

The Beaudesert Trust 2021 Development Plan

A guide for customers





Contents

Welcome from the Centre Manager

Life changing opportunity

Our strategic plan

How we operate

The development plan

Funding

Our approach

Our history

Beaudesert

Outdoor Activity Centre



Welcome.

Beaudesert Outdoor Activity Centre provides outdoor experiences for young people from all backgrounds. We offer life changing experiences and we help to develop confidence, teamwork, leadership and communication through outdoor activities.

For us, outdoor adventure is about opportunity and that's what young people need more than anything else. From support and friendship to new skills and renewed confidence, outdoor adventure brings the spirit of optimism and practicality to its work. Outdoor adventure is for all young people.

At Beaudesert Outdoor Activity Centre we believe that all young people have great things to offer. We give them the opportunity to discover their potential, benefit from our positive supporting environment and make a difference. Whether it's making new friends around the campfire, playing a starring role in a team activity or developing leadership skills in an outdoor environment, we lift spirits, recognise achievement and raise aspirations through outdoor activities.

All of this is made possible by our fantastic grounds and facilities and a dedicated team of staff. Positive role models are vitally important. We want to inspire a new generation of young people who love the outdoors and are filled with enthusiasm and spirit to make things better for themselves and those around them.

Over the last 10 years or so, the centre has been just about breaking even on day to day operating costs. This is great but it doesn't allow us to build any funds to properly maintain the centre, refurbish buildings or add anything new.

As a result our current facilities are in desperate need of renovation and in some cases replacement.

We have been gathering feedback over the last year and The Beaudesert Trust Management and Finance committee, along with the Exec, have agreed a strategic plan for the next 4 years with the aim to improve the current facilities and increase the number of users of the centre to enable us to sustain the development. Some work has begun on this already and we are now in a really good position to share our exciting plans with you and see if you can help.

Nigel Ruse

Centre Manager, The Beaudesert Trust



LIFE CHANGING ADVENTURE

Beaudesert Outdoor Activity Centre delivers around 50,000 activity days to young people every year. We help young people explore their potential, grow in confidence and become active members of their community. We make a positive impact on young people and the adults who visit.

Over the next 4 years we aim to double that number of young people taking part in activities at Beaudesert. Young people may be from Scouting, Guiding, Boys or Girls Brigade, ATC, Army Cadets and other uniformed organisations, Youth Groups, Princes Trust, National Citizen Service, Schools, Colleges, Apprenticeships and young people from the local community. They are all young people who deserve the opportunity to experience and adventure in the outdoors. Young people from the local communities will be offered holiday activity clubs and other day visits, fully supervised at all times. Along with our access management policy locals will be encouraged to visit the ruins and grounds, again fully supervised. These are all young people who may not have yet discovered Scouting, Guiding or another youth organisation, potential new recruits.



“Every child has the right to adventure. Life is about grabbing opportunities. Its all about friendship and fun and adventure– people who might not normally have the chance for adventure.”

Bear Grylls, Chief Scout

Beaudesert

Outdoor Activity Centre



OUR STRATEGIC PLAN

We are continually working towards our 2016 - 2021 strategic plan with a focus on growing the following key areas:

Growth

We believe the every child should have the opportunity to participate in outdoor activities.

Inclusivity

We will continue to develop opportunities for all age ranges and all backgrounds to participate in activities at Beaudesert Outdoor Activity centre.

Participant driven

We offer all customers easy routes to give feedback and we use that feedback to shape our future.

Community impact

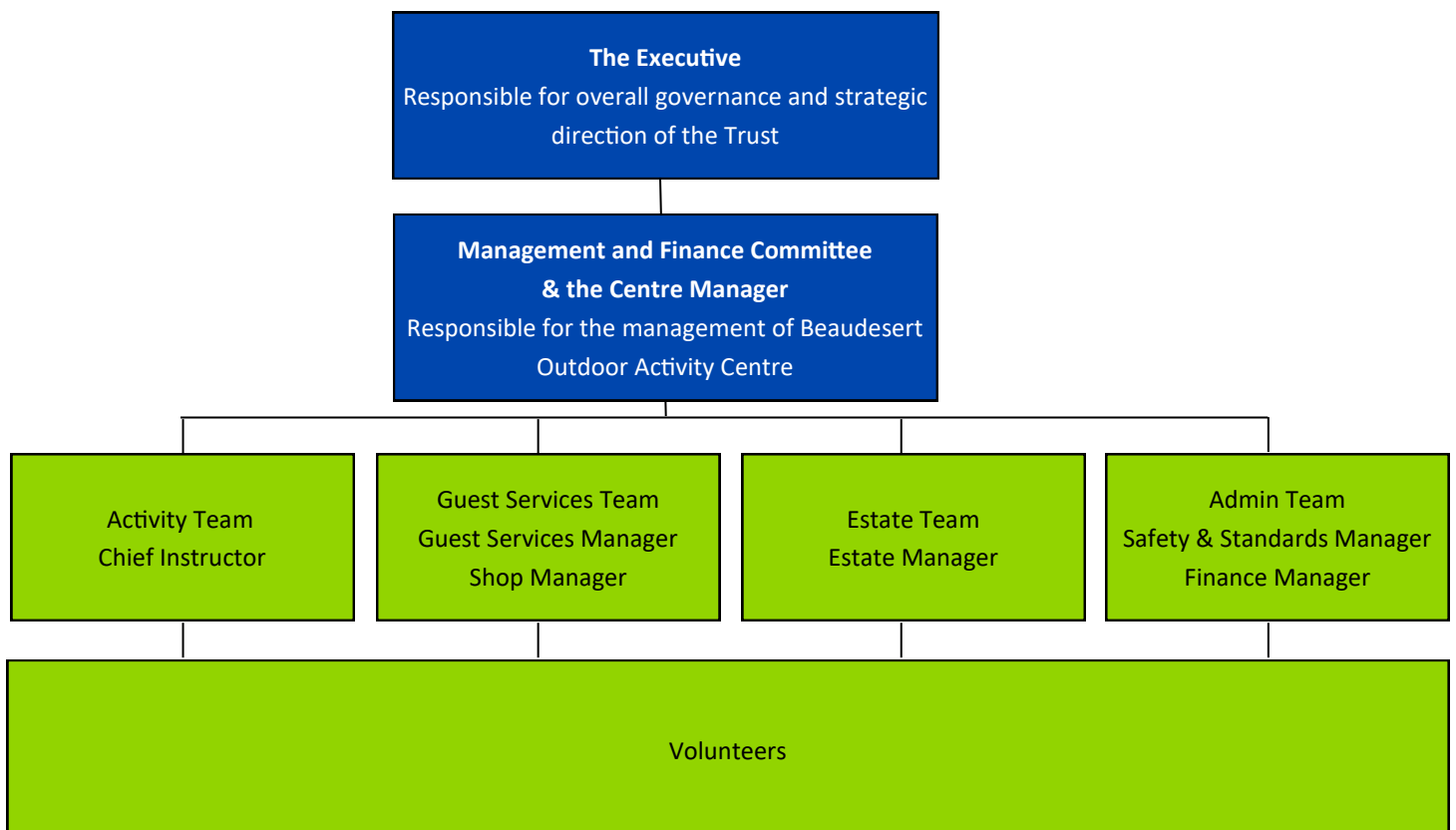
We are now developing opportunities for young people in the local community to get involved.





HOW WE OPERATE

Beaudesert Outdoor Activity Centre is based in Cannock Wood, Staffordshire and its operation is divided into four teams with volunteers supporting. Volunteering is key to our success.



The Development Plan

Our accommodation blocks are continually being assessed for health and safety compliance and maintenance issues. With new legislation and best practice this becomes harder each year. Some buildings have very limited lifespans. Our customer feedback indicates that there is a very strong desire to see the buildings upgraded. These are the key developments:

Infrastructure

Catering

The Cal Day building will be redeveloped in January 2018 to provide a modern cafeteria. This will support the growing number of Scout and Guide groups and schools who require catering. Our catering requests are increasing across our customer base including Scout and Guide groups. It isn't everyone's need but it is a hugely growing area. For example, this year we catered for a district event for 500 Scouts. The new facility will be able to cater for over 100 people on a daily basis and around 1000 on one off events.

Haden Lodge will be redeveloped in early 2018 to provide a better meeting room, conference facility and self catering kitchen area replacing the Cal Day as our main meeting room and large self catering kitchen.

Later in 2018 a new self-catering facility will be created in one of the outdoor classrooms. The small cooking huts around site will be developed to provide much more usable spaces to support self catering and camping.

Sleeping accommodation

In order to accommodate a full class of around 32 children plus their teachers, we need larger accommodation dormitories. Many Scout groups find themselves spread across multiple buildings too. We do have relatively small buildings.

In 2018 we will redevelop the main building from the estate office, through the Alpine Barn, the shop and cleaning stores to provide 36 beds in various size bunked rooms to accommodate 36 bunks. Users of this will buy into our catering options as there will be no catering area. The Providore is moving into reception and the estate office is moving into the existing woodland workshop. The cleaning store has been relocated into the Laundry room. Moving the shop into reception means that it will be open for longer hours. Our fantastic team of shop volunteers will still support this facility and they will also be supported by the shop manager and the guest services team.

The Tented village will be relocated to Anglesey Drive for the 2018 season and we will seek to improve the facility providing a better quality marquee, electric to provide a fridge, a freezer and lighting. Also following customer feedback we are moving it closer to a toilet facility.

In 2019 we will redevelop the Warren and Stables and the offices and storage next to them to create a 40 bed self catering accommodation suitable for Schools and larger youth groups including Scouts and Guides.

As funds allow we will replace the lodge with a 36 bed self catered accommodation block located on the Broadhazels car park and we will redevelop the Den to provide a further 36 bed accommodation block.

Maintenance plans are being developed for the existing buildings to ensure that their lifetime is extended while this work is carried out and that that are fit for purpose. The maintenance plan will also ensure that adequate budget is set aside each month to ensure compliance, on-going maintenance and deep cleaning. We have a huge wish list for the buildings and are already beginning some of this work.

The Lodge, the Lair, Woodland Chalet, Owls Nest and Chantrey will all be available for smaller self catering groups. We will continue to maintain these to a high standard. We will also continue to advertise offers on the larger buildings during low occupancy periods.

Activities and Programme

The Activity Office has moved into the Hut in The Walled Garden. This provides a one stop shop for everything to do with activities. You can pick up self led equipment from here, book additional activities and kit up.

The crazy golf activity has moved into The Walled Garden onto a more level surface.

The challenge course is continually being improved and added to.

Our climbing wall is going to be closed in 2018, It has been a fantastic activity but with current health and safety requirements, it is becoming harder to sign this off as fully compliant. With the cost of improvements needed we have decided to close the wall and focus on fundraising for a new purpose built tower in The Walled Garden. The new tower will also have abseiling faces, high ropes elements and a zip wire.

We are adding fencing as a new activity in 2018. This will take place in one of the outdoor classrooms.

We are currently working on a new caving simulator and we hope to open this early in 2018.

In 2018 we are moving The Woodland Workshop into an new building in The Walled Garden and increasing the range of crafts available.

The team building activity will be improved and moved into The Walled Garden.

The low ropes will soon need some maintenance work on several of the upright poles, when this happens we will move this into The Walled Garden.

We are also looking for funding to purchase additional circus skills equipment, add a grass sledging run and purchase new inflatable bungee run, sumo suits and wrecking ball.

The via ferrata activity will undergo a renovation of its safety system.

We plan to clear the upper pond and add canoeing as an activity.

We are developing a number of bushcraft courses to help bring essential skills to our customers. Our staff are undergoing training from industry experts.

Beaudesert Hall

We aim to make the Beaudesert Hall ruins safe, build a resource centre and enable the public to view the hall and study its history.

Parklands and Camping

We are currently carrying out urgent tree safety work. By the time the 2018 season starts every tree will have been surveyed and pruned or felled appropriately. We are also working on a planting plan to replace any trees and shrubs that have been felled.

The camping areas are being worked on to improve the grass. Sites will begin to be levelled and the grass will cut more frequently than ever before. To do this we urgently need a new mower and tine and are seeking funding for these.

We will work to remove invasive species from our parklands. To do this we need the help of volunteer groups. Linked in with this activity we plan to get our charcoal maker working.

We plan to improve the drainage on many sites including Paget and the Terrace.

Key Target Dates

Key Dates

1st March 2018	The Lodge gets a mini makeover
1st April 2018	Cal Day Cafeteria opens
1st April	New Fencing activity opens
1st May 2018	New shop opens in reception
1st May 2018	New Tented Village opens on Anglesey 1
1st May 2018	Haden Lodge gets new kitchen wall and mini makeover
1st May 2018	New Caving simulator opens
1st December 2018	Alpine Barn closes in its current format
1st January 2019	New Rifle Range opens in target sports area of Walled Garden
1st April 2019	The Alpine Barn accommodation block opens 36 beds
1st November 2019	The Warren closes
1st December 2019	Low Ropes moves to Walled Garden
1st April 2020	The Stables Dormitory and self catering block opens 36 beds





Funding

We are looking for funding partners who are able to help us fund this development

- Individuals who may contribute through donations.
- Contributions through a legacy.
- Local businesses looking to support a local charity.
- Corporate social funds or grant making bodies.
- Donation of materials.
- Donation of skilled labour.

Volunteering

We are also seeking regular volunteers

- People willing to take on a regular task.
- People to lead a project.
- People to lead small service teams on a regular basis.
- People to help fundraise.
- People with ideas and enthusiasm to support our vision.
- People to manage events
- People to advise on certain topics.
- People to act as ambassadors within their organisation.

OUR APPROACH

If we are to achieve such an ambitious agenda we need to be clear on the principles that will define the way we work. These principles are:

Results Focused

- Ambitious but realistic targets have been agreed, we aim to double the number of young people using our facilities by 2021 and we aim to improve much of the infrastructure over the next 4 years.

Partnership working

- We make a bigger impact when we work with other people in the industry. Currently we work with partner companies delivering the NCS programme, Princes Trust and organisations such as The Scout Association and Girl Guiding UK. We want to continue those partnerships and grow them and seek new partnerships. We are looking for ambassadors and supporters from all youth organisations.

Innovation

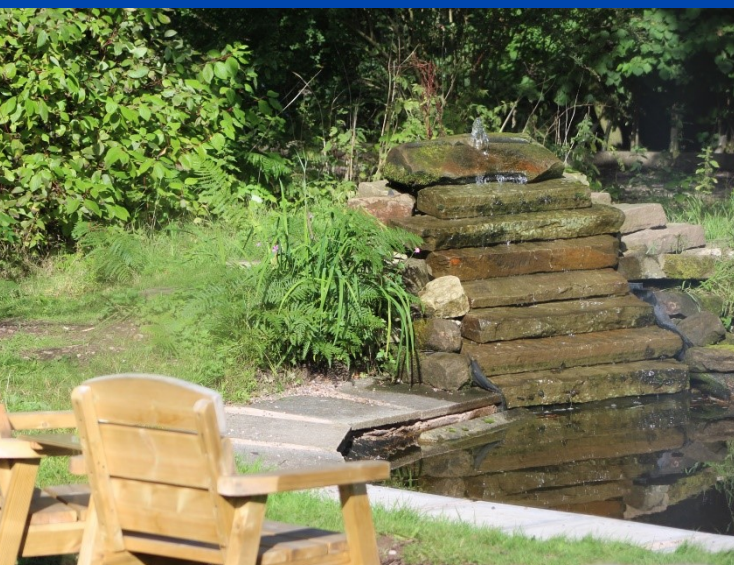
- We encourage all of our staff and our customers to think of and suggest new ideas. Feedback is key to our development.

Sharing Best Practice

- We continually share best practice and look at how others in the industry work. Our research to ensure that we are following what is best practice in the industry is key to our success. Our staff share good practices and current trends with such organisations as the Association of Scout and Guide Centres, the Institute of Outdoor Learning, AALA, AAA, and BAPA.

Using digital technology

- It is an inescapable fact that we live in a digital world. We need to seize opportunities within digital technology to enable us to communicate to new organisations and a wider community. We are investing in technology to make our processes clearer, more efficient and less time consuming. We are also seeking volunteers to help us with media and advertising.



OUR HISTORY



Our history is important to us. The grounds are steeped in history and we have volunteers seeking to continue the knowledge and grow our history resources.

The remains of the hall are still standing and The Walled Garden is now used as our main activity area.

We have an obligation to stabilise the ruins and maintain them.

We are seeking funding to help with this project in the region of £300,000

We are seeking more volunteers to help specifically with our history resources.



How can you get involved?

To enquire about any volunteering opportunities

volunteering@beaudesert.org.uk

Or talk to our Guest Services Manager

To give feedback and suggestions

Feedback@beaudesert.org.uk

Or talk to our one of our duty managers

To donate materials

estate@beaudesert.org.uk

Or talk to our estate manager

To offer funding or a donation

Email centremanager@beaudesert.org.uk

Or talk to our centre manager