



THE 2018 OIA ANNUAL REPORT & MANIFESTO



THE CHAIRMAN'S WELCOME ROBERT LOUDEN, MBE

I have been the OIA chairman for two years now and they have been turbulent times indeed! Despite the political and economic pace of change we are pleased to report the OIA has once again hit budget, reported a small retention and built up the reserve balance sheet, whilst at the same time offering the industry much support - the CEO will outline our success this year later in the report.

The OIA is a 'Not for Profit' organisation and the board are all volunteers, they attend four meetings a year for three years or more. We build the board looking for gravitas - companies that will help our reputation and 'punch' when promoting the outdoors. We look for skills, contacts and the resources that an individual and their company can bring to the table so that the board represents as wide a selection of Outdoor Industries as we can. This year we have two Directors stepping down and will be looking for volunteers and nominations to replace them - so if you are interested please come and talk to us at the AGM or contact me afterwards.

We are also asking for nominations for a 'development board' - a group of younger people, intent on making a career in the outdoor industries, keen to make a difference, but not yet running a large business. Claire Carter our Engagement Officer is talking to prospective members at the Conference and will be inviting anyone interested to a social evening to discuss the idea at OTS in Manchester this July.

I look forward to meeting you at the AGM and learning what more we can do to support the industry and ensure an active and healthy Britain is accompanied by an equally healthy Outdoor Industry!



‘WHAT MORE CAN
WE DO TO ENSURE
AN ACTIVE AND
HEALTHY BRITAIN IS
ACCOMPANIED BY AN
EQUALLY HEALTHY
OUTDOOR INDUSTRY’

Robert Louden, MBE

THE CEO'S INTRODUCTION ANDREW DENTON

Thank you so much for taking the time to read the latest OIA report, for supporting your industry body and helping us try to grow the trade for everyone.

Our mission is simple - a not-for-profit body aiming to grow the outdoor market by increasing participation. 'Get Britain Active Outdoors' is the rally cry and it resonates not only with commercial members, aiming to sell more outdoor gear, but across the spectrum of politics, business and the health of the UK population. It's simple; an active nation is a healthier, happier one.

We continue to work across a huge variety of projects to engage with the industry, to promote Outdoor Recreation for everyone, and to represent our industry interests here and abroad, always ensuring that 'Outdoors' is high on the agenda. Our successes have varied from inclusion in political manifestos and government policy to multiple 'Active Nation' projects in partnerships with many NGO's. We try to balance our work to support retailers and brands on the B2B side and to influence, inspire and provide a catalyst for B2C work with a huge variety of consumer organisations. You will find some highlights on the following pages, and learn about them at our annual conference or on the OIA website.

I am conscious in these austere times of BREXIT, currency fluctuations and tough retailing that the OIA may not be high on your agenda of importance. We get that, and again thank you for reading this far and for donating your annual support.

We can assure you of our success - we are making a difference.

The OIA Board are all volunteers, we have no employees, we operate on a shoestring budget and punch way above our weight internationally as an industry body.

We are here to work for you, to promote Outdoor Recreation for everyone and to represent the industries - we believe you should be proud of your industry body.



'WE CAN ASSURE YOU OF OUR SUCCESS - WE ARE MAKING A DIFFERENCE. THE OIA BOARD ARE VOLUNTEERS, WE HAVE NO EMPLOYEES, WE OPERATE ON A SHOESTRING BUDGET AND PUNCH WAY ABOVE OUR WEIGHT INTERNATIONALLY AS AN INDUSTRY BODY.'

Andrew Denton, CEO

YOUR BOARD OF DIRECTORS



ANDREW DENTON
CEO, OUTDOOR INDUSTRIES ASSOCIATION



ROBERT LOUDEN MBE
OIA CHAIRMAN & DIRECTOR GENERAL, THE CAMPING AND CARAVANNING CLUB



LEE BAGNALL
CEO, JD SPORTS OUTDOOR DIVISION



JOANNE BLACK
DIRECTOR, REGATTA GROUP



MARK BRIGHAM
MARKETING DIRECTOR, ELLIS BRIGHAM



JACKIE BRYSON
CHIEF EXECUTIVE MOUNTAIN TRAINING TRUST



HAMISH DUNN
BRAND DIRECTOR, MOUNTAIN EQUIPMENT



ANTHONY GREASBY
OWNER, COUNTRYSIDE SKI & CLIMB



RICHARD LEEDHAM
BRAND PRESIDENT, BERGHAUS



STEPHEN NEWLANDS
MANAGING DIRECTOR, AMG GROUP



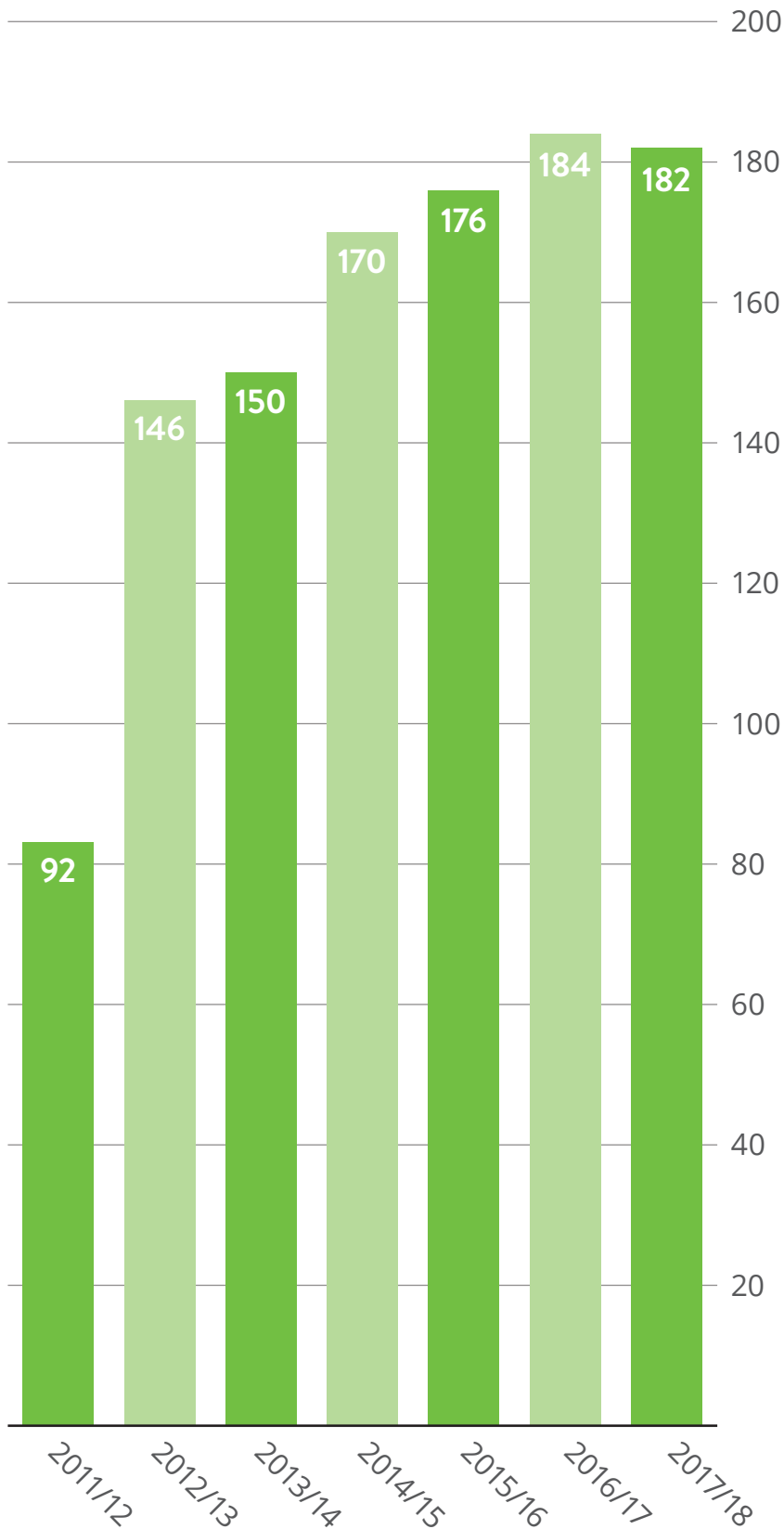
GREG NIEUWENHUY
CEO, OUTDOOR AND CYCLE CONCEPTS



CORRY TAYLOR
MANAGING DIRECTOR, BRADSHAW TAYLOR



MEMBERSHIP FIGURES



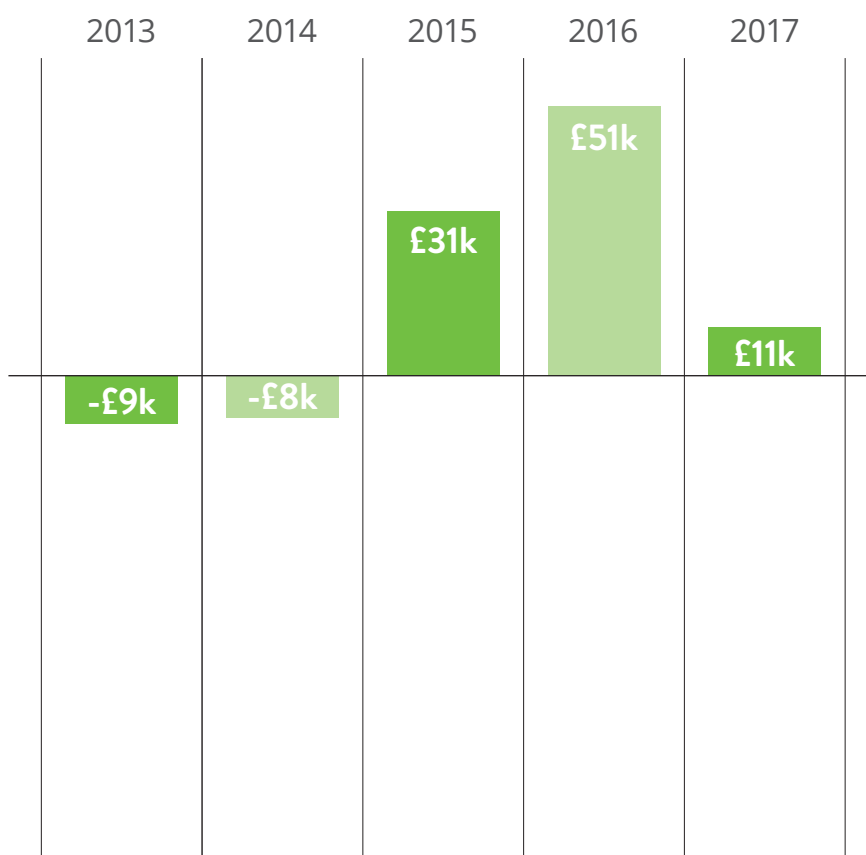
'MEMBERSHIP HAS STARTED TO STABILISE FOLLOWING SEVERAL YEARS OF GROWTH'

Andrew Denton, CEO



PROFIT & LOSS FIGURES

Summary sentence to be updated...



Profit & Loss 30th September 2017

OIA Turnover	£184,949
Cost of Sales	£5,931
Administrative Expenses	£ 173,098
Other Operating Income / Interest Receivable	£5,634
Operating Profit	£11,224
Profit after taxation	£11,224

‘BUDGET WAS
ON TARGET
FOR 2017’

Andrew Denton, CEO

ACCOUNTS

2016/17

Income and expenditure account for the year ended 30th September 2017

	2017	2016
	£	£
Fixed Assets		
Tangible / Intangible Assets	495	825
Current Assets	124,406	
	124,406	128,675

	2017	2016
	£	£
Creditors		
Amount falling due within one year	28,442	44,265
Net Current Assets	95,964	84,410
Total Assets Less Current Liabilities	96,459	85,235
Reserves		
Other Reserves	85,235	287,915
Profit and loss account	11,224	(202,680)
	96,459	85,235



A STABLE
BALANCE SHEET

Andrew Denton, CEO

2018 HIGHLIGHTS



JACKIE BRYSON JOINS THE OIA BOARD

Jackie Bryson (CEO of the Mountain Training Trust and Plas y Brenin) was confirmed as the latest member to join the OIA Board. Jackie replaced YHA CEO Caroline White, who stepped down from the OIA board due to her retirement from the YHA.



CLAIRE CARTER JOINS THE OIA AS ENGAGEMENT OFFICER

Creative writer and outdoor filmmaker, Claire Carter, joined the OIA in 2017 in a newly created freelance Engagement Officer role, which has improved resources for members and helped to boost the overall visibility and marketing activities of the Association.



OIA'S FIRST OUTDOOR TRADE SHOW AS A PARTNER

The OIA gets involved to drive the future development of the UK trade show.



OIA PARTNERS OUTDOOR MILITARY SHOW

Supported by the OIA for the first time, the Outdoor Military Show took place at Exeter Castle with 35 outdoor suppliers attending the two day event.



NEW WEBSITE LAUNCHED

We launched our new website in September! The streamlined site offers an opportunity for everyone with an interest in outdoor recreation to find out more about upcoming events, news, research, job opportunities and much, much more!

JOINT VENTURE WITH SPORT & OUTDOOR LEADERS FORUM

Following 20 years of operating separately, the 'Sports Trade Think Tank' and the 'Outdoor Think Tank' events merged in 2017, and now works jointly with the OIA on the development and promotion of events for members.



UK OUTDOOR INDUSTRY AWARDS

Presentation of the 2017 awards took place at the OIA Conference in Harrogate.

GETTING ACTIVE OUTDOORS MAGAZINE

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.



SIGNED UP TO
Good Governance

NEW PARTNERS ANNOUNCED

OIA announces new partnerships

CODE OF GOOD GOVERNANCE

Following Sport England's guidelines - the OIA demonstrated its 'Code of Good Governance' compliance for the effective management of public funds.



OUTDOOR MANIFESTO PUBLISHED

Setting out its vision to help with political lobbying, the OIA set out its Manifesto for the Outdoors.



2017 CONFERENCE & AGM

Harrogate was the venue for the 2017 event where nearly 200 industry representatives gathered to experience two days of networking and inspirational speakers.

'GET MORE PEOPLE ACTIVE OUTDOORS!'



Our vision is a UK with more people, more active outdoors, more often.

A Community Interest Company with membership from across all the Outdoor Recreation Industries.

WE ENGAGE

the Outdoor Industries via:

- Annual Conference
- Newsletters, POS, Social Media
- Future Camp
- Website
- Trade & Consumer Event Support
- Outdoor Trade Show (OTS)
- Speakers & thought leadership
- Research - Undertake and Influence

WE PROMOTE

the Outdoor Industries with:

- GAO magazine
- #GetOutside
- #ItsGreatOutThere
- PR & Social Media & links
- A catalyst for Partnerships
- UK Outdoor Industry Awards
- KMF, ShAFF, KMF, Outdoor Show etc..

WE REPRESENT

the Outdoor Industries at:

- Political Lobbying
- Outdoor Manifesto
- NGO's, NGB's, SRA, UKA, Sport England etc.
- International trade shows
- APPG & Political working groups
- EOG, SOG, OIA (USA) etc.
- European Outdoor Summit (EOS)
- Partner EOG & OIA (USA) in CSR & Sustainability & global issues

We are Sport England compliant for 'Good Governance', have a sustainable balance sheet and a supporting P & L.



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



© Peak UK

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 its 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 OFFSTED could use the 'Daily Mile' as a simple effective measurement of a schools 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.

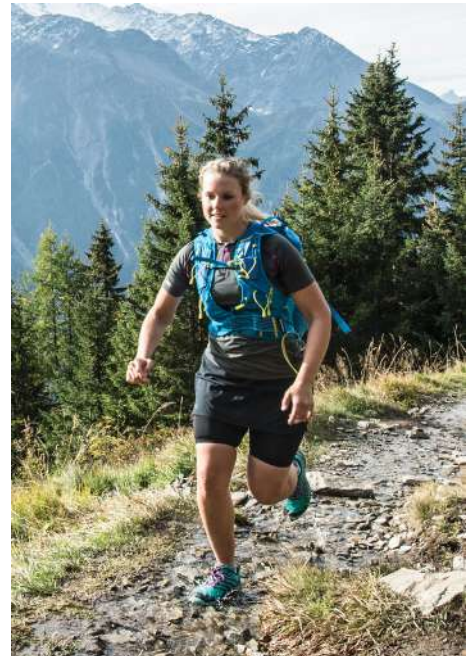
THE OIA BELIEVE WE SHOULD:

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.





WWW.THEOIA.CO.UK