

CONFERENCE PROGRAMME

09:30 Delegates arrive - refreshments

09:50 Welcome and Introductions - Jo Burgon, Chairman, CRN

Morning Presentations

10:00 **Setting the Scene**

Jerome Mayhew, Managing Director, Go Ape

10:25 **Growing Tourism, based on the Outdoors**

Lyndsey Swift, Head of Partnerships, Visit England

10:50 **Future Funding Opportunities**

Pippa Langford, Natural England

11.15 **The Role of & Significance of the Outdoor Economy for Delivering Growth & Jobs**

Neil Ravenscroft, Professor of Land Economy, University of Brighton

11.40 Panel Discussion - chaired by Jo Burgon, Chairman, CRN

12.10 Lunch

Afternoon Case Studies

12:50 **Case Study 1: Creating the Environment for Growth & Jobs through 'Walkers are Welcome'**

Ruth Coulthard, Funding Development Manager, Brecon Beacons National Park

13.05 **Case Study 2: Economic Impact of Mountain Biking in Scotland**

Graeme McLean, Developing Mountain Biking in Scotland

13:20 **Case Study 3: How can the Public Sector Help Stimulate Economic Growth - The Helix, Falkirk**

Richard Millar, Scottish Canals

13:35 **Case Study 4: Economic Value of Outdoor Recreation - Methodology and Results from a Study in Northern Ireland**

Chris Gratton, Sheffield Hallam University

13:50 Q&A Session with Presenters - chaired by Jo Burgon, Chairman, CRN

Workshops

14.00 In groups facilitated by CRN members, discuss the following:

- * Share current experiences being done to stimulate the outdoor economy.
- * What contribution and impact do you feel you and your organisation are making?
- * Identify new opportunities for the future that will help stimulate growth of the outdoor economy.
- * Agree your top 3 ideas to share with the whole conference.

15.00 Workshop Feedback and Plenary Session - chaired by Jo Burgon, Chairman, CRN

15.40 Summary of the Day - Wendy Thompson, Natural England

15.50 Closing Remarks - Jo Burgon, Chairman, CRN

16.00 Refreshments and Close