



The Outdoor Partnership

The organisation

The Outdoor Partnership is a charity and company based in Capel Curig and working across North Wales. The aim of the company is to inspire local people to take part in outdoor activities through training, volunteering and employment programmes.

One of the programmes is Pathway to Employment. This programme is aimed at supporting people in North Wales who are either experiencing the outdoors for the first time or are interested in developing their personal and / or professional skills leading to a more active lifestyle, volunteering and employment.



Results of their report

- The results demonstrated the positive impact of the project in the lives of many individuals
- The research demonstrated that 40% of participants who lived in rural setting and 60% of people who lived in urban setting had improved their mental well-being
- 60% reported a change in their physical health
- 60% reported feeling less isolated
- The outcomes made a positive contribution to the Well-being aims of Wales, especially towards a Healthier Wales, and a more Equal Wales

What next?

They received support with the Measure and Manage your Social Value Guidebook and a programme to manage their impact by Social Value Cymru. Many of the staff members have received training on managing social impact and they are now embedding these measurements across all their projects. The Social Value Champion on their Board of Directors was involved with this work from the beginning to ensure a buy in from the organisation on all levels.

“The Outdoor Partnership improves opportunities for more people in Wales to achieve their potential through outdoor activities. We can see the difference our projects have made to so many people, but it is difficult to demonstrate positive outcomes to our funding partners and stakeholders. Being part of this SROI project will help us to show our key stakeholders their return on their investment as well as helping us make internal decisions on service improvements and future strategic direction.”

Tracey Evans, Chief Executive Officer.



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