

## Ramblers Cymru Business Plan 2018 - 2019

### Key to Lead Staff:

DW	Director Wales
PAM	Policy and Advocacy Manager
ECO	Engagement and Communications Officer
DO	Delivery Officer
T&SF	Trust and Statutory Fundraiser
WSO	Walking Spaces Officer
P4PA	Paths for People Advocate
GO	Governance Officer
DirM	Director of Membership

## **Context**

**The RC business plan is in alignment with two key Acts exclusive to Wales:**

### **1. *The Well-being of Future Generations (Wales) Act 2015***

This is a key piece of legislation for Wales, which seeks to improve the social, economic, environmental and cultural well-being of Wales. The actions arising from the Act will see a number of public bodies, such as Natural Resources Wales, Local Health Boards, Local Authorities and Public Health Wales working together, and with the wider community, to think more about the long-term and look to prevent problems. This will help to create a Wales that we all want to live in, now and in the future.

In short, the public bodies listed within the legislation must act in a manner which seeks to ensure that the needs of the present are met without compromising the ability of future generations to meet their own needs

Of the 7 goals in the Well being of Future Generations Act 2015 in 2018/19 we are focussed on: A Wales of cohesive communities; A Healthier Wales

We also recognise that our work also touches on the ability to support the building of a prosperous Wales, a globally responsible Wales and our ten year vision reflects this.

### **2. *Active Travel Act 2013***

On 1 May 2018, the Cabinet Secretary for Finance announced £60 million to support active travel schemes as part of 'The Wales Infrastructure Investment Plan Mid-Point Review 2018'. Available over the next three years, this funding will create new active travel routes across Wales, connecting people's homes to schools, jobs and their local community with the aim of encouraging more people to walk or cycle.

## 1. Paths for People – Putting walking at the heart of communities & A country designed for walking

Objective	Lead	Outcome
1.1 Policy and advocacy - Taking Wales Forward. Advocate for the freedom to roam with the knowledge to protect. Monitor, respond keep debate alive. Engage in Active Travel, seek opportunities for wider engagement.	PAM	Increased voice at the heart of decision making in Wales
1.2 Champion the need to support the path network, financially, promotion and benefits	PAM&P4PA	Research and data to support improvement and promotion of the network Greater awareness of the issues
1.3 Discover Wales, campaign. Deliver in quarter 2, focus on finding Discover your way & signage.	ECO	Great member and public engagement in the path net work, value and benefits.
1.4 Monitor & respond to Brexit discussions ensuring public goods for public money	DW/PAM	RC is engaged in key discussions at policy level
1.5 Engage with Active travel to develop good quality networks for walkers	DW/PAM	More walking networks mapped at the heart of communities, increased partnership engagement.
1.6 Roll out the next stage of the Paths for People project in Mid Wales	PAM	Engaged wider audience in the work of RC. Improved and promoted path networks. Engaged partners.
1.7 Cambrian Way – continue rollout of the program.	WSO	Work with Cambrian Way Trust, Visit Wales & LA's to promote and support the route as part of the National Wales Way initiative. Develop the route on Ramblers approved app.

2. **Health** (Getting Wales moving) **Helping everyone find their feet**

<i>Objective</i>	<i>Lead</i>	<i>Outcome</i>
2.1 Develop a fully detailed plan of how RC will meaningfully (without undermining the membership) deliver on the health walk agenda in Wales in a sustainable way	DW	RC identified as the lead organization for walking and delivering health outcomes
2.2 Support Wales national themed year of Discovery by encouraging people to join Ramblers walks & taking action through the Discover Wales campaign in Quarter 2 moving health focus into Qtr 3	ECO	Increased and improved exposure of RC to a wide audience, expressing RC's relevance to all
2.3 Evaluate festivals and events & how they support steps to health as outcomes	DW	Provide evidence for future engagement in festivals
2.4 Gain the Healthy working staff team standard	PA	RC showing best practice
2.5 Increase short walks	DO	More opportunities for people new to walking and with health issues

**3. Supporting our volunteer capacity & communication** *A Country designed for walking. Helping everyone find their feet. Putting walking at the heart of communities*

<b>Objective</b>	<b>Lead</b>	<b>Outcome</b>
3.1 Support the Governance in Wales to strengthen and grow	GO	A strategic thinking effective lead body for Ramblers Cymru
3.2 Deliver a comprehensive & needs led training program <i>Include Welsh Council attendees, WCEC, promo volunteers, volunteer footpath maintenance, walk leaders</i>	DO	<i>Increased support and engagement with volunteers &amp; supporters</i>
3.3 Develop the Wales wide promotion and publicity volunteers network	ECO	Increased focused messaging, sense of one team improved
3.4 Support and develop the Rights of Way & access group	PAM	One team working together to enhance resources
3.5 Develop appropriate newsletter quarterly	DO/ECO	A better connected Ramblers Cymru

**4 Generate diverse income streams**

Objective	Lead	Outcome
4.1 To be funding recipient ready, hold a portfolio of potential funders	T&SF	A fundraising plan in place to support opportunities that deepen the business plans intentions
4.2 Support the trialing & testing of membership growth GB in a Wales context	DW/DirM	Learning and preparation for year 3 to launch a new offer.

**3 year priorities**

2018-19	2019-20	2020-21
Develop key National partnerships	Build on partnerships	Deliver key national initiatives in partnership
Trial & deliver Paths for People	Roll out good practise from Paths for People	Lead the footpath design and development work for Wales
Develop a health 'programme' to support physical and mental activity	Deliver an integrated programme with health deliverables	As year 2019/20 and expand integration into a Ramblers offer
Develop a fundraising strategy	Have resources in place to support at least a 3-year business plan	