



Our Strategy

Bendrigg Trust - Strategic Plan 2024-2029

Bendrigg



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**We're creating change,
one adventure at a time.**

Since I first came to Bendrigg as a volunteer, many years ago, I've been struck by how powerful the spirit of adventure can be. It is a bona fide superpower, capable of filling any one of us with conviction and confidence, with new abilities and renewed agency. And we believe that spirit is universal, not just the preserve of the advantaged and non-disabled. That's why we've made it our mission to make adventure for everyone – working together to overcome barriers and transform lives.

At Bendrigg, we have everything we need to share that spirit. The setting and the scenery, the equipment and the expertise, the people and the passion. Here, we have a limitless supply of adventure, with a limitless determination to improve people's lives. Because we know that, whatever adventure means to each individual, it has incredible potential. To challenge and inspire, to tear down barriers and build up possibilities, to create real and lasting change.

Above all, adventure has the power to change minds – within every individual who visits, volunteers or works here, and across our whole society too. We're not only changing the way people see their world, but changing the way the world sees them.

It's this sense of purpose that has made Bendrigg the force it is today. And it's driving us on for tomorrow too. With our strategy set and our goals stated, we're giving form to our ambitions for the next five years, and beyond – harnessing more adventure, creating more change and touching more lives.

Thank you for being part of it.

Nick Liley
Centre Director
Bendrigg





Bendrigg



Opening doors for more than 45 years

When the first group visited Bendrigg in 1977, it was the culmination of a 20-year dream. John and Mary Kinross founded a charitable trust to support 'whole projects' and – having been inspired by the work of the Six Circles Camps, where young offenders worked with disabled people to the benefit of both – purchased an old hunting lodge in Cumbria.

In the years since that first group visited, much has changed. We've added new facilities and found new ways to enrich the lives of visitors and volunteers. We've launched new fundraising events and given the organisation behind it all a new name – becoming the Bendrigg Trust in 1988.

Above all, we've grown. With successive extensions and additions, we've gone from a basic centre with dormitories, to a multi-functional accessible facility with en-suite bedrooms, yurts, a sensory room, a climbing wall, a rope course, a bike track and much more.

And, just as the centre has transformed, our impact has spread. We have opened our doors to a wider audience – not only working with greater numbers, but with the more profoundly disabled individuals who had been excluded from outdoor adventure. We have adapted to meet new needs, risen to many challenges and weathered many storms – not least the pandemic. Now, more than 3,000 people get to experience the adventures on offer at Bendrigg every year.

We've come a long way. But we know we still have a long way to go.

Bendrigg



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Bendrigg is honestly the only place we have found on this planet where we can truly relax and have fun. Everywhere should be more Bendrigg.

Our vision

To harness the power of adventure to create lasting change and transform communities for all.

Our mission

We make adventure accessible, working together to overcome barriers and transform lives.

Our values

Push past boundaries
Make it for everyone
Practice progress
Work as one
Bring compassion
Embrace Nature





Strategy 2024-2029

Setting our objectives



Increasing our reach and impact



Take strides towards net zero



Strengthen our financial position



Developing leading facilities and services



Support and develop people



Strategy 2024-2029

Charting our path

To turn our ambitions into achievements, we have planned five themes for the work that lies ahead. These are not isolated programmes – each theme overlaps with the other, each success will provide a platform for the next.





We're here to open doors - to an outdoors full of exciting and empowering adventures, to new abilities and attitudes, to personal potential waiting to be fulfilled.



Transform our space

We will make better use of space across our estate: making space for getting meals and getting rest, for getting around and getting closer to nature. Above all, we'll make space for greater access and a greater range of activities. By upgrading our buildings and grounds, we'll strengthen the fabric and streamline the layout of Bendrigg – laying the foundations for every other ambition: the infrastructure for self-catering accommodation, the venue for Beyond Bendrigg and the facilities for more visitors, higher occupancy rates and greater impact.

When we're finished, Bendrigg will be coherent and connected, closer to nature, more accessible and better equipped than ever – the sector's leading destination for visiting, working, volunteering, learning and more.



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Despite all of the legislation supporting accessibility, disabled people are effectively excluded from many mainstream venues and activities, for fear of being faced with inadequate facilities.

Professor Stephen Hawking, taken from Euan's Guide

Accommodate a wider audience

We will give people new ways to enjoy the Bendrigg experience, by building fully accessible multi-functional self-catering accommodation. Whether guests engage in our activities and services, or use us as a base for independent breaks – across a region primed by Beyond Bendrigg to offer accessible experiences – this accommodation will give disabled people and their families new avenues for adventure.

When we're finished, as well as making a small difference in meeting a national shortfall, our new service will make a huge difference for our visitors – supporting our mission while generating income to sustain our organisation.

Visit England's National Accessibility Scheme identified only 44 providers of properties suitable for wheelchair users to stay.



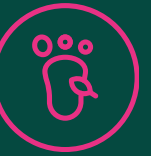


There is no better classroom, there is no better therapy than our great outdoors. It's intrinsic to what we do and who we are - it's got to be treasured.

Protect our environment

Working to preserve the setting so vital to our spirit of adventure, we will make our connection to nature central to everything we do. With every decision and investment, every capital build and estate development, we will consider how to strengthen that connection – measuring, managing and ultimately eliminating our carbon emissions and wider environmental impact.

When we're finished, with Net Zero in sight, we will work in ever-closer harmony with our natural environment – with our woodland protected, our buildings powered by renewable sources and our operations reaching the highest achievable standards of sustainability.





“ Every day is a chance to make another change. And, little by little, those small changes add up to something huge.

Help the Bendrigg family flourish

Personal development has always been central to our mission. But we will go further, by fostering a growth mindset in everyone connected to Bendrigg – not only helping people challenge the boundaries of disability or find a future beyond offending or addiction, but giving our employees and volunteers the support and space to excel. By cultivating their expertise, we will develop our capability at Bendrigg and increase our influence across the sector (and beyond) through Beyond Bendrigg. Vitaly, this will also ensure that we provide our people with more rewarding, more impactful careers and lives.

When we're finished, everyone at Bendrigg will have the opportunity to realise their fullest potential – inspired to be innovators and leaders, driving our progress and taking their place at the forefront of the industry.



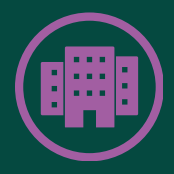


An experience for 3,000 visitors in 2023. An impact for 30,000 people by 2029.

Go Beyond Bendrigg

Our training and consultancy programme, Beyond Bendrigg, will equip a broad range of organisations with the skills to bring inclusion into their everyday practice. By teaching teachers, influencing policy makers, supporting business managers and offering the trusted voice of an industry leader, we will enhance and harness the skills and knowledge we offer locally to make an impact at a national (and even international) level.

When we're finished, we will have extended and multiplied the impact of our expertise – touching the lives of over 30,000 people every year, to play an increasingly powerful role in creating a more inclusive society.





What lies Beyond Bendrigg?

While most know Bendrigg as a destination – an incredible setting for empowering adventures – the greatest assets in our organisation are not physical.

We are more than a place, offering more than facilities: we are home to sector-leading knowledge and life-changing expertise. Now, we're preparing to harness that capability, to make an impact far beyond the boundaries of our estate: to go Beyond Bendrigg.

Launched in 2023, Beyond Bendrigg is a training and consultancy service for the outdoor education and tourism sectors, regionally, nationally and – ultimately – internationally.

While it's an opportunity to diversify our offering and generate funding for our charitable operations, it's also a vehicle for much greater change. As an authority in the sector, we can influence individuals, organisations, national governing bodies and even policy makers.

By sharing our expertise, we're going further to change attitudes, raise awareness and embed positive practice into everyday experiences – driving inclusion across all areas of society. In short, it's our chance to make an impact far Beyond Bendrigg.

Beyond Bendrigg



#BeMoreBendrigg

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