

***Big adventures,  
professional leadership,  
personal touch***

## Our Story

Longtown Outdoor Learning Centre has been operating since 1964. We deliver challenging outdoor adventure activities in the Brecon Beacons National Park and Wye Valley A.O.N.B., with a warm and comfortable base in an old coaching inn on the edge of the Black Mountains.

Our multi-activity outdoor education courses aim to promote resilience, self-confidence, consideration for others, caring for the environment and the benefits of an active outdoor lifestyle. This comes from enjoying the successes achieved through personal endeavour and working together in wild and beautiful landscapes.

## Our Envisaged Future... by 2030 we will be...

- A nationally renowned centre of excellence for outdoor adventure
- Providing high quality outdoor experiences to a broad range of users including opportunities for those who may not be able to access these opportunities
- A centre of excellence for Educational Visits Advice
- Influencing local, regional and national policy
- Collaborating with and supporting the running of other high quality outdoor learning establishments
- Offering a high quality training programme for new outdoor professionals

## Our Vision

A world in which each young person has the opportunity to experience outdoor adventure

## Our Purpose

To promote wellbeing and life skills for young people through the challenge of the outdoors.

## Our Mission

To be a nationally renowned centre of excellence for outdoor adventure.

## Our Values:

Active      Purposeful      Resilient      Enjoyable      Safe

## Our Three Strategic Goals (2018-2021)

### Develop and sustain the organisation

- Develop and diversify unique and high quality outdoor experiences
- Nurture and expand client base
- Build and continually develop a strong staff team
- Ensure effective systems and processes
- Develop strong and secure finances
- Building financial reserves for the future

### Improve and strengthen buildings and grounds

- Improve existing facilities
- Explore current and future potential for developing onsite activities
- Increase capacity
- Establish efficient maintenance process
- Reduce the centre's carbon footprint
- Develop high ropes course

### Communicate impact and value of outdoor education

- Develop an effective marketing strategy
- Capture and communicate impact of LOLT
- Create a 'friends of' network
- Identify and market USP
- Explore and communicate right forums, key people and messages
- Harness social media