

GETTING BRITAIN ACTIVE OUTDOORS



OIA ANNUAL REPORT 2026



CEO & CHAIR WELCOME

Last year we opened this Report speaking about geopolitical uncertainty. Twelve months on, it is fair to say that uncertainty has not receded — we are at war in Europe and the Middle East, and the new American administration, whilst creating the ‘Board of Peace’, seems to have started more wars this year than it has stopped...

The global landscape through 2025 has been shaped by trade tensions, renewed tariffs, supply chain fragility and political rhetoric that has at times dismissed the urgency of climate action. The United States, direction of travel — particularly around tariffs and environmental policy — has created ripple effects well beyond its borders. For an industry as internationally connected as ours, these shifts are not abstract headlines; they are commercial realities - with an almost immediate impact on our margins, our retail price points and our profitability.

Closer to home, UK businesses have continued to navigate rising employment costs, fragile consumer confidence and the ongoing restructuring of retail. Many of our members — particularly independent retailers and adventure providers — have felt margin pressure from minimum wage and National Insurance increases, alongside increasing product costs linked to global trade uncertainty.

And yet. Despite a complex and, at times, volatile operating environment, 2025 has also demonstrated something powerful about our sector: resilience, collaboration and leadership.

Representing the Trade in Challenging Times

Engagement with government has been a central priority throughout the year. The OJA has continued to strengthen relationships across Number 10, DCMS, DEFRA and DBT, ensuring the outdoor sector's voice is heard in conversations around growth, health, trade and sustainability.

We have contributed to policy discussions on physical activity, business growth and environmental responsibility, and continued our work with the All-Party Parliamentary Group on Outdoor Recreation and Access to Nature. In a time when economic pressures are real, we have consistently made the case that outdoor recreation is not a luxury — it is foundational to national health, wellbeing and productivity.

Climate Responsibility: When Leadership Matters

2025 has also seen growing divergence internationally on climate ambition. While certain global leaders have stepped back from environmental commitments, our sector has not.

The OJA Development Board has continued to prioritise practical sustainability support for members — helping businesses navigate legislation, reduce impact and make commercially sensible transitions. Sustainability is not a political statement; it is a commercial and moral imperative for an industry whose product is the natural environment.

Through continued work with partners and advisors, we have focused on giving members clarity, tools and confidence — cutting through noise and rhetoric to provide pragmatic support.

Industry Connection and Leadership

Our events and forums have grown in strength and attendance, creating spaces for honest discussion about AI, economy, legislation, participation and innovation. The Women in Leadership programme has expanded further, with increased participation and mentorship opportunities.



Across all events — from The Summit to OTS / S\GB trade shows — one message has remained consistent: collaboration is our sector's competitive advantage. In a period where other industries fragment, the outdoor community continues to share insight, support one another and seek collective solutions.

Growth, Health and the Bigger Picture

If the past year has reinforced anything, it is this: participation in the outdoors has never been more important.

At a time when national health systems are under strain and social cohesion feels challenged, outdoor recreation offers something uniquely positive — accessible physical activity, community, mental resilience and connection to nature.

Growing outdoor participation is not simply good for business. It is good for society.



ANDREW DENTON
CEO



NICK GILES OBE
CHAIR

Looking Forward

The environment will remain volatile. Who knows where the wars will go? Trade policy may shift. Again. And again. Political cycles will continue to turn. But some things remain constant:

- ▶ The passion within this sector.
- ▶ The willingness to collaborate.
- ▶ The shared belief that time spent outdoors matters.

The OIA exists to represent, connect and promote this industry — and we will continue to do so with clarity, energy and optimism. Regardless of the noise around us, we are fortunate to work in an industry built on purpose. Let's continue to grow it — responsibly, collaboratively and ambitiously.

Reach out to the Board or to me directly on anything we do, or have left undone. And, as always, take the time to step away from the desk and simply Get Outside.

'Despite a complex and, at times, volatile operating environment, 2025 has also demonstrated something powerful about our sector: resilience, collaboration and leadership.'

ANDREW DENTON, CEO

A YEAR IN THE LIFE OF THE OIA

It's been another busy 12 months at the Association, and its committed team has worked to ensure you are represented across government, industry and the public sphere.



OIA CONFERENCE & AGM 2025
SHRIGLEY HALL HOTEL, CHESHIRE



OIA SUPPORTS DEPARTMENT OF BUSINESS & TRADE SPORTS LIFESTYLE MISSION TO CHINA



ALL-PARTY PARLIAMENTARY GROUP EVENT TO LAUNCH OUTDOORS FOR ALL MANIFESTO

OIA REPRESENTS THE SECTOR AT NUMBER 10 FOCUS GROUP, AIMING TO STIMULATE ECONOMIC GROWTH



OIA HOSTS OUTDOOR CHARITY TEPEE AT KENDAL MOUNTAIN FESTIVAL. OIA WOMEN'S NETWORK SPEAKS AT OUTDOOR CONNECTIONS



OIA HOSTS MEET THE OUTDOOR INDUSTRY SESSION AT BLUE EARTH SUMMIT IN LONDON

SUNDOWNER: MEET THE OUTDOOR INDUSTRY

Courtyard Stage
 Thurs — 16 Oct, from 5pm

OIA WOMEN'S NETWORK LAUNCHED WITH MENTOR & MENTEES WEBINAR

oia
women's
network



OIA CONTINUE COLLABORATION
WITH SIGB AND SLIDE



OIA JOIN ADVISORY GROUP TO
MOVE ISPO FROM MUNICH



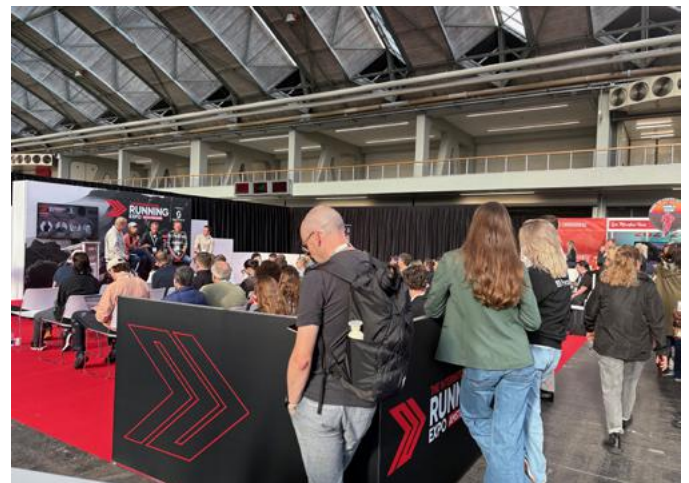
OIA COLLABORATE WITH EOG
ON THE NEW EUROPEAN OUTDOOR WEEK
AND EUROPEAN IMPACT SUMMIT



ANDREW DENTON WITH
SIR CHRIS BONINGTON AND
LEO HOULDING,
AT 50TH ANNIVERSARY OF
EXPEDITION TO CLIMB
SOUTH WEST FACE OF EVEREST



OIA ATTEND INTERNATIONAL RUNNING EXPO
AND PROMOTION OF TRAIL RUNNING IN THE TRADE



MEMBER BENEFITS

OIA members have access to a great range of member-only benefits including exclusive reports, resources and member-only content via the OIA website.

It's quick and simple to join



THE SUMMIT CONFERENCE & AGM

Discounted delegate rate at the UK's only outdoor networking event, The Summit OJA Conference & AGM



Discounted stand at the UK's only consumer outdoor show, National Outdoor Expo



Discounted booking for OTS



Discounted booking for Slide & OTS Winter



Discounted entry to the annual UK Outdoor Industry Awards



Discounted job vacancies posted at Profile Bulletin



and social

Discounted entry to Outdoor & Social



Discounted ticket to Blue Earth Summit



Free attendance at webinars for OJA members— topics include supply chain, POS, Brexit and much more



Free participation in OJA member support initiatives such as mentoring programmes and sustainability support



Press releases uploaded to OIA website and non-product-related press releases distributed via Outdoor View



An exclusive mention in our fortnightly member-only newsletter Outdoor View upon joining



The OJA is an Environmental Partner of the global movement 1% for the Planet. Partners are vetted organisations that have proven alignment with 1%'s Impact Areas.

YOUR BOARD OF DIRECTORS

Our CEO works closely with two volunteer Boards, senior representatives from across the outdoor industries, contributing their time freely and bringing decades of expertise to the association.

ANDREW DENTON



CEO
OUTDOOR INDUSTRIES
ASSOCIATION



NICK GILES OBE



MANAGING DIRECTOR
ORDNANCE SURVEY &
OIA CHAIR



SAMANTHA FERNANDO



SALES DIRECTOR
KEELA & OIA VICE-CHAIR



ROBERT BIRRELL



MANAGING DIRECTOR
AMG GROUP



JOHN BLACK



MANAGING DIRECTOR
BRIDGEDALE OUTDOOR



ROBERT BRIGHAM



MANAGING DIRECTOR
ELLIS BRIGHAM



CARLY CZUBA



GROUP MARKETING
DIRECTOR
JD OUTDOOR



ANTHONY GREASBY



MANAGING DIRECTOR
COUNTRYSIDE
SKI & CLIMB



JAMIE KRISTOW



CEO
COTSWOLD OUTDOOR
GROUP



RICHARD LEEDHAM



CEO
EQUIP OUTDOOR
TECHNOLOGIES



JAMES McNAMARA



BRAND DIRECTOR
CRAGHOPPERS



CORRY TAYLOR



MANAGING DIRECTOR
BRADSHAW TAYLOR



SABINA VOYSEY



DIRECTOR GENERAL
THE CAMPING &
CARAVANNING CLUB



THE DEVELOPMENT BOARD

This Board is made up of representatives from senior level management who are aspiring to be the next industry leaders. Their function is to devise new projects, initiatives and concepts that the OJA can pioneer or support.

KIERA BAXTER



KEY ACCOUNT MANAGER
PRIMUS - SILVA



LIZ BEVERLEY



SALES & MARKETING
DIRECTOR
PLAS Y BRENIN,
& CHAIR



TOM CAIN



SENIOR BUYER
SPORTSHOES.COM

SPORTSHOES.COM

PHILIPPA COX



CORPORATE
PARTNERSHIPS
MANAGER
YOUTH ADVENTURE
TRUST



ANDY GREEN



COMMERCIAL DIRECTOR
SPORTPURSUIT



NATALIE JACKSON



DEVELOPMENT MANAGER
CORPORATE
PARTNERSHIPS
OUTWARD BOUND TRUST



RONNIE LEGG



FOUNDER
VERTURA



DEBBIE READ



HEAD OF CORPORATE
COMMUNICATIONS
& CSR
EQUIP OUTDOOR
TECHNOLOGIES



OLIVER ROBINSON



MANAGING DIRECTOR
BRANDWAVE MARKETING
& VICE-CHAIR



ADELE SOUSTER



HEAD OF PLANNING
JD OUTDOOR



DAN TAYLOR



HEAD OF SALES
OUTDOOR AND CYCLE
PENTLAND (BERGHAUS/
ENDURA/SPEEDO)



DAN TRAPP



FOUNDER
SPORTS+OUTDOOR
SEARCH AND
SPORTS+OUTDOOR
MENTORS



THE OIA YEAR IN NUMBERS

Growing community and representation across the outdoor industry

COMMUNITY & GOVERNANCE

26 BOARD MEMBERS

14

MAIN BOARD
MEMBERS



12

DEVELOPMENT
BOARD MEMBERS



214
MEMBERS

18 PARTNERS & SUPPORTERS



WOMEN'S NETWORK:
MENTORSHIP PROGRAMME

20
MENTORS



44
MENTEES

EVENTS & COMMUNICATION

125

CONFERENCE &
AGM DELEGATES



6

WEBINARS

250

ATTENDEES



24 OUTDOOR VIEW NEWSLETTERS SENT



133,724
EMAILS
SENT



2,700
SUBSCRIBERS



38%
AVERAGE
OPEN RATE



3.49%
CLICK
RATE

UK OUTDOOR INDUSTRY AWARDS

103 
PRODUCT
ENTRIES

10 
CATEGORIES

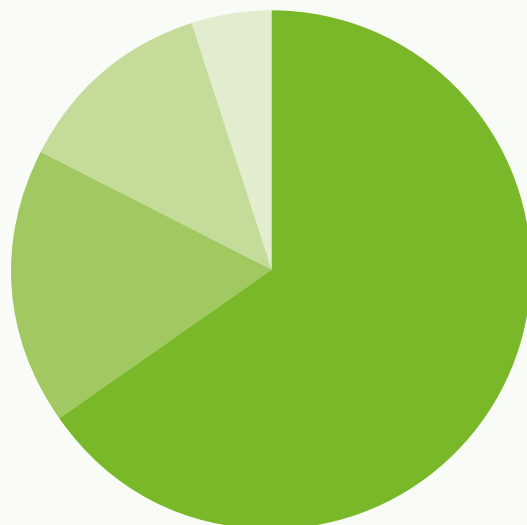
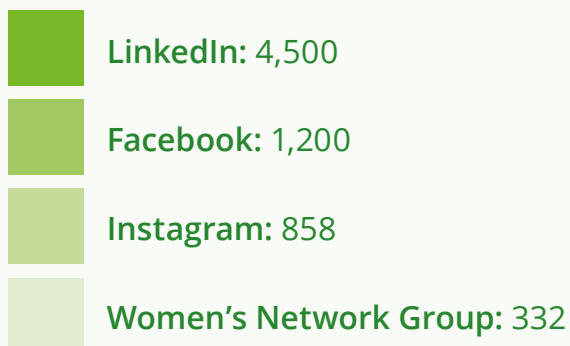
32 
FINALISTS

1000 
VOTES

8 
JUDGES

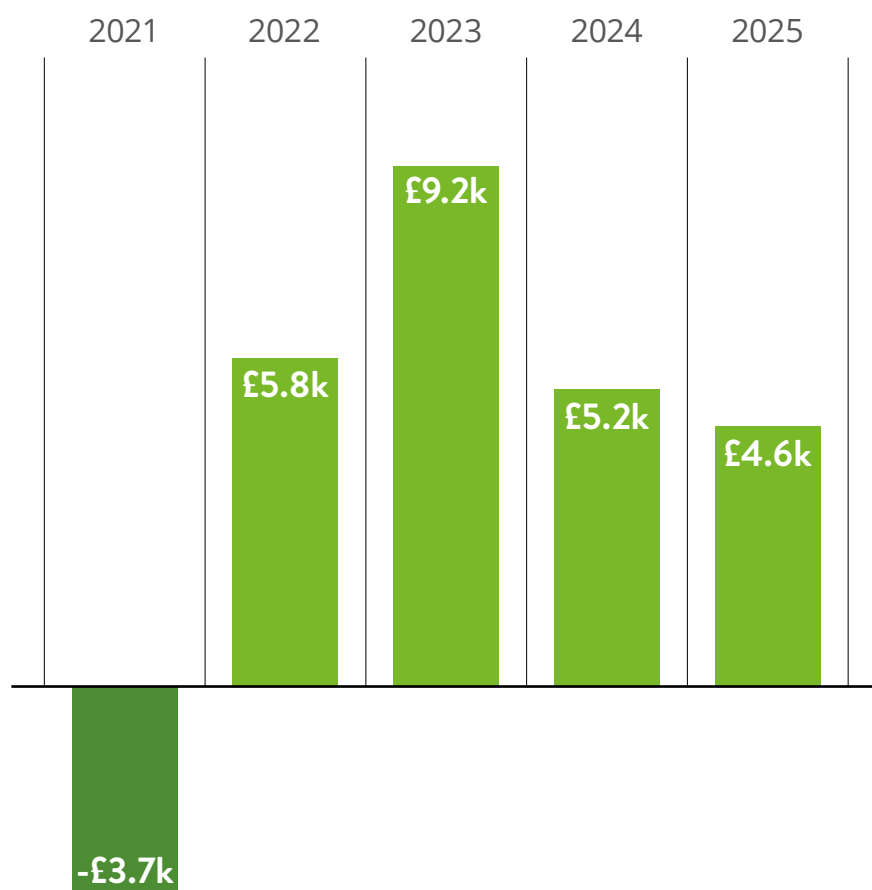
SOCIAL MEDIA REACH

6,890 TOTAL



75,000
LINKEDIN IMPRESSIONS

PROFIT & LOSS FIGURES



OIA Turnover

Membership	£135,302
Other income	£146,168
Total	£281,470

OIA Expenditure

Administrative costs	£232,070
Cost of sales	£43,115
Bank charges & commissions	£1,680
Total	£276,865

Net Profit / (Loss)	£4,605
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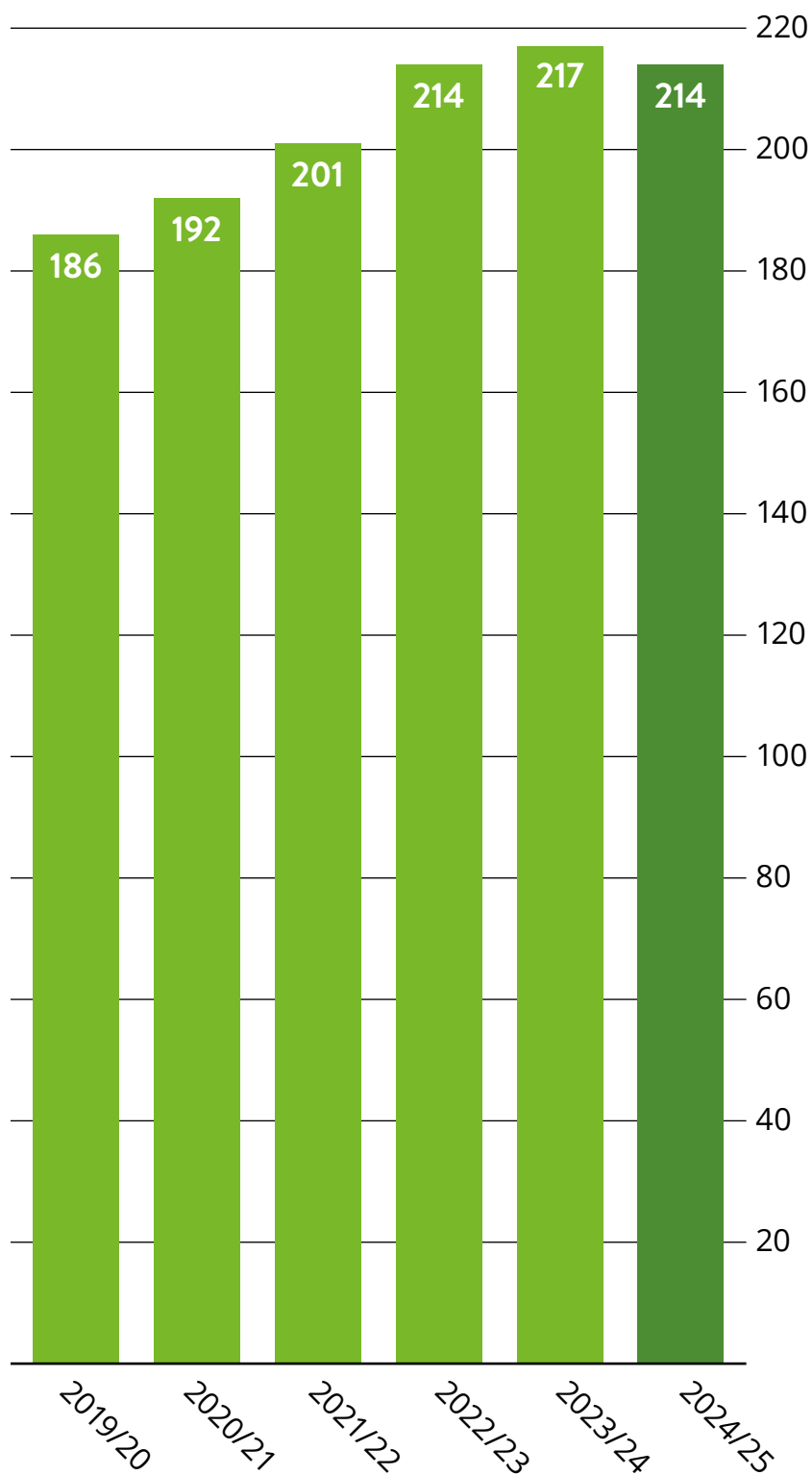


'We are pleased to report another year performing ahead of our break-even budget. As always, our priority is to reinvest income into member projects while maintaining a prudent reserve for the future.,

Andrew Denton, CEO

MEMBERSHIP FIGURES

As at Year End, 30th September 2025



'While we do see year-on-year fluctuation in membership numbers, the overall trend is stable and reflects a mature membership base.,

Andrew Denton, CEO

PARTNERS & SUPPORTERS

We work with a wide range of like-minded organisations, alongside a carefully selected group of partners who add real value to OIA membership. Many of our partners provide cost-effective business-to-business services that are readily accessible to members. Others listed here are organisations with whom we collaborate closely, working together towards shared goals that support and strengthen the outdoor sector.



Outdoor and social



mann broadbent
sport dance leisure insurance





Engage, Represent & Promote the Outdoor Recreation Industries

The OIA is a UK Community Interest Company that represents the Outdoor Recreation sector. Our vision is to help create a happier, healthier nation by

GETTING BRITAIN ACTIVE OUTDOORS

JOIN US!

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www.theoia.co.uk