

Outdoor Industries Working Group

Monday 27th July @ 2.00pm – 4.00pm

Cumbria Tourism

Minutes

1. Apologies

Bruce Lawson	CSP	Lucy Harrison	NSA
Ron Rutland	Summitreks	Tim Foster	FSC
Mark Hodgson	CV	Paul Noble	TA

1a. Attendees

Robin Ashcroft	KMF	Nick Owen	YHA
Andy Airey	George Fishers	Jon Owen	NSA
Carol Renshaw	CCC	Lindsay Gibson	Dest' Cumbria
Freddy Markham	Travelling2	Malcolm Campbell	PS Outdoors

2. **Minutes of the Last Meeting** were signed off and there were no matters arising.

3. Destination Cumbria

Lindsay Gibson has attended many of the OIWG meetings as a guest and requested that he becomes a member. Lindsay gave the members a brief update on his business and left the room whilst his membership was debated. The members agreed that Lindsay could join the group as he is in regular contact with activity providers and the public and would be a valuable member of the group.

4. ROAM

A letter was sent to Ian Stephens by the OIWG asking for clarification on the status of the ROAM scheme within CT. AdCap MP wrote a paper on the scheme and the options available, the paper was debated for sometime with the outcome that the PM recommendation was the best option, which is "CT only promote accredited activity providers, ROAM is one of many, however only ROAM members can tap into the AdCap project and these opportunities.

Action – Malcolm Campbell to provide a list for CT to use which highlights accreditation schemes which are acceptable.

Action – CT to review ROAM joining in ALS in 12 months.

5. AdCap2

ERDF funding is almost signed off. There are several projects which are ready to be actioned.

Passport 2 Pedalling

Open Water Swimming

Climbing with Leo Houlding

Action - Passport 2 Pedalling paper to be circulated.

6. AdCap3

The Market Appraisal is now completed and the strategy should be completed by the end of August. With funding Bids worked up in 2010.

Actions – Market Appraisal to be circulated.

7. Any Other Business

AdCap Admin

This role has been filled and Jody will start on 7th September.

Keswick Mountain Festival

The Economic Impact Report has been completed and the event generated £650 000 of revenue for the town. KTA are looking a new delivery structure for the event to enable KTA to look at other projects.

Kendal Mountain Festival

The dates are confirm as the 19th-22nd Nov, the new website will be live at the end of July. There is an Adventure Market on site this year and special deals have been negotiated for ROAM members.

Keswick Climbing Wall

Now has planning permission at the Goosewell site, however there are conditions applied to the planning which are as yet unknown.

Get Qualified

Funding of £328 000 has been awarded for the continuation of this project, which financially support over 18's on achieving their Level 2 and 3 qualifications in sport and fitness. Visit www.getqualified.org.uk for more information.

Date of Next meeting

19th October 2.00pm at the Mill Yard Café – Morland.