



Y BARTNERIAETH AWYR AGORED

PROFIAD • MWYNHAU • LLWYDDO • GYDA'N GILYDD

THE OUTDOOR PARTNERSHIP

EXPERIENCE • ENJOY • ACHIEVE • TOGETHER

2026 CHAIR & CEO REPORT



Enhancing People's Lives Through Outdoor Activity

THE CHAIR & CEO REPORT

The Outdoor Partnership is an award-winning charity with a vision of enhancing people's lives through outdoor activity.

The Outdoor Partnership continues to demonstrate the power of outdoor activity as a catalyst for systems change. Our aim is simple but ambitious: **equitable access to outdoor activity for everyone**, because we know it can improve health and wellbeing, strengthen communities, build skills and open pathways into volunteering and employment.

This year, our role has increasingly been one of systems leadership: influencing policy, connecting partners, building evidence and creating the conditions for outdoor activity to be embedded within local, regional and national priorities. We have worked across health, education, employability, community development and sport to shift outdoor activity from a recreational offer to a recognised strategic tool for prevention, resilience and inclusion.

The Outdoor Partnership currently operates across:

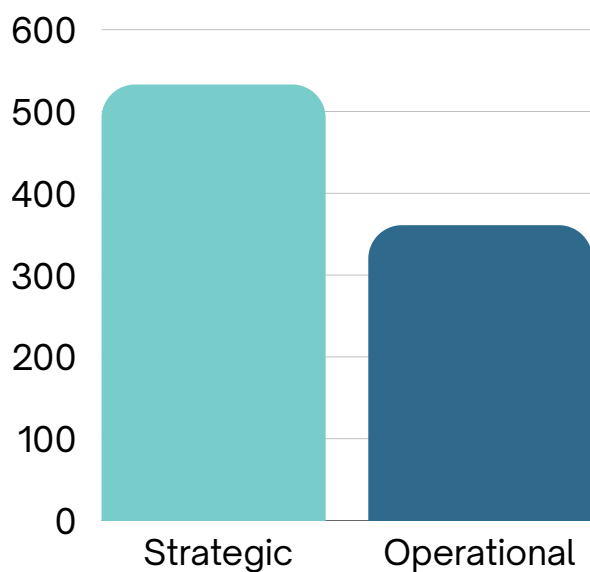
- Wales
- Ayrshire in Scotland
- Southeast and the Sperrin's regions in Northern Ireland
- Plymouth, Torbay, Coastal Cumbria, North Yorkshire and Coventry in England.



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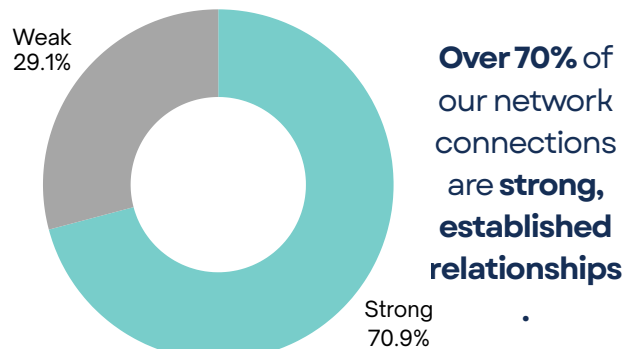
The Outdoor Partnership's network is one of our greatest strengths. With **1,478 connections across 12 sectors** and all four UK nations, we bring together local, regional and national partners to share learning, influence practice and strengthen collaboration.

Strategic Influence



We work at both **operational** and **strategic** decision-making levels.

Strength of Connections



Transformational vs Transactional



Two-thirds of relationships are transformational, supporting **collaboration, influence and systems change**.

These relationships connect community insight with strategic decision-making, helping us build the partnerships needed for long-term systems change.



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Our Impact

Our impact is rooted in long-term capacity building rather than short-term delivery. By working with communities, volunteers, local authorities, health and education partners, employers and National Governing Bodies, we strengthen the relationships, skills and pathways that enable communities to lead and sustain change for themselves.

The results show the value of this approach. During 2025-2026, our work has generated a [Social Return on Investment of £8.42 for every £1 spent](#), demonstrating that investment in outdoor activity delivers strong social, health and community value.

We've delivered some fantastic projects across the UK this year. Visit our [website](#) to learn more, and take a look at our latest video showcasing the impact our work is having in communities nationwide:



[Our Latest National Impact Video](#)



We would like to welcome Mali, our new Business Co-ordinator and Laura, our new OADO in Torbay to the team who have already made a great impact.

As Chair, I want to thank our funding partners, volunteers, stakeholders, staff, Trustees, partners and consultants for their commitment and expertise over the past year. Their contribution enables us not only to embed programmes, but to influence systems, strengthen communities and create the conditions for long-term, generational change.



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Through our core programmes, we supported **14,789** people from under-represented groups to take part in outdoor activities, many for the first time, improving health and wellbeing. We also strengthened local capacity by supporting **147** community clubs, reaching over **7,000** members and **838** volunteer leaders, helping communities sustain participation long after individual projects end.

Core Programmes

Community Cohesion

Improving community cohesion by breaking down barriers for underrepresented groups through targeted sessions, development programmes, and inclusive events, supporting community groups and clubs to establish sustainable inclusive spaces and places, fostering cross-community connections.

This year **6375 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 147 clubs across the 13 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 7000 people** of all ages. **The social value of the support given to clubs over the last 12 months was £2.46 million.**

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Volunteer Programme

Our volunteering programme aims to create a workforce of volunteers supporting sustainable community provision. The programme provides safe spaces for volunteering and leadership, focusing on supporting those with protected characteristics, taking on roles and becoming advocates of the community in which they live in.

The commitment of you, our volunteers is astounding. If the same contribution had to be purchased it would cost a minimum of **£2.5** million per annum.

Pathways to Employment

Supporting people and communities experiencing poverty, disadvantage or discrimination improving employability skills, confidence, social interaction, mental, physical health and wellbeing, providing exit-routes into further participation, training, volunteering, employment.

A total of **487** people took part in our Pathways to Employment programme, with **247** participants gaining National Governing Body qualifications, **160** progressing to further learning and training, **39** moving into volunteering and **66** entering full-time employment.



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Equity, diversity and inclusion

We embed our vision of equitable access for all by co-designing projects with those facing the greatest barriers. We have recently developed a new [EDI strategy](#) identifying regional priorities identified by the communities we serve.

A total of **3,330 people benefited from the programme**, with **93% reporting improvements in their mental well-being**. The Social Value of the programme over the last 12 months was **£2.58 million**.

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.

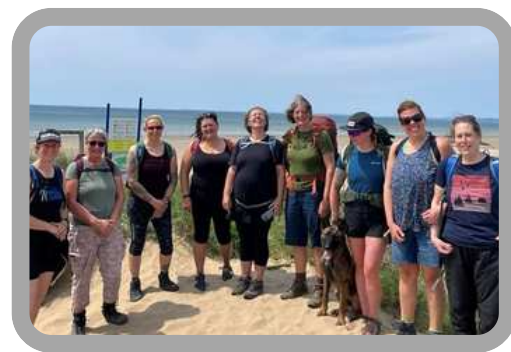


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Health and Wellbeing programme

We develop sustainable adventure therapy/social prescribing projects working across sectors to increase physical activity levels and improve mental and physical health, providing links with local community clubs and groups enabling people to lead independent long-term active lifestyles tackling inactivity and isolation.

A total of **5488** people benefited from the various projects with **75%** reporting that they feel less isolated with **84%** noting improvements in their mental well-being. The social value of the programme over the last 12 months was **£536,432**.



Adventure Learning Framework

We are now in the third year of expanding our TOP ALF in Wales a **further 25 schools** throughout the country introducing the framework within their curriculum delivery with hundreds of children and young people now learning through outdoor adventure.

The framework continues to gain 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.

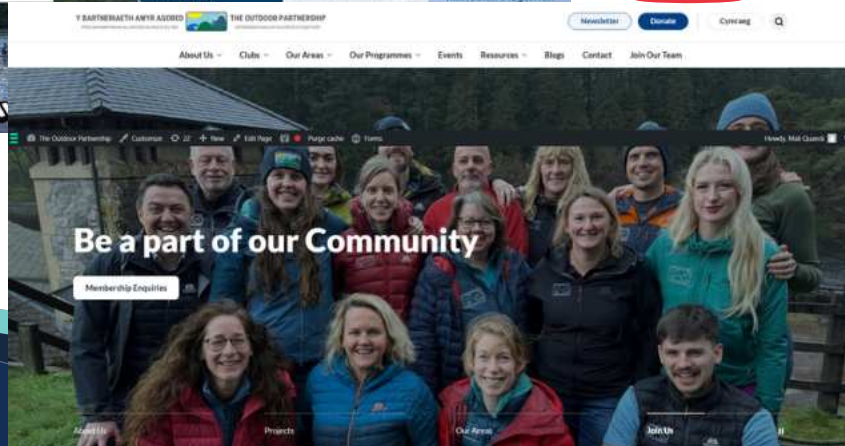
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Social media and website

Our main social media account represents The Outdoor Partnership across LinkedIn, Facebook, Youtube, and Instagram, providing organisation wide visibility. Regional accounts allow Outdoor Activities Development Officers to engage directly with local communities while contributing to our wider digital presence.

The main account continues to show strong reach and engagement, with an estimated **48.9M–57.5M audience reach across Instagram and Facebook**. Its audience is broadly balanced by gender (**56.2% men and 43.8% women**) and spans all major age groups, **from 18 to 65+**. The account also has more than **7,000 combined followers**.

We also maintain an up-to-date [website](#), with social media regularly signposting users to key online information and helping drive steady traffic.



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And Finally...

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, our Finance Manager who has overall oversight and management of all financial aspects of the charity, our new Business Co-ordinator providing the vital support to the Management team and the wider staff team, and all our Outdoor Activity Development Officers for the amazing impact they are having in their regions.

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.

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THANK YOU

