

Stage 2 - Development

1. Route choice and design

- Participants ability or decision done
- Robust trails or fragile bog
- Other land users / managers
- Need for facilities and services – or participant experience
- Way-marking & stewarding



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Stage 2 - Development

1. Route choice and design

- What are the main issues that you face when thinking about your route selection?

Stage 2 - Development

2. Infrastructure

- Start and end points – car parking and services.
- Loud speakers/music – consideration of what makes AONB's special
- Way-marking – needed?? Non permanent and fully removed.



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2. Infrastructure

- How can we create dynamic exciting events and yet minimise the impact on local people and the nature of the AONB?



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3. Safety and Insurance

- Risk management – the outdoors is full of risks and hazards
 - Appropriate risk assessments, experience and communication
- Insurance – does your broker know what you're doing?
- Staff, volunteers and participants – appropriate skills and competencies
- Emergency planning – who needs to know?



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3. Safety and Insurance

- What are the big issues you face over doing risk assessments?
- How do you recruit the right volunteers / staff?
- How do you ensure that participants have the appropriate experience?

Stage 2 - Development

4. Give Back

- We wouldn't think twice about paying for a leisure centre – so we think about the cost to the natural environment?
- Financial contribution?
- Volunteering contribution?



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Stage 2 - Development

4. Give Back

- How could the principle of giving back be embedded within the “events” and general outdoor recreation culture?



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Stage 2 - Development

5. Publicity and communication

- Promotional material – who, where, why, what, when?
- Outlets or social media
- Signage
- Communication & briefings



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5. Publicity and communication

- What has worked best for your event in terms of publicity?
- What have been the challenges of ensuring that the participants come appropriately prepared?



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Stage 2 - Development

Recheck everything
&

RUN THE EVENT!!