

The Outdoor Partnership Cumbria: Needs, challenges and opportunities

Preliminary report of research conducted with
stakeholder and user groups

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Executive Summary

The Outdoor Partnership in Cumbria offers an opportunity to increase participation in outdoor activity. The research showed that there is a strong belief amongst providers, teachers, commissioners and stakeholders in the importance and value of time and outdoor and adventurous activities in the natural environment for mental and physical health, personal development and broadening horizons. Young people from Copeland who were surveyed also expressed an interest in taking part in outdoor activities.

Challenges

The research unearthed the following societal barriers, which programmes aiming to increase participation should consider:

- Attitudes to physical activity and historical/cultural non participation in outdoor activity
- A non-outdoor mindset
- Limited public transport
- Poverty and disposable income
- Lack of awareness of opportunities
- Lack of joined up approach to delivery
- Limited existing sector capacity to deliver increased provision

The development of a local economy that is less reliant on Sellafield is a priority for Copeland Borough Council. Related to this, it is widely believed that young people will need to develop the skills to be able to deal with the challenges associated with an uncertain world of work. Wider research shows that regular participation in outdoor activities can:

- lead to greater awareness of self, others and the environment
- lead to increased understanding of available choices
- lead to improved agency and wellbeing

Key opportunities

The following key opportunities were unearthed through the research:

- Developing resources at venues
- Signposting to venues, activities, clubs and events
- Working with existing networks to develop participation progressions that help participants become 'autonomous in the outdoors'
- Develop pathways to leadership and employment
- Assisting with training for teachers to support access to the outdoors for learning and development
- Developing clubs that allow progression from initial experiences
- Develop an ecosystem of provision with TOPC at the centre, signposting and enabling joined-up provision across the borough.
- Developing a communication strategy that supports using the outdoors for health, wellbeing and nature connection to be promoted by all stakeholders.

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1. Introduction

The Outdoor Partnership Cumbria (TOPC) is a new (2019) lottery-funded venture located in Copeland on the west coast of Cumbria. The [Outdoor Partnership's](#) (OP) original rationale was based on research showing low levels of local population engagement in the outdoor sector in North Wales. School provision, community engagement and local employment were all entwined in what was referred to as a 'cultural vicious circle'¹.

The OP mission, 'to improve opportunities for more people in Wales to achieve their potential through outdoor activities'¹, has provided a framework over the last 15 years that aims to bring about a cultural shift in how local people perceive and engage with the outdoors. 80 clubs have been established in that period with over 6000 people regularly participating.

With the success of the OP in Wales, Lottery funding was sought to roll the programme out across other areas of the UK. The Cumbrian district of Copeland was identified as an area with similar socio-economic needs in terms of engagement and a high quality natural environment nearby.

2. Context

2.1 Cumbria

The majority of Cumbria's 498,000 population (54%) live in its rural areas, rising to over 70% in Allerdale and Eden². Just over 40,000 people live in the Lake District National Park, which is situated entirely within the county. The population is 96.5% white British, significantly above the England and Wales figure of 80.5%, and 98.1% report English as their first language compared with 91.2% in England and Wales³ (Figure 1).

Socio-economically, Cumbria has 1 in 8 households with less than £10k per year income and 11,700 children live in poverty^{4,5}. 17% of children rely on school meals. Research by Natural England (NE), the Government's advisory body on nature and environment, finds that children from less affluent backgrounds are less likely to spend leisure time outside and that local greenspace is for many their only experience of the outdoors⁶. Coupled with the fact that 1 in 5 households do not have access to a car and the declining provision of public transport in the county⁷ it is clear that any understanding of the factors affecting provision must include an appreciation of social and cultural factors as well as outdoor facility provision and access.

Despite the apparent abundance of green spaces and the association with outdoor activity in some parts of Cumbria, 62% of adults and 35% of 10/11 year olds are overweight^{8,9} and a major initiative run by Active Cumbria, aimed at tackling inactivity and physical health⁸ is currently underway. The strategy includes outdoor pursuits with the emphasis on health benefits and there is clear crossover and opportunity to develop a progressive outdoor activity offer involving communities, schools and outdoor learning providers.

2.2 Copeland

Copeland is one of six districts in Cumbria (Figure 2), with an area of 730 square km. Two-thirds lies within the Lake District National Park (LDNP) but only 4000 people from a total population of 68900 live within the Park boundary. 60.5% of Copeland's population, however, lives within the borough's rural areas¹⁰.

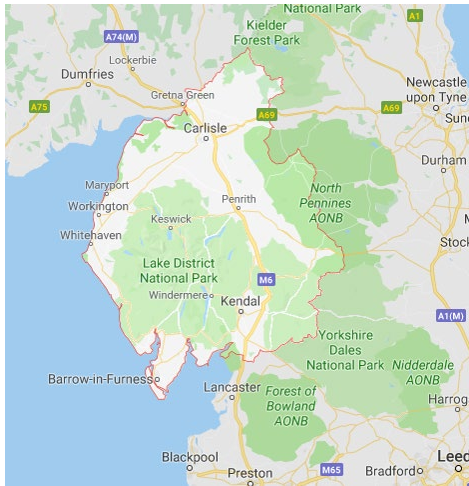


Figure 1. Cumbria

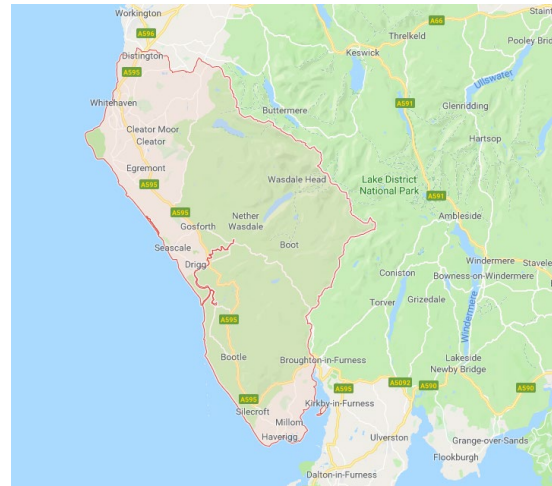


Figure 2. Copeland

2.3 Geography

There are four main population centres in the borough: Whitehaven, Cleator Moor and Egremont in the north; and Millom in the south. The fells and coastline constrain the main transport networks to the coastal strip and create a significant travel gap between the north and south of the borough. A car journey from Whitehaven to Millom, for example, a distance of 32 miles, takes approximately an hour. The National Park acts as a natural physical barrier to eastwards travel, with no arterial roads running through the fells. Minor routes that involve steep single-track roads exist up the Duddon Valley in the south, through Eskdale in the centre and via Buttermere in the north, but are unfeasible for anything other than local or tourist traffic. Long journeys are required to either the north or south to access the main population centres of Keswick, Ambleside, Windermere and Kendal.

The LDNP boundary follows the edge of the fells in the north, excluding the post-industrial coastal strip and Sellafield. South of the River Irt the Park includes the coastline until moving back inland to exclude the town of Millom.

Access to the National Park within Copeland is most common at Ennerdale and Wasdale (both road heads) and via Eskdale and the Duddon Valley (both very narrow roads leading to high passes).

Copeland has a wide range of legally accessible green and blue space including 90km of coastline and 245km² of the LDNP. There are over 50km of cycleway, hundreds of km of public footpaths and rights of way and numerous green spaces that are privately owned but to which the public has legal access.

2.4 Economy

Two thirds of the UK's nuclear facilities, including Sellafield and the Low Level Waste Repository, are situated on Cumbria's west coast and account for 50% of Copeland's jobs. Sellafield Ltd, the most significant employer on the west coast, directly employs around 11,000 people and a further 13,000 are contracted through the supply chain¹⁰.

The impact of Sellafield means that Copeland wages are higher than the national average, but Copeland also suffers from pockets of severe deprivation. Approximately 12% of Lower Layer Super

Output Areas (LSOAs) in Copeland are within the 10% most deprived LSOA's in England. Copeland is the second most deprived district within Cumbria and falls within the 30% most deprived nationally for overall deprivation.

Sellafield and Copeland Borough Council (CBC), through their Social Impact Strategy and Local Area planning respectively, are committed to broadening the economy to make it less single-industry reliant.

2.5 Health

The percentage of children and adults in Copeland classified as obese is above the national average at reception age (4-5), year 6 (10-11yrs) and adult. Rates of obesity and diabetes are higher than the national average and alcohol related hospital admissions of under 18 year olds are more than double the national rate.

Emotional health and wellbeing issues in Cumbria as a whole are estimated to affect 9.6% or around 10,000 - 11,000 people aged from 5-16. Copeland has the highest suicide rate in the county and the number of people diagnosed with depression is predicted to increase. In addition, the Covid-19 pandemic has had the effect of heightening pre-existing levels of poverty and raising concerns about wellbeing¹¹.

Active Cumbria, a stakeholder in TOPC, are a county-wide partnership tasked with developing and promoting increased levels of physical activity.

3. Research design

The research outlined in this report contributes to the Outdoor Partnership's new area development plan by seeking to identify and develop gaps and need through research.

Covid-19 has had a direct impact on both the stakeholder group and the research, with the National Trust representative being made redundant. As a result of the limited number of potential interviewees (the researcher represents the IOL and UoC), it was decided to broaden the research group to include other people who were identified as having potential influence in the wider field of outdoor provision. These included Council officers, Youth group leaders and National Park board members. It is hoped that some of these will join the stakeholder group.

The initial intention was to involve all stakeholder groups in the research. Phase 1 progressed with surveys of schools, scout leaders and youth leaders but unfortunately, two weeks after the appointment of the West Cumbrian Development Officer (DO), the Covid-19 pandemic led to lockdown and the cessation of all forms of face to face and group activity. Outdoor activity was limited to personal exercise from home, schools and youth groups were closed and non-essential workers were either furloughed or forced to work from home. The rapid development of online communication platforms meant that it was still possible to communicate effectively with stakeholders, although a reassessment of what was possible was necessary.

The inclusion of the views of parents, secondary schools, clubs and activity providers in the research at a later date will strengthen this evidence base.

4. Timeframes and data collection

- Phase 1 (November 2019 to February 2020) consisted of context-specific surveys sent to Scout leaders, youth leaders, primary school head teachers and secondary school leaders.
- Phase 2 (April – June 2020) involved in depth interviews with TOPC Stakeholders.
- Phase 3 (July 2020) was an online survey to year 9 and 10 pupils in Whitehaven and Millom.

The primary data gathering was achieved through a set of semi-structured interviews (see Appendix A) carried out for the researcher's PhD study. Ethical clearance was granted by the University of Cumbria and interviewees were informed of the potential outputs relating to the Outdoor Partnership and the PhD.

Supporting data was gathered through a number of online surveys targeting primary school head teachers, secondary school leaders, youth leaders, scout leaders and young people. All data was collected for the PhD study as the prime beneficiary, with relevant data being used for TOPC.

Prior to lockdown the research had been progressing by developing networks and relationships with the different groups, resulting in the Phase 1 surveys. Plans to develop similar relationships with parent groups were curtailed by lockdown, although the TOPC Stakeholder group enabled Phase 2 access to a significant and relevant group of research subjects through pre-lockdown established relationships and connections. Access to young people during the initial period of lockdown was impossible from a researcher perspective. Young people were adjusting to life online and the only potential way to reach them was through key workers (eg youth leaders or teachers). Phase 3 was carried out in mid-July after students had returned to school and drew heavily on relationships with teaching staff established prior to lockdown.

5. Research groups

There are a number of distinct groups involved in the TOPC, broadly categorised as:

- **Providers** – the people who deliver the experiences (for example, teachers in school, scout leaders, youth leaders, education officers, or those delivering through outdoor centres, clubs, etc.);
- **Commissioners** – the people who commission programmes (for example, head teachers and youth workers organising trips to providers);
- **Enablers** – the people who provide the infrastructure to allow opportunities to be provided (for example, the local council providing cycle paths and programmes that support engagement);
- **Participants** – the beneficiaries of the programme (children, young people and families (CYPF));
- **Parents** – the significant group of people who facilitate involvement of young people in activities outside school, either as enablers (e.g. transport and funding) or as providers (e.g. volunteering).

TOPC Stakeholder group is specific group of enablers, commissioners and providers with a particular interest in the project.

The following organisations signed up with the Outdoor Partnership as stakeholders prior to March 2020:

- Copeland Council
- National Trust
- University of Cumbria
- Active Cumbria
- Institute for Outdoor learning
- Whitehaven Harbour Youth Project
- Whitehaven Harbour Commissioners
- Millom School
- Copeland Canoe Club

Primary school head teachers

There are 39 primary schools in Copeland, the head teachers of which are members of one of three local cluster groups: Whitehaven Heads; Cleator Moor and Egremont (CLEG) Heads; and the Partnership of Millom Schools (PoMS). The survey was completed either via a paper copy at cluster group meetings with the researcher present, or remotely online. 29 responses were received, a response rate of 74%.

The survey sought to understand attitudes and engagement with 'outdoor learning' rather than the narrower 'outdoor activities'.

Cumbria Youth Network

Copeland has 9 youth groups run by 8 different organisations. They are all part of the Copeland Youth Network, which has a development officer funded by Copeland Community Fund and Cumbria Community Foundation.

Youth groups are established in the following areas:

- **Millom** (Family Action)
- **Seascale** (Shackles-off)
- **Egremont** (Egremont Youth Partnership)
- **Cleator Moor** (Phoenix Youth Partnership)
- **Frizington** (Phoenix Youth Partnership)
- **Whitehaven - Mirehouse and Woodhouse** (South Whitehaven Youth Partnership)
- **Whitehaven - Town Centre** (Whitehaven Harbour Youth Project)
- **Parton** (North Copeland Youth Partnership)
- **Distington** (Distington Clubs for Young People)

Young people

147 young people from two schools covering Year 9 (n=79) and Year 10 (n=67) were surveyed via an online survey sent out through school.

- 110 young people from Millom School
 - 37 young people from Whitehaven Academy
-
- CA25 n=2
 - CA23 n=35
 - CA20 n=15
 - CA19 n=4
 - CA18 n=2
 - LA19 n=12
 - LA18 n=77

The spread of postcodes provides a broad overview and highlights differences between areas.



The survey targeted managers and youth leaders in the CYN. It was completed online and 9 responses were received, the majority of whom had been youth workers for over 10 years.

(Note: the WHYP took part in interviews and in provider surveys.)

Scouts

There are 8 Scout groups in Copeland, offering a mix of Beavers, Cubs, Scouts and Explorers with approximately 400 members and 50 volunteer leaders.

Scout units are situated in:

- Whitehaven
- Cleator Moor
- St Bees
- Egremont
- Beckermest
- Gosforth
- Seascale
- Millom

The survey targeted volunteer scout leaders. It was completed online and 17 responses were received.

6. Results

6.1 Local area challenges and barriers to provision

TOPC Stakeholders considered the following to be significant local challenges:

- **Mental and physical health**

Almost all the people interviewed or surveyed recognised the importance of time spent in the outdoors for their physical and mental health and wider wellbeing. However, the research also showed that Copeland has a 'traditional sport' culture and a corresponding lack of an 'outdoors' culture. For many, especially in the Whitehaven area, the outdoors does not form part of their world-view and there is a very limited relationship with the outdoors as a society for recreation. The outdoors is seen as somewhere to go to (ie the fells and lakes), rather than being accessible nearby. Several Stakeholders suggested that many local residents prefer to stay local than travel further afield, and friends and social groups exert a strong influence on local interests. The LDNP, local countryside, beaches and woodlands are available for people to access but a number of factors contribute to them not taking up this 'entitlement'. Some residents see the outdoors as 'for other people', and local infrastructure developments are perceived as only for visitors to the area.

- **Mindset**

The prevalent 'non-outdoors' mindset appeared to lead to limiting beliefs around participation in outdoor activity and narrow / limited horizons and experience.

- **Poverty and lack of disposable income**

Issues specifically related to participation in OA include the following themes:

- Ability to pay for activities
- Transport to activities and access to car travel
- Cost/accessibility of public transport
- Lack of clothing and specialised equipment

- **Rebalancing the local economy**

Sellafield and its related industries dominate Copeland's economy and diversification is a core goal of Copeland Borough Council's future planning. The area's natural assets have the potential to lie at the heart of the development of tourism in the area and to provide the nucleus for the growth of a currently under-represented outdoor sector. The unknown nature of future work opportunities suggests that young people need to develop the skills and confidence to be able to contribute effectively, making choices that are right for them and their communities. Increased participation in outdoor activities in the natural environment can contribute to improved wellbeing at a personal, social, community and global level.

- **Awareness**

TOPC Stakeholders considered that there was:

- A lack of awareness of what is available in terms of opportunity, support, clubs etc
- A lack of awareness of the benefits of participation in outdoor activities
- A lack of opportunities for participation and progression that are genuinely accessible

- A lack of skills and knowledge amongst families and individuals – e.g. what to do, where to go, how to do it
- A strong need, post-Covid, for socialising in groups in the outdoors

6.2 Benefits

Teachers, youth leaders and scout leaders identify the following benefits associated with outdoor activities:

- Access to new opportunities
- Development of risk awareness and management
- Personal and social development – confidence, communication skills, teamworking skills
- Access to adventure that is otherwise unavailable
- Learning the skills associated with looking after oneself in the outdoors
- An alternative to indoor time
- Establishing a nature connection
- Learning about, and how to care for, the environment
- Positive effects on mental and physical health
- Raising awareness of the local area

6.3 Valuing the outdoors

- **85%** of head teachers, **94%** of scout leaders and **100%** of youth leaders surveyed rated the importance of activities in the natural environment and outdoor adventurous activities as either 4 or 5 out of 5
- 88% of young people recognise the value of spending time in the outdoors for their mental health and 76% for their physical health.

Young people see the main reasons for spending time in the natural environment as to get fresh air, to spend time with friends or to spend time with family.

Young people from Whitehaven valued the outdoors for their mental health (relaxing and unwinding, feeling good) more highly than those from Millom, whereas YP from Millom valued physical exercise and enjoying scenery more highly.

Young people say that spending time in the natural environment makes them feel relaxed, calm, peaceful, happy, free, energised and positive, refreshed, and alive. Not all responses were positive however, with a minority reporting that they felt bored, paranoid, uncomfortable or watched.

6.4 Participation

- 75% of schools used the outdoors to deliver some aspects of the curriculum
- 85% of primary schools surveyed indicated that they would like to use the outdoors more than they currently do as part of the curriculum.

- 74% of schools used external providers to deliver aspects of outdoor learning, including residential and forest school. 28 out of 29 schools ran outdoor activity focused residential, 11 of which included KS1 trips away.
- Approximately one third of schools had links with outdoor clubs or youth groups in their local area.
- There are low levels of current provision in the youth sector but 90% of leaders expressed a desire to use the outdoors more than they currently do as part of their youth work.
- There is a good level of interest amongst young people for accessing further outdoor activity, with 30% of YP expressing an interest and a further 60% indicating that they might be interested.
- The most popular land based activities are coastal or country walking, cycling, and hill walking. Young people suggested a wide range of activities that they would like to try or do again. There does appear to be, however, a general interest in water sports in Millom.
- Wild swimming is the most popular water based activity, while stand-up paddle boarding (SUP) and SCUBA diving are the activities that most YP would like to try.
- Local beaches and coastlines are the most popular venues in both the north and south of the district. The next most popular venues are distinctly different depending on area: Millom YP visit the local area, using footpaths and cycle paths, and the hills, fells and local woodland, whereas Whitehaven YP favour the local park more.
- The Duke of Edinburgh's Award is delivered across the district through schools and youth groups. 3 youth groups in Copeland offer the Duke of Edinburgh's Award. The difference between the neighbouring South Lakes district is stark. In 2017/18 there were a total of 123 Award starts across Copeland's four secondary schools. By contrast, Dallam (Milnthorpe), Queen Katherine (Kendal), Victoria High School (Ulverston) and Queen Elizabeth School (Kirby Lonsdale) all had between 125 and 182 starts *each*.
- Provision of outdoor activity experiences is mixed across the 9 different youth groups. 4 undertook outdoor residential, and 6 used external providers to deliver activities. Only 3 groups provided self-led outdoor activities. At a personal level, 5 of the 9 respondents never led outdoor activities. Activities led by those that did ranged from walking, trips to the park and litter picks to Duke of Edinburgh Award expeditions.
- Approximately one third of schools had links with outdoor clubs or youth groups in their local area. These were identified as the Whitehaven Harbour Youth Project, Scouts /Cubs/ Brownies and local youth groups. One school identified a local running club (Millom).

6.5 Factors affecting access to outdoor activity

a) Knowledge and awareness

Any increase in participation requires raising awareness of what options are available and then the skills and power needed to be able to make effective choices to access those benefits.

Stakeholders believe that currently:

- There is a low level of awareness amongst young people and families regarding what is currently available in the area – activity clubs, youth clubs, events, etc.
- There is a lack of information available to help families with outdoor destination choices
- Many families have a lack of knowledge and skills that can be used to get the most from a venue – what to do, how to do it, where to go, etc.

- There is an opportunity to 'upskill' families to increase awareness, confidence and skill.

Teachers and youth leaders highlight a need for resources that help them to make the most of the local area and staff training to improve personal skills and knowledge that will help them to facilitate learning and development in the outdoors and address health and safety concerns.

Young people gain information about events and opportunities through family, school, youth leaders and social media. **Instagram** and **Facebook** are the key platforms used by YP to find out about opportunities and events.

b) Transport

Figure 4 shows that approximately 50% of young people walk or cycle to activities outside school; 85% of young people are driven to activities by their family or carers. The public transport (PT) system in Copeland is limited. Stakeholders highlighted the difficulty in using PT to get to other parts of Cumbria even when travelling from the major towns. For those living in rural areas away from bus and train services the problems are exacerbated. The difference in services in Whitehaven and Millom can be seen by the relative use of buses and trains: Millom has no scheduled bus service, requiring a train journey to Barrow or Whitehaven before a bus can be caught.

	Whitehaven YP	Millom YP
Family/carer drive me	84%	83%
Walk or cycle	49%	55%
Friend's family drive me	5.4%	18%
Take a bus	11%	2%
Take a train	5.4%	18%

Figure 4. Getting around in Copeland

c) Finance

- Youth leaders identified the costs associated with transport, equipment hire or purchase, and instruction as barriers to participation.
- Head teachers identified funding as a major barrier with regard to training and resource development, and also the cost of staff time to run programmes such as the Duke of Edinburgh's Award. School activity weeks and residentials require either school or parental support to run and are thus heavily dependent on budgets and family levels of disposable income.
- Young people also identified cost as a factor when choosing what to do, but it came third in their list of priorities after whether an activity looked interesting or whether their friends were doing it.
- From a provider perspective, capital is needed to purchase equipment and build facilities, but revenue is needed for the ongoing running costs. Generating revenue is a major challenge for all providers.

d) Mindset and socio-cultural influences

TOPC stakeholders emphasised repeatedly the challenge of changing the mindset of local people with regard to how they viewed the outdoors for recreation and personal development. Key points included:

- Publicising the wellbeing benefits afforded by outdoor activity
- Increasing opportunities to experience new things
- Having access to a wide range of activities (not just 'traditional' outdoor activities)
- Publicising opportunities and how to access them
- Working with family and social groups to influence YP behaviours

However, participation is not simply a matter of providing opportunity and publicising the benefits. Young people identified a number of motivational factors that also influenced whether they would decide to take part in a new activity. Whether it looked interesting (80%) and whether their friends were doing it (70%) were the main considerations, followed by if they had enough time (52%), how they would get there (45%) and cost (43%).

Outside school, accessing activity for young people is most often achieved with parents, carers, family and friends.

e) Sector scale

Despite its proximity to the LDNP and the coast, the outdoor sector is not well represented in Copeland. Many schools travel outside the district to access residential courses, and there are only a small number of commercial providers in the district. Outward Bound and West Lakes Adventure in Eskdale, the Harbour Youth Project in Whitehaven and Keppleway, just outside Copeland in Broughton in Furness, are the main outdoor activity providers, although a number of other providers operate in the district on demand.

Scouts/Guides, youth clubs and activity clubs play different roles in the different areas: YP in Whitehaven make use of the youth club to access the outdoors, whereas in Millom some YP are involved with an activity club. Scouts and Guides play a small but still significant role in both areas. There are approximately 400 Scouts (Beavers, Cubs, Scouts and Explorers) in Copeland, but the majority (76.4%) of YP surveyed are not members of youth groups outside school.

All the Scout leaders surveyed led groups in the outdoors. Activities included camp fires, environmental activities, local camps and activities close to the base such as bug hunts, wide games, star gazing, art and scavenger hunts. 5 respondents led national and international camps. 7 led adventurous outdoor activities.

In terms of frequency, the majority classed their use of the outdoors as either occasional or only once a month. Compared with provision in other youth groups, the Scouts have a very strong culture of using the outdoors, yet nearly two thirds of respondents said that they would like to use the outdoors more.

The Scouts, in common with other activity groups and uniformed youth groups, rely on volunteers to run the groups, and the number of adults available to supervise and lead the children and young people often limits capacity.

Volunteer capacity influences include:

- Adult work patterns (shift work at Sellafield was identified as a particular issue)
- Time available (many families' are involved in multiple activities outside school)
- Interest (adult engagement as a volunteer is often linked to their own children's participation)

6.6 Future sector growth

- Approximately half the young people surveyed indicated that they would or might be interested in finding out about a career in the outdoors.
- 90% of students do not know where to go to find out about a career in the outdoors.
- The nearest Level 3 (BTec) Outdoor course is in Kendal (a journey time of over 2.5 hours by public transport from Millom, or nearly 4 hours from Whitehaven).

7. TOPC Opportunities

The research to date indicates that a number of key strategies can be developed to meet TOPC goals.

Strategies

- Developing resources:
 - Mapping local walks etc
 - Journeys, routes, 'a guide to different walks on the west coast'
 - Badges and certificates
 - Passport
- Progression in participation
 - Awareness days – beach, woods, countryside, lake
 - Community picnics with activities
 - Taster sessions: Accessible bikes, cycle paths, paddle sport
 - Challenge events, festivals
 - Age specific activities
 - Upskilling – families' skills awareness days
 - Being outside, where to go, what to do, countryside code,
 - Accessible routes to participation – Environmental (JMA), bike maintenance etc
- Progression pathways in different activities
 - 'Hook' through other approaches then OA
 - Progression from residentials as a source of first goes.
 - Small step progressions. Teach people to appreciate the outdoors.
 - Local area club development
- Pathways from participation to leadership
 - Develop leaders and CYPF programme
- Progressions to employment
 - Links to IOL, school careers fairs
- Normalise the outdoors
 - through a mix of activities where OA is one of many
 - through stakeholder messaging
- Communication
 - Publicising participation benefits
 - Marketing the outdoors. Learn about it then project work
 - Social media presence
 - Schools publicity
 - Benefits of and ways to volunteering (link to D of E?)
 - Signposting to opportunities

Broader issues emerging from the data relate to longer term strategy:

- Develop the ecosystem idea, placing TOPC at the hub and linking existing infrastructure and facilities
- Using and developing existing networks
 - Parents as key influencers – parental buy-in
 - Emphasis on social, friends support
- Seeking and developing a commitment from council, Sellafield etc to promote outdoors from a benefits point of view.
- Mapping schools (orienteering) to help facilitate greater use of the outdoors.
- Link to Coastal Activity Centre development as it progresses
- Link to big agendas – eg Sellafield Social Value, climate change, post-Covid recovery etc

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Appendix A

The Lottery / TOP goals

Each of the new partnerships is expected to deliver generational change in the numbers and way in which local people access outdoor activity, which will lead to

- More people participating in outdoor activities locally, with particular emphasis on social inclusion and community cohesion
- More schools (primary and secondary) and FE establishments engaged and providing outdoor education / activity with more qualified teachers and parents
- Increased number of school – club links with more opportunities for progression and continued participation for children and young people
- The development and establishment of more community outdoor clubs with more active members
- More volunteers with nationally recognised qualifications working locally and bringing more to the local economy
- A more inclusive outdoor sector with more women and girls and people with impairments taking part in outdoor activities regularly
- More unemployed people progressing to further learning, training, volunteering and sustained employment (both within the outdoor sector or because of the outdoor sector)
- Improvements to the health, social, environmental and economic well-being of local people in the new areas.

(Outdoor Partnership, 2019)