

Action Areas	Committed / Potential Delivery Partners	Proposed Objective across South West	Action and targets	Outputs	Notes
Training & Guidance	Natural England SW OfA Group	Provide expert advice and guidance on diversity in the natural environment	SW Communications and Advocacy plan developed	National & regional Diversity & equality plans in place	New rewritten/smarter national plan expected by July 2010. Helen Macvicker will provide update at regional meeting on 21 July . SW plan updated May 2010
			SW OfA group to consider a Promotional/training activity or event	Increased knowledge and understanding of wider social inclusion agenda, activities and skills by practitioners and managers.	O4A group to consider running an annual SW diversity event 4qtr 2010/11
	Natural England SW OfA Group	Produce guidance on visitor survey methodologies in order to enable recreation providers to capture effective participation data	Work with SWPLF to ensure consistency across the region and with national techniques	Creation of centrally held data pool of SW statistics on visitor numbers	Consider yearly reporting mechanism to central agency
			Workshops within SW Outdoors for All group to ensure consistent methodology	Workshops on data collection and interpretation for SW OfA group. <i>Completed</i>	Provide annual opportunity to share, compare and where appropriate collate, information about under-represented groups visiting 'the countryside'.

South West 'Outdoors for All?' Action Plan

May 2010

Action Areas	Committed / Potential Delivery Partners	Proposed Objective across South West	Action and targets	Outputs	Notes
Information & Education	Defra, Natural England, National Parks, Local Authorities, Youth Hostel Association (YHA), Forestry Commission	Provide information in a range of accessible formats, to meet the needs of under-represented groups	Organise training from specialist partner organisations in the production of information Establish a 'diversity proofing' mechanism that organisations can use	Information to be produced in more accessible formats. SW OfA Group network sharing annually.	Make 'share event' part of training day
	Defra, Natural England, National Parks, Local Authorities, Youth Hostel Association (YHA), Forestry Commission, Sector providers and voluntary sector	Promote action plan through stakeholder websites, literature and media	SW OfA group to promote updated action plan to SW region	Establish links on all partner organisation websites. Promotional event	
	Defra, Natural England, Department for Children, Families and Schools, YHA, Wildlife Trusts, Voluntary sector	Engage and educate children & young people about the benefits of enjoying the natural environment	Use SW OfA network as opportunity to advertise events and opportunities.	Organisations to meet their own targets on engaging young people in the Natural Environment	Discuss event at July meeting
			Consider a SW OfA regional event or SW 'OfA Day'	Establish a SW OfA event	
Championing, Governance & Regulation	Defra, Natural England, Local Authorities, other NDPBs, YHA	Promote role of diversity & equality champions	Support BME MOSAIC project and Young People MOSAIC project.	40 young champions recruited by 2011. 10 -15 BME champions recruited by 2012.	Baseline figures through MOSIAC project

Action Areas	Committed / Potential Delivery Partners	Proposed Objective across South West	Action and targets	Outputs	Notes
Funding & Resources	Natural England, Black Environment Network (BEN), Mind, British Waterways, British Trust Conservation Volunteers (BTCV), Environment Agency, Forestry Commission, Green Space, Groundwork UK, Land Restoration Trust, The National Trust, RSPB, The Wildlife Trusts, The Woodlands Trust (SW OfA group)	Provide increased opportunities for disadvantaged communities to experience the natural environment, through relevant lottery schemes.	All organisations to continue to support projects through external funding.	Report/case studies on a yearly basis reporting on successful projects.	
			SW OfA group to look at potential funding sources for 1 st project as a partnership.	SW OfA partnership project start by 2012	Ideas needed for regional projects.
Research & Evidence	Natural England, National Parks	Develop a programme for the most deprived communities in each region, to increase opportunities to experience the natural environment	Support BME MOSAIC project and Young People MOSAIC project.	Produce effective evaluation of projects and disseminate key findings and recommendations.	Regular updates to highlight & promote best practise
	Natural England	Establish baseline data and report on access to the natural environment	MENE survey commissioned	Publish data and disseminate report through SW OfA group	Report back at July meeting via Martin & Helen MacVicker
	South West Protected Landscape Forum, OfA group SW	Utilise existing resources to establish a coordinated and consistent approach.	Raise awareness and enable organisations to share research, past and future within the SW	Collate and disseminate research/best practice in SW. Commission research into specific areas as knowledge gaps and opportunities arise.	Potential funding applications from SW OfA group to commission action research projects.

South West 'Outdoors for All?' Action Plan

May 2010

Action Areas	Committed / Potential Delivery Partners	Proposed Objective across South West	Action and targets	Outputs	Notes
Partnerships forums & networks	Natural England, SW OfA group	Through national and regional action plan forums, review "Outdoors for All?" progress and share information and best practice	Meet quarterly at regional level in order to report SW progress on a National level	Produce quarterly minutes and actions for SW group.	Next meeting July 21
	Defra, Natural England, Local Authorities, Utilities Authorities, Voluntary Sector, & Under-represented groups	Review membership / effectiveness of existing forum/group.	Review diversity of group and existing organisations.	Ensure SW OfA group has representation from all sectors and has a diverse range of membership.	
			Consider membership and inviting organisations/groups that are not represented	Explore funding streams to support participation from groups/organisations who may otherwise not participate (third sector)	
Plans & Strategies	SW OfA group				Await refreshed national plan due in July 2010
Service Planning & Performance Measures	SW OfA group				Set up way of using SW OfA group as a diversity proofing body for all organisations

Action Areas	Committed / Potential Delivery Partners	Proposed Objective across South West	Action and targets	Outputs	Notes
Volunteering, Employment & Careers	Natural England, National Parks, other public bodies and voluntary sector	Engage Community Champions and mentors in order to encourage people from under-represented groups to visit the natural environment, access training and enter employment.	Support BME MOSAIC project and Young People MOSAIC project.	40 young champions recruited by 2011. 10 – 15 BME champions recruited by 2012.	SW OfA group to support by offering, new volunteering opportunities, job placements, recruitment where possible .
	Natural England, National Parks, other public bodies and voluntary sector	Increase the number and diversity of people volunteering their time to help conserve and enhance the natural environment, by 5%.	Establish a baseline in the SW	NE Commissioned research 'Making Volunteering Easier in the South West' now available.	NE working with SWF and SWEVG to roll out actions in each county via volunteer centres
			Ensure organisations have volunteer opportunities accessible to all	Best practice case studies and increased participation of under-represented groups by 5% by 2012.	