



# PARTICIPATE OUTDOORS:

## STRATEGIES AND ACTIONS TO MOTIVATE PEOPLE TO PARTICIPATE AND ENGAGE IN OUTDOOR SPORT AND RECREATION

This conference will examine the changing trends in participation in outdoor recreation and sport and will discuss why and how to deliver increased opportunities for participation. Whether rural or urban, local or remote, outdoor recreation can bring many social, environmental and economic benefits. This event will help you to learn what motivates people to participate and the way in which participation trends are being shaped and changing. This conference will help all those involved in providing opportunities for outdoor recreation to drive up participation figures and to maximise the associated benefits.



### Delegates will:

1. Gain a better understanding of why it is important to engage people in outdoor sport and recreation.
2. Hear about the current trends in participation and what motivates people to engage in outdoor recreation and sport.
3. Learn of successful approaches that can be used to enable and facilitate participation.
4. Explore how increased participation can be provided for and managed in a sustainable way.

**12 March 2014, 09:30 – 16:00**

Foss House, York

**Cost:** £130.00

**Discounts:** Earlybird – 10% off before 31.11.13 (use code 'early10')  
Executive members – 15% off (contact your CRN rep for code)  
Support Members – 10% off (contact your CRN rep for code)

**Book online:** [www.countrysiderecreation.org.uk](http://www.countrysiderecreation.org.uk)

**Request booking form:** [kathryn@countrysiderecreation.org.uk](mailto:kathryn@countrysiderecreation.org.uk)

# Programme

09:30 Registration and coffee  
10:00 Welcome from Chairman of CRN

10:10 **Keynote – Current trends in participation and motivational forces**  
Simon Bell, OpenSpace Research Centre

10:45 **Keynote – Understanding your audiences – segmentation.**  
Simon Christmas, Independent Consultant

11:20 Break

11:30 **'WHO' workshops** (choice of 4) – a look at audiences and society segments to gain an understanding and sharing experiences of enabling people to gain access to the outdoors – what more can be done:

1. Female participation in outdoor recreation – Ursula Fearson, Mountaineering Ireland
2. Youth – Catherine Miles, Snowdonia-Active
3. Local communities – Claire Overend, Outdoor Recreation NI
4. BME - TBC

12:30 Time to view what other workshops have considered

12:45 Lunch and networking

13:45 **Keynote – Britain on Foot campaign**  
Andrew Denton, Outdoor Industries Association

14:20 **'HOW' workshops** (choice of 4) – what actions can be taken to enable people to participate in outdoor recreation and sport?

1. Information and use of technology - TBC
2. Welcome spaces – the provision of facilities – Alan Eves, Forestry Commission England
3. Empowering people to take action – Zoe Goss, Stepping Stones 2 Nature
4. Activities and events – what works – Philip Broadbent-Yale and Rob Joules, National Trust

15:20 Time to view what other workshops have considered

15:35 Summary of the day

16:00 Close