

Adventure is all about balancing the risks and benefits in an uncertain environment and deciding to go for it. It's exactly the same whether you're setting ballooning records or starting a new business. Giving young people a taste of adventure is so important if we are to foster the enterprising and ambitious entrepreneurs of tomorrow.

Sir Richard Branson

*Adventurer and Entrepreneur*

Everybody wants all sports and recreations to be as safe as possible, but this can only be achieved when all participants have been made aware of the risks and of how to avoid them. Learning by experience of real adventure under competent leadership is the best way to develop that awareness, and to reduce unnecessary accidents.

HRH The Duke of Edinburgh KG KT

Experiencing the Outdoors should be a vital part of every person's education both as an adventure and an awareness of the wonders of nature.

**Sir Chris Bonington**  
*Mountaineer*

I believe giving children access to new experiences and adventure helps them to develop the skills and confidence to face the challenges of real life. The Council for Learning Outside the Classroom is calling for every child to experience life and lessons beyond the classroom walls as an essential part of their education and I support them in their campaign to help more young people achieve their full potential.

**Ellen MacArthur**  
Sportswoman, Yachtsperson