiring more people to be active in the outdoors – establishing a generational change

The test of long-term successful participation in outdoor and adventurous activities is adults, particularly 16 – 25 year olds, participating outdoors as their leisure time choice. Realising this requires a generational change by influencing the lifestyles of the next generation now. Focus on children and young people, as a priority for investment must be 'wrapped' in a product that is actively engaging and enjoyable, delivered locally, regionally and nationally, in a timely manner with care for the environment by inspirational leaders and motivators.

### A Wales of Cohesive Communities Strengthening Communities

Recognising the value outdoors has to offer residents, visitors, Welsh culture and heritage requires strong communities. Building robust community networks allows interventions to be immediate and relevant. Community clubs and organisations, many already existing, require investment, direction and support to 'recalibrate to the art of the possible'. Strong communities support all interests and abilities in society allowing potential to be realised at an individual level.

### A Sustainable Wales Sustainable opportunities

Achieving sustainable opportunities requires key delivery agents to work together embracing a continuum of development pathways. Pathways identifying exit routes allowing, for example, a young person as a first time user to ultimately progress through to employment or elite participant. Integrated and complimentary pathways are required for education, vocational training, skills development, volunteer training and support, participation and visitors/ tourists. Successful pathways are dependent on safe quality products, places and customer care.

