



*Improving countryside awareness
and opportunity for all
through education*



Dundee Outdoor Learning Strategy Development Project Plan

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1. Background

In 2012, Dundee Partnership produced 'The great Outdoors'- an outdoor Learning strategy for Dundee 2012-2017. The overarching aim of the strategy was to 'develop outdoor learning opportunities for all'. Following a wide consultation process, 7 key strategic priorities were identified to help structure the delivery and future development of outdoor learning provision in Dundee which are:

- Curriculum for Excellence
- Health and Wellbeing
- Community engagement/ communications
- Managing resources
- Volunteer and Volunteering
- Training and development
- Monitoring and Evaluation

During strategy development, the primary outdoor learning strands considered were that relating to recreation and environmental/ conservation.

In 2015, Countryside Learning Scotland (CLS), a charitable organisation involved in helping people to learn about the countryside began working in partnership with Dundee City Councils Outdoor Learning Department to help develop the strategy to include this important strand of outdoor learning that involves traditional land use and rural industry. CLS state that Scotland's rural environment provides so many learning and health and well-being opportunities across many industries there are too many to list. It CLS's opinion that the current Outdoor Learning Strategies in most L/A areas are limited due to a number of barriers such as School budgets; an overstretched teaching population unaware of the educational opportunities within the countryside and rural education transport requirements to name a few. These barriers are stifling opportunities for young people to experience and

access the outdoors and the social, environmental, skill development and health and well-being benefits this form of education brings as well as training and career opportunities across the social spectrum.

In order to provide a realistic solution to give Scotland's young people a better quality and more diverse outdoor learning experience CLS have set up a local authority OLS development pilot project in partnership with Ancrum outdoor centre and Dundee City Council to restructure their outdoor learning strategy.

CLS Vision

To support Dundee City in leading Scotland's Local Authorities in the Development of their O.L. Strategies to provide wider ranging and more diverse outdoor learning opportunities across all rural industries and activities. Ensuring a direct link to

1. The curriculum for excellence
2. Rural Qualifications and careers
3. Progressive, age related, opportunity for rural activity and hands on learning for people from all backgrounds and abilities across Dundee and its surrounding area.

CLS **aims** are to:

- Improve the national awareness of and engagement with the countryside and the opportunities it provides
- Improve people's quality of life through increasing their access to and responsible use of the countryside
- Improve awareness and access to rural skill development, careers, qualifications and training
- Give people the information and practical experiences they need to make positive choices in order to improve their lives in ways that directly relate to the countryside.
- Offer opportunities to learn more about the countryside for everyone, including people who already have access to the countryside, and to those who do not.

Dundee Partnership Vision:

To inspire people of Dundee to be more connected to the great outdoors and promote Outdoor Learning opportunities for all.

Mission

- To raise awareness of clubs, groups, providers and organisations delivering outdoor learning in and around Dundee.
- To encourage people to visit our wonderful open green spaces and natural environments.
- To provide educational materials and resources to support learning in the outdoors.
- To highlight local and national opportunities for training, qualifications, volunteering and job vacancies across the outdoor learning sectors.
- To promote a wide range of outdoor events and activities.

2. Project Outcomes

The current revised outdoor learning strategy action plan will include the following:

- Dundee's young people from all backgrounds and abilities will have the opportunity to improve their skills, health, wellbeing and self-esteem through the provision of access to outdoor education, training and careers across all areas of rural life whether recreational, environmental or traditional land use.
- Dundee's teachers, youth and community leaders will have the knowledge and confidence to organise and deliver quality, balanced outdoor learning experiences for the young people in their care.
- To sustain and protect Scotland's wild places through developing a better understanding, awareness and knowledge amongst Scotland's urban and rural population alike of the social, environmental and economic balance of our diverse rural land use.
- To provide Scotland's people with the opportunity of a more diverse and balanced outdoor educational, training and career experience through providing access to countryside learning across all areas of rural life including recreation, traditional land use and the environment.

Single outcome Agreement 2013-2017 - Dundee Outcomes

The outdoor learning partnership project will contribute to Dundee Outcomes 1-4 which are highlighted below:

Dundee Outcome 1

Dundee will be an internationally recognised city at the heart of a vibrant region with more and better employment opportunities for our people.

Dundee Outcome 2

Our people will be better educated and skilled within a city renowned for learning and culture.

Dundee Outcome 3

Our children will be safe, healthy, achieving, nurtured, active, respected responsible and included.

Dundee Outcome 4

People in Dundee will have improved physical health and mental well-being and will experience fewer health inequalities.

3. Delivery Objectives

Providers * – charities, organisations, clubs, businesses, local government dept.'s etc. who provide outdoor learning facilities, training and careers opportunities and or learning resources.

Users ** – Teachers, social workers, youth workers and leaders, and the people in their care benefiting from participating in rural learning, training and career development ,public at large.

Website- www.dundeeoutdoors.com

- Develop Dundee Outdoors website as a one stop shop to include a more diverse range of learning opportunities across all three strands of outdoor learning including recreation, rural industry and environmental/conservation.
- Improve Dundee teacher's youth and community leader's awareness of and access to outdoor education opportunities across all three outdoor learning strands.
- Provide Dundee teachers youth and community leaders and other practitioners with a practical user friendly system to access and deliver outdoor learning opportunities.
- Establish stronger links between groups, clubs and organisations and create synergies to enhance and nurture quality outdoor learning experiences.
- Develop a collaborative approach to ensure best use of limited resources and sustainable provision for all.
- Raise awareness of Dundee's unique outdoor environment as a place to learn
- Create opportunities and overcome barriers for people to participate in positive outdoor learning activities within and out with Dundee.

Providers *

- Increase the number and quality of outdoor learning providers within Dundee and its surrounding area
- Ensure Users ** have ease of access to and communication with Providers

Teacher and community leader training

- Improve teacher's youth and community leader's knowledge, awareness of and access to rural education opportunities and their benefits in relation to the curriculum for excellence.
- Develop a willingness and confidence amongst teachers, youth and community leaders to actively participate in the organisation of hands on rural learning experiences for the young people in their care.

PR/Marketing

Internal - User groups

- Raise the profile of the benefits of outdoor learning to teacher's youth and community leaders.
- Sustain the profile of outdoor learning and its benefits within schools and youth groups.
- Improve awareness amongst teachers, youth and community leaders, young people and Dundee's population of the diversity of outdoor learning opportunities within the City; in the surrounding area; nationally and internationally.

External – national

- Increase national awareness of the benefits of participation in outdoor learning socially educationally, economically and environmentally
- Promote the Dundee pilot as a flexible method of delivering those benefits.

Qualifications and Careers

- Increase awareness of the qualification and career options within the rural sector for people from all backgrounds and abilities through CLS's 'Pathways to work' project.
- Ensure careers staff have access to practical and user friendly information on outdoor pathways to work including training, qualifications, volunteering opportunities and jobs.

4. Delivery Implementation

Dundee Outdoor Learning Website

- Develop a Dundee Outdoors website to include rural industry and environmental opportunities.
- Create a structured user friendly **providers* database with information on the provision each organisation / facility can offer
- Populate the website org/provider's database with orgs and providers from within the City, the surrounding area, nationally and internationally.
- Build a national online mapping system linked to the provider database showing Dundee/ Scotland's outdoor learning organisations and facilities across all industries.
- Work with other partner organisations to populate with recreational and rural information and educational material for schools and community groups.

Providers

- Ensure providers are aware of child protection, risk assessment and other relevant health and safety training and procedures and that they are in place to protect providers and users**.
- Encourage new providers from a diverse range of rural industries to engage with the project from within the City and its surrounding LA's
- Build partnerships with new and current providers locally and nationally.
- Deliver support for providers to improve the quality of and access to the experiences they offer.
- Promote the benefits of engaging with the next generation to providers.
- Build a providers database alongside the providers mapping system that will show what each facility and organisation offers.

Teacher Training

- Collate and populate website with information on the current outdoor learning training available to teachers and community leaders.
- Liaise with community leaders, Primary and Secondary school head teachers to discuss how best to 1. Engage their staff and provide them with the training to use the website effectively. 2. Increase their knowledge of outdoor learning in relation to the curriculum for excellence. 3. Increase their confidence to deliver in the outdoors.
- Deliver staff awareness and training programme.

PR/Marketing

- Build a partnership with Education Scotland in particular through their National Network for Outdoor Learning (NNOL) with a view to promoting the Dundee pilot to other LA areas.
- Organise and deliver a launch event to promote the pilot to targeted individuals, other Local authority areas and national government education departments.

- Develop an ongoing internal PR programme within the City to ensure outdoor learning and its benefits and opportunities has a continued profile throughout the city and its target audiences.

Qualifications and Careers

- Populate website with Career information online rural and outdoor job site links
- Populate website with qualification, training and volunteer opportunity information in relation to working in the outdoors
- Promote rural training organisations on website
- Liaise with Dundee City careers and Guidance staff to promote the information provided on website

5. Organisational Objectives

Partnerships

- Agree and Sign off Terms of Agreement with Dundee City Council for the project
- Develop strong partnerships with Dundee City Council, Leisure and Culture Dundee and other outdoor learning partners.
- Create regular quality communications with Education Scotland; third sector organisations and charities delivering outdoor and countryside education and local clubs and providers of rural learning facilities.

Funding

- Continue to source both internal and external funding to support the development and sustainability of the project.

Marketing

- Position the Dundee Outdoor learning Partnership (CLS/ Ancrum /DCC and selected management group members) as the group that delivers quality, high impact, targeted, co-ordinated educational service provision for the rural sector in particular through use of social media, linked web sites, local and national media, promotional materials and any other information dissemination mediums.

Governance

- Develop best practice at all levels of the project, to ensure quality delivery, full evaluation and reporting, regular strategic planning reviews, compliance with DCC Child protection policy, involvement of stakeholders where possible and clear procedures and remits for management group members.

6. Organisational Implementation

Partnerships

- Meet with the relevant Council officers to agree and sign off the delivery of the project.
- Arrange partnership meetings with the relevant local and national organisations to raise awareness of the project and create partnerships.
- Deliver the principles of the project to local clubs and facility providers.
- Create a management group consisting of reps from the relevant DCC departments

Funding

- Work with the management group to create a budget for the first two years of the project and to source possible funding streams.

Marketing

- Create social media profiles and link with other interested and relevant groups and departments within the City, on the Cities borders and nationally.
- Create a specific marketing role for management group member/s to ensure ongoing high profile of the project with the target audiences, local and national media, and other relevant organisations.

Governance

- Select and activate a project management group to oversee and advise on the progress and implementation of the business plan and ensure collaborative working, communication and ownership throughout the user groups. Agree meeting frequency and timings.
- Deliver the business plan to the management group for agreement.
- Appoint / employ office bearers for the project from DCC or from within the management group with clear remits.

7. Target Audiences

1. Schools Teachers and Community workers
2. Dundee and Scotland's young People from all backgrounds and abilities
3. Dundee and Scotland's adult population from all backgrounds and abilities
4. Dundee city council
5. Scotland's Local authority education and community departments
6. Education Scotland
7. Scotland's third sector education charities and organisations
8. Scotland's outdoor learning Facilities
9. Scotland's rural industries– all rural industries including traditional land uses, outdoor recreational activities and any industries supporting, maintaining and developing the countryside.

8. Timeline

This Business Plan is for the period Oct 2015 – Sept 2017; The plan will be appraised quarterly by the management group.

9. Management of the Project

A select steering group will be set up by invitation to oversee the project. The group will aim to be set up by Spring 2016.

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