



GETTING BRITAIN ACTIVE OUTDOORS!

THE OIA MANIFESTO
FOR THE OUTDOOR
ECONOMY 2018

BRITAIN HAS STOPPED MOVING!

For the first time ever children may die earlier than the preceding generation, fuelled by lifestyle disease.

Great Britain is one of the *Least* active nations with up to two thirds of the population not meeting the minimum physical activity guidelines.

Physical inactivity costs the UK over £20 billion and leads to more than 37,000 premature deaths. Inactivity related disease now kills more people world-wide than smoking! Sitting is the new Smoking'



OUTDOOR RECREATION IS WORTH MORE THAN
£22BN
TO THE UK ECONOMY

£20BN
ANNUAL COST TO THE UK DUE TO PHYSICAL INACTIVITY

INACTIVITY LEADS TO MORE DEATHS NOW THAN SMOKING

THE OIA BELIEVE:

Everyone can work to Get Britain Active Outdoors. We are far stronger working together to tackle the big health, environmental and social challenges of the country. This is not just a manifesto for Outdoor Recreation, this is a vision of how everyone could enjoy the Outdoors, building an active Outdoor culture for the country and a healthier, better future for everyone.

OUR VISION IS A FUTURE WHERE...



... outdoor recreation is central to the UK having the most active population in Europe



... children enjoy a daily dose of nature in their education and home life. They and their families play together outdoors not fixed to screens indoors.



A pervading culture that ensures access to the outdoors for everyone is celebrated, where 'Getting Active Outdoors' in work, education, family leisure time and sport is the norm.



... our green infrastructure and waterways are all celebrated as a national resource, available to everyone – not the few – for enjoyment, learning, exploration and adventure



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Outdoor recreation is celebrated and invested in for its economic and social value



People are responsibly active in the outdoors, playing a key role in protecting and enhancing the natural environment, conserving our natural assets.



Outdoor Recreation Sector & stakeholders work together in partnerships to deliver the world's best outdoor recreation experiences



ENVIRONMENT

DEFRA's 5 year and 25 year plan to have 'Peoples Connection with Nature' at its heart. The environment is the place we all live and must integrate with all other government plans - Health, Education, Sport, Tourism, Transport et al.

Promotion of an active, healthy, outdoor life and a connection to the outdoors must feature at the core of this.

Huge public money is spent on agriculture landowners, and following BREXIT a unique opportunity to review CAP and it's subsidies exists. Government policy should guarantee that all investment in this area, as well as supporting the agricultural industry, will improve access and promote Outdoor recreational use of all land wherever possible, and work toward an active and integrated use of the countryside for all.

Some Specifics:

- A clear timetable and funding strategy to deliver the England costal footpath by 2020
- A clear commitment to maintain or increase funding for National Parks and AONB's
- A clear commitment to maintain or increase funding for National Trails and Foot paths

**"NO ONE WILL PROTECT
WHAT THEY DON'T CARE
ABOUT; AND NO ONE WILL
CARE ABOUT WHAT THEY
HAVE NEVER EXPERIENCED"**
DAVID ATTENBOROUGH

THE OIA BELIEVE:

Agree clear inter-departmental working between the DCMS 'Sporting Futures' strategy & DEFRA 25 year and 5 year plans, outlining how 'Outdoors' will be conserved and still promoted for Physical Activity and Exercise.

EDUCATION

Daily Mile - A school should measure not only Reading, Writing and Arithmetic but how active a child is. An active child is a happy child, mental and physical health is substantially enhanced, education results improved, wellbeing maintained - a simple inclusion of the 'Daily Mile', as it is in Scotland, will go a long way to helping this. As such OFSTED could use the 'Daily Mile' as a simple effective measurement of a school's commitment to Physical Activity.

An Outdoor overnight in the National Curriculum

Outdoor Activity education is recognised as a powerful learning and personal developmental experience.

We wish to guarantee all young people will experience a minimum of learning outside the classroom, including at least one Outdoor Activity residential in each phase of education. (Primary and Secondary)

Guidance to head teachers should clearly state it is a legitimate use of Pupil Premium funding to support Outdoor Activities.

Teacher Training should incorporate how Outdoor education benefits child development and ensure teachers are confident to deliver learning outside the classroom.

THE OIA BELIEVE:

Physical Activity in children should be measured as a successful KPI in all schools. Learning outside the classroom encouraged and an Outdoor Activity residential adopted as an essential part of each phase of education.

HEALTH

Promotion of Physical Activity, especially unstructured play and outdoor adventure, should be central not only to Public Health England, but to the whole Department of Health strategy.

‘PHYSICAL ACTIVITY IS
‘THE GOLDEN BULLET’
IF WE ARE TO AVOID
AN NHS CRISIS,’

Education must begin with Doctors and health professionals - it must flow from the CMO - Physical Activity is ‘The Golden Bullet’ if we are to avoid an NHS crisis, then the cure must start with a more active population, and the inspiration must flow through all of the NHS.



THE OIA BELIEVE:

Public Health England should publish a National Physical Activity Strategy (as per UK Active Blueprint) that should include support and promotion of green and blue spaces as part of long term plans to reduce inactivity. That policy must include specific provision to protect, develop and promote green and blue space at a local and national level as part of the integrated plan to reduce mental, social and physical illness.

YOUNG PEOPLE

Re-connecting children with nature by supporting the 'Wild Network' goals.

THE OIA BELIEVE WE SHOULD:

Invest the national Children's Commissioners with new responsibilities to ensure that all areas of Government policy improve opportunities for children to get outdoors

THE OIA BELIEVE WE SHOULD:

Ensure that all children are able to access natural spaces for play, discovery, recreation, health and relaxation.

THE OIA BELIEVE WE SHOULD:

Adopt children's connection to nature a Government indicator in the ONS National Wellbeing Measures.

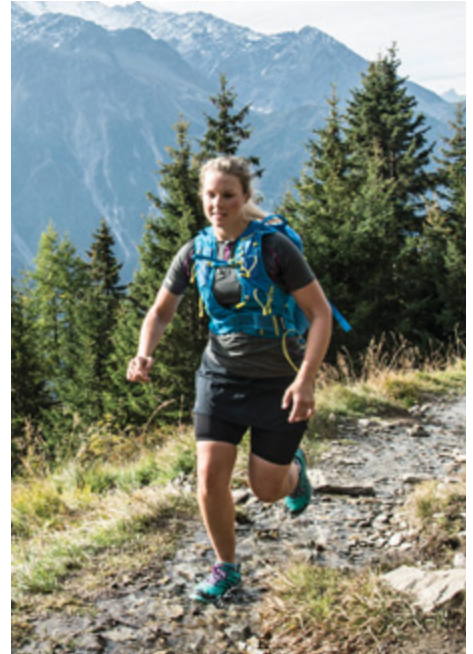
THE OIA BELIEVE WE SHOULD:

Continue to invest in the National Citizenship Scheme and Outdoor recreation experience as a core part of that.

SPORT

The OIA recognises and is supportive of the huge steps forward the recent 'Sporting Future' and 'Active Nation' documents from the DCMS and Sport England have made.

We wish to see continue driving of Outdoor Recreation as a central partner in promoting physical activity as a solution to mental and physical well being. Applications for funding, partnerships and projects that include Outdoor Recreation should be given priority as we strive to build an Active Nation Outdoors.



THE OIA BELIEVE:

Following the inclusion of Outdoor Recreation in 'Sporting Future - Toward and Active Nation' - the government's new sport strategy we wish to see clear a numeric aspiration for increasing the number of people using Outdoor space for physical activity and exercise, as proposed in the document 'Sporting Future - KPI 4.'

URBAN PLANNING

THE OIA BELIEVE:

A commitment by Department for Transport to make all our major towns and cities safe for walking, running and cycling, promoting utility outdoor recreation and active transport, actively rewarding local authorities who use the Sport England 'Active Design' concepts to develop an active city, and develop green spaces and Outdoor recreation zones for travel and play.





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