

Outdoors & Adventure with Countryfile...

What is Countryfile?

Countryfile is the BBC's flagship rural affairs programme.

Fronted by Julia Bradbury and Matt Baker, the show also features John Craven presenting a weekly piece about the 'big issues' impacting the British countryside and Adam Henson providing a weekly farming slot.

The hour long show highlights a different UK location each week. It also includes the popular Countryfile forecast for the week ahead.

Countryfile is dedicated to inspiring public passion in the great outdoors and adventure. This commitment is demonstrated each week, when Julia Bradbury and Matt Baker not only take on a range of outdoor pursuits themselves, from walking and wind surfing to rock climbing and canoeing, but also encourage the public to have a go.

In 2010, Countryfile also supported the BBC's ThrillSeeker campaign, which was aimed at engaging people with the great outdoors and adventure through a UK wide network of partners and local activities. Following the campaign's success, Countryfile are keen to continue championing this work and, in doing so, support the BBC's ongoing aspiration to work with partners across the UK for the purpose of inspiring long-term public engagement through participation.

If you have activities that are aimed at engaging the public with outdoors and adventure you may want to get involved and promote them on Things To Do under the Countryfile project.

What type of activities are suitable?

We ARE looking for activities that:

- have a direct link to the outdoors and adventure related programming on BBC television or radio, in particular Countryfile
- be inspirational, involving people in physical activity and / or encouraging their interest and passion for the outdoors and adventure through hands on activities that build their skills, deepen their knowledge and / or encourage their ongoing involvement
- provide innovative, local and relevant opportunities to engage the public
- comply with the generic Things To Do Terms & Conditions
- comply with the specific health and safety requirements set out in the Outdoor & Adventure Supplementary Terms & Conditions (and outlined below). By posting your activity to TTD, you are confirming this.

We are NOT looking for activities that:

- are static e.g. silent exhibitions
- do not have an interactive element e.g. a talk (although a talk with a Q&A session or other interactive element would be acceptable)

Note: The BBC is not vetting activity providers and is not responsible for activities. All activity providers and sub-contractors, where relevant shall be a registered member, at club or centre level, of a recognised and relevant governing body, organisation or association. This membership must determine that a designated standard of safety, competence and insurance has been achieved. For example, a Parachuting activity provider must be registered with the British Parachuting Association, or similar. You will be required to provide details of membership when registering your activities.

Coming up...

Going forward Things To Do is likely to feature specific outdoor and adventure themed promotions that link to aspirations of the Countryfile project i.e. to engage individuals with the great outdoors. We'll upload details about these specific promotions onto Things To Do when applicable. In the meantime, please add your activities under the generic Countryfile project.