



Y BARTNERIAETH AWYR AGORED

PROFIAD • MWYNHAU • LLWYDDO • GYDA'N GILYDD

THE OUTDOOR PARTNERSHIP

EXPERIENCE • ENJOY • ACHIEVE • TOGETHER

2025 CHAIR & CEO REPORT



Enhancing People's Lives Through Outdoor Activities

THE CHAIR & CEO REPORT

The Outdoor Partnership is an award-winning charity with a vision of enhancing people's lives through outdoor activities. Each year, we inspire local people to engage in our programmes through participation, education, volunteering, and employment to improve health, social and economic well-being, breaking down barriers to make the outdoors accessible to all.

The Outdoor Partnership works to support people across all of Wales, Ayrshire in Scotland, Southeast and the Sperrin's regions in Northern Ireland, and Plymouth, Cumbria, North Yorkshire and Coventry in England, to take up outdoor activities as a life-long pursuit.

The Outdoor Partnership's strategic approach envisages a 'generational change' where engagement with outdoor activities is the 'norm' and accepted feature of the regular lifestyles of the local population. As a result of its work to date the charity and its partners has achieved a number of key outcomes which has resulted in a **Social Return on Investment of £8.07 for every £1 spent over the last year**

SOCIAL IMPACT REPORT

We've had another successful year supporting our communities, our partner organisations and both the groups and individuals with whom we work. I hope this brief report manages to capture a flavour of the positive work that has taken place during the past 12 months.

We've been developing new relationships with our Sports Councils across the home nations over the last year. **We secured £250k from Sport England Pilot Funding** to embed our work in England and expand to a new region. We're pleased to announce that we will be working in partnership with Active Devon and Torbay on the Move, to expand our work in the Torbay region of Devon this Autumn.

For the third year running TOP have been **awarded over £100,000 from the Carers Trust**, to deliver a programme of activities for young unpaid carers across Wales. Last year alone **1166 young carers took part in Outdoor Activities with 737 of those benefiting from our programmes for the first time.**

In October we were invited to be a panel member as part of a Short Breaks Conference in Cardiff, with HRH Princess Royal in attendance.



OUR AREAS



THE CHAIR & CEO REPORT

In July of this year, we were once again invited to be part of a diverse set of panel members showcasing the successful delivery of the National Short Breaks Scheme and showcase the flexibility of the scheme. Our officers delivered a presentation on how The Outdoor Partnership, as a non-carers organisation, has supported young carers and how our organisation has developed, to meet the needs of the carers and gone on to achieve the Investors in Carers Bronze Award.

We've played an active role alongside our colleagues in the Outdoor Alliance Wales in the development of a new Manifesto for the Outdoors which will be officially launched in the Senedd in September.

During the last 12 months we have seen a number of staff members move on and new ones join the team. We would like to thank the following for their service and fantastic work over the years.

Simon Lancaster-Jones: Pathway to Employment Officer

Sian Williams: Volunteer Officer

Claire Bryant: Outdoor Activities Development Officer for Coastal Cumbria

Daniel Bartlett: Programme Support Officer

We would also like to welcome the following to our team, all of whom have already made a great impact.

Victoria Kelly: Outdoor Activities Development Officer for the South East of Northern Ireland

Ailish Roberts: Outdoor Activities Development Officer for North Wales

Molly Campion: Outdoor Activities Development Officer for Coastal Cumbria

We are grateful to all our funders, sponsors, volunteers, and stakeholders for their continued support. Our thanks go to both employees and the partners and consultants of TOP who have given their time and expertise over the last twelve months.

Collectively the charity has created 26,365 outdoor activity opportunities for residents across our 12 areas of operation many of which were from under-represented and disadvantaged groups.



**AMSER
PROJECT**



THE CHAIR & CEO REPORT

1. Community Cohesion

The programme aims to inspire children, young people and adults to take up outdoor activities as a life-long pursuit. This year 5364 people benefited from the programme in a variety of targeted projects including taster sessions and development programmes and progression to ongoing provision in community-based outdoor activity clubs.

Our Development Officers supported 88 clubs across the 12 regions over the last 12 months. Their support allowed the clubs to increase membership, become more inclusive in their approach and become more financially viable. The clubs provided opportunities for over 6000 people of all ages. The social value of the support given to clubs over the last 12 months was £1.67 million.

2. Volunteer Programme

Our volunteering programmes is open to anyone wishing to volunteer in the outdoor sector and we can advise and support volunteers looking for opportunities to help within their local community. Our main volunteering programmes includes Volunteer Ambassadors, Club Volunteering and Coach Education, Caru Eryri focuses on upskilling and empowering new and existing volunteers in local clubs and communities. We work alongside other organisations to co-ordinate volunteer experiences and share information on various volunteering opportunities.

The commitment of you, our volunteers is astounding. If the same contribution had to be purchased it would cost a minimum of £2.6 million per annum.



THE CHAIR & CEO REPORT

3. Pathways to Employment

This programme uses outdoor activities to engage and support people on a pathway to employment. Participants are often accessing outdoor activities for the first time or looking to develop their personal and/or professional skills, leading to a more active lifestyle. The instructor / participant ratio is often low depending on the abilities and additional needs of the participants. The programme supported 223 people over the last year with 42% of individuals reporting improvements in their mental wellbeing and 32% of individuals felt more independent. Individuals also reported improvements in their physical health and many felt less isolated.

4. Equality, diversity and inclusion

We believe that everyone should be able to enjoy the benefits of being in the outdoors. We have a range of projects that aims to support those who have traditionally been underrepresented in the outdoors and has faced barriers to take part in outdoor activities. These projects include This Girls Adventure, Inclusive Adventure, Welsh Language projects, and Young Carers Adventure programme.

A total of 10,301 people benefited from the programme, with 50% reporting improvements in their mental well-being. The Social Value of the programme over the last 12 months was £6 million.

5. Health and Wellbeing programme

The Health and Wellbeing programme brings together a collaboration of partners from the outdoor and health sectors to increase physical activity levels, improve mental and physical health and provide links with local community clubs and groups enabling people to lead independent long term active lifestyles. This project is building on the growing field of research, prescribing people activities for their health, rather than medication and is known as social prescribing.

The social value of the programme over the last 12 months was £1.97 million.



THE CHAIR & CEO REPORT

6. Adventure Learning

We are now in the second year of piloting TOP ALF in Wales and having identified further funding, we will be expanding the pilot to include up to a further 25 schools throughout the country.

The framework has gained the support of the Cross-Party Group for the Outdoor Sector, and discussions have taken place with Welsh Government and Qualifications Wales around potential support, to roll out the framework Nationally.

Meanwhile the framework has been translated to support the English facing Curriculum, with a pilot currently being run in the County Durham region. A further six regions across England have shown an interest in piloting the framework and are currently identifying funding to access the support.

Social media coverage

Our Social Media impact increased from 15,000 followers last year to over 18,000 followers and over 6 million reach/impressions via Facebook, Instagram, Twitter, and LinkedIn. Our "This Girls Adventure" Facebook page now has over 1400 followers.

Social Value

We continue to embed Social Value within the organisation. Working with Mantell Gwynedd and Social Value Cymru we produced our first Social Impact Report in April this year.

The report produced a Social Return on Investment evaluation of our work across all our regions of operation and demonstrated that for every £1.00 invested in our work from April 2024 to the end of March 2025, we returned a total of £8.07 to our participants lives.

SOCIAL IMPACT REPORT



THE CHAIR & CEO REPORT

Equality, diversity and Inclusion

We are striving towards achieving Gold INSPORT Accreditation and have embedded the UK wide 'Moving to Inclusion' framework within the organisation ensuring that we play our part in making the outdoor sector more diverse, inclusive and socially responsible.

Our 10-year Strategy

We undertook our first 3-yearly interim review of our 10-year rolling strategy earlier this year and we would like to thank RPT Consulting who supported us through process and a big thank you to all those who contributed to the review including our partners, stakeholders, our staff team and Trustees, our services users and potential service users.

Our strategic objectives and priorities for the next few years can be found here:

The Outdoor Partnership is well placed to help divert people from the NHS, improving peoples' mental health and increasing physical activity levels. TOP can create community cohesion by supporting existing and creating new community-based outdoor clubs and hubs and capitalise on the fantastic volunteer workforce that exists in the sector and ensure opportunities are inclusive to all.

We are already seeing examples of sharing knowledge and good practice across all four home nations. For further information on our programmes, our impact and insights please visit:

<https://outdoorpartnership.co.uk/>

Or you can visit our social media platforms:

[Facebook](#)



[Instagram](#)



[Twitter / X](#)



[LinkedIn](#)



THE CHAIR & CEO REPORT

THE NEXT STEPS...

On behalf of the Board I would like to thank our Chief Executive Officer, who is responsible for driving and leading the Charity strategically, the Programme Manager who leads on the operational work of the organisation and our Finance Manager who has overall oversight and management of all financial aspects of the charity and all our Development Officers for the amazing impact they are having in their regions.

OUR TEAM



This year has been another exceptional year, and they have proved to be an exceptional team. Next year we will continue to look for opportunities to influence nationally and share our experience with our regions across Wales and the UK. Our work has taught us all just how important it is that our communities access the outdoors, the importance of nature and the natural environment and that that we all could do with a little help with using it sensibly, safely and in a sustainable way.

Our success is due to our Members, Volunteers, Trustees, consultants and our dedicated and committed Staff Team. DIOLCH YN FAWR - THANK YOU

