

OIA Update

Quarterly News Summary

Quarter 2, 2018

As we reflect on the first six months of 2018 we would 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](#). We're fairly active on social media ([Twitter](#), [Facebook](#), [Instagram](#) and [LinkedIn](#)), so make sure you follow us to keep up to date with our latest news and news from across the UK Outdoor Recreation industry as it happens. This is just a brief summary of some of the news highlights of the last quarter. Don't forget you can review all the monthly newsletters [HERE](#)

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.

New OIA Board members

We're delighted to announce the appointment of three new Board Members:



Managing Director of Ordnance Survey Leisure since 2012, **Nick Giles** has reinvigorated the traditional paper map market, launched OS into the mobile application market and launched the GetOutside initiative to inspire increased levels of participation in outdoor recreation.

Also joining the Board is **Robert Brigham**, who has been **Managing Director of Ellis Brigham Mountain Sports** for almost eight years, having worked in a variety of roles at the company since he was teenager, starting out in-store.



The third new OIA Board member is **Matt Gowar**, **CEO of Equip Outdoor Technologies**. His initial participation will be delayed until due to business travel, but from January 2019 he will attend the regular Board Meetings. Matt founded Equip Outdoor Technologies in 1991 to retail specialist travel equipment.

They replace Richard Leedham and Mark Brigham, who both recently stepped down from the OIA Board. Read more: <http://www.theoia.co.uk/news/new-oia-board-members-appointed/>

Andrew Denton joins ukactive



Andrew Denton, Chief Executive of the Outdoor Industries Association (OIA), has been voted to join the Membership Council of ukactive - the voice of the membership base in ukactive's governance. He will sit on the Board as the representative for 'Outdoor Recreation' and report to the main Board to help address the challenges facing the physical activity sector.

<http://www.theoia.co.uk/news/oia-ceo-andrew-denton-joins-ukactive-membership-council/>

UK Outdoor Industry Awards

The 2019 Awards opened for entries this quarter, and the finalists were announced at OTS 2018 see www.theoia.co.uk/awards for more information.



OIA Supports EOG Sustainability Charter



The European Outdoor Group (EOG) has confirmed that two more national associations have adopted its Sustainability Charter. The Outdoor Industries Association (OIA) and Outdoor Sports Valley (OSV) have both pledged their support to the charter, making the commitment to pursue best practice in corporate citizenship, responsibility and sustainability.

Andrew Denton, CEO of the Outdoor Industries Association, comments, "We are delighted to be an early signatory to the 'Sustainability Charter' – it will help us, our members and our industry remain at the forefront of something vital to us all as users and custodians of the outdoor environment."

More info here:

<http://www.theoia.co.uk/news/national-associations-line-support-eog-sustainability-charter/>

Record number of visitors at OTS 2018

The Outdoor Trade Show (OTS) 2018 at its new home in EventCity, Manchester (3rd - 5th July) reported a record number of 112 exhibitors this year.

The latest exhibitors to join the show included climbing distributor **Beyond Hope**, electronics giant **Casio** and national mapping agency **Ordnance Survey**.



The latest floor plan can be viewed at www.outdoortradeshow.com/floor-plan.

With a strong pre-registration of buyers from leading multiples and independent retailers, including **Tiso, JD Sports, Craigdon Mountain Sports, Taunton Leisure, Attwoolls, Gaynor Sports, Go Outdoors, Ellis Brigham, Outdoor & Cycle Concepts, Winfield Outdoors and The Climber's Shop & Joe Browns** amongst many others, the show looks set to be a success for all involved.

Further information is available at www.outdoortradeshow.com, where visitors can pre-register their attendance.

GP Batteries to 'Recharge the Outdoors'

World-leading battery manufacturer GP Batteries announced the launch of its 'Recharge the Outdoors' campaign this quarter. With the support of the OIA, GP is challenging both retailers and consumers to switch to eco-friendly rechargeable batteries and recycle single-use disposable batteries in a bid to reduce the 600 million batteries thrown away* in the UK every year.



Getting Active Outdoors - issue 3 out now!



Getting Active Outdoors (GAO) is the OIA's bi-annual digital magazine, published in collaboration with Target Publishing with an ambitious aim to galvanize the Great British public and generate a whole new generation of Outdoor enthusiasts.

Issue 3 is out now, which can be read via: theoia.co.uk/about/resources/gao-magazine

The aim of the free, digital magazine is to inspire the British public to get fitter, happier and healthier by exploring what's out there, right on their doorstep; by sharing this magazine far and wide you are helping us achieve that goal.

EOS 2018 - first speakers announced

The first keynote speakers presenting at the **European Outdoor Summit 2018** have been announced. Liselotte Engstam, Chair at Digoshen & Advisor to the European Commission on digitalisation of corporate will present: **Leaders in a Digital World**, while Magnus Welander, CEO and President of Swedish outdoor equipment transportation, packs and luggage specialist, Thule Group, will present: **"From Helping to Bring Stuff to the Trailhead – to Joining in the Fun!"**

<http://www.theoia.co.uk/industry-news/eos-2018-announces-first-keynote-speakers/>



MALMÖ - SWEDEN
19 - 20 SEPTEMBER 2018

Andrew Denton Joins ISPO OutDoor Advisory Panel



Upon joining the advisory panel, Andrew comments, “I look forward to working with ISPO on the OutDoor Advisory Panel, and ensuring it delivers the sort of show the whole industry needs and wants right now. Trade shows are changing all over the world, no longer are they simply a showcase for buying and selling they are now an essential learning, networking and meeting point for industries.

The new OutDoor by ISPO will listen to the industry, will look to the survey the EOG carried out across the entire industry in 'Vision 2020' and deliver a product that is both needed and wanted, one that addresses the modern needs of a trade show, digitally as well as physically, year around and in a far more varied method than a simple once a year buy/sell offering. If OutDoor by ISPO is going to prosper then it will need to tackle head on the needs of the future now as a dynamic and diverse gathering opportunity for everyone in the Outdoor Industry .”

Latest on OutDoor by ISPO here:

<https://www.ispo.com/en/markets/outdoor-ispo-future-outdoor-trade-fair>

Youth Adventure Trust - OIA member Ellis Brigham Mountain Sports Pledges £50k to support Youth Adventure Trust

Founded by OIA friend David Hempleman Adams, Youth Adventure Trust work with vulnerable young people aged 11 - 16 through the power of outdoor activity and adventure. The Youth Adventure Trust has been using outdoor adventure to inspire young lives for 25 years. In this time, they have helped nearly 4000 vulnerable young people aged 11-14 by providing more than 27,000 activity days. Covering three school years, it is completely free to the participants with every penny coming from donations, challenges and fund-raising.



Mark Brigham, Marketing Director of Ellis Brigham comments, “I had the privilege of spending time in the company of this group, and finding out first-hand the difference that just 5 days of camping and outdoor activities had made to their lives. Their attitude to each other and the way they viewed themselves and their abilities led to such a growth in confidence – it was astonishing. We are delighted to be able to support the work of the charity by committing a minimum of £50k over the next three years. “

To find out more about joining Team 25 during Youth Adventure Trust’s 25th anniversary year go to: <http://youthadventuretrust.org.uk/get-involved/team-25.html#.Waaloa2ZM3g>

Welcome to the new OIA Members that have joined in this quarter:

- Mountain LSP
- Haago
- Wales360
- Wildside Trading
- Crosshead
- The Outward Bound Trust



View the full OIA



Members list here: www.theoia.co.uk/members