

**Culture, Heritage and Green Space Service**

# **Essex Outdoors – Great Adventures, Closer to Home**

**Outdoor activities for families in Essex**

**July 2021**



**Essex County Council**



**Danbury**



**Harlow**

**essex/outdoors**



**Mersea Island**



**Bradwell**

# essex /outdoors



Essex Outdoors is the brand name for the outdoor activity business which provides outdoor activities for children and young adults across Essex and beyond.

From the four Essex based sites, children and young adults are able to participate in a range of exhilarating activities safely and in instructor led sessions.

With a range of activities suitable for every young person, irrespective of ability or experience, Essex Outdoors has provided thousands of children and young adults each year with the opportunity to build their resilience and confidence and learn how to manage risk.



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# Overview



This summer, Essex Outdoors has the opportunity to expand its reach further than the school and education groups who make up its core market. In July 2021 a new family friendly, summer camping offer is being piloted.

Camping at Mersea Outdoors Centre will provide families who are either on a budget, or who have been priced out of the staycation market, with the opportunity to take themselves on a holiday or short break at one of the county's best loved beauty spots.

# Camping at Mersea



**‘Stay By The Sea’** - Get away from it all in one of Essex’s most stunning coastal locations. With easy access to the beach and the local delights of both Cudmore Grove Country Park and West Mersea with its picturesque town, beach huts and crabbing - there’s something for all the family.

***Get back to basics, unplug and recharge at our traditional camping site, its ideal for families with children of all ages.***

Discover peace and tranquillity in the beautiful Essex countryside. Take the opportunity to disconnect from the Switch/X-Box/I-pad and re-connect with each other this summer after months of living life online (*although there is wi-fi available!*)

Choice of traditional grass pitch, ready-pitched ‘patrol-style’ tent, or pod. All the facilities you need such as toilets, showers and easy access to drinking water.



# A Summer of Fun

Season opens: Monday 26 July - 31 August 2021

## Availability:

- 7 pods – holding 8 people
- 20 pitches / either bring your own or patrol tent – holding up to six people
- Safe environment - families only
- Optional activities available to add-on including swimming pool
- Outdoor cinema screenings (subject to conditions)
- Easy to book online through [Pitchup.com](https://www.pitchup.com)



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# Sailing at Essex Outdoors Bradwell



# *New* - Family sailing experiences

- An adventure for the whole family, Bradwell Outdoors Centre is offering some incredible experiences on the river Blackwater this summer holiday.
- Help the family reconnect and make incredible new memories with these exciting **sailing days** and thrilling **powerboat trips**.
- The perfect staycation day trip for family bubbles with up to seven people (ages 7+).
- Skipped by highly experienced instructors, grab the opportunity for everyone to take a turn at the helm or simply sit back and take in the views.
- Disembark for lunch at a restaurant or order a picnic platter, throw in some crabbing lines, and you may even be able to disembark at a beach – tides permitting. This will be a day to remember for everyone.
- Starting from as little as £32 pp, max 6 people, family bubbles



# *New* - Water sports Club

- Operated out of Essex Outdoors Bradwell, our new water sports club offers young people the opportunity to experience a variety of water based activities that they wouldn't otherwise be able to access in one place locally.
- **Water-Sports Club**; May-September. 2 hours on a Friday or Wednesday Evening 6-8pm, for ages 7+

Activities include:

- ▣ Paddling
  - ▣ Raft-Building
  - ▣ Sailing-yachts and dinghies
  - ▣ Powerboating
  - ▣ Dragon-Boating
- Costs from as little as £15p/p.



# ***New* - High Ropes at Harlow**



- New High Ropes facility under construction, replacing 20-year-old facility
- Inclusion of 'clip and climb' outdoor climbing wall
- Designed for public 'pay and play' use for all the family, alongside the opportunity for schools and groups to organise group visits
- Ideal for birthday parties
- Piling works scheduled for September / October, anticipating completion for December soft-launch and main launch for 2022



# Pilots: Next Steps & potential opportunities

## **Camping at Mersea Outdoor Centre**

- Analysis of demand and customer satisfaction will drive future decisions on whether the sites meet customer expectation and demand. If demand is high and family camping at Essex Outdoors Centres can generate a surplus, the proposition could be scaled up and additional sites such as Danbury Outdoors could be added to the offer.
- Some investment maybe required in infrastructure at the sites with regard to children's play areas and enhancing camping amenities and facilities.

## **Family sailing experiences**

- Following the results of the pilot this summer, there is the potential to market sailing days through experience day platforms such as Red Letter days and buyagift.com and the service will be exploring the corporate awayday market with a view to expanding the offer to new markets.

## **Water sports club at Essex Outdoors Bradwell**

- Depending on the success of the scheme, it is a possibility that the water sports club may be expanded from children and young adults so that family groups could join and become water confident, with the club being a way in which to introduce more residents to sailing and water based activities.

