

'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.