

## Introduction:

# Coventry Outdoors Education Strategy 2025 - 2027

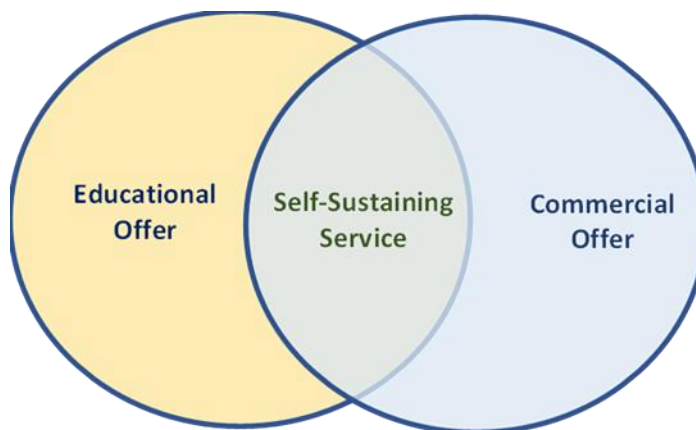
## Introduction:

Outdoor education and activities hold immense value in promoting holistic development among individuals of all ages, fostering physical fitness, mental well-being, social skills, and environmental awareness.

Coventry City Council recognises the importance of integrating outdoor education and activity programs into education and its community services. This strategy aims to outline a comprehensive approach that caters to the diverse needs of children, young people, adults, and commercial ventures.

In line with the One Coventry Plan this strategy aims to enhance accessibility and engagement through the implementation of a sustainable hub-and-spoke model, connecting a central outdoor education, training, and wellbeing hub to smaller satellite locations across the city.

Coventry Outdoor Education (also known as Coventry Outdoors) aims to provide a sustainable Outdoor Education Service through operation of a hybrid provision, including educational provision and commercial ventures.



## Objectives:

### 1. Enhancing Educational and Therapeutic Provision for Children and Young People through Outdoor Education:

Development and implementation of:

- Outdoor education programmes aligned with the National Curriculum, to support educational establishments in embedding outdoor education into the curriculum.
- Courses and programmes that support character education, personal development, and employability skills for children and young people.
- Bespoke Alternative Provision programmes as part of the Council's wider education entitlement framework to provide therapeutic programmes and

qualifications for individuals who may benefit from non-traditional educational approaches.

- In City holiday programmes that offer enriching outdoor experiences for children and young people during school breaks.
- Residential programmes at the Council's Outdoor Education Centre in North Wales for primary, secondary and higher education students offering both field study and adventure courses focusing on character and personal development
- Building and developing a Robust, agile and sustainable delivery infrastructure that meets need

## **2. Professional Development for Adults:**

Development and implementation of:

- Continuous Professional Development (CPD), training, and apprenticeship courses for educators and practitioners to embed outdoor education and activities within their curriculum intent or general practice.
- Professional high-quality advice, guidance and support for schools and establishments in managing educational visits and activities, ensuring practitioners have access to resources and information necessary for safe and effective outdoor learning experiences.
- Implementation of new programmes and qualifications aligned with CCC climate change strategy and green skills roadmap

## **3. Sustainability Awareness and Development:**

Development and implementation of:

- Integrated sustainability principles throughout the service and into outdoor education programmes, emphasising climate change education, conservation, and eco-friendly practices, in line with the One Coventry Plan
- Collaboration with local environmental organisations and stakeholders to develop initiatives that address climate change within the hub-and-spoke model.
- Integrated delivery plan aligned with CCC Green Skills Roadmap

## **4. Hub-and-Spoke Model Development:**

Development and implementation of:

- An eco-friendly Outdoor Education, Training, and Well-being hub as the central point with a focus on outdoor education, training and health & wellbeing. The hub will operate under a self-sustaining commercial business model, delivering eco-friendly outdoor activities and ventures.
- Established smaller outdoor areas, or "spokes," in various wards across the city, located in schools, parks, and open spaces to increase inclusivity, accessibility, and engagement.

- Connecting schemes from the hub to the allocated spoke areas through coordinated programming, shared resources, and networking opportunities.

## **5. Commercial Strand Development:**

Development and implementation of:

- An established commercial arm focused on outdoor activities that financially support educational provision, operating under a profit-for-purpose model.
- A range of commercial services such as group activities, expeditions, corporate packages, holiday programmes, and events to generate revenue while promoting outdoor engagement and education.
- Raising the profile of OES and developing joint initiatives with both internal and external stakeholders.

## **6. Equality and diversity, making Outdoor Education more attractive to underrepresented groups**

- focus on addressing historical inequities, promoting accessibility, and fostering a sense of belonging.
- acknowledging past discrimination, providing financial and physical access to outdoor spaces, and actively engaging diverse communities in program development and outreach.
- Develop strategies that addresses green space inequalities empowering communities to provide skills and break down historic barriers.

## **Strategies:**

### **1. Curriculum Development:**

- Collaborate with educational institutions to develop and implement outdoor education programmes aligned with the National Curriculum.
- Through recognised theories and established approaches incorporate character education, personal development, and employability skills programmes.
- Operating through the Coventry Alternative Provision Framework, provide alternative provision programmes that offer therapeutic outdoor experiences for individuals with specific needs, ensuring inclusivity and accessibility.
- Work to develop continuous pathways with other service providers for the benefit of Coventry residents, such as joint partnership with UCLAN to provide pathways to Further education.

### **2. Professional Development for Practitioners:**

- Provide and deliver comprehensive CPD sessions, training workshops, and apprenticeship courses tailored to equip educators and practitioners with the skills and knowledge needed to integrate outdoor education into their teaching practice.

- Establish a platform and Service Level Agreement for Educational Visits Service Support to support practitioners in planning and executing safe, compliant, and enriching outdoor learning experiences.

### **3. Sustainability Integration:**

- Aligning with the Green and Blue Infrastructure Strategy work closely with internal teams, local environmental organisations and stakeholders to develop initiatives that raise awareness and engagement, address climate change and promote conservation efforts with children, young people and their families. (Appendix D)
- Embed sustainability principles throughout the outdoor education service and into all outdoor education programmes, promoting environmental awareness and action among participants.

### **4. Hub-and-Spoke Integration:**

- In line with the Parks and Open Space Strategy and the Green and Blue Infrastructure Strategy, establish an eco-friendly hub as a central point for outdoor education, training, and well-being activities, while developing spokes in various wards to extend reach and accessibility.
- Facilitate coordination between the hub and spokes to ensure shared resources, programming, and networking opportunities.

### **5. Commercial Ventures:**

- Focus on outdoor activities that financially support educational provision under a profit-for-purpose model.
- Offer a diverse range of commercial services to attract various audiences and generate revenue for sustaining educational initiatives.
- Develop marketing strategies to promote commercial offerings, targeting groups, corporations, and individuals seeking outdoor experiences for leisure, team-building, or special occasions.
- Establish partnerships with leads, businesses, and organisations to offer commercial outdoor activities that complement educational provision and generate revenue.

### **6. Equality and diversity, making Outdoor Education more attractive to underrepresented groups**

- Be aware of the historical exclusion of certain groups from outdoor spaces and activities.
- Incorporate the stories, knowledge, and contributions of various communities to the outdoors in our programming.
- Make sure outdoor spaces and activities are accessible to individuals with disabilities
- Partner with community leaders and organisations to co-create programs that resonate with their needs and interests.
- Ensure that all participants feel safe, respected, and valued in the outdoor environment

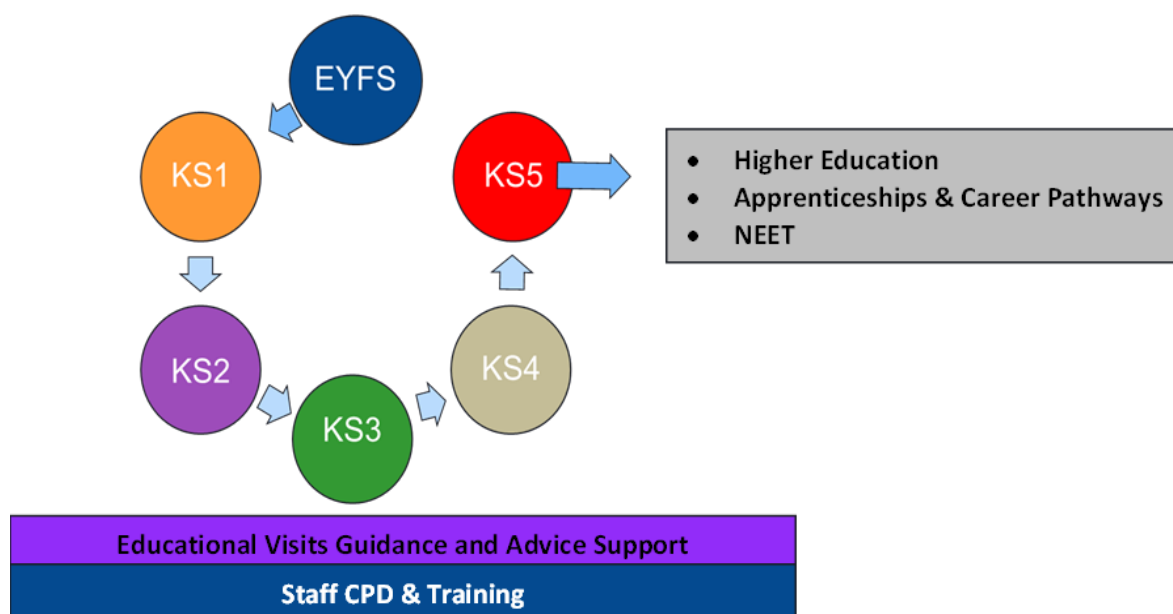
- Feature diverse individuals and stories in our outreach materials and program activities
- Integrate traditional ecological knowledge and practices from diverse culture
- Provide opportunities for participants to connect with nature on a personal level and reflect on their experiences

## Implementation:

### 1. Hub-and-Spoke Implementation:

- For Hub and Spoke development, In line with the Parks and Open Space Strategy and the Green and Blue Infrastructure Strategy, conduct a thorough assessment to identify a suitable location for the eco-friendly Outdoor Education, Training, and Well-being hub, facility design, business model development, partnerships, community engagement, infrastructure development for each spoke site.
- Facilitate coordination between the hub and spokes to ensure shared resources, programming, and networking opportunities.

### 2. Curriculum & SEMH integration and Implementation:



- Allocate resources to support the development and implementation of outdoor education programmes for children, young people, and adults.
- Forge partnerships with schools, educational institutions, outdoor activity providers, and commercial entities to leverage expertise, resources, and support for program delivery.
- Working with the Green and Blue Infrastructure working group, develop and implement awards and schemes which can be rolled out into educational establishments within the city.

### **3. Professional Training and Support:**

- Source funding for training initiatives and professional development opportunities for educators and practitioners interested in incorporating outdoor education into their practice.
- Implement and launch the professional Outdoor Education training and support hub. Offering courses, workshops, and apprenticeship programmes.
- Implement and launch the Educational Visits Advice and Guidance Service Level Agreement to assist practitioners in planning and executing educational visits, ensuring compliance with health and safety regulations and educational objectives.
- Collaborate with external partners to offer specialised training programmes and workshops.

### **4. Commercialisation and Revenue Generation:**

- Develop a business plan for the commercial strand of outdoor activities, outlining revenue targets, marketing strategies, and operational plans.
- Monitor and evaluate the financial performance of commercial ventures, reinvesting profits into educational provision and program enhancement.

### **5. Promotion and Engagement:**

- Promote outdoor education and activity programs through targeted marketing campaigns, community outreach, and engagement activities.
- Encourage participation from diverse groups within the community, ensuring inclusivity and accessibility.

## **Evaluation and Review:**

### **1. Monitoring and Feedback:**

- Implement mechanisms for monitoring the implementation of outdoor education and activity programmes and commercial activities, from participants, practitioners, and stakeholders.
- Use feedback to inform service and programme improvements, address challenges, and identify opportunities for expansion and innovation.

### **2. Periodic Review:**

- Conduct regular reviews of the outdoor education strategy to assess its effectiveness in achieving objectives, aligning with educational priorities, and remaining financially sustainable.
- Adjust strategies and priorities as necessary based on changing demographics, educational policies, business sustainability and stakeholder feedback.