Review of Operational Plan
Key Successes
April 2012 - April 2015
INTRODUCTION

During the Operational Plan period (2012 -2015) ORNI focused its activities on five main areas of work:

1. Supporting Partnerships
2. Planned Development
3. Volunteering
4. Widening, increasing and sustaining participation
5. Information and Marketing

1. PARTNERSHIPS

Strategic aim: To facilitate the development of partnerships, exchange of information, seek solutions to perceived difficulties and give support to all organisations that have a direct or indirect involvement in the development, management and promotion of outdoor recreation across Northern Ireland, resulting in greater co-operation and partnership working in the delivery of sustainable outdoor recreation based programmes.

Facilitated over 40 partner organisations working in the domain of outdoor recreation at a national, regional and local level mainly through acting in an advisory capacity.

HEADCINES

£2.617 million
secured for projects from external funding bodies

23,336
members of the public took part in our organised outdoor recreation events

508
dedicated Volunteers assisted us in our work

£146,205
of activity experiences sold for outdoor activity providers through Gift Vouchers and NI Adventureland Weekend

£3.2 million
people reached through social media channels (2014-2015 only)

£13.85 million
equivalent advertising value of PR generated for outdoor recreation per se

1243
trained in a wide range of outdoor recreation related subject matter

25
studies completed and 3 strategic documents published

750,000
unique visitors now visit our websites each year

140,000
visits made to NI’s 3 Mountain Bike National Trail Centres (June 2013 - March 2015)

50 people benefited from attending 4 best practice learning journeys to Great Britain

673 people benefited from attending 7 seminars covering a wide range of outdoor recreation topics
2. PLANNED DEVELOPMENT

Strategic aim: To deliver on the ground a suite of sustainable outdoor recreation facilities, geographically spread across Northern Ireland, that are effectively managed, thus ensuring a high quality and consistent experience for all users.

Key Successes:

Mountain Biking
- 95 kms of cross-country trails launched
- 10 kms of mountain bike trails designed and 50kms at design stage
- 2 pump tracks opened
- 1 BMX track designed
- 1 jump/trails track designed

Canoeing
- 650kms of coastal canoe trails launched
- 2 campsites developed
- 1 bothy opened
- 3 updated guides published

Walking
- 14 kms of new walking trails launched and 20 kms of new walking trails at design stage
- 21 new quality walks accredited
- 6 updated Waymarked Way guides published

Nature Play
- 4 sites developed for ‘nature play’

Multi Use trails (walking and family off-road cycling)
- 15 kms of multi-use trails launched and 10 kms of multi-use trails at design stage

Ecotrails
- 3 ecotrails developed

Principles and Standards for Trail Development in Northern Ireland

Key Successes:

3 Strategic Documents published
2. PLANNED DEVELOPMENT CONTINUED

Key Successes:
25 studies completed for individual sites through to Areas of Outstanding Natural Beauty (AONBs)
3. VOLUNTEERING

**Strategic aim:** To provide a wide range of opportunities to volunteer in outdoor recreation related activities thus encouraging greater ownership of the outdoor recreation resource at a local level.

**Key Successes:**

- **175** Volunteer Rangers gave 8658 hours, valued at £259,740, to maintaining 1096kms of walking trails, 650kms of canoe trails, 30kms of off-road family cycling trails and 16 ecotrails.

- **300** Volunteers upskilled in areas relevant to their volunteering efforts.

- **86** new Mountainbike Trail Rangers gave 648 hours towards maintaining 4 mountain bike trail centres.

- **247** Volunteers were trained to lead Community Walks.

4. WIDENING, INCREASING AND SUSTAINING PARTICIPATION

**Strategic aim:** To widen, sustain and increase the number of local people participating in outdoor recreation activities across Northern Ireland resulting in the increased health and well-being of the nation.

**Key Successes:**

- **589** received training in a wide range of outdoor recreation activities from awareness sessions through to leadership level. Participants included outdoor activity providers, education providers and community organisations.

- **29 Canoeing**

- **49 Climbing**

- **254 Walking**

- **14 Orienteering**

- **12 Archery**

- **118 Leave No Trace**

- **113 Sustainable Trail Design & Construction**
EVENTS

23,528 participated in outdoor recreation events including:

13,536 participated in the first two years of the Get Outdoors Weekend by attending 163 events.

3647 participated in Northern Ireland Adventureland Weekend events.

1137 on average participated annually in the Giant’s Causeway Sportive resulting in a direct economic impact to the Moyle area of £495,000 over 3 years. 22% of all participating in the event were from outside Northern Ireland.

5. PROMOTION

Strategic aim: To increase the awareness of, participation in and the economic benefit of, outdoor recreation across Northern Ireland by both the local population and visitors, through the provision of high quality information and marketing excellence of the available products and opportunities.

Key Successes:

- £13.85 million equivalent advertising value of PR generated for outdoor recreation per se.
- 100,000 people viewed our online videos via Facebook, YouTube and specialist channels (2014/2015 only).
- 3.2 million people reached via social media channels (2014/2015 only).
- 750,000 unique visitors now visit our websites each year.
- £105,423 Activity Experience Gift Vouchers sold for activity providers via OutdoorNI.com.
- £40,782 Northern Ireland Adventureland Weekend experiences sold for outdoor activity providers.