



**OUTDOOR  
RECREATION**  
NORTHERN IRELAND



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

# HEADLINES

**£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)



Photo courtesy of Sinead Cramlish

## 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.



## 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**  
 95kms of cross-country trails launched, 10kms of mountain bike trails designed and 50kms at design stage  
 3.2kms of downhill trails launched  
 1 jumps park opened  
 2 pump tracks opened  
 1 BMX track designed.  
 1 jump/skills track designed



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



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



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



**Nature Play**  
 4 sites developed for 'nature play'

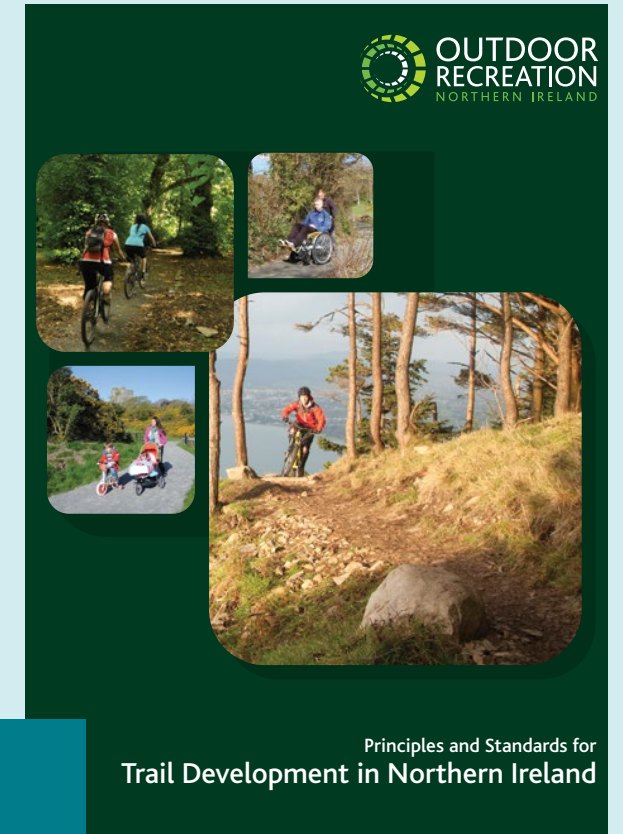


**Ecotrails**  
 3 ecotrails developed

## 2. PLANNED DEVELOPMENT CONTINUED



**TOOLKIT FOR THE DEVELOPMENT OF COMMUNITY TRAIL NETWORKS**  
 OUTDOOR RECREATION NORTHERN IRELAND



**OUTDOOR RECREATION NORTHERN IRELAND**  
 Principles and Standards for Trail Development in Northern Ireland



**OUTDOOR RECREATION NORTHERN IRELAND**  
**Mountain Bike Strategy for Northern Ireland 2014 - 2024**  
 Creating a World Class Destination  
 Prepared by Outdoor Recreation NI - May 2014

### Key Successes:

**3** Strategic Documents published

## 2. PLANNED DEVELOPMENT CONTINUED

### Key Successes:

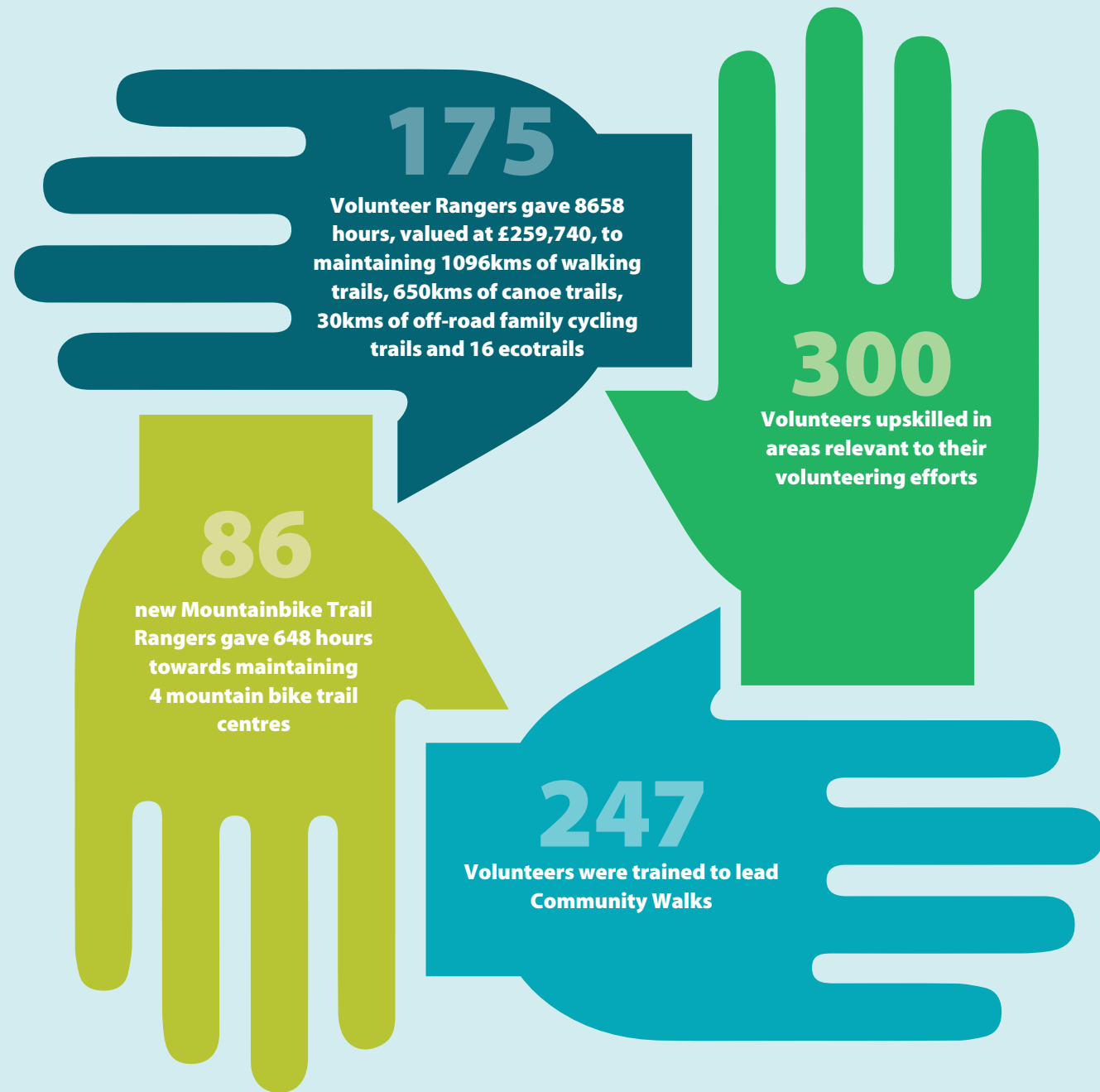
**25** studies completed for individual sites through to Areas of Outstanding Natural Beauty (AONBs)



### 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:**



### 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.



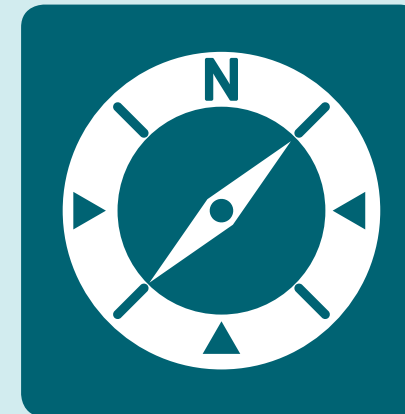
29 Canoeing



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:



## 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:

**£105,423**

Activity Experience Gift Vouchers  
sold for activity providers via  
OutdoorNI.com

**£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

**£40,782**

Northern Ireland Adventureland  
Weekend experiences sold for outdoor  
activity providers

Outdoor Recreation NI is supported by



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