

Factors	Remarks (Grangewaters)	Remarks (Essex Outdoors: Bradwell, Harlow, Harlow Climbing Wall, Mersea and Danbury)	Remarks (Stubbers)
<b>Offer</b>	<p>Core offer:</p> <ul style="list-style-type: none"> <li>Broad range of traded products across age spectrum</li> <li>- Individual tuition &amp; bespoke sessions</li> <li>- Clubs</li> <li>- Schools &amp; groups (up to 300)</li> <li>- Family sessions</li> <li>- Company business days</li> <li>- Residential</li> <li>- School holiday activities &amp; courses</li> <li>- Courses contributing to GCSE PE and BTEC National Diploma in Public Service</li> <li>- Duke of Edinburgh Awards</li> <li>- Hospitality facilities for large events</li> </ul>	<p>Core offer:</p> <ul style="list-style-type: none"> <li>- Schools &amp; Youth groups</li> <li>- Environmental Education</li> <li>- Sailing</li> <li>- Courses</li> <li>- Duke of Edinburgh Awards</li> <li>- Essex Schools Expedition</li> <li>- School Holiday Activity</li> </ul> <p>Courses:</p> <ul style="list-style-type: none"> <li>Residential Experience</li> <li>One-day activity programmes</li> <li>Princes Trust Teams</li> <li>Alternative and Complementary Education Programmes</li> <li>First Aid Courses</li> <li>Mountain and Expedition Courses</li> <li>RYA Sailing and Powerboat Courses</li> <li>Climbing Courses</li> <li>Canoe and Kayak Courses</li> </ul>	<p>Core offer:</p> <ul style="list-style-type: none"> <li>- Family &amp; Children</li> <li>- Schools &amp; Groups</li> <li>- Team Building &amp; Corporate</li> <li>- Coffee Shop</li> </ul> <ul style="list-style-type: none"> <li>- Learning outside the classroom</li> <li>- Special needs</li> <li>- Day visit</li> <li>- Off-site activities (coastal sailing, climbing &amp; canoeing or kayaking)</li> </ul> <ul style="list-style-type: none"> <li>- Back to school bonding</li> <li>- After school clubs</li> <li>- We come to you (outreach activities)</li> <li>- Duke of Edinburgh Award</li> <li>- Accredited courses (climbing, canoeing and yachting)</li> </ul> <ul style="list-style-type: none"> <li>- Water sports (e.g. kayaking)</li> </ul>
<b>Quality Assurance / Regulation</b>	<p>Affiliated to various governing bodies,</p> <ul style="list-style-type: none"> <li>- Royal Yachting Association (RYA) - British Canoe Union (BCU)</li> <li>- Adventure Activities Licensing Authority (AALA)</li> <li>- Approved activity provider for Duke of Edinburgh Award.</li> </ul> <p>All activities risk assessed.</p>	<p>Breadth of services offered across age spectrum and sectors to public and private sectors. Affiliations:</p> <ul style="list-style-type: none"> <li>- Adventure Activity Industry Advisory Committee</li> <li>- Adventure Activities Licensing Authority</li> <li>- Quality Badge</li> <li>- Duke of Edinburgh</li> <li>- Association of British Climbing Walls</li> <li>- British Mountaineering Council</li> <li>- Mountain Training - England</li> <li>- British Canoe Union</li> <li>- NICAS - National Indoor Climbing Achievement Scheme</li> <li>- Royal Yachting Association</li> <li>- European ATV Safety Institute</li> </ul>	<p>Affiliated to various governing bodies,</p> <ul style="list-style-type: none"> <li>- Royal Yachting Association (RYA) - British Canoe Union (BCU)</li> <li>- Quality Badge</li> <li>- Adventure Activities Licensing Authority (AALA)</li> <li>- Approved activity provider for Duke of Edinburgh Award.</li> </ul>
<b>Procurement efficiency opportunities</b>	Products and equipment procured through Thurrock Council	More than one centre equates to procurement efficiencies	One centre with charity status could translate into higher unit costs
<b>Stability</b>	Business sustainability reliant on services traded Management and administration costs come direct from Local Authority	Business sustainability reliant on services traded Management and administration costs come direct from Local Authority	Business sustainability reliant on services traded Charity status allows for applications to external funding
<b>Reputation</b>	Positive reputation amongst clients that have used the centre transferring into good promotions through word of mouth	Good reputation through good products and services	Positive reputation evidenced by anecdotal accounts on blog

Factors	Remarks (Grangewaters)	Remarks (Essex Outdoors: Bradwell, Harlow, Harlow Climbing Wall, Mersea and Danbury)	Remarks (Stubbers)
<b>Location</b>	<p>One centre with perception of being remotely located:</p> <ul style="list-style-type: none"> <li>- Proximity to London, 25 miles from Central London</li> <li>- short distance from Essex, Kent and London Borough of Havering</li> <li>- close to national road network, e.g. M25</li> <li>- Access to minibus pool to assist transport to centre</li> </ul> <p>Offers outreach options, i.e. some aspects of core offer</p>	<p>Five centres offer a range of opportunities within Essex (Mersea, Danbury, Bradwell, Harlow and Harlow Climbing Wall), plus global opportunities through Educational trips</p>	<p>One centre on 130 acre site:</p> <ul style="list-style-type: none"> <li>- Proximity to London, 25 miles from Central London</li> <li>- short distance from Essex, Kent and London Borough of Havering</li> <li>- close to national road network, e.g. M25</li> </ul> <p>Offers outreach options, i.e. some aspects of core offer</p>
<b>Employee requirements</b>	<p>All staff qualified to deliver products, services quality marked through affiliated/governing bodies and Institute of Outdoor Learning (IOL).</p> <p>Apprenticeships routinely recruited in the context of providing learning and employment pathways for local people.</p> <p>Staff have</p> <ul style="list-style-type: none"> <li>- Enhanced CRB disclosure</li> <li>- First Aid qualification</li> <li>- Staff induction</li> </ul>	<p>All staff qualified to deliver products, services quality marked through affiliated/governing bodies and Institute of Outdoor Learning (IOL).</p> <p>Staff have</p> <ul style="list-style-type: none"> <li>- Enhanced CRB disclosure</li> <li>- First Aid qualification</li> <li>- Staff induction</li> </ul>	<p>All staff qualified to deliver products and services quality marked through affiliated/governing bodies and Institute of Outdoor Learning (IOL).</p> <p>Staff have</p> <ul style="list-style-type: none"> <li>- Enhanced CRB disclosure</li> <li>- First Aid qualification</li> <li>- Staff induction</li> </ul>
<b>Overview</b>	<p>Mission statement: an environment for young people and adults to learn, develop and be inspired</p>	<p>Mission statement: Essex Outdoors is committed to delivering high quality outdoor learning opportunities to the young people of Essex and the wider community</p>	<p>Mission statement: provides quality assured day and residential activities to children, young people, families and corporations</p>
<b>Advertisement</b>	<p>Basic details about courses and programmes online; opportunity to develop a website to include mission statement, information about unique selling point &amp; programmes and an online bookings facility</p>	<p>Clear and effective details about courses and programmes online including</p> <ul style="list-style-type: none"> <li>- Activities</li> <li>- Centre information</li> <li>- Ages</li> <li>- Prices</li> <li>- Opening times</li> </ul>	<p>Basic details about courses and programmes online; information about unique selling point &amp; programmes and telephone hotline for further information and bookings.</p> <p>Pdf programmes available to download from website and regular marketing in press</p>
<b>Targeted work</b>	<p>Specialises in re-engagement groups including Targeted Care and Outcomes, e.g. Young people leaving care; Accessible activities for groups with physical and learning difficulties, and children &amp; young people with behavioural difficulties</p>	<p>Aiming High &amp; Princes Trust offered</p>	<p>Day release to Stubbers for industry training and work experience including nationally recognised courses. Also provides access for disabled users.</p>

Factors	Remarks (Grangewaters)	Remarks (Essex Outdoors: Bradwell, Harlow, Harlow Climbing Wall, Mersea and Danbury)	Remarks (Stubbers)
<b>Community access</b>	Poor links to public transport links, not in easy reach through walking/other - Access to minibus pool to enable access to centre	Good infrastructure and public transport links to some centres; Mersea and Bradwell have intermittent public transport links with some walking to centres.	Public transport route runs near to the centre
<b>Residential sessions</b>	Offers year round residential options for up to 120.  Evening activities can be tailor made to meet the requirements of the group.	A range of residential multi-activity experiences offered through generic offer and for Princes Trust groups.	4 provisions for residential trips including disability accommodation. Total number able to accommodate = 180.  Evening activities 5 till 6.30 and 7 till 8.30. Activities led by group leaders include games and competitions, Camp fire and Evening walk in Local woodland.
<b>Organisation type</b>	Local Authority - Thurrock Council	Local Authority - Essex County Council	Charity
<b>Unique selling point</b>	Significant number of products for targeted groups seen in context of narrowing the gap, educationally and psychosocially. Courses that are both accredited that contribute to foundation learning, lateral and incremental progression.	High quality outdoor accredited learning opportunities that accommodates those at the risk of exclusion	Provides adventure activities day and residential to children, young people, families and corporations.
<b>Weekend opening</b>	Yes for groups  Closed for 2 weeks at Christmas December/January.	Yes for groups and some public access  Closed for 2 weeks at Christmas December/January.	Open every day all year round 9-5 and 9-8pm in Summer.  Closed for 2 weeks at Christmas December/January.
<b>School holiday activity days</b>	Daily activities for 8-16 year olds	Offers opportunities for child only or family activity days	Offered to 7-16 year olds, day and week long
<b>Value for money - social capital</b>	Offers pathways for people to increase skills and pathways into employment through alternative and complimentary education programmes - translates into good outcomes for peoples social capital	Offers pathways for people to increase skills and pathways into employment through alternative and complimentary education programmes - translates into good outcomes for peoples social capital	Offers some opportunities for people to increase skills and pathways into employment through alternative and complimentary education programmes - translates into good outcomes for peoples social capital
<b>Sales Method</b>	Direct enquiries	Online contact for further information	Direct enquiries