



OIA Member Update Quarter 2, 2016

It's been a great few months for the Outdoor Industries Association (OIA) and we'd like to take this opportunity to say thank you for your support and share some of our highlights in case you didn't see the updates in our monthly e-newsletter.

If you're not already subscribed to our newsletter, you can sign up at any time by visiting www.theoia.co.uk and entering your email address in the top right hand corner - or if you'd prefer, just contact us directly and we'll make sure you're added to the list. We're also fairly active on Twitter, [@OIAUK1](https://twitter.com/OIAUK1), so make sure you follow us to keep up to date with what we're up to!

If there's anything you'd like to talk to us about please feel free to get in touch on 0161 498 6159 or info@theoia.co.uk.

Sport England to commit £250m to outdoor industry?



Sport England has announced it will invest £250 million to help combat inactivity in the UK as part of a five-year strategy, which will help deliver against the five health, social and economic outcomes set out in the Government's [Sporting Future](#) strategy - this was a response to the OIA's (Sport

England funded) [Getting Active Outdoors](#) research report published last year. Read Sport England's latest strategy ([Towards an Active Nation](#)), which indicates that the outdoor industry is likely to benefit from the additional funding.

Lee Bagnall joins the OIA Board



Lee Bagnall, CEO of JD Sports Outdoor Division and Managing Director of Blacks Outdoor Retail Group, has become the latest member to join the OIA Board.

OIA Chief Executive Andrew Denton comments: "We are all delighted to welcome Lee to the OIA Board - following Hans Falkenberg's retirement, he makes a great addition to our retail team. As we continue influencing government to develop and support Outdoor Recreation, we need an extensive, experienced Board of Directors to maximise the trade's impact."

Please visit www.outdoorindustriesassociation.co.uk/board to find out more about the OIA Board.

OIA becomes joint shareholder of OTS 2017 - new July dates



In a move to further embrace the extraordinary work of the OIA and become more representative of the whole trade, the Outdoor Trade Show (OTS) has gifted the trade association a share of the show's ownership for 2017 onwards. This will not only mean the provision of an attractive discount for OIA member exhibitors in the future, but it will also attract valuable input and direction from the OIA's CEO Andrew Denton and the prominent OIA Board members, who will help to ensure the growth and future development of the show.

With OTS 2016 still over two months away, the organisers have also announced next year's dates - OTS 2017 will once again be held at Stoneleigh Park in Warwickshire, but rather than the usual September date, it will take place on 11th and 12th July 2017. [Click here](#) to read the full announcement.

OIA Membership Recruitment Video



Working Together to Get Britain Active Outside (Outdoor Industries Association 2016)

The OIA has launched a [new video](#) to help increase member recruitment. Shot on location at the OIA Conference & AGM 2016, the film was produced by Pelican Communications in partnership with broadcast journalist and film maker Simon Willis, Sunart Media. Additional snow sports footage was also provided by adventure sports film makers Supreme Odyssey along with fell running footage from Steve Ashworth, MOVIE iT. Please share with your contacts and encourage them to support the industry by joining the OIA.

OIA Conference & AGM 2017 - save the date!



Following the success of the OIA's fully booked annual conference which took place earlier this year, next year's conference will once again take place at The Majestic Hotel in Harrogate on Wednesday 15th and Thursday 16th March 2017.

Information about speakers and workshops will be announced shortly, along with information on how to book a place - keep an eye out for updates via our social media accounts, and at www.theoia.co.uk.

UK Outdoor Industry Awards 2017 - now open for entries



Following the success and exposure that the inaugural UK Outdoor Industry Awards received last year, the Outdoor Industries Association (OIA), in association with the Outdoor Trade Show (OTS) and The Telegraph Outdoor Adventure & Travel Show, has launched the 2017 UK Outdoor Industry Awards, which are now open to entries from brands across the UK outdoor industry. The entry form can be downloaded at www.outdoorindustriesassociation.co.uk/awards.

OIA's latest Director's Forum with Eversheds a huge success



The latest OIA Director's Forum event took place at Eversheds Solicitors offices in Leeds on Thursday 12th May and hosted 50 senior level OIA members from a variety of outdoor trade organisations, including distributors, sales agents, brand owners and retailers. Thanks to the support of Pentland Group, the OIA secured Eversheds Solicitors partner Adam Collinson, who specialises in competition law, to shed light on a critical issue for the industry right now,

'Pricing in the Outdoor Market'. To read more and find out what delegates had to say, [please click here](#).

'Getting Active Outdoors' Workshop Films



Last summer, the OIA and Sport England delivered a series of interactive day workshops to follow the launch of the new research report, "[Getting Active Outdoors](#)", providing over 400 delegates with an opportunity to learn how to use and implement the findings of the report. A condensed version of our full insight workshop is now available to view online, broken down into [five short films](#) for easy viewing. They are ideal for anyone who was unable to attend a workshop, or who wishes to share the information to key partners and stakeholders.