

Outdoor Industry Working Group

Terms of Reference

The Outdoor Industry Working Group was established by Cumbria Tourism in 2001, with partners from the outdoors sector, to help support and develop the industry.

The key objectives of the group are to:

- Bring together the private and public sectors within the outdoors sector.
- Encourage communication and sharing of information.
- To develop a strategic approach to sector development.
- To strengthen links between CT and the sector.
- To identify potential outdoor developments.
- To identify gaps in the outdoors market.
- To raise the profile of Cumbria's outdoors offer.
- To identify opportunities for sector support, skills development and training, raising the quality of activity providers and promoting safety.
- Encourage effective management to protect the natural environment and wildlife habitats, support landowners, farmers and local populations.
- Facilitate discussions between different user groups to avoid conflict.
- Represent the interests of the sector as a whole.
- Liaise with and provide support, advice and guidance to CT as the delivery body for the AdCap project.

Membership

- All members of the group to attend at least one meeting per annum.
- It is expected that each member, following meetings cascades relevant information and actions to others within their respective organisation and to other outdoor organisations.
- OIWG reserve the right to co-opt representatives of additional organisations, agencies or projects as appropriate.

- If major decisions of the OIWG require a vote, then only one vote shall be afforded to each network partner represented at the meeting.
- The OIWG will appoint a Chair to lead meetings and a Vice Chair to deputise when required. These positions will be re-elected bi-annually.
- Costs of time and expenses involved in the members attending OIWG meetings will not be met.
- The location for meetings will be rotated on a geographic basis around the county.
- Cumbria Tourism will record notes of key actions/decisions of the meetings and will distribute to all OIWG members.

The OIWG consists of:

Andy Airey	George Fisher
Robin Ashcroft	Kendal Mountain Festival (and Chair of the OIWG)
Derek Bigland	Ulverston Walkers Hostel
Malcolm Campbell	PS Outdoors
Dave Chambers	Dave's Adventure Company
Jody Ferguson	Cumbria Tourism – AdCap Project Assistant
Tim Foster	Field Studies Council - Head of Centre at Blencathra
Lindsay Gibson	Destination Cumbria
Justin Grammer	Rheged
Lucy Harrison	National Skills Academy - NW Business Development Manager (Outdoors)
Johan Hoving	River Deep Mountain High
Bruce Lawson	Cumbria Sport Partnership - Development Manager
Freddy Markham	Travelling2
Elsbeth Mason	Mere Mountain / Activities in Lakeland
Paul Noble	Total Adventure & Grizedale Mountain Bikes
Nick Owen	YHA
Kate Phillips	Lakeland Climbing Centre
Carol Renshaw	CCC - Cumbria Sport Workforce Development Manager
Andrea Runkee	Cumbria Tourism - AdCap Project Manager
Ron Rutland	Summitreks
Barry Surtees	Honister Slate Mine