



Impact Report

2024 - 2025

JO BARNETT
CEO

‘The Institute for Outdoor Learning Impact Report shares the outcomes of the charity’s strategic development plan and activities. This report includes performance indicators and key data which track progress and direction of travel.’



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

Outdoor learning is a term that covers ways of engaging with the outdoors for developmental purposes. Central to Outdoor Learning is the role of the practitioner. IOL supports and develops the people and organisations that deliver Outdoor Learning.

MEMBERSHIP SNAPSHOT

788

Individual members

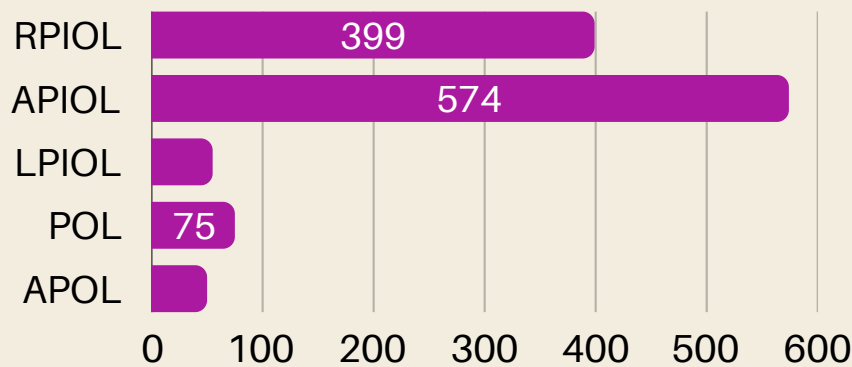
497

Organisational members

17,250

Outdoor sector reach of the
Institute via a 2024 corporate
membership Survey

AWARDING ORGANISATION



Ian Martin LPIOL is the Head of Outdoor Education at St. David’s College in Llandudno and the Institute’s latest Leading Practitioner. In total, IOL have delivered nearly 1,500 practitioners awards.

“ Our members asked for a direct entry route to the Leading Practitioner of the IOL Award ”

“ The LPIOL process for direct entry candidates has just gone live in April 2025 with the help of the LPIOL Community of Practice ”

ACTIVITY	DETAIL	IMPACT
The IOL Round Table	The Round Table meets quarterly with 22 community group representatives invited.	Improve communication between the IOL Groups, Staff Team and Trustees. Members now have representation and influence on the development of the IOL
The Journal of Adventure Education and Outdoor Learning	201,000 articles downloaded in 2024, an increase of 68% from 2021	Increased awareness of IOL as a publisher of research among the international community.



“ In 2023 our members asked us to return to a printed Horizons magazine ”

“ Each quarter we post 1,376 printed copies of Horizons in 100% compostable wrapping ”

ACTIVITY

DETAIL

IMPACT

Investment in a new membership platform:

Ready Membership

Secure and efficient access for IOL members to integrated services including events, networking, website and account management.

The IOL is able to respond to members needs more effectively and now has the capability to manage growth in new members and markets



The IOL Job Site

458 listings over twelve months generated **£10,500** in non-member income.

The jobs page averages **16,500** visits per month



Membership Renewal Strategy

82% of Organisational members have renewed early over the last **6** months

Our average monthly churn rate for Organisational membership is **0.9%**, the lowest ever



Website and Analytics

The IOL website averages **32,000** visits per month

More streamlined and condensed layout means visitors are spending longer browsing the site



“Members asked us for a paper-free Direct Debit subscription.”

73% of Individual members now pay via a digital Direct Debit subscription”

Members weekly digital newsletter

Delivery of **71,172** IOL and Outdoor Sector update newsletters to inboxes over last 12 months

The Institute's main communication tool to members. Views, links and popular content now tracked by RM analytics



Members Webinars & Events

68 Events scheduled with **1526** delegates in the last twelve months.

A **23%** increase in webinar bookings and non-member registrations for events



ACTIVITY

DETAIL

IMPACT

APPG Map of Outdoor Learning Providers

13,300 views since created in August 2023 with 550 map contacts

Facilitates contact between MP's and Constituency Outdoor Learning providers



National Outdoor Learning Award

32 Organisations have ordered 1430 NOLA badges in the last twelve months

Evidence of development in three areas: self, others and the environment through Outdoor Learning



“

The Chair of the All Party Parliamentary Group asked “How do MP's find Outdoor Learning providers in their Constituency?”

”

“

MP's now use a digital map created by IOL and we invite providers to list their details against Constituency postcodes across the UK

”

High Quality Outdoor Learning 2025

A free to download set of evidence based documents covering the theory, practice, underlying structures that contribute high quality outdoor learning outcomes

Outdoor Learning makes its full contribution to individuals, society and the environment.



We couldn't have done it without **you**




To all our staff,
members, supporters,
trustees and
volunteers ...

Thank you ..

BRIAN KITSON
CHAIR OF TRUSTEES

'The IOL Impact Report clearly demonstrates the tangible benefit that the IOL delivers in supporting the development of the sector across all our work streams. None of this would be possible without the dedicated support, energy and enthusiasm of our members and volunteers who are at the heart of what we do. As an organisation we rely on the engagement of our membership to enable us to make a difference. On behalf of the Trustees, I would like to thank everyone who has contributed to the success of the Institute over the last 12 months.'



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Global Outdoor Learning Day 2025

International Outdoor Learning Conference
Across global time zones
Over 2 days
Connecting 8 continents
Online over the 21 & 22 November 2025

