



MOUNTAIN **ADVENTURE FUND**

Briefing Deck
Summer 2023



MOUNTAIN ADVENTURE FUND



Quiraing, Isle of Skye, Scotland

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OBJECTIVE

To give every inner-city child the opportunity to be inspired and motivated by the rugged outdoors and the challenges mountain environments have to offer

These opportunities used to be available to London and Birmingham schools and school children but have ended because of budget cuts at the Councils which provided the facilities.

We are partnering with the Mountain Training Trust (MTT), a registered charity, who will run courses for the children, and whose facility in Plas Y Brenin in Snowdonia we will initially use.

Our aim is to enable 120 kids to attend one of these courses in 2023 and to ramp up for the following years.



PRIORITIES

We are focussing initially on inner city schools in London and Birmingham, starting with Year 6 students (last year of primary school) and seeking to ensure that 120 children can go on a course in 2023.

We plan to train at least 12 volunteers to participate in running the courses.

We are looking for sponsorship to subsidise the cost for each child so they can be given this opportunity and are not prevented by a lack of money.

We are running a volunteers' course in the summer and two children's courses in September and October 2023.



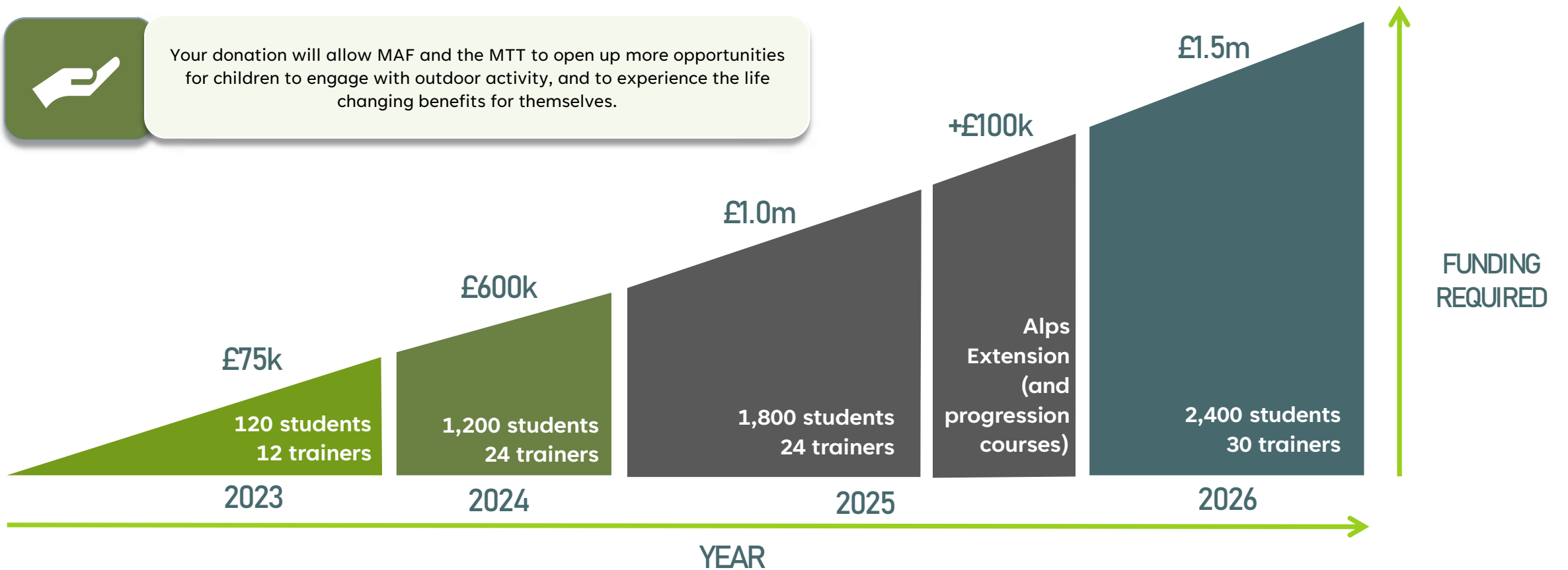
FUNDING REQUIREMENTS



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Your donation will allow MAF and the MTT to open up more opportunities for children to engage with outdoor activity, and to experience the life changing benefits for themselves.



INITIAL FUNDING REQUIREMENT



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We are seeking to raise £75k to fund the courses in 2023. 2023 is a pilot programme which will be followed by a significant ramp up in the number of children accommodated in subsequent years.

The expectation is that MAF will fund 75% of the cost of the courses with volunteers, schools or families funding the balance; if any child or family is unable to fund their contribution; MAF will make up or contribute the full amount of funding for that child.

All donations will be eligible for gift aid

£500

Funds a child to attend a week's course

£10,000

Funds a class to attend a week's course

£25,000

Funds a school year group to attend a week's course

| 2023 Budget | |
|--------------------------------------|----------------|
| 1 week course to train 12 volunteers | £5,000 |
| 2 x 1 week of course for children | £65,000 |
| Contingency | £5,000 |
| Initial Funding Requirement | £75,000 |

VOLUNTEERS

Training volunteers is a key part of the initiative

We plan on training 12 volunteers this year, rising to 24 or more in each of the years thereafter

These volunteers would be colleagues in our partner or supporter groups already interested in and enjoying outdoor sports

Working with the UK's highest qualified instructors, volunteers will learn about:

- Managing risk in the outdoors
- Developing personal skills in outdoor activities; and
- Building confidence in leading groups in the outdoor environment

Courses will need to be supplemented by training in first aid and safeguarding, and all volunteers will go through the DBS vetting procedure to be able to work with children

Volunteers will be expected to make a commitment of their own to the programme:

- To fund a proportion of their training course
- To support one of the courses for children during the year
- To support an activity or group locally periodically throughout the rest of the year



THE CHALLENGE IN SOCIETY TODAY

*“A report published by Natural England shows that taking part in **nature-based activities** helps people who are **suffering from mental ill-health** and can contribute to a **reduction in levels of anxiety, stress, and depression.**”*



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MENTAL HEALTH

Mental health is one of the biggest challenges facing our society today – across the whole population, but especially in children and young people. The last 2 years since lock-down have only exacerbated this problem.

GENERATIONAL SHIFT


Fewer than 10% of children play in wild places compared with 40% of adults when they were young. ¹

¹ Childhood nature survey, Natural England

URBAN ENVIROMENTS

Children residing in large metropolitan environments have less access to outdoor activities and adventurous experiences. Their only spare time is often spent indoors, in front of a TV, computer or phone screen.

This initiative is based firmly on the premise that doing activities outdoors, in nature, is good for your physical and mental wellbeing; and learning mountain sports builds self confidence, self esteem and character in young people and will surely help them in their development into young adults and potentially broaden their career opportunities.



***“Three-quarters of UK
children spend less time
outdoors than prison
inmates”***

*UN guidelines for prisoners require “at least one hour of
suitable exercise in the open air daily”*

BACKGROUND CONTEXT

In the 1950's Councils, and often individual schools, acquired outdoor centres to provide State educated children with access to courses outdoors at no or low cost to parents or their schools through subsidies by Local Education Authorities.

A significant proportion of these acquisitions were in mountain environments, inspired by the work of Kurt Hahn (www.kurthahn.org) focusing on: awe and wonder, taking and managing risk, leadership, teamwork, determination, resilience, and well-being.

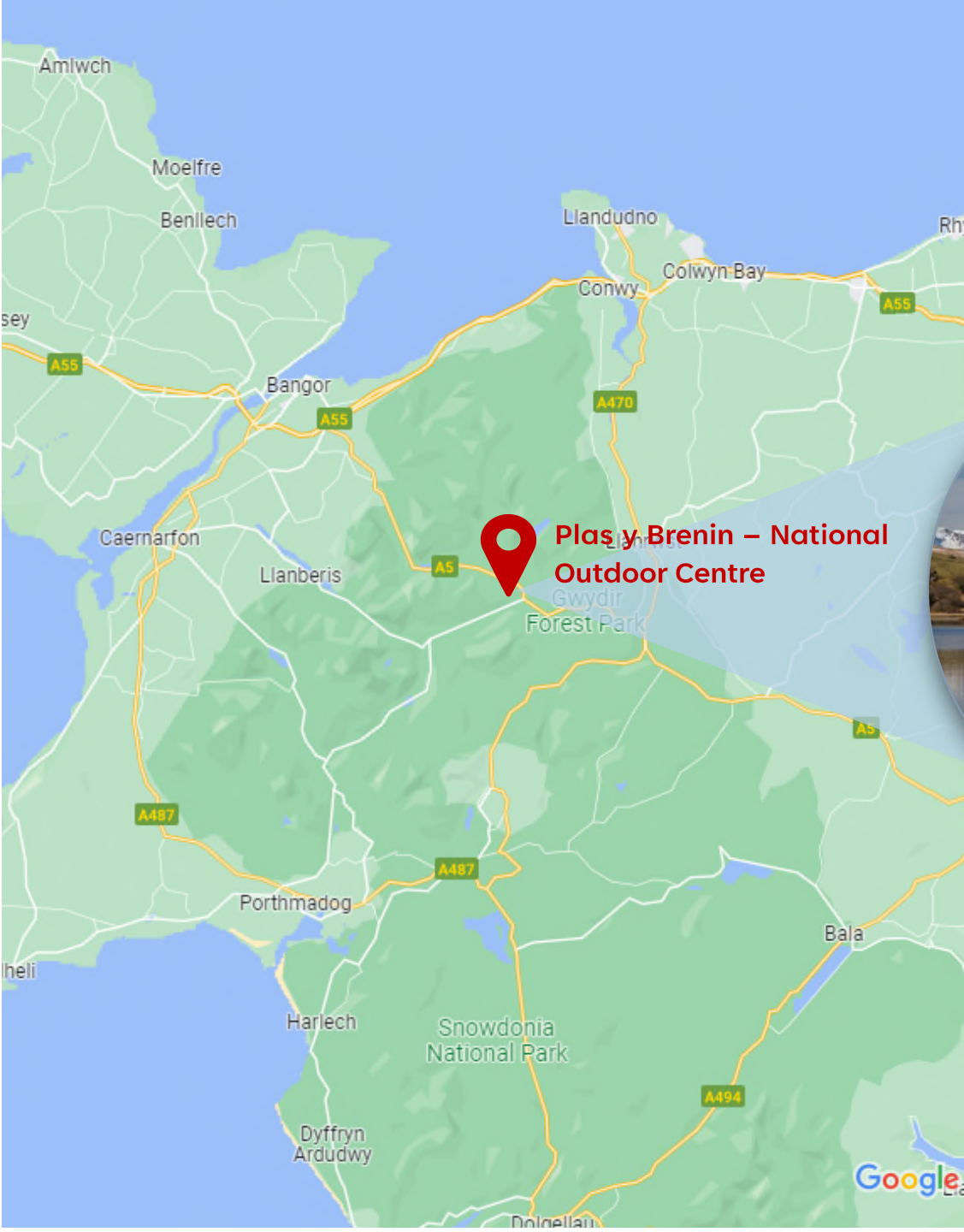


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The changing structure of state education away from Local Education Authorities to locally managed School Trusts, means that now if Councils still own outdoor centres they are charged to schools and school children on a fully commercial basis.

Inevitably this has resulted in limited access to low-income families and many centres have been closed by Councils and are now being sold or at risk of being sold for development by cash strapped Councils. We believe that more than 50 outdoor centres in the UK have been shut in the last few years.



COURSE CENTRES

Courses will initially be held at Plas y Brenin (The National Outdoor Centre) from Summer 2023.

We plan to start with courses to train trainers and volunteers and take school children from Autumn 2023 onwards.

As we ramp up numbers in subsequent years we intend to use other identified mountain centres to accommodate courses.



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“I am proud to work with our hugely talented, passionate, and dedicated staff. In addition to training the outdoor leaders of tomorrow, we are driven by our vision, to see more people active outdoors and our core purpose of skills development, qualifications, and excellence in instruction.”

– Paul Kennedy, CEO, Plas y Brenin



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PLAS Y BRENNIN

NATIONAL OUTDOOR CENTRE

NESTLED IN THE HEART OF SNOWDONIA

Plas y Brenin is a centre of sporting excellence and one of the UK's leading providers of qualifications and skills-based courses. Plas y Brenin has been at the forefront of outdoor leadership, training and exploration for over 60 years and has built up a unique reputation as a centre for providing world class instruction.



PLAS Y BRENNIN

NATIONAL OUTDOOR CENTRE



Yr Wyddfa at Plas y Brenin, Snowdonia. Plas Y Brenin's own lake overlooking Mt. Snowdon



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PLAS Y BRENIN – NATIONAL OUTDOOR CENTRE

Operated by the Mountain Training Trust (MTT) and located in the heart of Snowdonia National Park, Plas y Brenin operates a range of holidays, courses and expeditions in a wide range of activities including, hill walking, rock climbing, mountaineering, scrambling, mountain biking, road cycling, white water kayaking, sea kayaking, canoeing and first aid.

Through MAFs partnership with MTT, MAF will run courses for children at Plas y Brenin and Ty'n Y Berth.



PLAS Y BRENIN

NATIONAL OUTDOOR CENTRE



ACTIVITIES

HIKE

Students learn to read the landscape and develop their skills in a wide variety of mountain terrain. Students will also have the opportunity to explore abandoned mines

CLIMB

From abseiling to rock-climbing, and even mountaineering, student will develop their climbing skills with the most skilled trainers in the UK

PADDLE

Students will develop their skills from beginner to expert in all paddle sports including kayaking, canoeing and white-water rafting

BIKE

Students will learn and develop critical skills needed to traverse cross-country trails by mountain bike



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WHAT A WEEK AT PLAS Y BRENIN LOOKS LIKE

20XX

WHO

Participating Primary Schools enrol as Mountain Adventure Schools.

Children accompanied by staff from school, qualified leaders from MTT and volunteers trained and vetted through MAF

ARRIVAL AND NIGHT 1

Train from Birmingham New Street or London Euston to local train station. Minibus pick up.

Monday afternoon/evening night walk.

DAYS 2 - 4

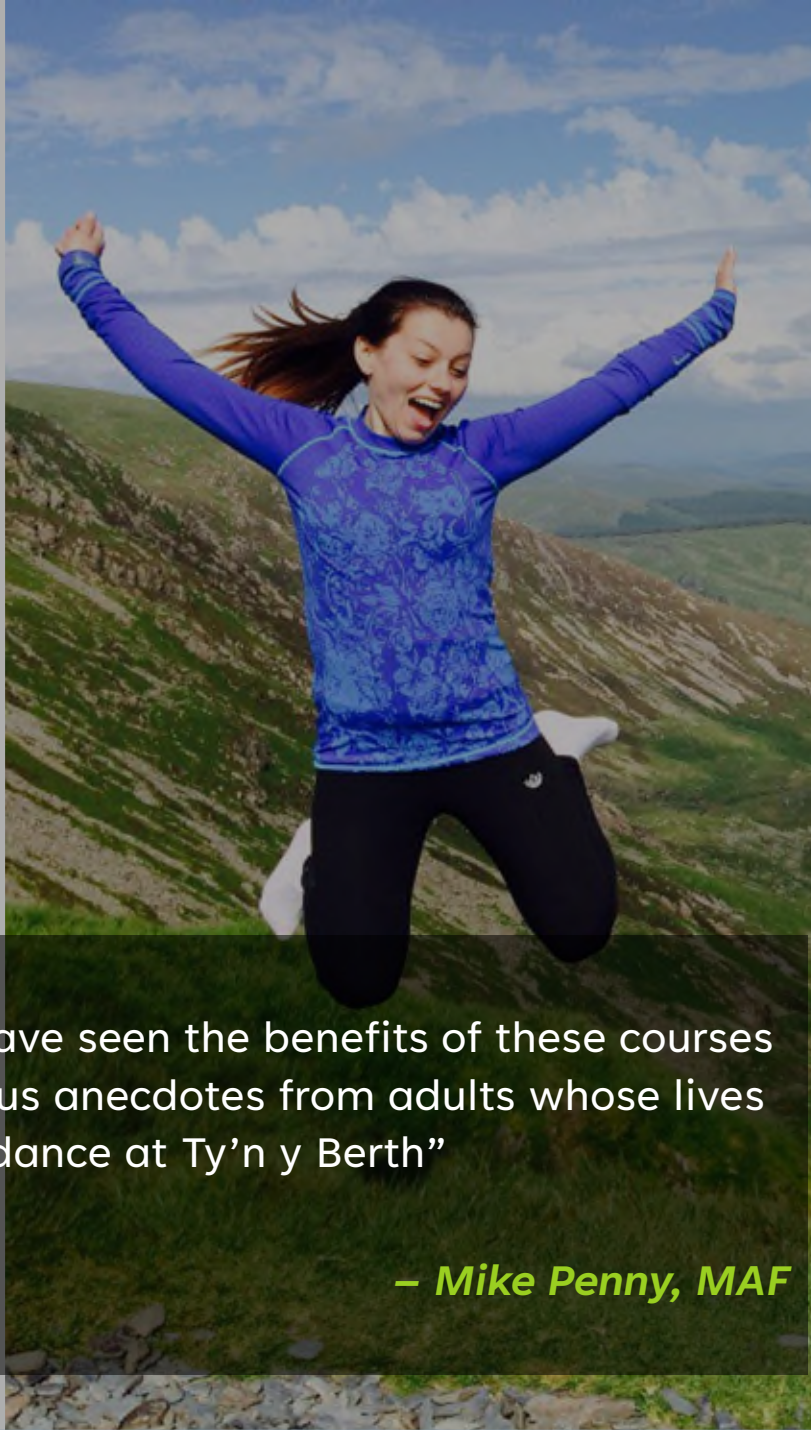
Carousel of Mountain Adventure, Mountain Day, Canoeing, Kayaking, Rock Climbing, Mountain Biking and Mine exploration. Overnight camp.

FINAL DAY AND DEPARTURE

Friday morning local orienteering in small team followed by the return to London or Birmingham.



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“Over several decades, I have seen the benefits of these courses and have received numerous anecdotes from adults whose lives benefited from their attendance at Ty’n y Berth”

– Mike Penny, MAF

PROGRESSION

LOCAL CLUBS

Having attended their first course “Mountain Adventure Students” progress to secondary schools and enroll in Mountain Adventure Clubs or Societies facilitated by the secondary School.

Those who are keen for more will be encouraged to sign up with local clubs and other organisations so that they can maintain or build on a particular skill (e.g. climbing, kayaking, mountain biking etc).

FURTHER COURSES

We plan to run further intermediate courses to build on the basics of the introductory courses. Some will be in school time, but increasingly at weekends, bank holidays and school holidays in conjunction with MTT, the outdoor adventure sports’ governing bodies (NGB’s) Mountain Training UK, UK Paddle sports and Mountain Bike Training.

Qualifications to develop learned skills and extend skills to performance level for those with the ability and aspiration to make a career in the outdoors.

Plans are also already in place to extend the experience for those with the ability and interest to courses in the Alps and further afield.



Year 11 & 12

Winter mountain skills / alpine mountaineering skills. Courses run by MTT in Scotland and the Alps

Year 10 & 11

Advanced skills courses – Plas y Brenin or Ty’n y Berth

Year 8 & 9

Skills courses: Mountain skills, expedition skills at Plas y Brenin or Ty’n y Berth

Year 6 & 7

5 day enrichment course for students at the end of each summer term at Plas y Brenin or Ty’n y Berth.

National indoor climbing awards, London and Birmingham

PRIORITISING SCHOOLS: LONDON

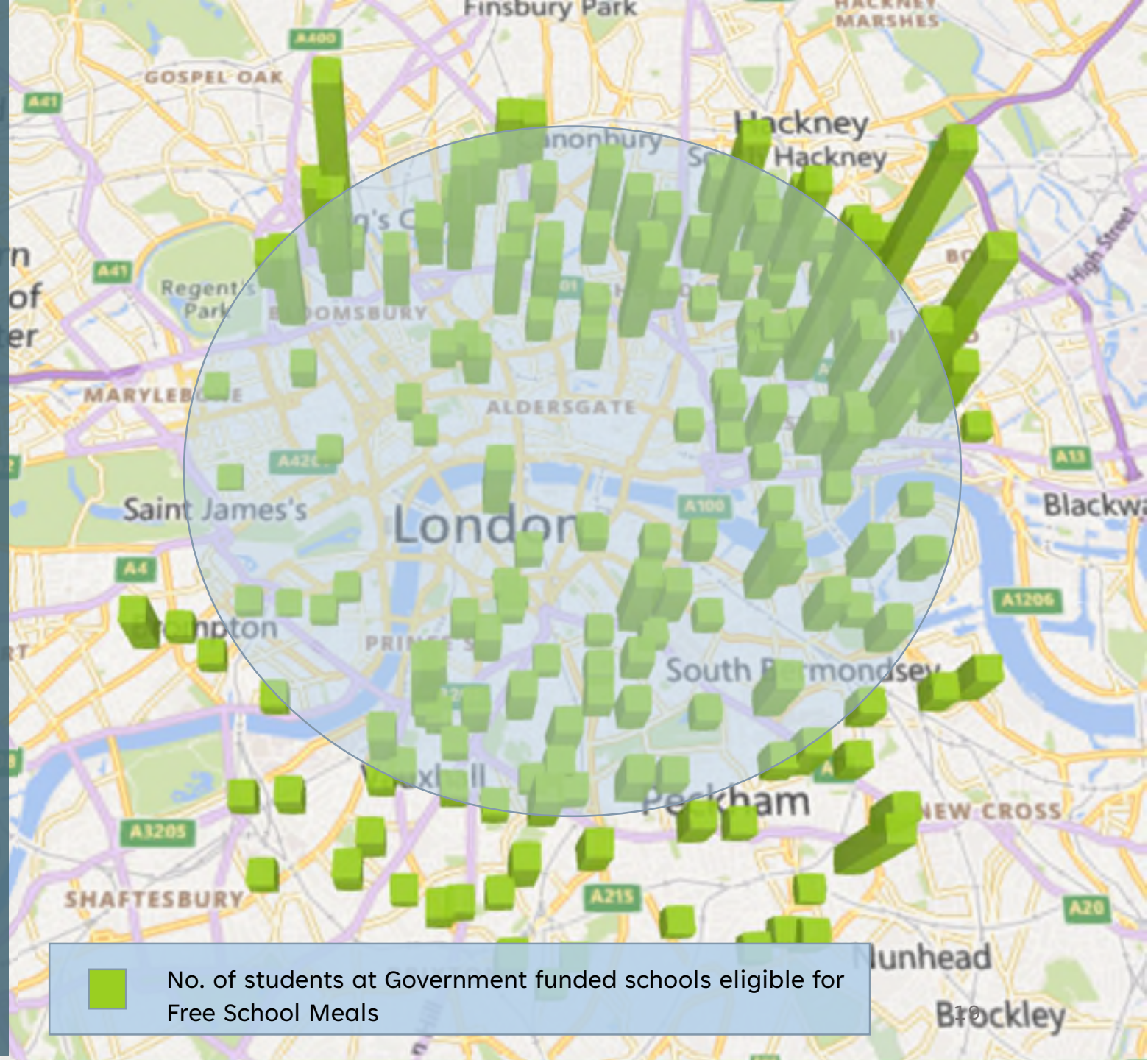
Leveraging existing school and Council relationships, MAF will initially target specific London and Birmingham based schools to attend the courses. We will start with primary schools in boroughs within one mile of the Shard and in the centre of Birmingham.

These boroughs contain schools with significant numbers of under privileged children as measured by the large percentage being eligible for Free School Meals.

These are the children we believe will benefit the most from the courses we are putting on.



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PRIORITISING SCHOOLS: BIRMINGHAM

MAF will target Birmingham schools in the same way.

This project is eminently **scalable** to other UK inner-city schools and the intention is after the first year's pilot to extend to many more children in London and Birmingham as well as other cities in the UK.



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A scenic view of a river flowing through a town, with a large hill in the background covered in autumn foliage. A person is kayaking in the foreground.

“With help from our partners, we aim to deliver life changing experiences for children though adventure and the outdoors”

– Mike Penny, MAF

PARTNERS

MOUNTAIN TRAINING TRUST (MTT)

MTT is a not-for-profit registered charity which runs the National Outdoor Centre in Plas y Brenin on behalf of Sport England.

The Charity was founded specifically to run the centre, and in doing so to ensure the continued delivery of world-class training while encouraging more people to get active in the outdoors, regardless of their abilities or experience.

With a team of 26 instructors, MTT run courses at Plas y Brenin for beginners through to experts in outdoor activities such as climbing, hiking, paddling and mountain biking.

www.mountaintrainingtrust.org

PEOPLE

MIKE PENNY **MOUNTAIN ADVENTURE FUND**



Mike is the instigator of MAF and the one with the passion and the brains behind the initiative. He began his career as a geography teacher, but soon burst out of the classroom to gain the qualifications and enjoy a professional career adventuring and learning outdoors with children, young people, and adults. Most of his career has been spent working with schools and youth groups in inner London. He loves adventures in school grounds, local parks, the downlands of Kent and the Dorset Coast, but my greatest passion is to adventure into the mountains. He has seen at first hand and over many years the life-changing benefits of mountain adventure to the development of young people and believes that the joys and potential of mountain adventure should be available to all, irrespective of race, disability, poverty or family background. In this post pandemic period of financial constraints and hardship, the need for the benefits for are greater, but the opportunities have decreased. The vision of The Mountain Adventure Fund is his inspiration.

PAUL TEUTEN **MANAGING DIRECTOR, KROLL**



Paul is a Managing Director at Kroll and one of the leaders of Kroll's UK business. A passionate believer in the benefit of being active in the outdoors, Paul is working closely with Mike Penny in implementing this initiative.

Paul has been involved in various charitable initiatives over the years focussing on health and young people. Latterly outside of work his energy has been focussed on working with young people and helping provide them with opportunities they might not think they have. Paul is seeking to galvanise all those who share the same belief in the benefits of the outdoor world to make a difference to inner city children.



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– Paul Kennedy, CEO, Plas y Brenin



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TESTIMONIALS

“I have been very lucky over the years travelling all around the world, I have seen the most amazing places, but this is one of my favourite memories. A few years ago I finally got to go back to Cadair Idris Mountain and take my wife, the funny thing was that on the way back down we bumped into a group of school kids on the way up to camp just like we did, they were resting and I could hear them moaning about carrying the tents, I stopped and talked to the teachers and they gave me permission to address the kids, I told them about myself as a 14 year old from an inner city council estate doing the exact same trip and how it had affected my life in such a positive way and how as a 55 year old I just had to come back. I will be for ever grateful to you for that.”

– Mark Dawson,
Former Attendee

“As a child from a deprived urban environment, attending the Mountain Centres showed me that there was a different world outside of the Brutalist concrete town that is Thamesmead. It instilled a sense of adventure in me and provided me, a non-academic student, my first experiences of achievement, challenging me to reach my potential in areas that I previously knew nothing about. More than forty years later, I am still building on the skills first learnt as a teenager here and still exploring mountains and areas of wilderness. Without having attending the Mountain Centres, I would not have gone on to travel all the continents of the World, I would not have climbed both the North and South sides of Everest. Beyond the calling of the “Great Outdoors”, my experiences also lead me to become a professional abseiler”

– Charles Cooper,
Former Attendee

GOVERNANCE

MAF is the promoter of this initiative; MAF is seeking donations to subsidise the courses through MTT, a registered charity, with the monies being protected in a restricted fund for this purpose.

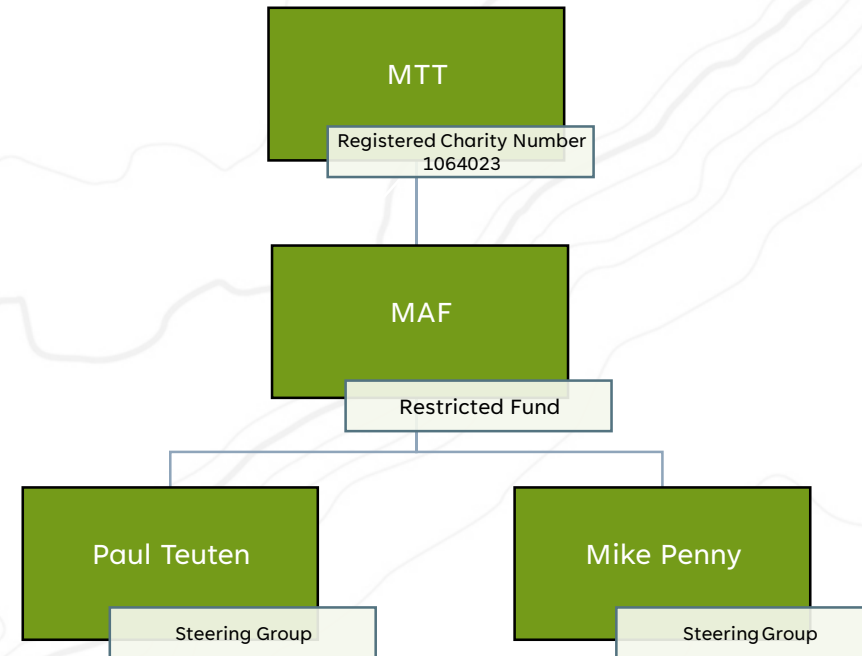
Donations can be made to The Mountain Training Trust, Registered Charity Number 1064023 in England and Wales, Company registration number: 03250981.

All donations will be eligible for gift aid.



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ORGANISATION CHART



The MAF Steering Group is responsible for the planning and execution of the initiative as well as applying the restricted funds for the purpose set out herein.

Funds will be held in a secure bank account and appropriate controls in place to account for all expenditure. At the end of every year MTT and MAF will publish a report recording the achievements of the year and accounting for the application of all funds against the planned purpose. This will be used as the basis for reconciling historical performance so donors know what has been achieved with their money and also as the basis for future annual fundraising initiatives to fund the future years' courses.



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