



ADVENTURE
SMART.uk



What?

AdventureSmart UK is a national campaign to engage people positively with the simple information they need to take responsibility for their own safety and comfort while enjoying the outdoors.

AdventureSmart promotes outdoor recreation but emphasises the potential for having a more enjoyable and comfortable day if some simple messages are adhered to.

Why?

AdventureSmart UK aims to reduce the number of avoidable incidents that the rescue and emergency services deal with each year.



Adventure Activities Industry Advisory Committee	Mountain Rescue England and Wales	Severn Area Rescue Association
Areas of Outstanding Natural Beauty - Wales	Mountain Training Board Ireland	Snowdonia Active
Association of Heads of Outdoor Education Centres	Mountain Training Cymru	Snowdonia National Park Authority
Association of Mountaineering Instructors	Mountain Training England	South & Mid Wales Cave Rescue Team
Atlantic Experience (Atlantic College)	Mountaineering Ireland	South Wales Fire and Rescue Service
Brecon Beacons National Park Authority	Mud and Routes	South Wales Outdoor Activity Provider Group
Bolton School	National Navigation Award Scheme	South Wales Search and Mountain Rescue Association
Breese Adventures	National Trust Cymru	Sport and Recreation Alliance
British Canoeing	Natural Resources Wales	Sport Wales
British Cycling	North Wales Mountain Rescue Association	Storey Arms
British Horse Society	North Wales Police	St John Cymru – Wales
British Mountaineering Council	Outdoor Council	Swim England
Cadwyn Clwyd	Outdoor Education Advisors Panel Cymru	Swim Wales
Cambrian Mountains	Outdoor Industries Association	The Outdoor Partnership
Canoe Wales	Patterdale Hall	Tollymore National Outdoor Centre
Cardiff International White Water	Pembrokeshire Coastal Forum	Vale of Glamorgan Council
Clwydian Range and Dee Valley AONB	Pembrokeshire Coast National Park Authority	Visit Wales (Welsh Government)
Cumbria Tourism	Pembrokeshire Outdoor Charter Group	Wales Adventure Tourism Organisation
Duke of Edinburgh Award Cymru	Plas Menai	Walk the Wales Coast Path
Institute for Outdoor Learning	Plas y Brenin	Walk up Scafell Pike
Keep Wales Tidy	Porthcawl Surf School	Walk up Snowdon
Lake District National Park Authority	Ramblers Cymru	Water Skills Academy
Lake District Search and Mountain Rescue Association	Royal Life Saving Society	Welsh Cycling
Maritime Coastguard Agency	Royal National Lifeboat Institution	Welsh Sports Association
Mountain and River Activities Ltd	Royal Yachting Association	Welsh Triathlon
	Royal Yachting Association Cymru Wales	

Talking about safety....

Be Adventure Smart: Make your good day better

Re-think communicating safety in the outdoors

Designed to help keep visitors and local communities safe and comfortable in the outdoors, so they return to regale their friends with wonderful stories of their great adventure.

From when people begin to think about and research their trip, through their booking process and repeatedly through their visit we want them to keep coming across the AdventureSmart messages.





- Consistency is everything
- It's not just what we say it's the way that we say it
- A picture speaks a thousand words, a good picture speaks thousands more





Be AdventureSmart - Make your good day better on Vimeo



BE ADVENTURESMART

Ask yourself 3 questions before you set off:

Do I have the right **GEAR**?

Do I know what the **WEATHER** will be like?

Am I confident I have the **KNOWLEDGE & SKILLS** for the day?

Be Covid Smart

3 QUESTIONS TO ASK YOURSELF BEFORE YOU SET OFF

Do I have the right gear?

If that has prompted you to ask 'what is the right gear?' then you need help! Kit doesn't need to be expensive but does need to keep you warm and dry and, in the case of boots, needs to fit well; there is nothing like a blister to ruin a good day's walking! If your adventure involves heading out on the water then a well fitted and well-maintained buoyancy aid is essential. [Read more](#)

MENTRA'N GALL

Gofynnwch 3 chwestiwn i'ch hynan cyn i chi gychwyn:

Oes gen i'r **offer** cywir?

Ydw i'n gwybod sut fydd y **tywydd**?

Ydw i'n hyderus fod gen i'r **wybodaeth** a'r **sgilliau** ar gyfer y diwrnod?

DYSGU MWY

WATCH THE WEATHER

We are renowned for being a bit obsessed with the weather in the UK, which makes it surprising that people frequently don't pay enough attention to how it might affect their days adventure. Whatever your activity being prepared for the weather can make a big difference as to how you feel at the end of the day.

Plan for a great day! Here are our tips for working with the infamous UK weather:



Be flexible

There's no shame in changing your plans.

Choose a different route or turn back if the forecast doesn't look too clever; if the weather closes in unexpectedly or if the conditions turn out to be more difficult than you'd expected.

If you are heading for the hills and realise that reaching the summit is going to be a challenge then switch to a lower level walk that you can all enjoy and achieve comfortably. Check out National Park and AONB websites for walking routes for all abilities.



Check the latest weather forecast before you set off...

and be aware of how it will affect your plans.

For example, if you are heading for the hills find out how cold and windy it will be at the top of your climb, and also what level the cloud base will be. Don't underestimate the wind chill factor. Checking the weather forecast before you set off is just as important if you are heading out for a day on the water, whether that be sea, lake or river. While at sea regularly monitor coastguard maritime safety information broadcasts for updates.



WELCOME TO THE DARK SIDE!

You don't have to make a beeline for home as the shadows lengthen; night walking opens up a whole new world. Whether you had intended to be out after dark or not, it always pays to be prepared.

Here are our tips for embracing the dark safely.



Plan your Trip

- Choose a route you have walked in daylight before heading off in the dark.
- Pick settled clear weather - there's no disgrace in being a fair weather night walker; check the night forecast before you set off.
- Watch the skies; a full moon or a starry sky will enhance the experience and make it easier to navigate. Dark Skies Discovery Sites are accessible to all and offer great views for star gazing.
- Go with company. It will be safer and a lot more fun. If you do go alone, let someone know your plan and expected time of return.
- Be sensitive to the possibility of causing alarm to local residents when walking at night. A route where you don't pass close to houses or farms may be preferable.



Think about Gear

You need all the same equipment for night walking as you would for the daytime, but some items are especially important.

- 2 torches and spare batteries; LED torches are the most reliable and adjustable beams will be helpful.
- Even during the warmest summer months, it can be close to freezing during the early morning hours. Make sure you carry plenty of layers, spare dry socks, gloves and a fleece.
- Map and compass (and know how to use them at night).
- Sleeping bag and biv shelter - just in case!
- Charged mobile and power bank.



Know your limits

- Stick to a route you have done in daylight previously; it will look and feel different, but you have the reassurance of being on familiar terrain. Stick to obvious paths.
- With no visual clues beyond your head-torch beam, you might overestimate or underestimate how far you've travelled in a given time. Be aware of this and trust your navigation techniques.
- Eat a little and often; lots of snacks will keep you going.
- It's OK to turn back if you feel intimidated or are getting tired.



Develop your skills

- Navigating at night can be a formidable challenge, so do your homework before you set off. Go with a guide or go on a night navigation course if you are unsure.
- It is harder to see uneven ground when it's dark. Walk with your feet, noting the ground 15 feet ahead to see upcoming hazards.
- Torchlight can be dazzling in mist, rain or snowfall and in certain lights such as a headtorch, ground detail can be lost making a stumble more likely. Keep your torch beam low or try holding the torch in your hand.

THINK ABOUT GEAR

You don't need the latest high tech, high performance, painfully expensive jacket to be adventure smart. The trick is putting a little bit of thought into what conditions you might meet and packing a bag with just enough to ensure you can cope with whatever the day may bring.

The right gear's a good idea – here are our tips to getting it right!



Know where you are going

Carry a map/chart and compass and know how to use them.

Nowadays paper maps may seem unnecessary but they are light to carry and their batteries don't run out of charge! For simple guides to map reading and using a compass check out the Beginners Guide on getoutside.ordnancesurvey.co.uk.



Make sure your mobile is charged...

but don't rely on it for navigation and communication!

Mobile phones fail if they get soaking and signal coverage



Stay warm and dry

Wear walking boots, carry insulating layers and waterproofs.

Your jacket doesn't need to be expensive but does need to be waterproof. On the subject of footwear there is nothing like a blister to ruin a good day's walking, so make sure your walking boots fit well! If you are out on the water then proper boating footwear will enable you to move around without slipping.





The right gear's a good idea...

but are you unsure as to what is the right gear?

Here are our suggestions for core kit and optional extras to keep you safe and comfortable.

Stand Up Paddleboarding

Mountain Biking

Hill Walking

Canoeing

Boating



Be AdventureSmart - The right gear's a good idea on Vimeo



Be AdventureSmart: The right gear's a good idea!

It's the weekend and you are planning a day on the water paddling your SUP. You picture flat, calm, sparkling water and your board gliding along the surface. The great feeling that comes from physical exercise and exhilarating views of the British coastline, lakes or maybe a river. You launch your board in sunshine and no wind but two hours later a strong breeze appears and drops of rain. You look across to the beach and realise you have a long chilly, damp day ahead.

Be adventure smart: Plan for a great day with our essential kit guide for a great day on a SUP!

The essentials

- **Leash** (attached correctly to the board (coiled unless in surf)
- **Board** (suitable for the activity and you, volume, length and width)
- **Paddle** (the right size for you)
- **Weather forecast**

Clothing

Safety sack essentials (dry bag)

DEVELOP YOUR SKILLS

Whatever your planned activity for the day, be honest with yourself about you and your companions' knowledge, fitness and ability. We all like to kid ourselves that we are fitter, or indeed more capable than we are but in this instance it pays to be honest.



Know where you are going

Carry a map/chart and compass and know how to use them.

Every year thousands of people end up calling for help because they are lost and/or tired. Nowadays paper maps may seem unnecessary but they are light to carry and their batteries don't run out of charge! For simple guides to map reading and using a compass check out these [OS Beginner's Guides](#).



Know your limits

If the weather, ground conditions or route are beyond your capabilities or equipment, consider your options. It's OK to



Plan for the least able member of your group

For example, if reaching the summit is going to be a challenge then switch to a lower level walk that you can all enjoy and achieve comfortably. Check out National Park and AONB websites for walking routes for all abilities.



Visit Wales Activity Providers Accreditation



Activity Providers: Self-certification form



Activity providers: Self certification form

Outdoor activity providers can self-certify their accreditation details for inclusion on the Visit Wales activity database. This is done by completing the online form on this page.

Listings on the Visit Wales website, including the [Travel Trade](#) and [Meet In Wales](#) websites are free of charge, but you'll need to self-certify your accreditation details using this form.

Our approach, developed in partnership with the [Wales Adventure Tourism Organisation \(WATO\)](#), will provide visitors to Wales with a simple way to select activity providers and operators based on their ability to deliver safe and effective industry practice. It will also allow us to recognise activity providers that meet our expectations in terms of:

- Sustainable activity tourism
- Good practice and standards of customer care

It will also give us all confidence that risk managed, high quality activity provision is available across Wales.

Respect the water

If you are **on the beach or walking along the coast**;

- Don't get cut off by the tides – [check tide times](#)
- Where possible choose a lifeguarded beach and swim between the red and yellow flags
- Don't jump into pools unless you know there are no hazards beneath the water
- If you are caught in a rip current, don't try to swim against it. If you can, stand and wade, don't swim. If you can't stand, swim parallel to the shore, raise your hand and shout for help



If you are **heading out on the water**;

- Check the anticipated currents and tidal predictions for your trip and make sure they fit with what you're planning to do
- Look after your boat; know how to fix common problems and how to carry out basic maintenance
- Plan your passage – check if there are any hazards or navigational risks you should avoid
- Make sure that everyone on board, or in your group, knows where the safety equipment is stowed and how to use it
- Make a habit of clipping onto suitable points around the boat at night, when you are alone on deck or in rough conditions
- In a motorised craft? If it has a kill cord use it



Float to Live...

cold water shock passes in less than 2 minutes, so relax and float on your back until you can control your breathing.

You may not have intended to take a dip but you could suffer cold water shock if you slip, trip or fall into the sea, lake or river. Follow this simple advice to allow the effects of cold water shock to pass, your breathing to come under control and give you the best chance to shout for help and find something to help you float or swim to safety. You will be glad you packed some spare warm, dry clothing!

First aid saves lives....

and knowing what to do in an emergency can make all the difference.

First aid is a simple skill, but it has an incredible impact. Everyone should get the opportunity to learn it.

Download a pocket sized guide to [Essential First Aid](#)
Sign up for [first aid training](#)



Be AdventureSmart - Respect the Water on Vimeo

Please share the AdventureSmart messages to help keep visitors happy and safe!

1. Adopt the AdventureSmart messages when you talk about safety with your guests; face to face, online or in print
2. Link to
www.AdventureSmart.UK (English)
www.AdventureSmart.UK/cy/home-cy/ (Welsh)

Visit our Business Toolkit (AdventureSmart.UK/toolkit) for ideas & resources

Please share the AdventureSmart messages to help keep your customers happy and safe!

3. Use the AdventureSmart hashtags in your social media
#BeAdventureSmart #mentrangall
4. Embed the AdventureSmart videos and posters in your website or share via social media (English & Welsh versions downloadable from www.AdventureSmart.UK/toolkit/)

Visit our Business Toolkit (AdventureSmart.UK/toolkit) for ideas & resources

#BeAdventureSmart
adventuresmart.uk

ADVENTURE
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MOUNTAIN BIKE TRAILS

PERSONAL SAFETY

- Always follow the signposted trails.
- Always carry a mobile phone.
- Know the trail type suited to your ability and the specifications/quality of your bike.
- Ride within your ability.
- Ensure your bike is safe to ride and be prepared for all emergencies.
- Always carry some sort of identification.
- Always tell someone where you are going and when you will be back.
- Reflective materials on your clothes or bike can save your life.
- ALWAYS** wear a helmet.
- The weather (forecast) can be very variable. Make sure you have adequate clothing, food, drink and tools to complete your day safely. **DON'T RELY ON OTHERS.**
- If you get into difficulty on the trail look out for the helpfully placed emergency points. Report any incidents to the emergency services.

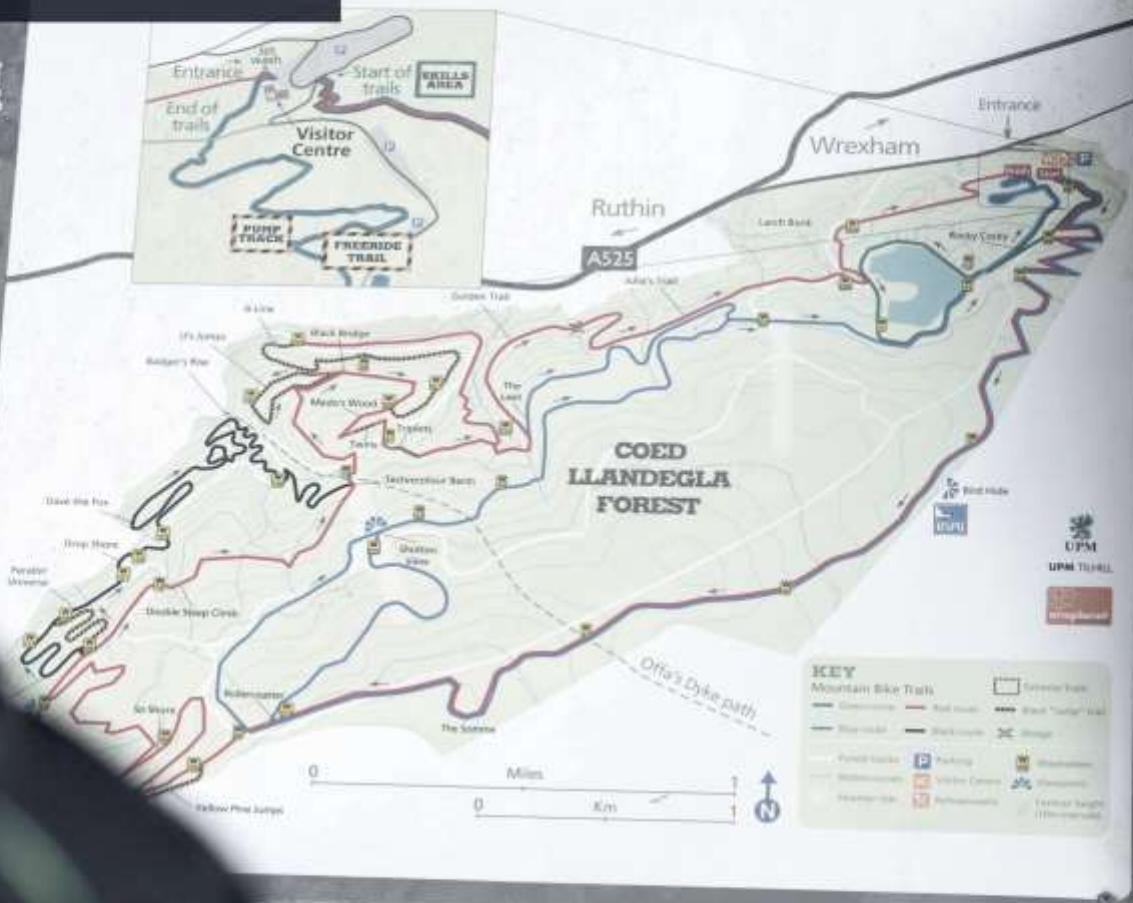


Photo © Ray Wood

Plan for a great day
Know where you're going – choose a suitable route and allow enough time

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