

# OUR BUSINESS PLAN 2021/2022

## PRIORITIES

We are making great progress in our mission to create a country where everyone has the freedom to enjoy the outdoors on foot and to benefit from the experience. We remain focussed on this mission in everything we do.

Our thousands of volunteers across Great Britain are the heart of the Ramblers. We are committed to engaging and supporting our volunteers, building strong and healthy partnerships where we collaborate, campaign and work towards the same organisational mission.

We believe that walking is a simple pleasure that should be open to everyone and is a right to be protected. Recently, we've seen encouraging signs of growth in the numbers of people joining the Ramblers as members. To build a diverse and vibrant community, we shall grow our membership base further, ensuring we retain and value all our members, so they continue as lifelong supporters of the Ramblers.

We know we must appeal to new people to build the next generation of Ramblers supporters, united by the love of walking and championing the important cause we all believe in. To do this we will establish and embed a dynamic programme to ensure the organisation becomes more diverse, open, accessible and inclusive at all levels.

As an organisation we shall continue to be ready to adapt and flex, staying ambitious, yet realistic with our resources to ensure that we deliver on all that we commit to and start to really embed our new tools, approach and ways of working.

The priorities for the organisation over the coming 12 months will remain:

- Growing awareness and engagement with the Ramblers and what we do.
- Growing our membership and income.
- Commencing the culture change that is required to take the charity forward to be an inclusive, engaging and diverse organisation.



## THEMES

All our work will continue to cover four main themes:

### **Creating a country designed for walking**

This includes finding, recording, maintaining, improving and creating paths, and running strong campaigns to enable everyone to access nature.

### **Helping everyone find their feet**

This includes delivering a diverse range of high-quality walks and playing to the strengths of our brand and new digital tools to inspire, support and educate people about walking.

### **Growing members, supporters and income**

This includes diversifying our income streams and developing our service levels, membership offer and self-guided routes, to appeal to more walkers.

### **Becoming a great charity**

This includes investing in staff and volunteer leadership development, reviewing policies and reporting systems, sustainable business practices, and embedding and improving our digital capabilities.





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## KEY PROJECTS FOR THE YEAR

### **Don't Lose Your Way**

This volunteer-led project, now in its third year, has identified over 49,000 miles of potential lost ways across England and Wales. It supports volunteers to collect the evidence needed to build and submit applications to restore the most important paths for future generations.

### **Mapping Scotland's paths**

Having created the best ever public map of Scotland's paths, we are working with volunteers and communities to add more routes and important metadata.

### **Paths to Wellbeing**

This project, in partnership with local authorities, environmental NGOs and local communities across Wales, will facilitate community volunteering to enhance local green spaces, nature and access.

### **Paths and access**

This project will identify benefits to people using and enjoying the path network, the barriers which prevent this, and the enablers who can make this happen; and develop a new Ramblers vision for improving the path network in England and Wales.

### **Led walks development**

This project will develop and diversify our led walk offer, increasing the diversity, quality and reach of our led walks by working with volunteers and partners to improve how we design, manage and promote our walks. This includes a new Walks Manager tool for volunteers.





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### **Self-guided walks**

This project will deliver our new self-guided walking programme, which aims to get more people walking with the Ramblers through an improved self-guided walking and membership offer

### **Wellbeing Walks**

This project will grow our network of health walk schemes across England, helping everyone to have access to a friendly, short, group walk, within easy reach of where they live, to help them become and stay active.

### **Young adult development**

This project in Scotland will break down barriers to young adults getting outdoors. The Out There Award delivers a programme of outdoor skills, social and volunteer activities to build confidence with walking and navigation.

### **Website & brand**

We will launch our new website, showcasing our new brand, group walks and routes, as well as our policy, advocacy and campaigning work. The site will be fully accessible and have a much-improved user experience, focused on great content and compelling reasons to join us as a member or volunteer.

### **Awareness campaign**

We will deliver an ambitious awareness campaign to coincide with the launch of a new Ramblers brand which will help us to grow our membership, and raise awareness of our paths & access work.

### **Salesforce**

We will introduce our new customer relationship management tool which will improve the ability to meet the needs of our members and supporters, and increase supporter satisfaction, loyalty and engagement.

