

Outdoor Industries Working Group

Monday 19th October @ 2.00pm – 4.30pm

Cumbria Tourism

Minutes

1. Introductions

Andy Airey	George Fishers	Lindsay Gibson	Destination Cumbria
Carol Renshaw	Cumbria County Council	Freddy Markham	Travelling2
Malcolm Campbell	PS Outdoors	Bruce Lawson	Cumbria Sport Partnership
Ron Rutland	Summitreks	Lucy Harrison	NSA
Emma Hoving	River Deep Mountain High	Paul Noble	Total Adventure
Andrea Runkee	Cumbria Tourism	Jody Ferguson	Cumbria Tourism

2. Apologies

Tim Foster Field Studies Council

3. Minutes of the Last Meeting one amend raised. 'Get Qualified' supports over 19's achieving their Level 2 and 3 qualifications in sport and fitness, not over 18's.

4. Matters arising there were no matters arising.

5. ROAM

Cath Dutton, Cumbria Tourism's Industry Services Director explained the current issues with national accreditation schemes which are under review by the European Commission. Cumbria Tourism is committed to promoting tourism businesses with the appropriate accreditations. The Adventure Capital project marketing opportunities have to be available to any businesses with a national industry approved accreditation and not just for those with ROAM membership.

There was some discussion regarding the future of ROAM and overall the group considered it to be very important to the sector.

Action – CT to look at ROAM and prepare a way forward.

6. AdCap 3 Strategy

Andrea Runkee, Cumbria Tourism, gave an overview of the AdCap 3 strategy, which was written by a consultant working with the NWDA and other key organisations in the county. The strategy had been made available for all members to read and feedback on and is due to be signed off in December. There was some concern that there had not been sufficient consultation with the outdoors industry, but CT explained that the purpose of the AdCap3 strategy at this stage is to give the NWDA and other key partners an overview of the vision. Consultations will occur later in the process where appropriate.

Action – Members to feed back on AdCap 3 if not already done.

7. Any Other Business

Sport Unlimited

Year 3 begins in April next year. The group were invited to submit taster sessions and told that some funding is available. More information will be circulated via Andrea Runkee.

Dallam School

Have a boarding house to allow them to run residential courses. They are considering running an accredited course for teachers with the end aim of encouraging them to bring groups on residential outdoor courses in Cumbria.

Outdoor Providers

Some outdoor providers had fed back to the group that they didn't feel communication was strong enough from CT and that some organisations were not aware of the work that was going on. Several suggestions were made including using the industry liaison executives or a conference to update people but concerns were raised that smaller business owners would be unable to find the time to attend. It was reiterated that while CT do meet members of the industry it wasn't feasible to meet everyone and the purpose of the OIWG is for the industry representatives to feed information between CT and the industry.

Action – CT to circulate minutes of the OIWG to all outdoor members and make them available on www.cumbriatourism.org.

Communication

The group feel that communication as a result of these meetings should go to all outdoor members. It was also raised that Cumbria Tourism advertising communication was

confusing and details of all campaigns that are running should be made available at the same time.

Action – minutes to available to all CT members via the corporate website and AR to discuss advertising with the marketing director.

NSA

Cumbria has the lead for national outdoor accreditations.

University of Cumbria

Are working with the NSA on accreditation of outdoor courses.

Date of Next meeting

TBC – 1st February as mentioned is unsuitable for some members.