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CEO UPDATE

Dear All,

Week 4 commences with some 'green shoots' - three days in a row of downward trend in the UK - although we are still in the 'peak'. Spain, Denmark and Italy starting the first return to work and school, and the UK government are expected to start limited lifting of restrictions early to mid May - although what that might look like will be affected by the European response.

There is also mounting pressure on government to address the extraordinary economic impact with GDP forecasts as bad as 30% down this quarter. The initial forecast of 6% looking like a pipe dream now.

The challenge will be how to go from the extremes of full lockdown back to a working economy without a significant second wave of the virus. In the current media environment, where acute health concerns are the number one priority, the chronic health impact of the lockdown holds no weight, but at some point those awful ethical balancing decisions will need to be made - when will more lives lost later outweigh lives lost now? This appears to be an issue the media are becoming more and more focused on, and relates entirely to the speed of 'lift-off' or successive partial lockdowns, balancing economic recovery with 'manageable mortality' and staying under the ICU facility curve.

If there is any upside for the Outdoor industry, as we look forward, it is in the increasing belief that this summer and autumn will feature 'Staycation' and UK camping holidays as the number one wish for people returning from lockdown. The recent figures in China point to the same, people bottled up for weeks wanting to dash outside with family on holiday but unable or unwilling to get on an airplane. If this happens here, then boosting the UK's rural economy and the outdoor recreation sector will be important for the government .

We will therefore be speaking about this with DCMS where both Sport and Tourism sit, hoping to stimulate the growth in our sector with government help on 'bounce back'.

Andrew

If you are interested in receiving this daily update, forward your own resources to share thus helping the Outdoor Recreation sector work together in the crisis, please subscribe and join in, pass this onto anyone in your teams or the industry



Check out the launch video and website

The GetOutside Inside Hub is officially open, you can see the launch video [HERE](#) you can find all the information [HERE](#) please share as much as possible and be part of this event!

You can visit the Hub [HERE](#)

THANK YOU TO ALL WHO PARTICIPATED ON STEP UP FOR BRITAIN

- Collectively we achieved 2,651,126 steps which is 51 times climbing Mount Everest and 415 times Snowdon (*Yr Wyddfa*)

SITUATION UPDATE

- As of 9am on 13 April, 367,667 tests have concluded, with 14,506 tests carried out on 12 April.

290,720 people have been tested, of whom 88,621 tested positive.

As of 5pm on 12 April, of those hospitalised in the UK who tested positive for coronavirus, 11,329 have died.

| | Tests | People tested | Positive | Deaths |
|-------|---------|---------------|----------|--------|
| Daily | 14,506 | 10,745 | 4,342 | 717 |
| Total | 367,667 | 290,720 | 88,621 | 11,329 |

- To see the number of cases of COVID-19 in England and the UK [visit the Public Health England dashboard](#).
- The World Health Organisation has a [global map that reports daily on the global cases](#).



WITH THANKS

GOVERNMENT ADVICE

Latest updates from Companies House Services

<https://www.gov.uk/guidance/coronavirus-guidance-for-companies-house-customers-employees-and-suppliers>

COVID-19 Support for businesses

<https://www.gov.uk/government/publications/guidance-to-employers-and-businesses-about-covid-19/covid-19-support-for-businesses#support-for-businesses-through-the-coronavirus-job-retention-scheme>

Sign up for updates on the Government website [HERE](#), Scotland updates [HERE](#), Wales updates [HERE](#) and Northern Ireland Updates [HERE](#)

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- Tourism Alliance, The British Holiday & Home Parks Association and UKHospitality have been leading a new social media campaign to #ProtectTourismJobs. The campaign is to raise awareness and give a voice to tourism businesses and professionals who are suffering due to COVID-19. Key areas that are being focussed on include helping ensure seasonal workers are included in the furlough scheme, broadening the furlough scheme to include essential maintenance and security staff and making sure businesses survive the winter period. [You can join the conversation on twitter using #ProtectTourismJobs](#)
 - VisitBritain/VisitEngland has sent an open letter of support to the international events sector to show unity to the industry as it grapples with the COVID-19 crisis. The #StrongerTogether campaign shares the message that the UK is ready to support them and the industry's recovery, and ready to welcome their events to the UK when the time is right. The UK business events industry are encouraged to get involved and join the conversation, a video asset can be downloaded to share on your own social media channels. [To download the video and find out more visit the VisitBritain.org website.](#)

Business support useful links:

<https://www.british-business-bank.co.uk/ourpartners/coronavirus-business-interruption-loan-scheme-cbils-2/>

<https://www.bbc.com/news/business-52114414>

- acas - <https://www.acas.org.uk/coronavirus>
 - ukactive - <https://www.ukactive.com/covid-19/#covid-19-coronavirus>
 - Tourism Alliance - <https://www.tourismalliance.com/index.cfm>
 - European Outdoor Group - <https://europeanoutdoorgroup.com/>
 - Outdoor Industry Association (US) - <https://outdoorindustry.org/>
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INDUSTRY UPDATES

- Article on the Daily Mail about 'Staycation'
- https://www.dailymail.co.uk/news/article-8212973/European-Commission-President-Ursula-von-der-Leyen-warns-people-against-making-summer-holiday-plans.html?ito=email_share_article-top
 - Article on The Guardian this weekend about the joys of garden camping <https://www.theguardian.com/lifeandstyle/2020/apr/10/the-cheapest-greenest-holiday-ever-the-weird-joy-of-garden-camping-with-the-kids>
 - BCB International latest news [HERE](#)
 - Letter response from Outdoor Alliance on access to green space, read it [HERE](#)
 - Terra Nova are talking with Keela to find out how they can help and work together, looking at which fabrics can be used for various PPE and equipment and how their employees can be involved in production. On a lighter note they have also put their spare time to good use! <https://youtu.be/2EiP1JFb0QY>
 - Osprey repairs department begins mask production for healthcare workers - read more [HERE](#)
 - Scotmas Group - Making a Practical Difference in the fight against Coronavirus - read more [HERE](#)
 - Rambler's campaign information - Roam Sweet Home and details are here: <https://www.ramblers.org.uk/go-walking/roam-sweet-home.aspx>
 - The EOG's COVID-19 hub is now live at <https://europeanoutdoorgroup.com/knowledge-hub/covid-19/>, where the association will post relevant content during the pandemic.
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OIA COVID-19 OUTDOOR INDUSTRY HELP HUB

ANDREW DENTON ALASDAIR SCOBIE MARTA WILLIAMS

