

outfitmoray

actively developing potential



Annual Impact Report

2024-2025



Robert's Story

*"Thanks to Outfit Moray, *Robert has embraced so many thrilling activities: he's tackled crate climbing, honed his skills in archery and bushcraft, navigated trails on a mountain bike, braved gorge walking, found peace while paddle boarding and kayaking, scaled new heights rock climbing, and even soared across the landscape Tyroleaning! Each of these moments has given Robert a chance to enjoy the childhood he truly deserves, filled with discovery and joy, rather than solely defined by his responsibilities. We are profoundly thankful for all the support Outfit Moray receives, which makes these invaluable experiences affordable for families like ours."*

Parent

*name changed



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Message from our CEO

The challenge for the last year was how best to continue delivery of our core programmes and improve outcomes for young people across Moray, west Aberdeenshire and east Highlands whilst simultaneously exploring new ideas and potential opportunities to shape our future direction. All of this was against the challenging backdrop of a poor economic outlook, reduced fundraising opportunities and rising levels of need.

All of our partners continue to report significantly higher than normal levels of mental ill-health and poor well-being as a direct result of the post-pandemic economic situation and the disruption to learning and social isolation that it caused. There continues to be rising levels of young people not attending and not engaging in traditional education and we have played an increased role in provision of alternative curriculum activity to try to improve engagement.

The true impact of this is still yet to be felt, but at a time of increased need there is a decreased ability to fund much needed support. The Board and staff team continue to meet this challenge head on - developing the charity to try and keep pace with demand for our services - despite the financial pressures faced by all who support children and young people at this time.

As ever, this would not be possible without the fantastic support given to the charity by funders, partner organisations and the Moray community.

*Many thanks,
Tony*



About Us

We Deliver
life-changing
outdoor learning
opportunities



We are a passionate, ambitious and values-driven charity, committed to making a difference in the lives of others, particularly those who are vulnerable and/or disadvantaged.

Working in partnership with over 100 local organisations, we provide a wide range of outdoor experiences including climbing, biking, canoeing, archery and rafting. Our sessions are designed to support personal growth and development, whether through one-to-one support, group programmes or residential experiences.

OUR VISION

Outfit Moray aims to make a difference in the lives of others, by actively developing the potential of young people, their families and communities, through accessible and affordable outdoor learning and adventure; encouraging life skills and improving physical and mental health.

OUR MISSION

At Outfit Moray, we create sustainable, life-changing opportunities for young people through outdoor learning and adventure. By building confidence, resilience and essential life skills, we empower young people to reach their full potential. Our commitment to long-term sustainability ensures we can continue to support future generations and strengthen communities.

Our values

Our values shape everything we do:



Courage and Perseverance

Encouraging young people to push their boundaries, face challenges head-on and develop resilience.



Trust and Respect

Fostering an environment where individuals feel safe, valued and supported.



Patience and Integrity

Supporting young people with fairness, honesty and encouragement.



Positive Risk-Taking

Teaching young people to assess risks safely, helping them gain confidence in decision-making.



Teamwork and Social Development

Helping individuals build communication skills, leadership abilities and a sense of community.



Inclusivity and Opportunity

Ensuring that outdoor learning is accessible to all, regardless of background or ability.



Environmental Responsibility

Promoting sustainability through initiatives like eco-friendly practices, active transport and responsible outdoor education.



Spirit of Adventure

Leading by example, we share our love of the outdoors and inspire others to explore, challenge themselves and embrace new experiences with confidence.



Our Projects



Projects

Details

Bike Revolution (Delivery)

Making cycling more accessible for communities in Moray. Through this programme we offer a variety of projects such as Bikeability, Bike Dr, cycling skills, adaptive cycling and learn to cycle.



Bike Revolution (Enterprise)

Making cycling more affordable through bike sales, bike hire and maintenance classes. Our experienced team offer advice and guidance, servicing and repairs, bike maintenance classes, various bikes to hire and a range of high quality refurbished bikes to sell.



Outdoor Learning

Through structured activities like mountain biking, canoeing and climbing, we provide adventure-based learning experiences which develop confidence, resilience, teamwork and problem-solving skills.

We have a strong focus on supporting vulnerable and disadvantaged young people aged 8-25 and we do this through working with a variety of partners throughout Moray and surrounding areas.



First Aid Services

Outfit Moray offers a wide range of first aid training courses, as well as providing first aid event cover for adventure challenges throughout the local area.



Our Strands



Strands

Details

EnerG

EnerG is Outfit Moray's core strand of programmes and focuses on providing outdoor learning and adventure activities for vulnerable and disadvantaged young people aged 8-25 in Moray.

Activ8

Activ8 focuses on providing affordable and accessible outdoor learning and adventure for all young people in Moray and their families. This is usually through local schools, holiday programmes, after school activities and transition events for Moray primary schools.

Innov8

Innov8 focuses on staff and volunteer training. We provide our staff and volunteers with personal development plans and training which they are then able to use for the benefit of the local community.

Gener8

Gener8 strand is about securing Outfit Moray's future for the next generation. By using our skills and training, we provide support, training and activities for the local community, such as first aid event cover, first aid training, adult adventure days and corporate team building sessions. These funds are reinvested into Outfit Moray's projects.

Communic8

Communic8 focuses on community engagement and upskilling people in our local area. This includes our Young Leaders programme, bike maintenance classes, adult cycling classes and bike skills days.



The Year in Numbers: An Overview

834

Outdoor Learning sessions delivered.



661

Bike Revolution (Delivery) sessions delivered

195

Bikes sold through Bike Revolution (Enterprise)



112

First aid courses delivered



Total number of attendances across all projects

15,225



100+

Total number of partners we have worked with



Total number of individual young people

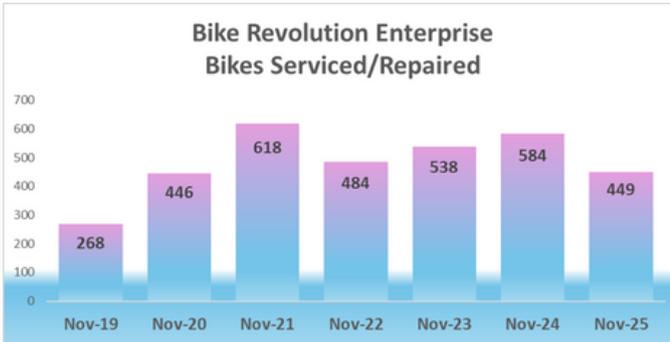
1927

Bike Revolution (Enterprise)

Highlights



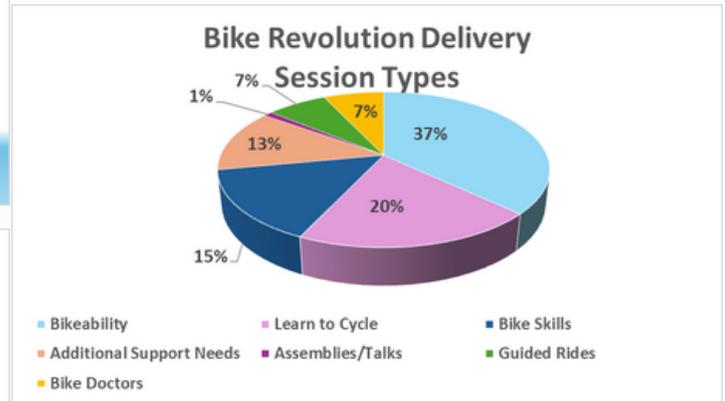
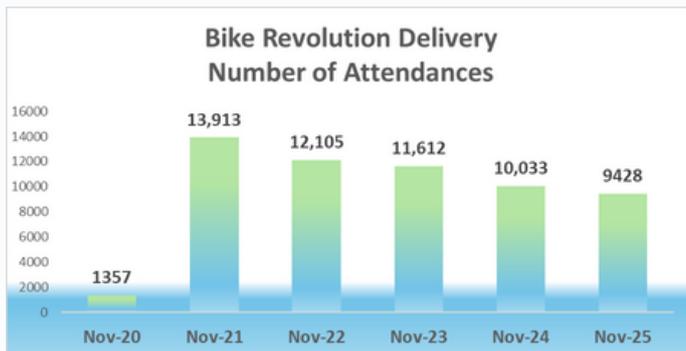
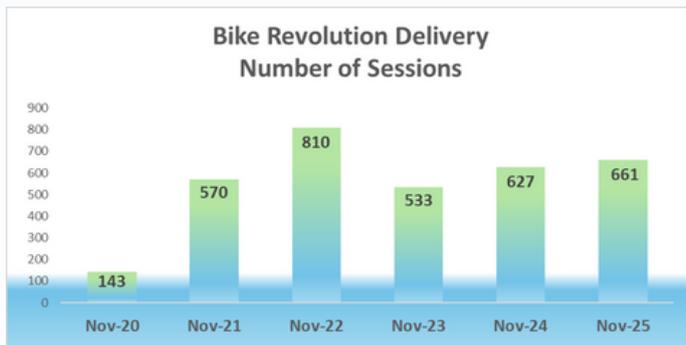
- ➔ 363 bikes donated
- ➔ 99 bike and e-bike hires
- ➔ 204 bikes refurbished
- ➔ 195 bikes sold
- ➔ 449 bikes services/repairs
- ➔ 20 bike maintenance classes



Bike Revolution (Delivery)

Highlights

- ↳ 9428 attendances for Bike Revolution (Delivery)
- ↳ 577 cycle training sessions delivered in schools
- ↳ 84 number of inclusive cycling sessions
- ↳ 661 total number of sessions delivered
- ↳ 66 different organisations including schools, nurseries, community groups and registered charities



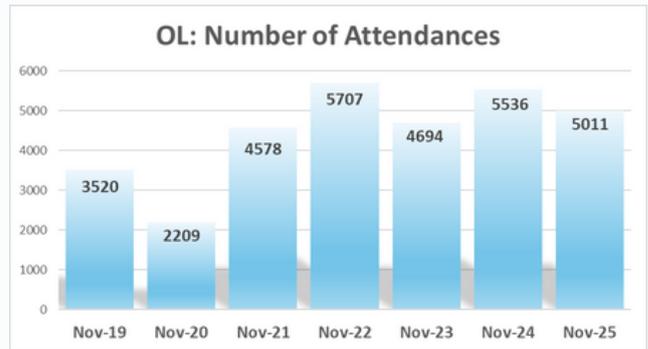
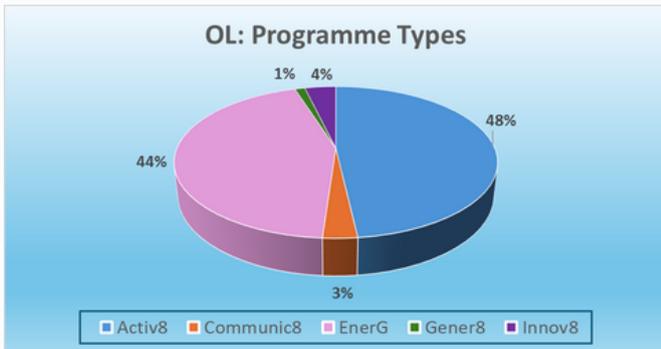
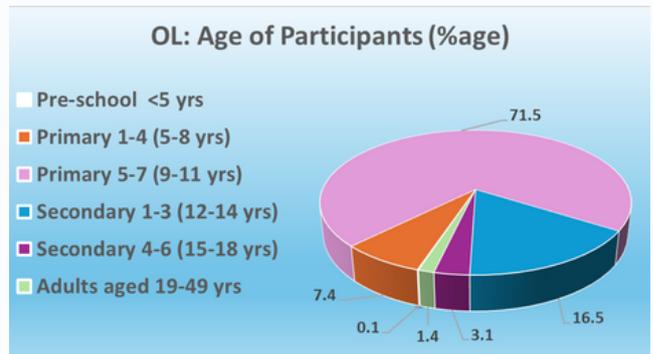
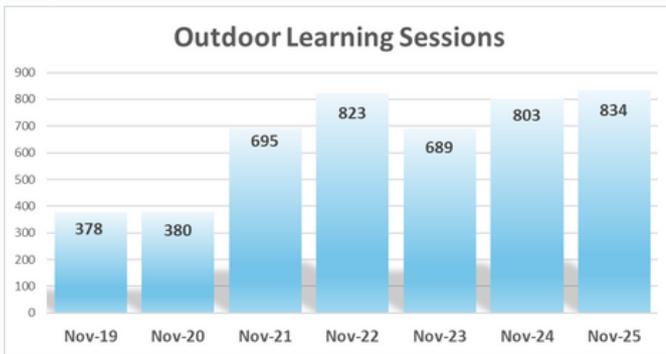
Outdoor Learning Highlights



↳ 5011 attendances for outdoor learning

↳ 43 different types of activities were offered including canoeing, archery and mountain biking

↳ 834 outdoor activity sessions delivered



First Aid Services

Highlights



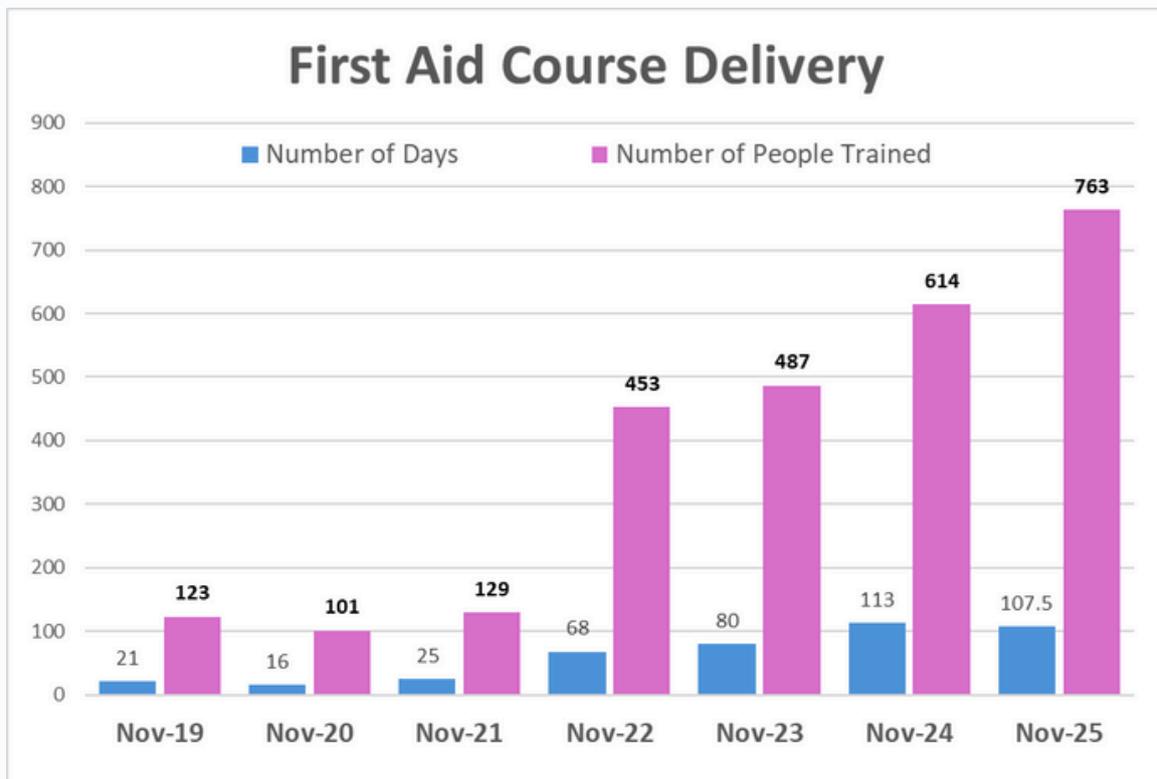
↳ 3 events supported with first aid cover

↳ 139 organisations, schools and businesses used our first aid courses this year

↳ 763 participants on first aid courses

↳ 112 first aid courses delivered

First Aid Course Delivery



Our People: Staff & Volunteers

Highlights

↳ 8 Board members (Trustees)

↳ 36 members of contracted staff

↳ 5112 voluntary hours (equivalent to £69,000 in real living wage)

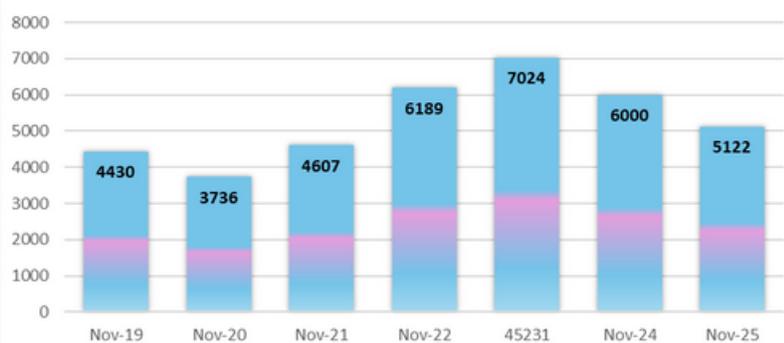
↳ 7 trainees throughout the year (4 current trainees)

↳ 2 trainees who finished at the beginning of this year are still in the outdoor education sector and 1 has progressed to further education.

Number of Contracted Staff



Number of Volunteer Hours



Our impact in words

Last year, thanks to the generosity of our funders, we were able to purchase a tandem bike designed to enable people with disabilities to ride with family, carers or friends.

One of the first to benefit was a pupil from a local secondary school who uses a wheelchair. When he first tried the tandem, its detachable chair and supportive design made it easy and safe for him to experience cycling for the very first time. The smile on his face said everything, for him, this wasn't just a new activity; it was a taste of freedom. Soon, his mum joined in too. Together, they began cycling around Huntly

Over several school sessions, his confidence grew and soon cycling became something he looked forward to. That experience sparked something profound. With growing confidence, he progressed to a side-by-side cycle, sitting independently for the first time. This tandem bike has opened new possibilities – showing how a small change can make a lasting difference in someone's life.



One of my girls is diagnosed with autism and the other is awaiting diagnosis - they very much benefitted from these amazing activities that you have put on for the community, and I highly recommend anyone with children, especially children with SEN to put their children on these activities because it really helps them to experience the great outdoors.

The best bit was they both realised that you don't need electronics all the time to have fun. It was amazing to see them both come out of their shell, enjoy nature, learn new skills and experience activities that have really helped their confidence boom.

Impact Measurement



Why is impact measurement important to us?

As a charity, measuring our impact is essential to ensuring we continue to meet the needs of young people while responding to the changing needs of society.

Collecting and analysing data is central to this. By gathering meaningful feedback and outcome data, we can evidence both the ongoing need for our services and the positive impact we have in filling a vital gap in provision. The data also helps us make informed decisions, secure funding and demonstrate accountability to our supporters, funders and the wider community.

This year, we invested in Upshot, an impact management system, which we began using in July. Although still early in its implementation, Upshot is already proving to be a valuable tool for tracking participation, outcomes and engagement across all our programmes. It's enabling us to monitor progress more effectively, measure long-term change and present our data in clear, meaningful ways. As we continue to develop our use of the system, it will greatly strengthen our ability to demonstrate the difference our work makes and to plan strategically for the future.



Looking forward

As we look to the year ahead, we can see both opportunities and challenges. We anticipate the current economic situation will continue to challenge traditional fundraising at the same time as reducing organisation's and individual's ability to pay for the creation of outdoor learning and adventure opportunities. So, the need for charities like Outfit Moray to bridge the gap and create opportunities for young people, families and the wider community to thrive, has never been more pressing. The challenge of rapidly rising costs related to outdoor adventure, often outstripping inflation, requires us to drive efficiency where possible and exploit fleeting opportunities to secure the funding necessary to move forward with confidence. Fortunately, our resilience for navigating challenge is high across the team and the desire to push through and keep delivering for young people is very strong.

There are opportunities too; we continue to pursue our exciting plans for a new purpose-built hub for the charity that will include training facilities unique in Moray, we continue to seek contracting opportunities to stabilise and diversify our income to improve financial sustainability and we are upgrading our Trainee Scholarship opportunities to include academic qualifications alongside the national governing body qualifications we already offer our young trainees.

There remains an air of excitement over what the future holds for Outfit Moray and we hope you will continue to be part of our amazing journey to actively develop the potential of children, young people, families and the wider community.

We would like to thank
all our funders, donors
and volunteers for their
generous support



Join us in making a difference!

Donate your time, expertise, networks, resources or money

Every action can change a life

For more information

01343 549571

info@outfitmoray.com

www.outfitmoray.com



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