

OUTDOOR RECREATION 2030: FUTURE TRENDS AND INSIGHTS CONFERENCE



22ND & 23RD OCTOBER 2019
DARTMOOR NATIONAL PARK

YOU ARE INVITED!

What do past and current trends in outdoor recreation tell us about how to prepare for the future? What determines the next “big thing” in outdoor recreation? What role will the outdoors play in contributing to good health and wellbeing?

These questions will be explored at the upcoming ORN two-day conference hosted by Dartmoor National Park Authority, forecasting outdoor recreation trends and insights for the next decade. Given the pace of change in the sector, this is a timely occasion to gather leaders across the outdoor recreation industry and consider how to plan for and manage future challenges and opportunities.

With input from key leaders, policy-makers and researchers, this trends and insights conference will:

- Reflect and review changes in outdoor recreation over the last 25 years.
- Consider changes and emerging trends in how people chose to spend their leisure time.
- Assemble future predictions from industry experts (tourism leads, private leisure providers, technology companies and land managers) about emerging trends and the next “big thing”.

- Provide a forum to discuss how to plan for and manage future change in outdoor use.
- Grant delegates a wealth of networking opportunities and an opportunity to participate in outdoor activities.

This conference will interest many, however, it will be of significant value to leaders and policy-makers involved in shaping the future of outdoor recreation. This includes, but is not limited to, stakeholders in statutory agencies, private activity providers, tourism providers, AONBs, National Parks, local authorities and research institutions and agencies.

To encourage delegates to book early and therefore avoid disappointment, an early bird offer is available.

Tickets include;

- 2 x Refreshments upon arrival
- 2 x Lunches
- Refreshments throughout both days
- Networking Opportunities
- Outdoor Activities & Optional Site Visit
- Conference Dinner on Day 1 +
- Member Mentoring sessions *
- Member Meeting *

*Members Only | +Full Ticket Including Conference Dinner Ticket Only

Please book early for this trends and insights conference to ensure your place as tickets are limited.

TICKET PRICE...

The Early Bird offer includes:

- **Full Conference INCLUDING Conference Networking Dinner**
£249 (this price will increase to £289 ahead of the event)
- **Full Conference EXCLUDING Conference Networking Dinner**
£216 (this price will increase to £249 ahead of the event)

Booking via Eventbrite or Invoice.

For any questions about this event or for invoicing please contact Jayne Woodrow - ORN Secretariat (jayne@outdoorrecreation.org.uk). Please note that invoiced tickets will only be secured once a Purchase Order (PO) Number has been supplied.

NEED TO KNOW...

Registration & Conference Venue

Registration and presentations will take place in the Parke Training Room.

Address: Parke, Haytor Road, Bovey Tracey, Newtown Abbot, Devon, TQ13 9JQ.

Conference Dinner & Speaker (Pre Booked Ticket Only)

A fantastic opportunity to informally network with other delegates. Menu choice selected when booking tickets. Please note due to the style of this venue there are limited spaces available.

Location: Hill Farm Cafe & Restaurant located beside the training room.

Member (Only) Meeting (Monday 21st October 2019)

Join other ORN Members and the Executive for an informal pre-conference meal and the opportunity to share information with the Network on the current work of your organisation.

Member (Only) One-to-one Sessions with ORN Executive Committee (during conference)

An opportunity for delegates from Member organisations to participate in one-to-one sessions with ORN Executive Committee members. A list of committee members and their areas of expertise are available in this Guide. Slots can be booked prior to the conference.

Accommodation

There are a number of accommodation options in the area including guest houses, hotels and B&Bs. Due to the popularity of this area it is advised to book accommodation ASAP.

DAY 1:

CHANGES IN OUTDOOR RECREATION - LOOKING BACK AND GAZING INTO THE FUTURE

THEMES & SPEAKERS

(Morning Session)

What past and current trends tell us about how we should prepare for the future.



Professor Brett Day

Role: Natural Capital Markets Lead

Organisation: South West Partnership for Environment & Economic Prosperity (SWEEP)

Topic: Recreation Futures – Predicting Visitor Numbers to Dartmoor National Park and its impact on planning and management.



Alison Kohler

Role: Director of Conservation and Communities

Organisation: Dartmoor National Park Authority

Topic: Past, Present and Future: Changing Trends and New Challenges

Lightning Presentations

James Nevitt

Role: Senior Access & Recreation Advisor (Environmental Support & Compliance Team)

Organisation: MOD

Lightning Presentation: MOD: Access and focus on the future

Lee Newton

Role: Head of Operations

Organisation: Ordnance Survey

Lightning Presentation: How will we use new technology to engage with and enjoy the outdoors.

(Afternoon Session)

What determines the next 'big thing' in outdoor recreation



Belinda Dixon

Role: Champion

Organisation: Get Outside

Topic: How much does marketing and the media affect outdoor recreation trends?



Malcom Bell

Role: Chief Executive & Marketing Director

Organisation: Visit Cornwall

Topic: Domestic Tourism Trends: what and why?



Fiona Monaghan

Role: Head of Activities

Organisation: Fáilte Ireland

Topic: Ireland and Activity Tourism: International tourists and the appeal of long-distance walks.

MORE SPEAKERS TO BE ANNOUNCED...

DAY 2:

FUTURE CONTRIBUTION OF OUTDOOR RECREATION TO HEALTH AND WELLBEING



Rachel Manning

Role: PHD Researcher

Organisation: University of Exeter

Topic: Being in the Outdoors: Impact on young people's health and wellbeing.

Orlando Rutter

Role: Senior Learning & Outreach Officer

Organisation: Dartmoor National Park

Topic: Making Way for Nature and Slow Recreation: The Naturally Healthy Project

Prof. Kevin Elliston

Role: Deputy Director Health & Wellbeing

Organisation: Public Health England South West

Topic: The future place of outdoor recreation in promoting good health and wellbeing

Lightning Presentations



Kelly Spry-Phare

Role: Senior Engagement Manager, London and South

Organisation: National Lottery Heritage Fund

Lightning Presentation: Health & Wellbeing Agenda within new NLHF Strategy

THEMES & SPEAKERS



Mike McClure

Role: Development Officer Active Outdoors

Organisation: SportNI

Topic: Benefits of Outdoor Sports for Society: Health and wellbeing results from BOSS Project case studies.

MORE SPEAKERS TO BE ANNOUNCED...

HAY- TOR



DAY 1

Changes in Outdoor Recreation -
Looking back and gazing into
the future

10:00 - 10:30

Registration & Refreshments

10:30 - 10:40

Welcome & Introductions

Kevin Bishop,
Chief Executive,
Dartmoor National Park Authority

THEME: What past and current
trends tell us about how we should
prepare for the future

10:40 - 11:10

Past, Present and Future: Challenging
Trends and New Challenges

Alison Kohler,
Director of Conservation & Communities,
Dartmoor National Park Authority

11:10 - 11:40

Recreation Futures - Predicting Visitor
Numbers to Dartmoor National Park
and its impact on planning and man-
agement

Prof. Brett Day,
Natural Capital Markets Lead,
University of Exeter

11:40 - 12:00

Rest Break

12:00 - 12:20

Lightning Presentations

“Active” trends and how people will want to
enjoy the outdoors in the future - How to
plan

12:20 - 13:00

Q&A with Morning Speakers

13:00 - 14:00

Lunch



THEME: What determines the next “big thing” in outdoor recreation

14:00 - 14:20

How much does marketing and the media affect outdoor recreation trends?

Bel Dixon,
Champion,
GetOutside

14:20 - 14:50

Domestic Tourism Trends: What and Why?

Malcolm Bell,
Chief Executive & Marketing Director,
Visit Cornwall

14:50 - 15:20

Ireland and Activity Tourism: International tourists and the appeal of long-distance walks

Fiona Monaghan,
Head of Activities,
Fáilte Ireland

15:20 - 15:35

Refreshment Break

15:35 - 16:00

Q&A with Afternoon Speakers

16:00 - 16:30

Insights from population surveys: Future participation trends

Duncan Stewart,
Managing Director
56 Degree Insight

16:30 - 17:00

National Trust: Evidence-based future approaches to visitor and destination management

Jessica Monaghan and Penelope Chapple,
National Trust

17:00 - 17:15

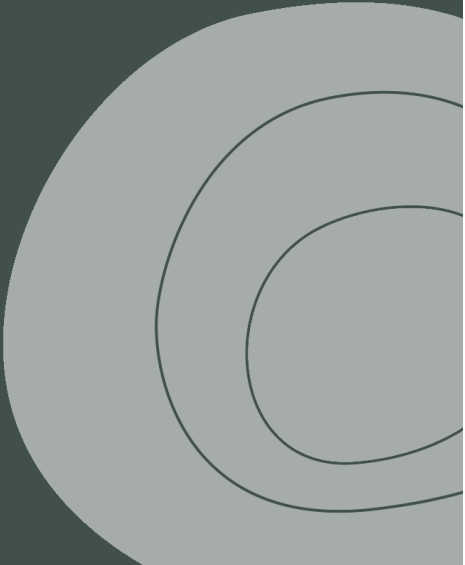
Round up of the day

17:15 - 18:30

Optional site-visit and sunset walk at Hay Tor

19:30

Conference Dinner and After Dinner Speaker/Poet



OPTIONAL EXTRAS ON DAY 1

Site Visit to Hay Tor

Get some exercise and fresh air while also exploring, at sunset, one of Dartmoor National Park's iconic natural landmarks that experiences significant visitor pressure and learn what is being done to manage it.

Conference Dinner and After Dinner Speaker/Poets

Location: Home Farm Cafe

Join other delegates for a relaxing and informal dinner, with opportunities to network and enjoy local poetry and beer. Admission is by pre-booked ticket only and spaces are limited.



DAY 2

Future contribution of outdoor recreation to health and wellbeing.

09:15

Forest Bathing and Member Mentoring Sessions

10:30 - 10:40

Refreshments

10:40 - 10:50

Welcome & Introductions

10:50 - 11:15

Healthy Places - Healthy People

Prof. Kevin Elliston,
Deputy Director Health & Wellbeing
Public Health England South West

11:15 - 11:40

Benefits of Outdoor Sports for Society:
Health and wellbeing results from case studies

Mike McClure,
Development Officer Active Outdoors,
SportNI

11:40 - 12:00

Being in the Outdoors: Impact on young people's health and wellbeing

Rachel Manning,
PhD Researcher,
University of Exeter

12:00 - 12:20

Q&A with Morning Speakers

12:20 - 12:30

Refreshment Break

12:30 - 12:50

Lightening Presentations

Facilitating Health and Wellbeing in the Outdoors

12:50 - 13:10

Making Way for Nature and Slow Recreation: The Naturally Healthy Project

Orlando Rutter,
Senior Learning & Outreach Officer
Dartmoor National Park Authority

13:10 - 13:30

Q&A with Speakers

13:30 - 14:00

Shaping the legacy of the conference- how can ORN play a role in helping others to prepare for, make the most of and manage future recreation use?

14:00 - 14:30

Lunch

Conference Ends





MEMBER MEETING

Join other ORN Members and the Executive at the Edgemoor Hotel on Monday 21st October from 7.00pm to 9:30pm for an informal meal and the opportunity to hear and share information with the Network on the current work of your organisation such as, upcoming projects, new partnerships and appointments, and the latest developments in policy and strategies.

*Please note the cost of dinner is not included.

Location:

The Edgemoor Hotel,
Haytor Road, Bovey Tracey,
South Devon, TQ13 9LE



In order to reserve spaces in the restaurant, if you are a member planning on attending this meeting please let the ORN Secretariat know before Wednesday 16th October 2019.

Email: jayne@outdoorrecreationni.com | Phone: 028 9030 3930





MEMBER ONE-TO-ONE SESSIONS

There will be an opportunity for delegates from Member organisations to participate in one-to-one sessions with ORN Executive Committee members. Below is a list of Committee Members and their areas of expertise. Sessions must be booked prior to the event as spaces are limited.

To book your mentoring slot with a member of the Executive please email:
jayne@outdoorcreationni.com

EXECUTIVE PROFILES



Ally Kohler
Director of Conservation and Communities, Dartmoor National Park Authority

Ally Kohler joined Dartmoor National Park Authority in 1988 as a Recreation Planner. Since then she has performed a number of roles for the Authority including recreation management, access and tourism; all of which require an understanding of wider land management across the National Park. Ally took up a senior management role in 2007 and her most recent post as Director of Conservation and Communities in April 2012. Ally believes strongly in partnership working and building long lasting relationships to deliver positive benefit for the environment and people.

Area of expertise:

- Integrated Strategic Thinkings



Kevin Lafferty

National Policy Advisor for Access, Health and Recreation, Scottish Forestry

Kevin is the National Policy Advisor for Access, Health and Recreation in Scottish Forestry which serves as the forestry directorate of Scottish Government. His remit covers access legislation including rights and responsibilities, outdoor recreation, tourism and woods for health programme. He is an expert in health and environment policy and practice and has a passion to reconnect people with woodland and natural environments through contact with nature programmes.

Area of expertise:

- Key advisor to Scottish Government and health policy and practice.
- Member of Scotland's National Access Forum providing advise on national issues linked to Scottish access rights.
- Managing the multi award winning Branching Out programme to promote beter mental health through woodland activities.
- Coordinating the NHS Greenspace demonstrating prokect in Scotland to unlock the potential of NHS greenspace for health and wellbeing.



Pippa Langford

Principal Specialist Recreation and Access, Natural England

Pippa is currently Natural England's lead on the evidence relating to the delivery of recreation and access, a brief that covers both the management of the physical resource that people use when they are outdoors, and the communication of information and inspiration that gets them outdoors and enjoying the experience. Previously Pippa has had a number of related specialist and management roles within NE and the Countryside Agency, was Director at Wildlife and Countryside Link and a Senior Lecturer. Pippa is also a member of the Institute for Public Rights of Way, and is a Chartered Manager.

Area of expertise:

- Access for all
- Stakeholder engagement
- Commons
- Management



Lee Newton
Head of Operations, Ordnance Survey

Lee is accomplished and highly experienced at working with cross functional teams to create, implement, and achieve, a desired strategy. He has strong commercial skills with excellent financial awareness building high growth, high margin businesses.

Area of expertise:

- Strategy
- Operations
- E-Commerce
- Marketing
- Mentoring
- Governance



Jo Atkinson
District Head of Recreation and Public Affairs (Central England), Forestry England

Jo is the District Head of Recreation and Public Affairs (Central England) for Forestry England. Jo has worked in outdoor recreation for over 20 years, mostly in England, but also in Wales and Scotland. Jo particularly enjoys helping other people achieve their full potential.

Area of expertise:

- Recreation strategy
- Managing people
- Developing diverse and cohesive teams
- Community involvement and engagement
- Partnership development

To book your one-to-one slot with a member of the Executive please email: jayne@outdoorcreationni.com

The Outdoor Recreation Network

The Outdoor Recreation Network (ORN) is an unincorporated network of public agencies and non-governmental organisations across the UK and Ireland established in 1968. Its member organisations are involved in outdoor recreation and related fields such as the natural environment, outdoor activities, tourism and health.

Vision

“Encourage more people to enjoy and engage with the outdoors”

Mission

“Collaborate with members to share research, facilitate information exchange, and champion sustainable use and good practice.”





Outdoor Recreation Network
c/o Outdoor Recreation NI
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