

South Wales **Outdoor Activity Providers** Group

Minutes of Fifth Group Meeting

7th March, 2012 at Liberty Stadium, Swansea – 10.00am to 4.00pm

with Pembrokeshire Outdoor Charter Group

and Wales Outdoor Tourism Organisation

In Attendance

Ack Moore	Stackpole Outdoor Learning Centre	Head of Centre
Adam Jones	Coleg Sir Gar	Lecturer
Adrian Thomas	ADE	Freelance Outdoor Instructor
Alec Williams	Sealyham Activity Centre	Chief Instructor
Aled Davies	Expeditions Wales	Owner
Alex Hinton	Go 4 It Activities Wales Ltd	Owner
Alice Brown	Capital Region Tourism	Destination Management
Alix Hill	Expeditions Wales	Instructor
Andrew Tuddenham	The National Trust	Area Warden
Andy Holland	Cardiff Outdoor Activities Team	Outdoor Activities Dev Officer
Andy Meek	The Storey Arms	Head of Centre
Andy Williams	University of Wales Trinity St David	Head of Outdoor Education
Anna Stickland	Absolute Adventure Ltd	Director
Ant Goddard	Kayak-King Tours	Managing Director
Anthony Jordan	Welsh Government	Head of School Governance
Ben Longhurst	Cardiff International White Water	Senior Assistant Manager
Ben Scholes	Rhondda Cynon Taff CBC	Senior Project worker
Bill Beynon	Trinity Saint David University	Senior Lecturer
Bryony Passmore	Llanthony Riding and Trekking	Partner
Catherine Lewis	Tourism Swansea Bay	Business Development Manager
Ceri Davies	Swansea Water Sports	Manager
Charles Mathieson	PCNPA	Head of Delivery
Charlie Hammond	Coleg Sir Gar	Lecturer
Chris Jex	Pembrokeshire Adventure Centre	Activity Executive
Chris Pierce	Woodlands OEC	Head of Centre
Chris Wright	Snowdonia Active	Chief Executive
Christine Cronin	Cardiff Outdoor Activities Team	Outdoor Activities Dev Officer
Daniel Hart	Progress Surf	Manager
David Jones	Pembrokeshire Coastal Forum	Project Officer
David Williams	Neath Port Talbot College	Sports lecturer
David Windebank	Coleg Gwent	Lecturer Outdoor Education
Denise Marriott	YMCA Wales	Head of Centre
Dylan Hannaford	Pembrokeshire Adventure	Apprentice Instructor / Coach
Elyfn Jones	British Mountaineering Council	Access & Conservation Officer

Elsie Little	Cambrian Caving Council	Conservation & Access Officer
Ewan MacGillivray	Longtown OEC	Instructor
Gareth Bryant	Llandysul Paddlers	Centre Manager
Gareth James	Cardiff and Vale College	Outdoor Activities Co-ordinator
Gary Davies	S W Wales Tourism Partnership	Director
Gary Evans	SWOAPG & Hawk Associates	SWOAPG Coordinator
Gerwyn James	DIO Ops North (TOPL)	Senior Military Training Officer
Gethin Jones	Morfa Bay Adventure	Activity Officer
Gethin Williams	Pendine Outdoors	Outdoor Education Manager
Gez Watt	Swansea Uni & Swansea CC	Project Officer
Gill Berntsen	Visit Wales	Head of Campaigns & Digital Mrktng
Graham Harvey	University of Wales Trinity St David	Lecturer
Helen Johns	Institute for Outdoor Learning	Teacher
Helen Pye	Brecon Beacons National Park	Warden
Helen Williams	Pembrokeshire Tourism	Membership Officer
Ian Cowell	CAVC	Lecturer
Ieuan Starks	School Camp Ltd	Director
James Parkin	Pembrokeshire Coast NPA	Director of Delivery and Discovery
Jamie Ellson	Jamie Ellson	Freelance Outdoor Instructor
Jeff Calligan	Mountain and River Activities Ltd	Director
Jeremy Bowen Rees	Landsker Business Centre	Director
Jethro Moore	Adventure Beyond	Managing Director
Jim Embrey	Visit Wales	Activity Tourism Manager
Jim Langley	Nature's Work	Director of Specialist Education
Jo Ricketts	Coleg Powys	Head of Faculty
Joe Lewis	Rock UK - Summit Centre	Business Development assistant
Joe Roberts	CCW	Recreation Policy Officer
Jon Gruffydd	RSPB Cymru	Lifelong Learning Manager
Jon Haylock	TYF Adventure	Head of Adventure
Jonathan Owen	Morfa Bay Adventure	Junior Director, Education
Jont Bullbeck	CCW	Head of Access Recreation & Tourism
Juliet Parker-Smith	Trewern	Head of Centre
Katie Dabb		
Lee Elwell	Visit Wales	National Skills Coordinator
Lee Garbett	Quest Adventures	Proprietor
Lee Lewis	Cardiff and Vale College	Head of Public Services/Outdoor Ed
Libby Chivers	Preseli Venture	Events and Activities Manager
Lisa Johnston	Gallu	Senior HRD Coordinator
Luke Nestly	Black Mountain	Instructor
Marcus Baillie	AALA	Director
Mark Soanes	Call of the Wild Ltd	Director
Mark Wilkinson	M.A.W. Services	Guide
Martin Leonard	Sea Kayak Guides	Owner
Martin Smith	Martins Walks	Proprietor
Matt Free	Rhondda Cynon Taff CBC	Glyncornel Centre & Miskin Project
Matt Lister	Stackpole Outdoor Learning Centre	Education Officer
Matt Woodfield	Freelance	Instructor / Coach

Mick Collins	Outdoors@hay	Centre Director
Mike Chard	Coleg Gwent	Outdoor Technician
Mike Smith	Black Mountain Activities	Centre Manager
Neil Stoddart	FCW	Forest District Manager
Nick Fitzgerald	Robert Jeffery Centre	Operational Manager
Nige Robinson	Sea Kayak Guides	Guide/Coach
Nigel Jones	Adventure Activities Ltd	Director
Pablo Thorne	MOD ATC ©	Chief Instructor
Paul Donovan	Institute for Outdoor Learning	Professional Dev Coordinator
Paul Smith	Liquidfriction Adventure	Owner Director
Peter Bounds	Masterclass Surfing	Proprietor
Peter Cole	Capital Region Tourism	Regional Strategy Director
Peter Gamble	Cardiff and Vale College	EHSO
Peter Hewlett	Walking North Wales	Managing Director
Peter Ward	Pembrokeshire Adventure Centre,	Head Of Centre
Phil Sadler	Pembrokeshire Adventure Centre	Instructor / Coach
Punch Maughan	Brecon Beacons Tourism	Director
Rae Hardy	Longtown OEC	Instructor
Ran Foster-Mason	Hawk Associates	Marketing Manager
Rebecca Stock	National Trust	Operations Manager
Richard Ball	Brecon Beacons NPA	Access Officer
Richard Carpenter	Pendine Outdoors	Centre Coordinator
Richard Hill	Glasbury House OEC	Senior Instructor
Richard Morgan	Welsh Government	Outdoor Recreation Policy
Richard Tyler	BBNPA	Sustainable Tourism Manager
Riki Phillips	Mynydd Outdoor Adventure	Owner
Robert Clapham	RC Training Wales	Outdoor Education
Robert Egelstaff	OAAS	Director
Russ Sinclair	Pegasus Fitness	Co-Director
Ryan Stamp	Cardiff Outdoor Activities Team	Outdoor Activities Dev Officer
Samantha Davies	Coleg Gwent Usk	Instructor Demonstrator/Lecturer
Sian Musgrave	National Trust	Head Warden Gower
Simon Ferguson	Pendine Outdoors	Senior Instructor
Sir Brooke Boothby	Fonmon Castle	Proprietor
Sophie Hurst	Preseli Venture	Owner
Steffan Davies	Sbri Cymru	Course Director
Stephen Bird	World Horizons	Youth Development Team Leader
Steve Quinton	Pembrokeshire College	Senior Lecturer
Tim Emmett	Tim Emmett	Outdoor Athlete Motivational Speaker
Tim Jarvis	Coleg Gwent - Ebbw Vale	Lecturer
Tom Iggleden	Newgale YMCA	Senior Instructor
Tom Luddington	Pembrokeshire Outdoor Charter	Activities Liaison Officer
Tom Partridge	Miskin Project	Outdoor Pursuits Officer
Tony Rees	Gower Activity Centres	Senior Instructor
Zoe Anthony	RCTCBC	Outdoor Project Worker

10.00am - Setting the Scene

Gary Davies, SWWTP & Conference MC

Gary welcomed everyone to the Conference and hoped that everyone would find the day interesting, informative and stimulating.

'This conference gives us a an opportunity to look at the key issues addressing the Outdoor Sector in Wales. The work of the Wales Activities Tourism Organisation (WATO), which brings together the South Wales Outdoor Activity Providers Group (SWOAPG), the Pembrokeshire Outdoor Charter Group (POCG) and Snowdonia Active (SA), has led to the development of a proposal for a Wales Outdoor Recreation Network (WORN), which we will be discussing during the day today.'

Gary noted that already, we are weighed down by Acronyms, but hoped people would already know what many of these meant.

'There will be Question and Answer opportunities throughout the day and it is up to all of us to make use of these.'

Gary outlined the Agenda for the day and offered to translate any part of the day into Welsh if required. He explained that his role was simply to set the scene and to introduce the speakers and that he hadn't prepared a PowerPoint presentation, as there would be plenty to enjoy during the day !

'The value of the Outdoor Sector to Wales is significant, in terms of social, environmental, education, health and wellbeing. We're not here to talk about branding and marketing, but we are here to talk about something close to my heart, SBO, the statement of the bloody obvious. Wales is a small Country, but we do have an inordinate propensity to form committees and a deluge of organisations. We also face a wide range of changes, for example :

- I.T. development at a fast pace. This is with us now, especially social media and tools for marketing
- The competition from home and overseas will increase
- Consumer expectations grow as they look for quality and value for money
- The current Economic Climate is not good. The Public Sector will see a decrease in resources, so many will need to react by working collaboratively. The Public Sector will seek to work in partnership with the Private Sector in Public/Private partnerships. An example is this Stadium – Private Sector being supported by a Local Authority.

The Wales economy has benefited from Tourism and Outdoor Activity provision, but as Outdoor Pursuits continue to grow and become fashionable, we need a co-ordinated approach.

We have a common aim here today, that of attracting visitors to Wales, so the Call to Action is for us all today and going forward is, to discuss, debate and sign-up to and influence the development of the sector.'

10.15am WATO Regional Updates

Gary Evans, SWOAPG
Tom Luddington, POCG
Chris Wright, SA

Gary, Tom and Chris gave their Regional Updates to the Conference. These can be found in the presentations :

[Gary Evans - SWOAPG Presentation.ppt](#)

[Tom Luddington - POCG.ppt](#)

[Chris Wright - Snowdonia Active.pdf](#)

11.00am Changes to Activities Licensing Regulations

Anthony Jordan, Welsh Government
Paul Donovan, IOL

Anthony spoke about the decision reached by WG only the day before in relation to licensing, covering the points made in the letter that was distributed that day :

As you will be aware, since the publication of Lord Young's review of health and safety legislation "Common Sense, Common Safety", the UK Government has been developing proposals to abolish the licensing of providers of certain adventure activities for young people. In relation to Wales, the decision whether to abolish or retain adventure activities licensing is a matter for the Welsh Government.

The system for the licensing of adventurous activities was set up under the auspices of The Activity Centres (Young Persons' Safety) Act 1995, an Act passed in the wake of the Lyme Bay canoeing tragedy in March 1993, in which four young people lost their lives. The aim is to licence operators of adventure activities to provide assurance that they are compliant with the Adventure Activities Licensing Regulations. Licensing requirements apply to those organisations which provide activities to young people in return for payment. Activity areas for which a license is required include caving, climbing, trekking and watersports.

The purpose of this letter is to advise you that, after careful consideration, the Welsh Ministers have decided that they wish to retain adventure activities licensing in respect of Wales.

This decision does not affect the question of the future of adventure activities licensing in Scotland and England, which is a matter between the UK and Scottish Governments and still to be resolved.

Welsh Ministers are mindful that the system for the management of adventurous activities in the UK is becoming more differentiated and will watch with interest the systems which develop in England, Scotland and Northern Ireland and take these into account when, in due course, the licensing system is reviewed.

Welsh Government officials are now working with counterparts in the Health and Safety Executive to make the necessary legislative arrangements and to ensure the smoothest possible transfer of licensing arrangements. We will be writing to stakeholders further on this point and on the question of timings in due course. However, our present intention is that licensing will continue to be administered on a similar basis as it is currently for the foreseeable future. It is also likely that in due course the Welsh Government will wish to review – with stakeholder input - the licensing system in conjunction with consideration of the other evolving systems in the UK.

In closing, I would like to stress that the Welsh Ministers' decision to retain licensing in its current form reflects the Welsh Government's appreciation for the independent assurance which licensing gives service users of the quality and safety of provision and the Welsh Government's commitment to learners' and young peoples' safety. It should in no way be taken as a reflection on the high safety standards and excellent range and quality of provision which the adventurous activities sector in Wales has to offer and which the Welsh Government hopes to see develop further as a result of this decision.

Questions were asked regarding how this would be implemented and how it affect Centres based in England, but working predominantly in Wales. Anthony stated that it was very early in the process and all these matters would be considered carefully going forward.

Paul then gave a presentation on Challenges facing the Outdoor Industry which can be found in the presentation :

[Paul Donovan - Licensing.ppt](#)

11.30am Natural Environment Framework

Tim Jones, WG

Tim gave apologies for John Griffiths, Minister for the Environment, who unfortunately could not attend the Conference.

Tim is working on the Living Wales Programme and was previously working for CCW.

'The Single Environment Framework aims to bring together CCW, EA and FCW in order to set up a new organisation responsible for the Natural Environment in Wales. The body will be responsible for finding ways to get the best out of our Natural Resources and protecting them for future use. The existing bodies have worked for years with this as a goal, but we do need to do better than we are now in some environmental areas. Setting up one single body will represent a value for money approach, due to the economics associated with combining three organisations to create one new one.

There is still no name decided on for the new organisation. It will be important for the Outdoor Sector to comment on the upcoming consultations. These are :

- Natural Resources Wales, a consultation on the single body which runs to 2/5/12
- Sustaining a Living Wales, a consultation on legislation which runs to 31/5/12

The new body will be an 'arms length' Public Sector Government Body in Wales. It will be necessary to split the Environment Agency element from England to achieve this and to split FCW from England and Scotland.

The target date for the creation of the new Organisation is 1st April, 2013.

Tim's presentation can be found in :

[Tim Jones - WG Living Wales.ppt](#)

12.00 Proposals for a Wales Outdoor Recreation Body

Chris Wright, SA

Chris's WORN presentation can be found in :

[Chris Wright - WATO WORN.pdf](#)

1.30pm National Trust

Jonathan Hughes, National Trust

Jonathan stated that the NT is 'For the benefit for everyone forever'.

He spoke about the NT's deep passion and involvement with Biking, Climbing, Kayaking, Coasteering, etc. on their property. NT wish to expand the promotion of outdoor activities and the enhancement of working closely with outdoor activity provider groups. They are keen to develop partnerships within this sector and are keen to be involved to :

- (1) Get people outdoors and close to nature
- (2) Work together to offer outstanding experiences
- (3) Balance recreational pressure with sustainable use
- (4) Develop mutually beneficial arrangements where appropriate

Jonathan also spoke about receiving a £2 million accommodation grant and Stackpole receiving a Platinum Eco Award.

Jonathan's full presentation can be found in :

[Jon Hughes - National Trust.ppt](#)

1.40pm Workshops

Workshop 1 – WORN

Chris Wright, SA

WORN workshop - 7/3/2012:

Chris Wright (Snowdonia-Active / WATO), Simon Ferguson (Pendine OEC), Punch Maughan (BBT/ WATO), Mark Soanes (Call of the Wild / SWOAPG), Richard Morgan (WG), Paul Dann (FCW), Helen Pye (BBNPA), Neil Stoddart (FCW), Paul Smith (Liquidfriction Adventure), Robert Egelstaff (Outdoor Adventure Advisory Service), Mike Smith (Black Mountain Activities), Brooke Boothby (BETS, Tourism Sector Panel), Helen Williams (Pembrokeshire Tourism), Jeremy Bowen Rees (Landsker Business Centre), Sophie Hurst (Preseli Venture), James Parkin (PCNPA), Jont Bulbeck (CCW), Joe Roberts (CCW)

CW – presented introductory slides & updated the group on a visit by CAAN from Northern Ireland to present to WATO / WG last year, as well as the paper that WATO has drawn up in response to this and the implications of the Living Wales consultation. CW acknowledged that there had been positive comments all day regarding the need for a more joined up approach.

People were asked their view on the terminology that is used to describe what it is that we do in the outdoors in Wales - is the Outdoor Sector appropriate? Does Outdoor Recreation sum it up, or does this leave out Outdoor Education and Adventure Tourism.

There was discussion on the Name / Acronym: Wales Outdoor Recreation Network (WORN) / Wales Activity Tourism Organisation (WATO):

Chris Wright stated that keeping the word tourism in meant many people then felt it was not for them -e.g. AHOEC. The NI 'Countryside Access and Activities Network' - CAAN works better. Any name needs to indicate the remit of the network under 3 pillars of sustainability

Brooke Boothby stated that adventure activities is critical to the 'sell' of Wales – it is a core part of the offer not a niche one. 'WORN' not a suitable acronym. The Tourism Sector Panel would be prepared to support any bid to WG for support / funds to allow professional guidance on name & branding and that there would be funding from VW for this. It is likely that WG would offer some core funding to the group but only for a limited period – as all groups are expected to become self-sustaining. Other sectoral representative bodies of any weight are fee paying.

The room agreed that at the group would have to be clear on it's remit and be able to demonstrate measurable benefits if a fee were to be levied. Clarity is also required on who it should include. Discussions ranged around the role:

- Sitting at the table with policy makers
- Influencing policy based on views from the sector – would need to demonstrate representation

- Who would be part of the network – is it just private sector or more than this?
- The current local forums work well with the local personnel needed in area to resolve local matters, the proposed overarching network would be dealing with national policy making matters at a high level
- Helen Pye & Sophie Hurst – would be important not to lose the local knowledge and the current local groups – these should remain in place but have a voice to the network
- CAAN came about in NI when there was a blank sheet of paper – In Wales there are already strong organisations and partnerships and it is how these can now be harnessed. CW stated we should be using the shared knowledge of these partnerships, communication between them is key
- Jont Bulbeck made the observation that the National Access Forum currently has many of the same players together – this group is well established with a very clear purpose and also that WORN would have to be clear as to who it is representing and to what end. Only then can you adopt the correct tone of voice and get the messages across to represent those stakeholders
- The industry is historically fragmented and this network would help a joined up approach in the same way there are a myriad of Government departments and agencies who impact on the sector and the network would bring all those departments together
- Would the network need a code of conduct and what would it's legal status be?
- Marketing function?would this encourage membership (Visit Wales already does this?)
- CAAN has a separate body that has a delivery function

Other comments:

Where does Fishing & Shooting fit – CW stated that the network was about agencies / businesses dealing with what are shared resources / access issues and that traditionally in Wales' Fishing and Shooting have demanded exclusive use of the resource. Others were keen that these activities should be brought into the network and solutions should be sought.

Next Steps:

It is critical that the sector responds to the Green paper on Living Wales – this needs to come in the format of a collective response showing who has been consulted (WATO to do this) but also individual responses are always encouraged to give weight to the sectoral view

Workshop 2 – Enhancing the Delivery of Outdoor Sessions

Jim Langley, Nature’s Work

This workshop, delivered by Jim Langley of Natures Work, was an interactive and informative look into enhancing the delivery of outdoor sessions and engaging with the environment. It focused on bringing the world around you alive and adding value to your delivery by promoting environmental learning and activities.

Four activities were crammed into our short session

Eco – Bingo

The first was an icebreaker which got the group talking and set the theme, connecting us with the environment. The question of swimming naked was quite popular.

Stimulus Cards

A structured approach to stimulating our perceptions of the environment, cards were handed out to each member of the group with focusing questions or tasks on them. They encouraged us to think deeper about our surroundings in relation to wider issues.

Mini National Parks

In small groups we had to create a new national park, (a few square metres). The area had to be named, reasons given for its protected status and potential issues highlighted. This got us thinking and discussing issues around conservation and our place in the natural world.

Classify Me

A variety of cuttings were handed out and teams had to describe them, then find someone else with the same specimen. We then, as a group, looked at which had shared characteristics like buds, spikes or leaves. Reference was made to the KS3 ‘Learning Cards’ with this activity.

The key message was that you don’t have to know everything to engage people.

Workshop 3 – Training Needs in the Outdoor Sector
Tom Partridge & Gary Evans, SWOAPG
Lisa Johnston, Gallu
Lee Elwell, Visit Wales

Presentation from Tom Partridge, SWOAPG :

Overview

- * Through workshops we can share ideas, gain knowledge and experience and learn from the wide and diverse range of skills that our members have
- * Encourage a non-directive approach to training and aim to provide further development in the areas that are not always covered by NGB qualifications
- * Staffed by suitably qualified professionals that do have the skills, knowledge and qualifications to facilitate a workshop event and steer the sessions into line with current best practices

Highlights

- * Gorge Walking Workshop @ Dinas Rock / Sychryd Gorge
- * Coasteering Workshop @ The Gower
- * Environmental Awareness Day (facilitated in with BBNP) @ Dinas Rock
- * Climbing Instructor Workshop @ The Summit Centre
- * Attendance has been c.20-30 participants
- * Almost entirely positive and encouraging feedback with participants seeing the value in both the workshop content and value for money

Moving Forward

- * Email invitation has been sent out and ideas gathered
- * Many would like to see similar workshops being run with equal demand for all of the sessions that we ran last year
- * Other ideas include: Navigation and Mountain Skills Workshops, Canoeing/Kayaking Workshops, Soft Skills Sessions and Beach Management Skills
- * We also have the opportunity to include DCWW in the development of the Passport Scheme with offers to deliver sessions on bio-security and the use of the reservoirs / scheme
- * The National Trust have also highlighted that they would be available to help deliver sessions on their sites, which may include coastal environment

Need from you Today

- * First of all, do you have any questions or comments so far?
- * Would like to ask four questions which will hopefully steer us into being able to provide the training calendar that you, as members, would like to see being facilitated in 2012 and beyond

Four Questions

- * Would you prefer to continue with workshop style training events or would you prefer a more directive approach to future training events? And give examples
- * Do you feel that the cost of the training is value for money as we use in house expertise or do you feel we should seek to buy in outside providers at a cost to the participants? If so do you have any suggestions/recommendations to explore?

- * Do the proposed examples of training workshops appeal to you or are there other areas you feel that as a group we could benefit from? If so what are they?
- * Training has largely taken place, spread out throughout the year, during the mid week. Are there times and locations that you feel would be more beneficial to our members when planning future dates?

Finally

Any further comments and helpful suggestions that you feel would benefit the organisers of the training calendar for the SWOAPG for 2012 and beyond

Workshop Training Needs Round Up from Tom Partridge

- People prefer the workshops but feel that they need a set agenda so it is clear what they are signing up for
- The cost is good at present and would look at external providers if it worked out a good price deal due to the purchasing power of a group
- Proposed ideas sound good
- Gorge and Coasteering plus Environmental aspects
- Gorge/Coast better maybe earlier in the year
- Environmental ideas include offers from Helen Pye - Porth Y Ogof day discussed
- National Trust to be consulted and look at setting up coastal session and working group
- Suggested that we wait for a formal launch of the passport scheme and look to do a bio-security session plus launch of the scheme with passport holders as a separate training day ?
- Proposed - TP to consider whether evening sessions to cover general skills to be set up climbing, canoeing/kayaking, navigation, bushcraft, beach management etc etc.
- Also suggested linking in with Gallu to provide a day to do with being self employed and professional skills needed as a freelancer/self employed
- Common need for soft skill/instructor delivery skills and training...tbc for winter time?
- Consider Training such as Gorge and Coasteering to be run twice - mid week and weekend?
- Paul Donovan asked if IOL can help and could it be added to their CPD scheme and even administered by them (bookings etc) tbc with him after meeting

Workshop Round Up - Skills needs, from Lisa Johnston and Lee Elwell :

Training needs/ gaps for the activity tourism provider include:

- Capacity / yield management
- Partnership / packaging
- Sales techniques
- Web development / use of social media as a communication tool
- Collection of feedback on services offered (including alternative methods)
- Business management systems / structures / decisions – how to implement
- Basic advice & guidance – Tax / Legislation / Q&A sessions
- How to get honest feedback from clients
- How to collate feedback – database management
- Social Media – using it effectively and efficiently. Identifying which channels are appropriate and utilising strategically.
- Smoothing demand – seasonality and during the week
- Extending the season
- Core business not necessarily most profitable, but easier to access. How to analyse this. Cost benefit? School groups versus individuals for example.
- Developing alternative products or client base for the off season

Presentations :

[Tom P - SWOAPG Training Needs.ppt](#)

[Lisa Johnston - Gallu.ppt](#)

Workshop 4 – Licensing Changes

Marcus Baillie, AALA

Anthony Jordan, WG

Gemma Delahay, WG

Paul Donovan, IOL

No write up of this workshop was received

Workshop 5 – Coasteering Charter Update

Tom Luddington, POCG

Tom explained that the National Coasteering Charter was formally the National Water Safety Forum, in the inaugural meeting of the charter a panel was elected of a chair and regional representatives.

The water safety forum had been struggling to differ between Coasteering and Tombstoning.

Providers of Coasteering were called upon to share their NOP's, EAP's, etc which were then put together to form a minimum standard of operational safety procedures.

Environmental considerations were added to this, forming an official code of conduct.

Question- can someone be trained by one provider and then work for another?

Answer- Yes but they would have to be operating in the area they were signed off for; they could get signed off for other areas (similar to local cave leaders)

When the Bank account is set up providers can sign up to the National Coasteering charter at a fee of £50 per business. This will go towards funding meetings – which to date have been funded by the RNLI. Use of the logo and advertising space on the web site, (when launched)

Question- what about education establishments that will not benefit from advertising or won't want to be listed?

Answer- indeed some companies also won't want to be listed. That is optional, any other issue will be ironed out by your regional reps.

Question- who will give technical advice?

Answer- each establishment will have its own technical advisers.

Question- what are the prerequisites for a technical adviser?

Answer- there are none as yet and anyone considering offering technical advice should be prepared to stand up in court in defence of their advice.

The delivery of the core skills of a Coasteering Leader is best termed as a workshop not a training course, and run as in house training for your staff.

Last year's workshop was a success and so cheaply run (£20) as the providers that delivered on it did so for free.

Note from the floor- weekend workshops would be better for education establishments.

Question- would a nation-wide (travelling) symposium be a good thing?

It was felt it would, however it would not replace the need for local workshops for those unable to travel.

Note from the floor- a private FaceBook page for providers would be good, to share ideas, video, pictures, etc. of what may happen at workshops that other providers were not able to get to.

Question- what about spinal management?

Answer- the national water safety forum was keeping statistics on aquatic injuries, on the Water Accident & Incident Database (WAID)

All the information will be available on the National Coasteering Charter website (when up and running).

Note from floor- (Tony Rees) I have approached some first aid providers and paramedics with a water background to have a work shop where it is hoped that some “tips and tricks” would be developed. It is not our aim to make a syllabus or criteria.

Note from the Floor- that should be tied in with the RNLI

Ratios: a minimum group number has not been quoted, which could leave leaders with a group of 2 in a tight spot, with a lower limb injury or spinal as a result of a lack of puppy power to move or manage the casualty.

Workshop 6 – Activity Location Mapping **David Jones, Pembrokeshire Coastal Forum**

There were 7 people present.

David was clearly a very knowledgeable & able person in his field. His delivery was excellent, he got people straight into it by asking everyone to do a quick intro and easily got people speaking & involved. The session was very informative, ran perfect to time and he kept everyone interested and pitched it a level without anyone being bogged-down with too much techie website speak.

The end product is a very impressive achievement and obviously must have been an extremely labour intensive task.

There was discussion about using it in other areas; just generally, not specifically our area. A suggestion was made that all of Wales be covered.

There were discussions about the possible costs involved. The 'framework' has been created and the production of similar projects would be a more data collection and data inputting exercise, and subsequently cheaper (possibly a cost per square kilometre covered), as all the technical production has already been done.

Workshop 7 – National Trust Consultation

Jonathan Hughes, NT

JH introduced the Conference Delegates to: Andrew Tuddenham – Area Warden Pembs, Sian Musgrave – Area Warden Gower, Rebecca Stock – Operations Manager Stackpole and Ack Moore, Head of Centre, Stackpole.

JH asked for input from delegates to determine a workshop agenda :

- Dispel myths and discuss ways forward
- Discuss sustainable use of NT land

JH highlighted the fact that the Ambassador Business Scheme was developed for a specific partnership in SW England and was never intended to cover the vast number of NT properties or to introduce unnecessary legislation. Such schemes may have a use to focus on ‘hotspots’ where there is pressure on the environment. He concluded that this was a well-intentioned document in the wrong hands!

It was acknowledged that there was a need to look at access and use of venues on a ‘site by site’ basis, as different venues require different management models.

JPS discussed progress made by SWOAPG/NT in working towards a mutually beneficial partnership, with plans to run an environmental workshop as a starting point, at some stage this year.

Payment for use of NT land was discussed. It was agreed that payment for facilities (e.g. parking) was acceptable but payment for access was not. JH stated that generally there was no intention to charge for access, but in certain areas where there was an unsustainable level of activity, this may be necessary, e.g. Abereddy.

DH stated that access to surf beaches was already regulated, as limits to users have been set by owners of land crossed to access a beach.

Acknowledgment that the ambassador scheme had ‘kick started’ useful dialogue.

JH thought there may still be some mileage in charging the commercial sector, but JPS pointed out that it is increasingly difficult to differentiate between commercial and educational users, as client group boundaries ‘blur’.

A general desire to know more about the coastal environment was expressed – workshops and/or pre-season leadership events could be ways of addressing this.

NT have a desire to have more control over the management of their land. AT concerned that a concordat would not control unsustainable numbers. JPS referred to Sychryd agreements where maximum numbers of clients per provider have been agreed, with a degree of self-policing occurring.

The number of different charges made to visitors in Pembs was considered to reflect negatively on the NT - e.g. Porthclais, charge for parking and charge for launching/landing. Although it was accepted that NT is a charity and has overheads to cover, maybe these charges could be ‘packaged’ more positively. JH stated that slipways were in local control, but agreed to look into this.

DH reiterated worries that had been felt regarding 'sole access' to beaches being granted to the highest bidder. JH didn't envisage this happening and realised that restricting access to one area would only displace activity to another.

Finally, liability of land owner was discussed. The need to develop some type of management structure has become apparent because of considerable increase in providers using NT land. Concern that some of these user groups may not have public liability insurance, sound working procedures etc. Safe and sustainable use of sites depends on mutual compliance, with due regard being given to visitors who are not there for an outdoor activity experience.

Overall desire expressed by all parties to build on positive relationships.

3.00pm Public Sector Organisations Panel

Charles Mathieson, PCNPA

Gill Berntsen, VW

Jont Bulbeck, CCW

Neil Stoddart, FCW

Richard Tyler, BBNPA

Towards the end of the conference several organisations were given a few minutes to explain their role in general and how this interacts with the outdoor activity sector.

James Parkin National Park Pembrokeshire

James stated the four F's that he thought were important from the conference and for the future.

Facts - there are new organisations, new legislation and new strategies that require strong evidence to ensure the correct decisions are taken.

Funding - these are tough times so all need to be creative, public sector need to work with private sector. There have been examples where organisations in Pembs have done some work for the private sector which has financed projects for the public sector.

Fairness - we need to continue to try and offer opportunities to all of these difficult financial times, not just those that can afford.

in your Face - need to co-ordinate various bodies to enable access to be maintained or improved.

Gillian Berntsen Visit Wales

Visit Wales create links between the products and their marketing. They advertise in the UK and abroad. They use a travel database, social media and brochures all in order to create a good image of Wales. Visit Wales don't have the expertise in Outdoor Activities but they do have the expertise in marketing so good partnership can create more business. Visit Wales need good photos and good stories. www.sharewales.com has good images and other resources. Visit Wales are to appoint an activities content editor to help improve the information.

Jont Bulbeck CCW

CCW offer advice to the Welsh government, local authorities and other organisations. Their role is to conserve wildlife, landscapes and habitats and to encourage the use of the outdoors. CCW work with others to achieve this, producing national trails, grants and access mapping.

Neil Stoddart Forestry Commission Wales

FCW are land managers for the environment, people and economy. FCW contribute £700million/year. They are involved with wind and HEP projects and increasingly SSSI and SAC management as well as peat restoration projects, water quality and ancient woodland restoration. Neil particularly thanked SWOAPG and BBNPA for developing the Dinas Concordat which has proved very valuable. Neil pointed out that the Waterfalls Country and Mountain Bike Centres contributed greatly to income in the areas.

The combining of FCW/CCW/EA should see FCW policies continue as several have plans for many years ahead. It should enable a lot more collaboration. FCW welcome activity provider input to help move strategies forward, however they are not part of consultative processes as they are an area government department and so can not be seen to influence projects that would directly benefit themselves, unlike EA and CCW.

Richard Tyler Brecon Beacons National Park Authority

BBNPA are particularly keen to work with tourism which brings £206 million pa to the area and 4500 full time equivalent jobs which is 21% of jobs. NPA are keen to engage with activity providers. They have established a 2012 Sustainable Tourism Strategy and Collabor8 has contributed 1.1 million Euros. The waterfalls area has brought together SWOAPG, BBNPA and FCW in developing the Concordat and this has been welcomed.

Presentations :

[Jont Bulbeck - CCW.ppt](#)

[Richard Tyler - BBNPA.ppt](#)

3.40pm Keynote Speaker

Tim Emmett

Tim gave an inspirational speech with some amazing images of extreme outdoor adventure sports. Tim covered some of his achievements and stressed the importance of his journey from the very first time he was inspired by the outdoors through to what he has been able to achieve all over the world. He believed the work that we do as Outdoor Providers is fundamental to introducing people of all ages to outdoor recreation, activities and sport.

Tim felt that the need for a joined up approach to outdoor recreation that had been a theme of the conference would become even more important going forward and encouraged all involved to work together to ensure young people get the same opportunities that he had.

4.00pm Close

Thanks to all those who delivered sessions at the conference, all those who exhibited, all who attended, all who helped organise the event and for SWOAPG Steering Group members who helped with the note taking.

