



Institute for **Outdoor Learning**

The professional body for organisations and individuals who use the outdoors to make a difference for others.

Driven by a vision of Outdoor Learning as a highly valued form of development, education and employment in UK society.

AGM Agenda

1. Apologies
2. Approve Minutes / Matters Arising
3. Chairs Report
4. Treasurer's Report
5. Election of Trustees
6. AOB

Chair's Report : UKOutdoors project

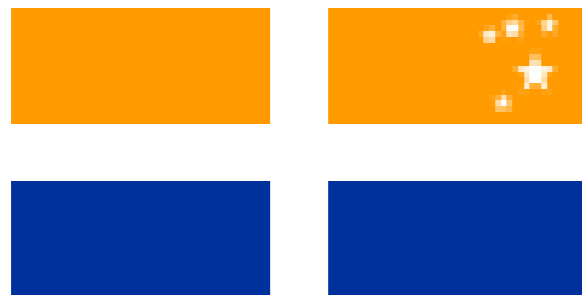
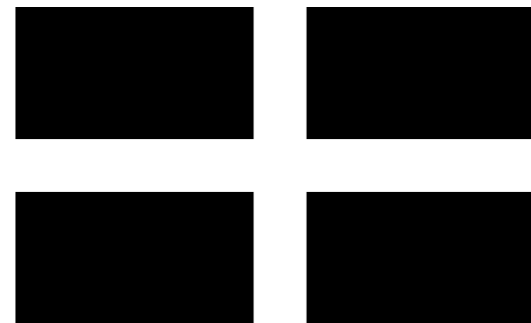
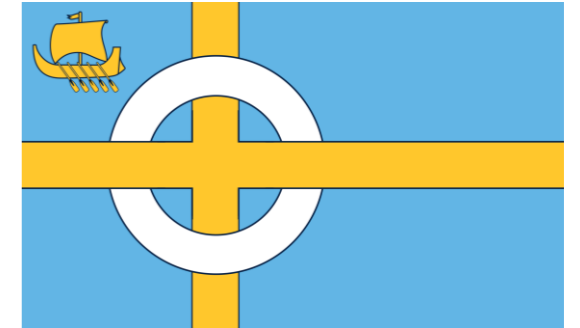


Chair's Report : Home Nations



Institute for **Outdoor Learning**

Chair's Report : Communities we serve



Institute for **Outdoor Learning**

Chair's Report : Developing the sector



Professional recognition



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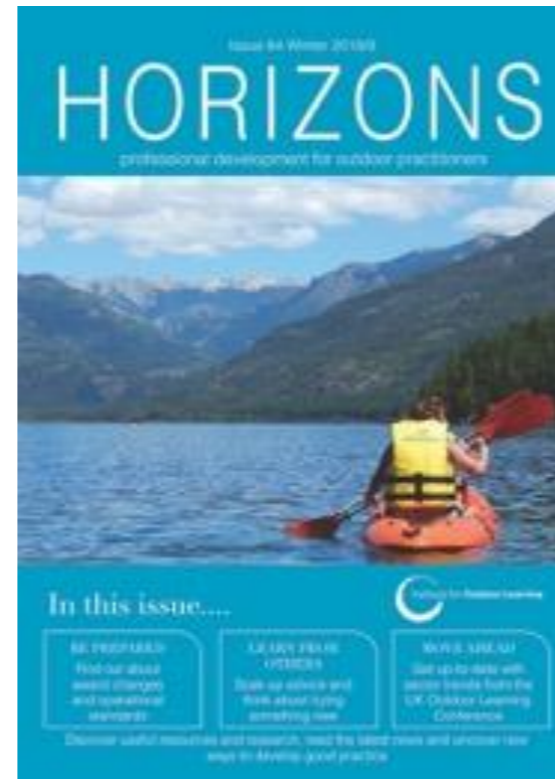
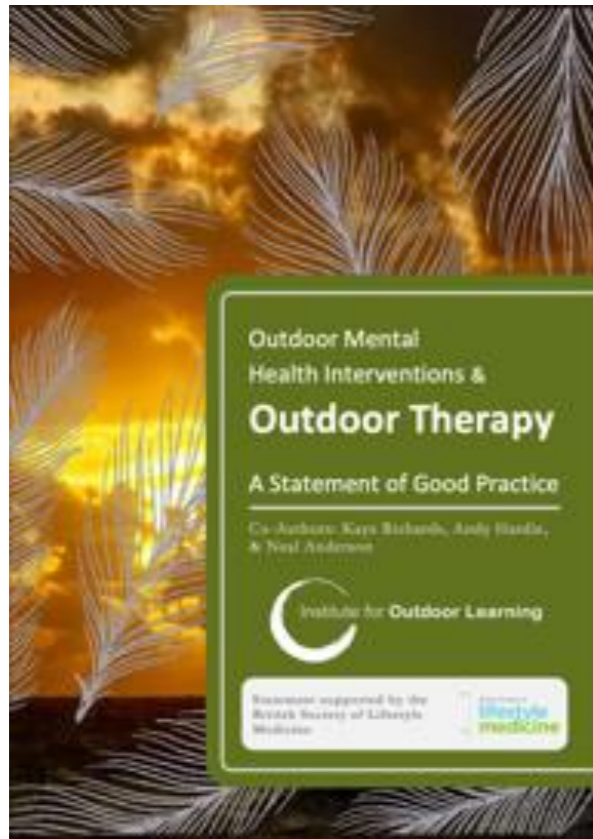
Register Of All-Party Parliamentary Groups [as at 16 December 2020]

Outdoor Learning

Title	All-Party Parliamentary Group on Outdoor Learning
Purpose	To provide a platform and focus for the various representative organisations involved in the outdoor learning sector; to encourage their access to parliamentarians; and to enable collaboration and discussion.
Category	Subject Group



Chair's Report : Supporting the sector



HOME - COVID-19 - MEMBERS - JOBS - EVENTS - GOOD PRACTICE - AWARDS - NEWS - HELP

Current Vacancies - New

Current Job Vacancies on the IOL Website

Jobs: 3 | Current Vacancies - New

Administration Sales, Catering, Hospitality, Ground	1	Apprenticeship, Trainee, Instructor Scheme	3	Management & Leadership	8
Outdoor Instructor, Teacher, Leader	23	Seasonal, Freelance, Self-Employed	23	England - East	3
England - North West	13	England - Midlands	9	England - North East	2
England - North East	3	England - South	2	England - South East	4
England - South West	3	England - Wales	3	Full-time	11
Part-time	13	Salary - £25K to £35K	3	Salary - £35K +	5
Salary - Day/Hourly rate	13	Salary - Up to £25K	24	Scotland - Central	1
Scotland - Highlands & Islands	1	Temporary	4	UK Based	4
Wales - North	2	Wales - South	3		

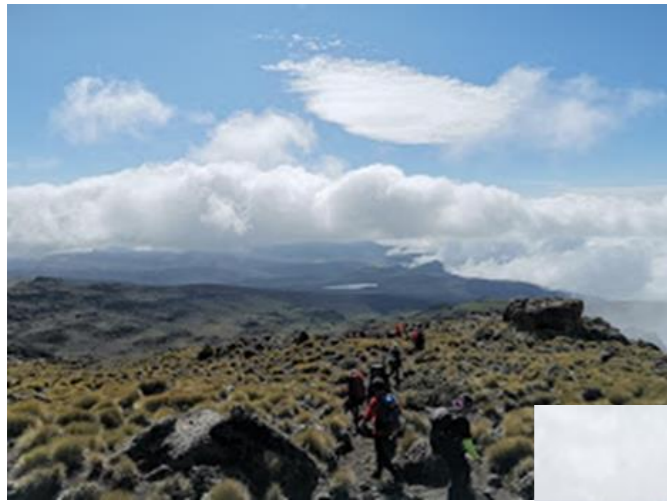
View all jobs | Traditional view

Senior Instructors & Instructors - Outward Bound, Wales, Cumbria, Scotland
arnfield care - Outdoor Education
MENDIP - Outdoor Instructor
ACTION 4 YOUTH - Instructor
FOREST PREPARATORY SCHOOL - Outdoor Learning Lead - Forest Prep School, London
YOUTH OPTIONS - Outdoor Learning Leader - Horticulture - Youth Options



Chair's Report : IOL's Purpose

Destination Outdoors



...in all its glory!

Chair's Report : ...and finally

Stop, Breath, Reflect & Learn

IOL has had to learn how take a breath;
how to stop and understand that stopping and reflecting
is time spent creating purposeful action





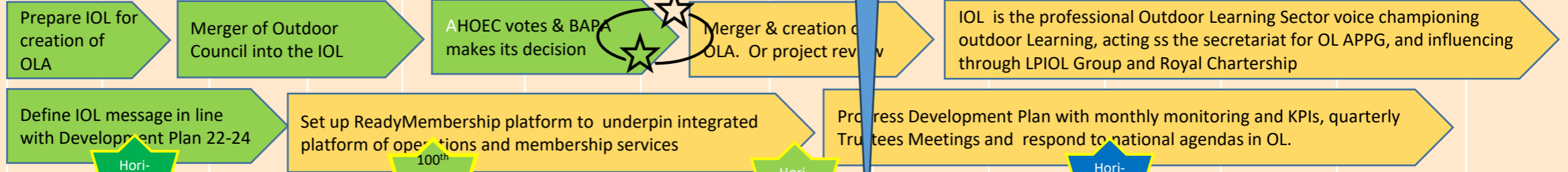
Development Plan 2022-24

Roadmap 2022 – 2024

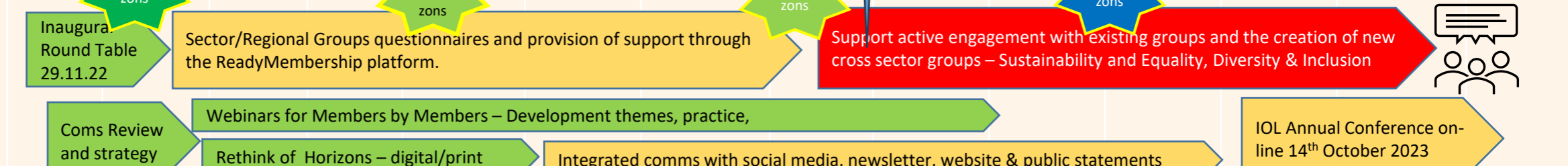
Updated 25 May 23

KPs 2022-24	OCT 22	NOV 22	DEC 22	JAN 23	FEB 23	MAR 23	APR 23	MAY 23	JUNE 23	JULY 23	AUG 23	SEP 23	October 23 - September 24
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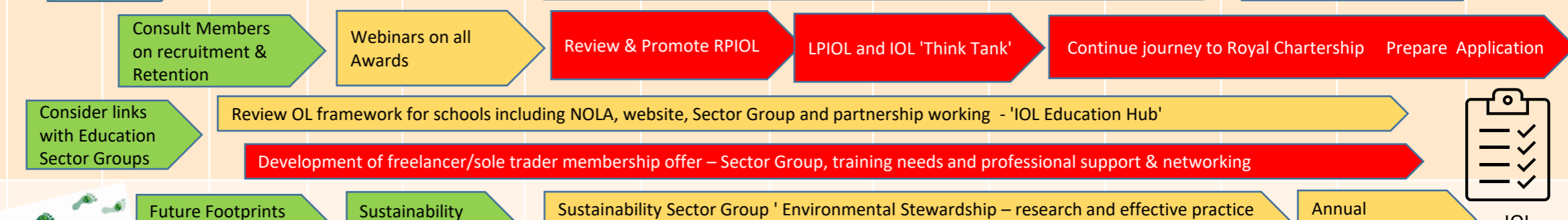
KP1. Champion OL by leading sector consultations & collaborations, & lobbying policy makers



KP2. Support members to develop connections & share practice regionally and nationally.



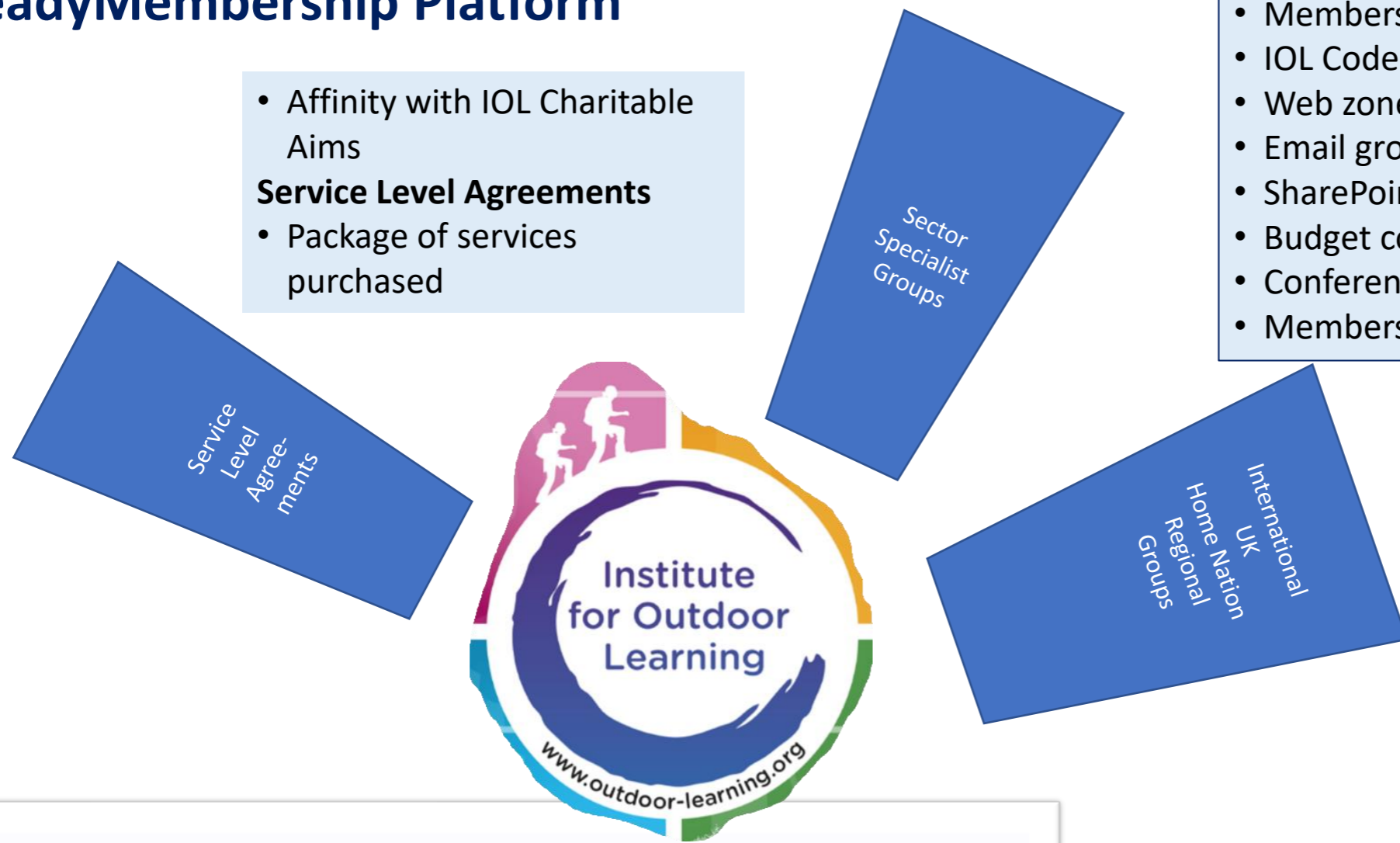
KP3. Provide career development, professional recognition, occupational standards, & external quality assurance for the OL sector



KP4. Define & develop quality in outdoor learning, sharing latest information, research and good practice.



Organisational Structure and ReadyMembership Platform



- Affinity with IOL Charitable Aims
- Service Level Agreements**
- Package of services purchased

- Sector Specialist Groups**
- Constitution that identifies specialism
 - Membership criteria
 - IOL Code of Conduct
 - Web zone
 - Email group
 - SharePoint site
 - Budget code
 - Conference/Network support
 - Members of IOL

- Geographical Groups**
- Constitution that identifies geographical region
 - Membership criteria
 - IOL Code of Conduct
 - Web zone
 - Email group
 - SharePoint site
 - Budget code
 - Conference/Network support
 - Members of the IOL

More than membership management

Our Membership and Association Management Software has everything you need to run a membership association.

Membership	Events	Communities & Groups	Website & CMS
Design & User Experience	Email Marketing	Ecommerce & Finance	Dashboards & Reporting



Horizons Survey Winter 2022

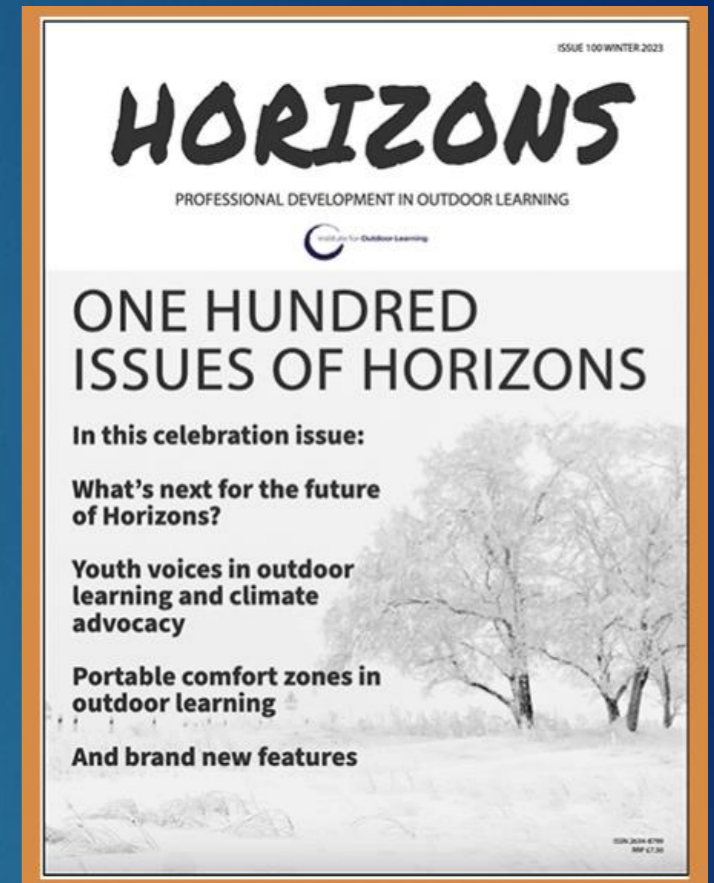
In Horizons #99 we put out a survey asking for Members' feedback on Horizons: where it's going; what you want from it; and how it can best serve the sector. And the results are in! We had nearly 100 respondents (78% of whom were individual IOL members and 16% part of organisational membership) and a whole lot of information for us to get our teeth into. Here's some of the key findings...

WHY DO YOU READ HORIZONS?

Most respondents read Horizons to keep up to date with news and information from the sector and for their own professional development.

WHAT IMPACT DOES HORIZONS HAVE ON YOUR WORK?

75% of respondents considered Horizons to impact their professional development, with 77% also feeling that the magazine offers them good practice guidance that impacts their work.



Horizons Survey

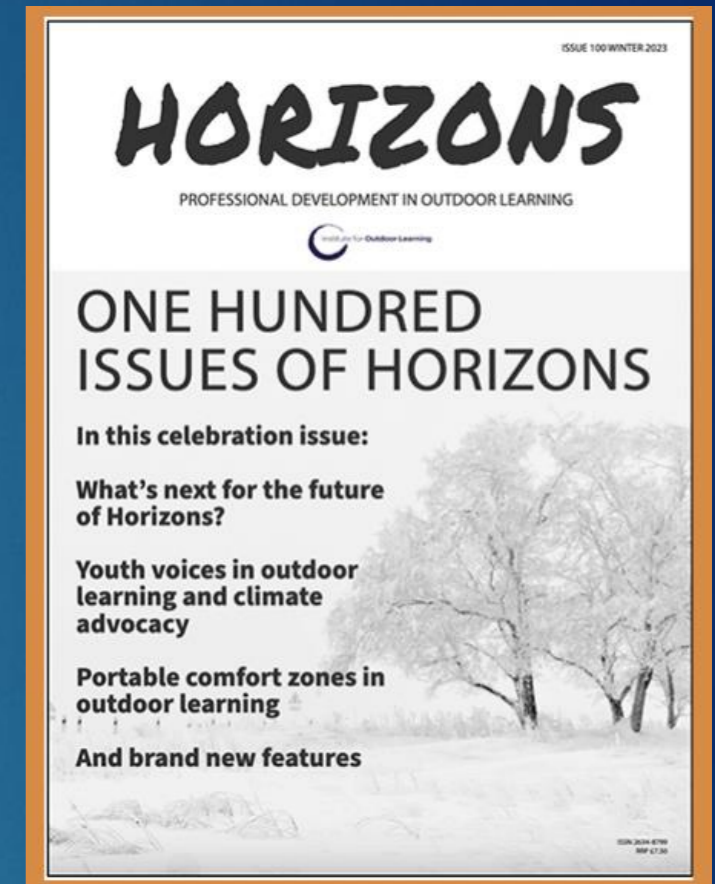
WHAT WOULD YOU LIKE TO SEE IN HORIZONS?

Respondents wished to see a variety of content in Horizons moving forward, including:

- More on people - profiles of individuals from around the sector
- Research, written in non-academic terms
- Topical issues, such as the climate and biodiversity crisis
- Practical tips
- Shorter articles
- Acknowledgement/comment on relevant political topics

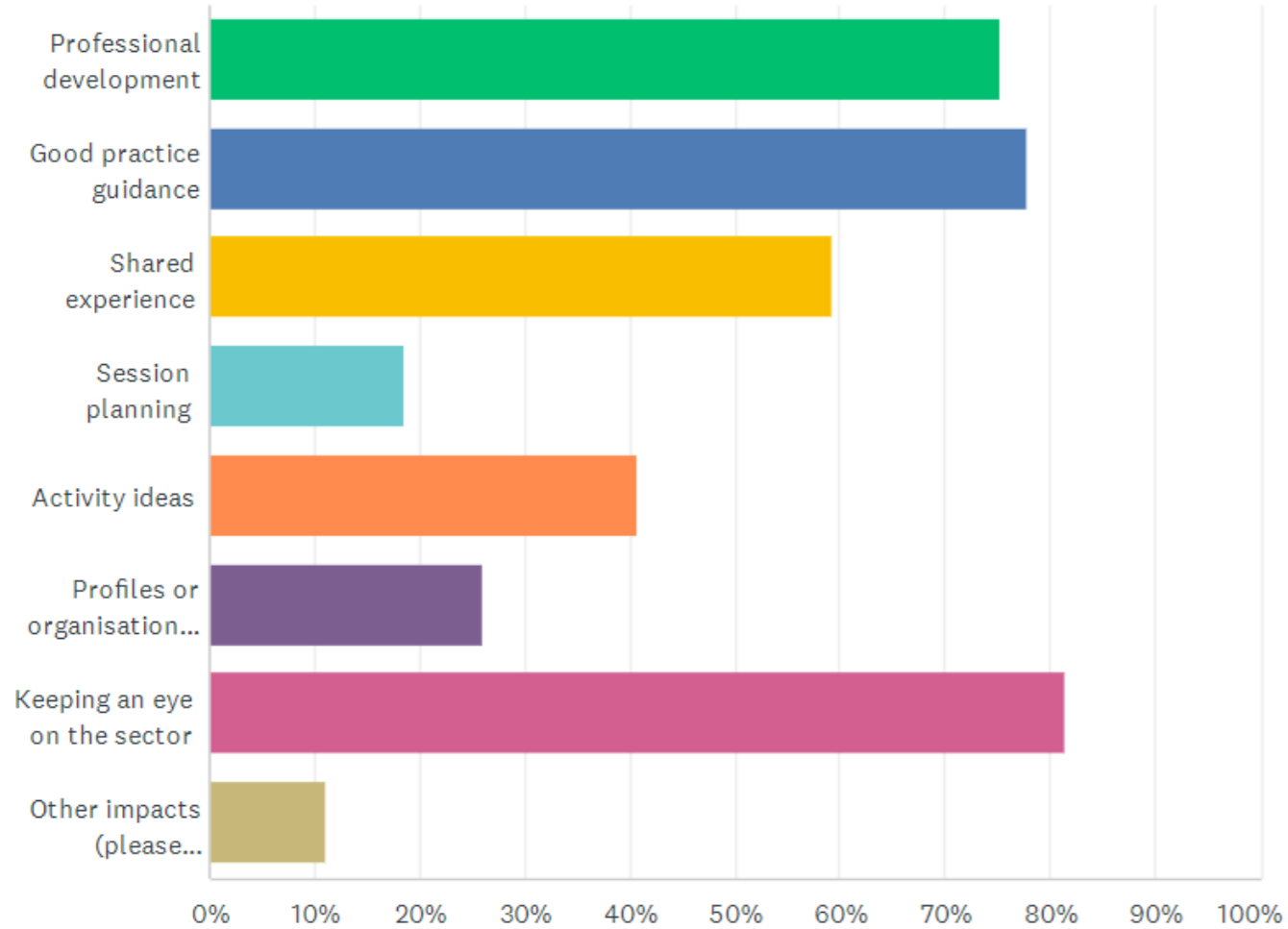
DO YOU WANT HORIZONS TO BE PRINTED OR ONLINE (OR BOTH?)

11% of respondents wanted Horizons to be exclusively online, 31% wanted Horizons to be exclusively in print and 58% wanted Horizons to be both printed and available online.



Q3 How does Horizons impact your work?

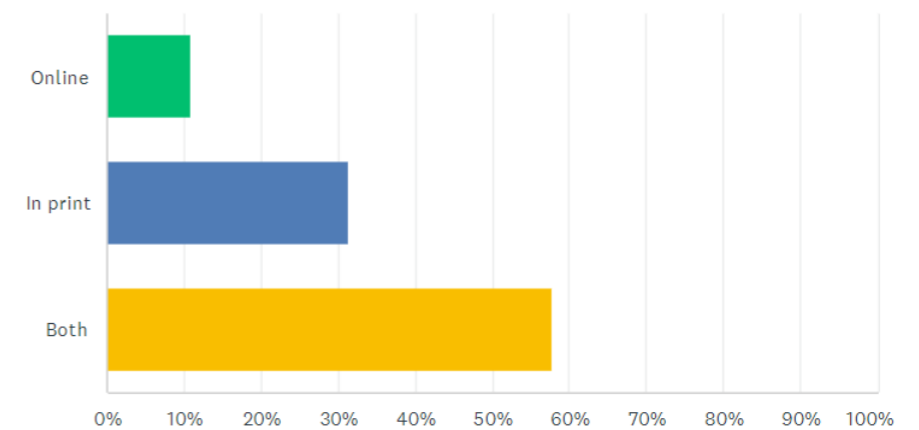
Answered: 81 Skipped: 2



£7.50

Q5 Would you prefer Horizons to be online, in-print or both?

Answered: 83 Skipped: 0



Recruitment and Retention Webinar

- The best recruitment and retention is not a ‘free lunch’ – we need to be pro active.
- We cannot expect people to find us, we need to reach out to them. Role models are crucial.
- We cannot expect people to land fully formed and ready to go in their roles. Ongoing CPD and support is essential for generic workplace skills as well as technical skill sets, and people skills.
- We need to understand barriers and act to overcome them both structurally and for individuals.
- We need to work in partnerships with other organisations both in and beyond the Outdoor Learning Sector.
- Some people may take their Outdoor Learning skills sets and leave the sector – we can recognize this as a strength for us – they may well come back with increased skills, knowledge and experience, they may act as advocates and even future benefactors.
- The IOL will consider how to facilitate the above with its Members.

Outward-facing aims and objectives

- It is recommended that IOL 'activities' be used to develop cross-organisation branding guidelines
- It is recommended that IOL should adopt a singular tagline, to be used across communications outlets
- It is recommended that IOL use branding to develop a strategic voice

Building communications into organisational structure

- It is recommended that feedback loops are developed across the wider organisational structure and membership, using key contacts/conduits
- It is recommended that the IOL website is developed to reflect the wider organisation, home nations and regional groups

Targeted communications

- It is recommended that data-driven 'profiles' are developed which reflect key portions of the IOL membership
- It is recommended that these data-driven 'profiles' are developed into public-facing 'characters' which members/prospective members can self-select
- It is recommended that these 'profiles'/'characters' are used to inform targeted communications for IOL membership

Making communications outlets work smarter

- It is recommended that all existing IOL communications outlets are developed to engage *proactively* with membership, as opposed to *reactively*
- It is recommended that all IOL communications outlets adopt a predictable and scheduled approach which does not result in information fatigue for members, but also provides members with value for money

Comms Comments...

- Anything that makes it easier to understand – acronyms!
- Explanation – self explanatory ‘It is what it says on the tin’
- Groups IO – use it fully – functionality
- Identity – all countries identified in their own right
- Home Nations/UK clarity message
- English devolution -> Regional devolution
- Commonalities and respected difference
- Relatability – people see themselves in whatever goes out
- Needs to resource – shout out what we do – the how as well as the what.
- We need to shout clearly and louder – a critical time
- Would support membership growth
- A fresh look
- The IOL substance is not being communicated
- If looking to attract younger people – need to communicate as they do – encourage members to generate content for sharing
- Why IOL? See it and value it?
- source



[IOL Home \(outdoor-learning.org\)](http://outdoor-learning.org)

Institute for Outdoor Learning Annual Conference Saturday 14th October 23

'Shared Vision for a Better World'

IOL Annual Conference 14th October 2023 - online

On this day we are asking you to join us in conference and in developing, sharing and envisaging standards in Outdoor Learning that will make a positive difference now, and in the future. We are inviting you to contribute to creating our shared vision for a better outdoor learning world.



The Institute for Outdoor Learning is the professional body for organisations and individuals who use the outdoors to make a positive difference for others.

We are driven by a vision of Outdoor Learning as a highly valued form of development, education and employment in UK society.



[Join the movement for a better world! - YouTube](#)



Treasurer's Report

Year ended 30th September 2022

As a Board we have set a direction of travel post COVID aimed at getting IOL better resourced to meet current member needs and to drive membership numbers.

Alongside this we sought to drive income through the provision of a range of services to members and in particular also to non-members and non-member bodies (via Ready Membership). We are part way through that journey. Investments in infrastructure and personnel have and are being made.

We have healthy enough Reserves to have made and continue to make these investments into the short-term future (18-36 months) and expect these investments to start bearing fruit within that period (stabilised then increasing membership, profitable service provision to in-sector bodies, achievement of Chartered Status and other).

Mark Lavington

IOL Trustee & Chair of the Trustee IOL Finance Committee.

**STATEMENT OF FINANCIAL ACTIVITIES
(INCLUDING INCOME AND EXPENDITURE ACCOUNT)
FOR THE YEAR ENDED 30 SEPTEMBER 2022**

	Note	Unrestricted Funds £	Restricted Funds £	Total Funds 2022 £	Total Funds 2021 £
Income:					
Donations	2.	20,491	-	20,491	35,622
<i>Income from Charitable Activities:</i>	3.	91,828	-	91,828	60,929
<i>Income from Generating Activities:</i>	4.	143,395	-	143,395	129,774
Investment Income	5.	-	-	-	-
Total Income		255,714	-	255,714	226,325
Expenditure:					
Costs of Generating Funds	6.	68,517	-	68,517	62,868
Expenditure on Charitable Activities	7.	169,769	-	169,769	121,873
Total Expenditure		238,286	-	238,286	184,741
Net Income/(Expenditure) and net Movement in Funds for the Year		17,428	-	17,428	41,584
Increase/(Decrease) in Value of Investment		-	-	-	1,901
Reconciliation of Funds					
Total Funds Brought Forward		149,928	4,538	154,466	110,981
Total Funds Carried Forward		167,356	4,538	171,894	154,466

The statement of financial activities includes all gains and losses recognised in the year.
All income and expenditure derive from continuing activities.

Treasurers Report: Income / Expenditure End of Year Accounts 2021/22



Institute for **Outdoor Learning**

**BALANCE SHEET
AS AT 30 SEPTEMBER 2022**

		2022		2021
		£	£	£
Fixed Assets				
Tangible Assets	10.		4,505	564
Investments	11.		(313)	(313)
Total Fixed Assets			4,192	251
Current Assets				
Stock	12.	-		6,603
Debtors	13.	41,400		64,230
Cash at Bank and in Hand		137,908		89,158
Total Current Assets		179,308		159,991
Current Liabilities				
Creditors	14.	11,606		5,776
Net Current Assets			167,702	154,215
Total Assets Less Current Liabilities			171,894	154,466
The Funds of the Charity:				
Unrestricted Income Funds	15.		167,356	149,928
Restricted Income Funds	16.		4,538	4,538
Total Charity Funds			171,894	154,466

**Treasurers
Report:
Balance Sheet
End of Year
Accounts
2021/22**



Institute for **Outdoor Learning**

Election of Trustees

Board of Trustees prior to AGM 2023 and key IOL additional roles

1. Heather Crawford
2. Dan Cook LPIOL Development
3. Louise Edwards Lead for Dept for Education, England, Working Groups
4. Asa Gurden Chair of the Outdoor Advisory Board
5. Mike King Chair of IOL Trustees Board
6. Mark Lavington Chair of IOL Finance Committee
7. Nick O'Loughlin IOL Finance Committee
8. Steve Randles IOL Finance Committee/ RPIOL Development
9. Andy Robinson UK All Party Parliamentary Group for OL Lead/ Finance Committee
10. Sarah Wilkes Diversity Lead

Co-opted 2022-23 as part of the Outdoor Learning Association Project

1. Brian Kitson OLA – BAPA Representative
2. Jim Whittaker OLA – AHOEC Representative

Election of Trustees

“...all officers shall retire from their respective offices at the close of the annual general meeting following the end of their third consecutive year in a particular office. Officers retiring are eligible for re-appointment to the same or to another office. Officers shall be appointed by the directors immediately following the annual general meeting.” IOL Articles of Association

Terms are: Initial year, then 3 year term for a maximum of 3 terms. Voting via Zoom Poll

Retirements: **N/A**

Re-elections :

Dan Cook	2 nd term	Proposed		Seconded	
Louise Edwards	2 nd term	Proposed		Seconded	
Nick O'Loughlin	3 rd term	Proposed		Seconded	
Sarah Wilkes	2 nd term	Proposed		Seconded	

Election to a Trustee (1 year):

Brian Kitson	Proposed	Mike King	Seconded	Mark Lavington
Jim Whittaker	Proposed	Mike King	Seconded	Mark Lavington

IOL Staff Team

Jo Barnett – CEO

Dave Brooks – Membership Administrator

Fiona Exon-Speight – Media & Events

Richard Retallick – Business & Operations Manager

Steve Ulliyart – IT Manager



Contact us

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www.outdoor-learning.org