

## 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 should 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 he/she is representing in order to ensure that there is effective communication.
- 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.
- 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 at various members' accommodation.
- 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, Keswick Mountain Festival & Chair of the OIWG
Carol Renshaw	CCC - Cumbria Sport Workforce Development Manager
Tim Foster	Field Studies Council - Head of Centre at Blencathra
Freddy Markham	Travelling2
Lucy Harrison	National Skills Academy - NW Business Development Manager (Outdoors)
Paul Noble	Total Adventure & Grizedale Mountain Bikes
Johan Hoving	River Deep Mountain High
Andrea Runkee	Cumbria Tourism - AdCap Project Manager
Malcolm Campbell	PS Outdoors
Ron Rutland	Summitreks
Robin Ashcroft	Kendal Mountain Festival
Nick Owen	YHA
Bruce Lawson	Cumbria Sport Partnership - Development Manager
Lindsay Gibson	Destination Cumbria