

EXPLORE OUTDOORS

an initiative brought to you by

THE OUTDOOR CLASSROOM

in partnership with British Orienteering

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British Orienteering

OVERVIEW

The Outdoor Classroom is an established Software as a Service (SAAS) company dedicated to transforming the way students experience learning by taking it outside the traditional classroom.

Our solution supports schools and educational settings across the UK to engage their pupils in active, outdoor learning through orienteering-based trails.

The system tracks and compiles key data into reports as children use it, making it straightforward to evidence the impact of Outdoor Learning;

- **The distance children are travelling**
- **The time they are spending outdoors**
- **The number of pupils active**
- **The number of Orienteering courses completed**

OBJECTIVES

Building on the success of our orienteering-based learning platform in schools, The Outdoor Classroom seeks to expand its reach and impact by creating opportunities for local communities to engage with their parks, green spaces, and historical landmarks through customised orienteering trails.

These trails will be designed to promote outdoor learning, physical activity, and community engagement, offering a fun and educational experience for all ages.

By partnering with local councils, parks, and green space authorities, we aim to create accessible, engaging trails that encourage families and individuals to discover new areas and learn about the history or nature of their local surroundings.

- **Increase Physical Activity**
- **Create Customisable Experiences**
- **Engage Families and Communities**
- **Monitor and Evidence Impact**

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IMPACT

The initiative encourages the whole community to be actively engaged in their local green space, at any time of the year. No travel is required, as any open space is suitable regardless of size. The system can be used offline if no wireless network is available making it fully inclusive and accessible. Trails can be created for any individual in the community. Here are some key examples:

SCHOOLS

AGES 17 – 25

FAMILIES

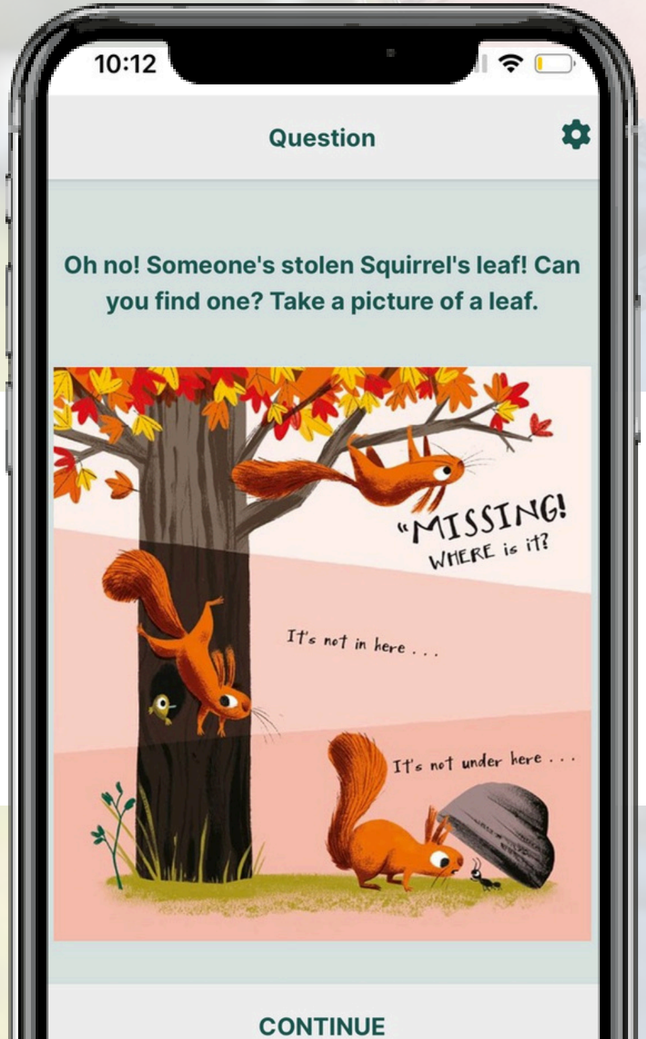
OVER 65S

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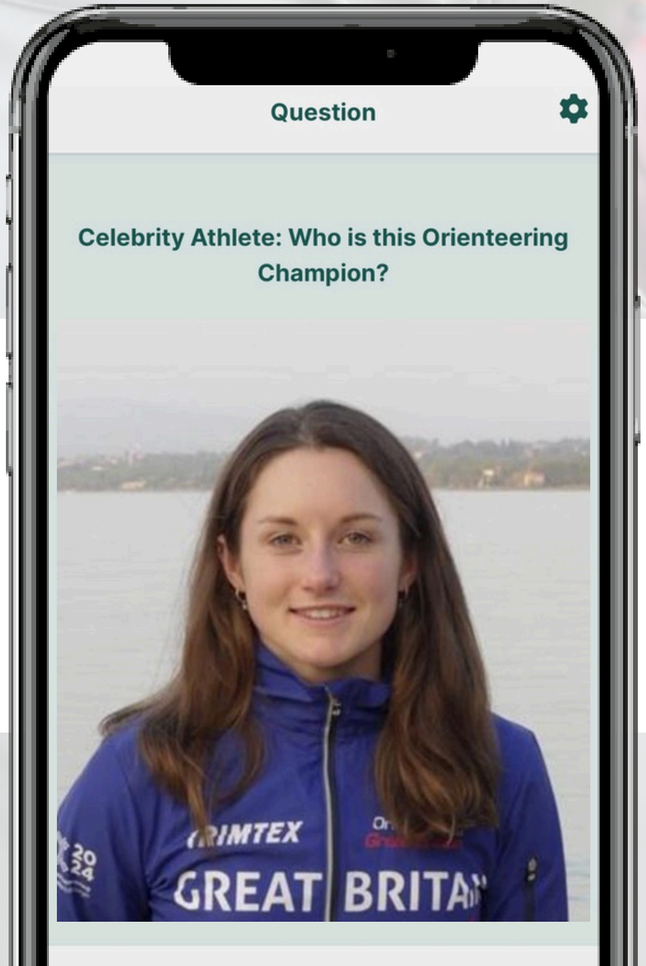
If Primary & Secondary Schools have limited space on-site, trails can be linked to the national curriculum to offer an educational off-site visit.
Schools subscribed to the Premium membership with The Outdoor Classroom can also access and create their own private activities from a local park, customising their experience.

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A gamified version of Orienteering courses to appeal to those who may otherwise be disinterested. These quiz-style courses are designed to show this age group the fun and rewarding aspects of the sport by delivering Orienteering from a new and exciting perspective.

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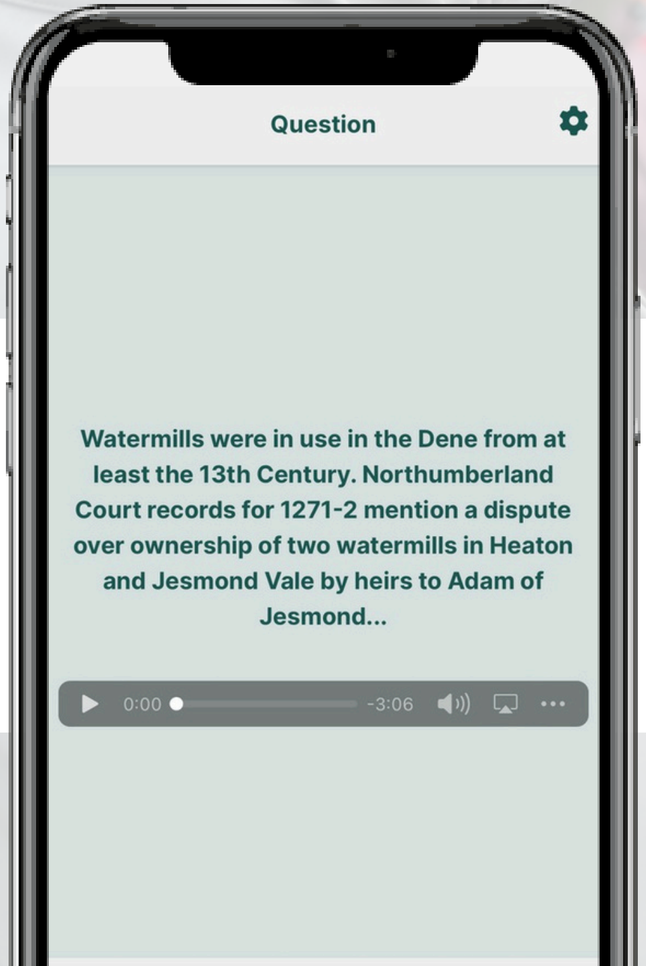
There are infinite ways to appeal to this audience due to the variety of dynamics. Young families can enjoy nature scavenger hunts or storybook trails. Mixtures of media can be added from any other category to interest any age group within a family!

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A key group our research shows local authorities wish to target. Trails incorporating the rich history of our shared spaces delivered in audio tour format can help this group to get out and enjoy light exercise in an inclusive and educational way.

HOW TRAILS WORK

At the heart of this project is The Outdoor Classroom's innovative digital platform, which allows participants to engage with orienteering trails in a fun and educational way. Here's how it works:

1

PERMANENT ORIENTEERING COURSES

Trails will be set up in local parks or green spaces, with a series of plaques or markers at different locations.

Participants navigate the course by scanning these plaques with a mobile device, which records their time and location.

2

INTERACTIVE LEARNING CONTENT

At each marker, users can access multimedia content such as videos, images, or audio that provides educational information about the location (e.g., historical facts, local wildlife, or environmental features).

This content will be customised based on the specific trail, offering tailored learning experiences for different groups.

3

TRACKING AND DATA COLLECTION

The system tracks key metrics such as the distance covered, the time spent, and the number of active users, which will be used to measure the impact of the initiative on physical activity levels.

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INNOVATION & CUSTOMISATION

Our system is fully digital and highly customisable, making it ideal for a variety of audiences and purposes. Local communities, schools, and organisations can design their own unique trails with different themes, from nature and history to fitness and well-being.

This flexibility ensures that The Outdoor Classroom can cater to a wide range of user needs and create rich, diverse learning experiences.

COMMUNITY PARTNERSHIPS

We plan to collaborate with local authorities, parks, schools, and community organisations to roll out this project across the UK.

By working together with local partners, we will ensure that the trails are designed to meet the specific needs of each community and are accessible to all.

We will also leverage the support of British Orienteering and local orienteering clubs to ensure the trails are well-constructed, safe, and enjoyable.

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MONITORING & IMPACT MEASUREMENT

Every activity recorded on Explore Outdoors is logged on easy-to-read dashboards. We capture the following:

LOCATION CHECK–INS

Total number of Location Check-ins to track how popular individual locations are.

TRAIL STARTS

Number of Trail Starts to monitor how many users begin a session and how popular trail types or themes are.

TRAIL COMPLETIONS

Number of Trail Completions to assess the activity levels and overall impact on the community.

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SAMPLE DISPLAY BOARD AND PLAQUE DESIGNS





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BREAKDOWN OF COSTS

Project breakdown

Orienteering mapping

Update existing maps or map from scratch. Upload to Explore Outdoors digital system.

Map update £300 New maps from £1200

Permanent orienteering plaques & posts

Supply and install a set of permanent orienteering plaques. Each plaque has a dual purpose to access the app and be used during a trail.

Plaques £15 each

Display lectern

Supply and install a steel display lectern, installed in a central location to advertise Explore Outdoors. Create customised artwork to attract visitors and also login to Explore Outdoors app.

£2000

Annual licence to Explore Outdoors

Create admin access for trail managers to create customised trails throughout the year and access live activity data to monitor the impact on the community.

£800 per year or £12000 for a lifetime licence

Annual infrastructure maintenance

Maintain permanent course infrastructure and repair and damaged missing plaques/posts. Update orienteering map where necessary.

£200 per year

*All prices exclude VAT at 20%

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For more information, contact our team at info@theoutdoorclassroom.co

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