

Cross-Party Group Annual Report

Cross Party Group Details

Cross Party Group Title:

Outdoor Activity Sector

Group membership and office holders

Name of Group Chair:

Sam Rowlands MS

Names of other Members of the Senedd:

Huw Irranca-Davies (Vice Chair)

Cefin Campbell MS (Vice Chair)

Delyth Jewell MS

Llyr Gruffydd MS

Peredur Owen Griffiths MS

Heledd Fychan MS

David Rees MS

Janet Finch-Saunders MS

Samuel Kurtz MS

Mabon ap Gwynfor MS

Rhun ap Iorwerth MS

Name of Secretary and Organisation:

Paul Donovan (Outdoor Alliance Wales & Wales Adventure Tourism Organisation) / Rebecca Brough (Ramblers Cymru)

Names of other external members and organisations represented:

Catherine Williams - Snowdonia-Active (S-A) & Wales Adventure Tourism Organisation (WATO)

Emma Edwards-Jones - S-A & WATO

Paul Renfro - Pembrokeshire Coastal Forum, Pembrokeshire Outdoor Charter Group * WATO

Steve Rayner - South Wales Outdoor Activity Provider Group & WATO

Adam Harmer

Jethro Moore - Adventure Beyond & National Coasteering Charter

Alan Bowring - Brecon Beacons National Park Authority (BBNPA)

Lisa Lloyd - BBNPA

Richard Ball - BBNPA

Hayley Sharp - BBNPA

Alice Beetlestone - Royal National Lifeboat Institution (RNLI)

Chris Cousins - (RNLI)

Alison Roberts - Natural Resources Wales (NRW)

Sue Williams - NRW

Alistair Dickson - Canoe Wales (CW)

Phil Stone - CW

Andrew Denton - Outdoor Industries Association

Andy Meek - Storey Arms, Association of Heads of Outdoor Education Centres (AHOEC) Cymru & Outdoor Education Advisors Panel (OEAP) Cymru

Graham French - Bangor University & AHOEC Cymru

Chris Pierce - Woodlands Outdoors & AHOEC

Clare Adams - OEAP Cymru

Mike Rosser - Adventure UK & OEAP Cymru

Arwel Elias - OEAP Cymru

Andy Middleton - TYF

Angela Jones - Snowdonia National Park Authority (SNPA)

Peter Rutherford - SNPA

Beverley Penny - Open Spaces Society (OSS)

Kate Ashbrook - OSS

Andy Taylor - Adventure Activities Industry Advisory Committee and Woodfolk

Chris Munro - Royal Yachting Association

Claire Seager - Bike Park Wales (BPW)

Martin Astley - BPW

Craig Armiger - Institute for Outdoor Learning Cymru

David Shiel - Area of Outstanding Natural Beauty (AONB)

Eben Muse - British Mountaineering Council (BMC)

Tom Carrick - (BMC)

Emma Robinson - Youth Hostel Association

Ian Jenkins - Welsh Cycling

Gwenda Owen - Cycling UK

Gethin Thomas - British Caving Association Qualifications Management Committee

Hannah Buck - Pembrokeshire Coast National Park Authority (PCNPA)

Libby Taylor - PCNPA

Helen Donnan - British Horse Society (BHS)

Kathryn Stewart - BHS

Mark Weston - BHS

Kylie Jones Mattock - Woodland Trust

Richard John - Deryn, on behalf of Canal & Rivers Trust

Matthew Williams - Welsh Sports Association (WSA)

Tom Sharp - WSA

Neal Anderson - Valley Training

Paul Airey - The Outdoor Partnership (TOP)

Paul Frost (TOP)

Tracey Evans (TOP)

Mark Jones (TOP)

Paul Marshall - Inspire to Adventure & British Activity Providers Association

Phil Stubbington - John Muir Trust & Welsh Council for Outdoor Learning

Angela Charlton - (Ramblers Cymru RC)

Ric Potter - British Mountain Guides

Rob Johnson - Association of Mountaineering Instructors

Ruth Hall - Plas y Brenin

Sara MacBride-Stewart - Cardiff Metropolitan University

Sian Richings - Royal Society for the Protection of Birds

Simon Patton - Mountain Training Cymru

Steph Makuise - Welsh Triathlon

Steven Morgan - Plas Menai & Sport Wales (SW)

Emma Henwood – Sport Wales

Stuart France - Cambrian Caving Council

Tim Radford - North Wales Mountain Rescue Association

Emma Richards - Urdd

Amanda Smith - Centre for Alternative Technology

Steffan Roberts - Visit Wales

Ryland Doyle

Tom Woodward

Other meetings of the Group since the last AGM

Meeting 1

Date of Meeting:

29th March 2023

Attendees:

Sam Rowlands (SR)	Chair – Member of the Senedd
Huw Irranca-Davies (HI-D)	Vice Chair – Member of the Senedd
Cefin Campbell	Member of the Senedd
Paul Donovan	Secretariat
Rebecca Brough	Secretariat – Ramblers Cymru
Harry Davies	Office of Huw Irranca-Davies MS
Dave Harvey	Researcher to Sam Rowlands MS
Tom Luddington	Member - Pembrokeshire Coastal Forum Representative
Eben Muse	Member - British Mountaineering Council Representative
Kate Ashbrook	Member - Open Spaces Society Representative
Catherine Williams	Member - Snowdonia Active & Wales Adventure Tourism Organisation Representative
Mark Weston	Member - British Horse Society Representative
Helen Donnan	Member - British Horse Society Representative
Kathryn Stewart	Member - British Horse Society Representative
Andy Taylor	Member - Adventure Activities Industry Advisory Committee & Woodcraft Folk Representative
Mark Jones	Member - Outdoor Partnership Representative
Mike Rosser	Member - Outdoor Education Advisors Panel & Adventure UK Representative
Emma Edwards-Jones	Member - Snowdonia-Active Representative
Alison Roberts	Observer - Natural Resources Wales Representative
Phil Stone	Member – Canoe Wales representative
Sophia Gordon	Member – Cycling UK

Kieran Foster	Member- Cycling UK
Amanda Smith	Member – CAT ZCB Representative
Paul Frost	Member – The Outdoor partnership Representative
David Boden	Member – British Association for Shooting and Conservation Representative
Emma Robinson	Member – Youth Hostel Association
Gareth Ludkin	Member – Campaign for National Parks
Steve Rayner	Member – South Wales Outdoor Activity Providers Group & Wales Adventure Tourism Organisation Representative
Dawn Thomas	Member – Institute Outdoor Learning Cymru Representative
Rachel Cilliers	Member – Rock UK Representative
Tracey Evans	Member- The Outdoor Partnership Representative
Paul Frost	Member- The Outdoor Partnership Representative
Paul Airey	Member- The Outdoor Partnership Representative
Graham French	Member AHOEC North Wales Representative
Chris Pierce	Member- AHOEC South Wales Representative
Clare Adams	Member - Outdoor Education Advisors Panel Cymru
James Brinning	Member - Deryn Representative, on behalf of Canal & Rivers Trust
Rhys Thomas	
Michael Dauncey (MD)	Senedd Commission
Gareth Rogers (GR)	Senedd Commission

Summary of the issues discussed:

1. Previous minutes accepted as accurate
2. Access Reform and trial proposal
 - o proposals for non-legislative action to progress the access reform agenda
 - o importance of education and education centres, and of public access to the economy and people’s health and wellbeing
 - o Opportunities presented by the Agriculture Bill and agricultural payments for improving public access
 - o Important of access being created nearer people’s homes

- Role of Promoted routes to help users make the best of any changes to rights, and the potential for tourism funding to enable this

3. Outdoor Education and Learning in Wales followed by an open discussion around key issues:

- The visit of the Education Minister to Storey Arms
- The ethos that outdoor learning should be embedded not just an enrichment or reward activity
- Ongoing development of training for Further Education Visit Coordinators
- Barriers to engagement for teachers

4. Outdoor Education (Wales) Bill followed by an open discussion around key issues:

- update on the latest position with the Bill
- status of Bill consultation and issues raised
- timetable for next stages

5. General Discussion points

- Potential for amendments to the Agriculture Bill
- Access to Water Reforms and the need to keep this on the agenda, and to progress it on a statutory basis
- The positive work water users do to improve water environments

Meeting 2

Date of Meeting:

22nd June 2023

Attendees:

Sam Rowlands (SR)	Chair – Member of the Senedd
Rhun ap Iorweth	Member of the Senedd (for Presentation 1)
Paul Donovan	Secretariat - Wales Adventure Tourism Organisation
Rebecca Brough	Secretariat – Ramblers Cymru
Harry Saville	Office of Sam Rowlands MS

Emma Edwards-Jones	Member - Snowdonia-Active Representative
Alison Roberts	Observer - Natural Resources Wales Representative
Phil Stone	Member – Canoe Wales representative
Gethin Thomas	Member – Bangor University
Tracey Evans	Member- The Outdoor Partnership Representative
Paul Frost	Member- The Outdoor Partnership Representative
Paul Airey	Member- The Outdoor Partnership Representative
Tom Carrick	Member – British Mountaineering Council Cymru
Dave MacCallum	Observer – Natural Resources Wales
Arwel Phillips	Member - Urdd
Graham French	Member - AHOEC North Wales Representative
Steve Morgan	Member – Plas Menai
Alistair Dickson	Member - Canoe Wales
Eluned Roberts	Member – Institute Outdoor Learning Cymru
Simon Patten	Member – Mountain training Cymru
Jethro Moore	Member – NCC & Adventure Beyond
Mark Jones	Member - The Outdoor Partnership Representative
Gwenda Owen	Member – Cycling UK
Sioned Williams	Member – Swim Wales
Deborah Mahon	Member – Sport Wales
Mike Smith	Member – SWOAPG & Dolygaer

Summary of the issues discussed:

1. Previous minutes accepted as accurate

2. Presentation "Talking about Outdoor Safety...everyone's an expert!" (Emma Edwards-Jones- Snowdonia Active, Paul Donovan- Wales Adventure Tourism Organisation, followed by an open discussion around key issues:

- how to utilise the potential of social media and influencers
 - navigation messaging and opportunities to work with map providers
 - importance of end-user feedback, and the financial challenges of translation into community languages
 - tensions in conveying messages and knowledge without dissuading people or making them fearful
 - affordability of correct equipment and kit as a barrier and opportunities to work with retailers to spread messages.

3. Presentation 2: Access to Water (Phil Stone – Canoe Wales) followed by an open discussion around key issues:

- Increasing demand for activities but limited access hampered by ongoing delays to access reform proposals
- Loss of National Access forum Water subgroup is a concern as attitudes to water use are not as relaxed in Wales as in Scotland
- Limited sites are making environmental pressures more extreme although pPaddlers play a part in supporting cleaner rivers through volunteer clean up efforts.

4. Presentation 3: Adventure Learning Framework (Gethin Mon Thomas - Bangor University, Tracey Evans – The Outdoor Partnership) followed by an open discussion around key issues:

- Framework to help develop an individual's ability across areas like risk and lived experience and helps schools see the opportunities and promotes engagement with activities
- Parental anxiety and liability concerns restricting children's experiences and the importance of outdoor education advisors in countering this
- Forthcoming guidance and conference to support staff

5. Presentation 4 - Economic and Social Evaluation of the Outdoor Activity Sector in Wales (Paul Donovan - Wales Adventure Tourism Organisation)

- Research showed significant mental health value and social value benefits and high visitor satisfaction with experiences in Wales

- o Highlighting net economic impact of outdoor activity providers amounts to £272.87 million annually with £205 million staying in Wales
- o Importance of clarity around use of metrics like social value, and further research into Welsh language provision

6. Other discussion points:

The Health and Safety Executive’s decision to continue with the existing Adventure Activities Licensing Authority scheme

Status update on the Outdoor Education (Wales) Bill

Meeting 3

Date of Meeting:

14th December 2023

Attendees:

Sam Rowlands – Chair;
Rebecca Brough - Secretariat - & Ramblers Cymru;
Gareth Rogers - Senedd Research Team;
Rachel Cilliers - Rock UK;
Eben Muse – BMC;
Rhys Thomas (Sam Rowlands);
Emma Edwards-Jones - Snowdonia Active & WATO;
Kate Ashbrook – OSS;
Catherine Williams - Snowdonia-Active & WATO;
Chris Pierce - AHOEC & Woodlands OEC;
Dave MacCullum – NRW;
David Boden - British Association of Shooting & Conservation;
Gerallt Owen
Paul Donovan - Secretariat & WATO;
Graham French - Bangor University & AHOEC;

Paul Renfro - PCF & WATO;
Kerrie Gemmill - Scouts Cymru;
Andy Meek - AHOEC & Storey Arms OEC;
Phil Stone - Canoe Wales
Dave Harvey - Outdoor Learning Consultant
Simon Patton – MTC;
Alison Roberts – NRW;
Tom Carrick – BMC;
Steph Price - DoE; WCfOL;
Tom Davies

Summary of the issues discussed:

1. Previous minutes accepted as accurate
2. Presentation 1: Residential Outdoor Education (Wales) Bill -Dave Harvey, Graham French & Gareth Rogers
 - Update on status, explanatory memorandum and current scrutiny stages
 - Opportunities to responds and support Bill ongoing
3. Presentation 2: Economic & Social Evaluation of the Outdoor Activity Sector in Wales - next steps. Paul Renfro: Pembrokeshire Coastal Forum & Wales Adventure Tourism Organisation
 - Highlighted opportunities to link this work with Private members Bills on Outdoor education and Mental Health
 - Need to have an industry led approach to reducing skills gap within businesses and stabilise the current offer, including clear careers pathway into sector, for example through work experience
 - Development of a strategic plan for adventure tourism sector underway

- merit of breaking down value of different adventure activities, and need for more resources to undertake this work
- Possible impact of changes to school year by removing week from summer and adding to autumn term

Professional lobbyists, voluntary organisations and charities the Group have met during the previous year.

None

Name of Organisation:

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Name of Group:

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Name of Organisation:

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Name of Group:

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Annual Financial Statement

Cross Party Group Title:

Outdoor activity Sector

Date:

13/03/24

Name of Chair:

Sam Rowlands MS

Name of Secretary and Organisation:

Paul Donovan (Outdoor Alliance Wales & Wales Adventure Tourism Organisation) / Rebecca Brough (Ramblers Cymru)

Title	Description	Amount
Group's Expenses	None	£0.00
Costs of all goods	Room hire and refreshments for December meeting	£33.00
Benefits received by the group or individuals members from external bodies	Post-meeting water-based activity session for 6 group members at Plas y Brenin (estimated value)	£125
Any financial support or other support.		£0.00
Total		£158.00

Services provided to the Group, such as hospitality.

All hospitality paid for by Ramblers Cymru (December meeting) or provided free of charge by Plas Y Brenin (June meeting).

Date	Name and description of provider	Costs
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22nd June	Plas Y Brenin provided venue and catering for June meeting (no charge)	£150
14th December	ROCK UK summit centre: room and refreshments (invoice paid by Ramblers Cymru)	£33.00
Total		£183.00