

#OutdoorTown



What?

#OutdoorTown is a shared vision and identity adopted by the borough of Burnley. Providing strategic direction, it is a movement based on collaboratively promoting the strengths of the town, creating a culture that prioritises connecting communities to the outdoors.

Why?

Creating an identity that is inclusive. #OutdoorTown widens the possibilities to addressing physical activity, health and wellbeing, culture and education, climate action and more. The evolution of #OutdoorTown is based on adopting a strength and placed based approach. It helps us to provide leadership across important strategic cross cutting themes that encourage collaboration.

The vision is a collective; it isn't owned by anyone and is something that everyone can be a part of and help develop. The #OutdoorTown approach, will open its doors to the whole town, promoting activity, inclusivity, and behaviour change. It will help to prepare the place, make being active the easy option and enable activity to flow through the town.

Collaboration

Inclusive

Pride of place

Strategic

Whole system approach

Resilience

Placed based

Strength based

Culture

Climate Action

How?

Preparing the place and creating a culture.

United by a common purpose, partners are working together to produce the 10-year #OutdoorTown vision and will be responsible for collaboratively delivering the action plans that sit behind this in future years. The vision will allow organisations, activities, and initiatives to form a healthy, developmental, and sustainable self-led relationship with the outdoors.

Beat the Street

Education

Park Play

Place

Big Burnley walk

Health

Tree Planting

Adapted Cycling

United by a common purpose, partners are working together on a 10-year

Cultural framework

Biodiversity

Culture

#OutdoorTown vision

Active Travel

Park Yoga

Active Wellness

Themed Walks

Play streets

Find out more at www.taaf.co.uk

