

'Making a Mark'

Mark Holder Social Impact Declaration

Cloudberry Pursuits

Cloudberry Pursuits CIC provides a range of activities, with an emphasis on the outdoors, to bring benefits to individuals, groups, organisations and communities. Our work reflects the description of the native plant we are named after – the Cloudberry. This native plant thrives in unusual places and has adapted to grow in adverse environments.



We have a particular interest in working with public, voluntary and social enterprise organisations. We provide access to consultancy, coaching, development and other activities that relate to the outdoor environment.

We are committed to having minimal impact on the outdoor environment we are so passionate about. It makes sense to protect the outdoors to ensure we can all continue to enjoy what it has to offer. We are also a business and it's important that we do things to make sure we grow, prosper and meet our social aims.

The Social Enterprise Mark criteria includes a requirement for all applicants and renewing Mark Holders to answer a set of social impact questions, which illustrate how they are striving to meet their social/environmental objectives.

Below are examples of how **Cloudberry Pursuits** is Making a Mark, striving to create a positive impact on people and planet.

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Services for those working in outdoor environments

We aim to develop skills, knowledge, experience and confidence to deal with and overcome the challenges that individuals, groups, businesses and communities face in living, working or using the rural and outdoor environment.

We have a particular interest in individuals working or using remote or difficult to access environments. We deliver the following services:

- Skill development training programmes
- Consultancy, advisory & guiding services
- Quality Assurance for programme delivery

Outcomes of services provided

At an individual level, one of our commonly delivered skills-based products reports an overall 83% increase in participants confidence to be able to deal with challenging situations.

The principal benefits we realise are via our donations to individual and organisations working in our area of interest, which are reinvested from profits. In some cases, staff have personal contact or are directly involved as volunteers in these organisations.

An example is Northumberland National Park Mountain Rescue Team, which received a donation towards the purchase of 12 specialist dry suits to be used by members of their flood & water rescue unit. The dry suits along with associated equipment will be allocated to individuals and stored at their homes/in car enabling a more rapid response to be made for a water related incident.



Key measures of support provided

During 2016-2017 we provided £6,161 of discounted or free work, which involved delivering training on 20 occasions to 109 people (primarily with voluntary organisations), of which 6 were to organisations involving young people and 14 organisations related to the outdoor environment.

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