



BENEFITS OF
OUTDOOR SPORTS
FOR SOCIETY

Calculating value



A PROJECT
DEVELOPED BY

ENOS
European Network
of Outdoor Sports

BENEFITS OF
OUTDOOR SPORTS FOR SOCIETY

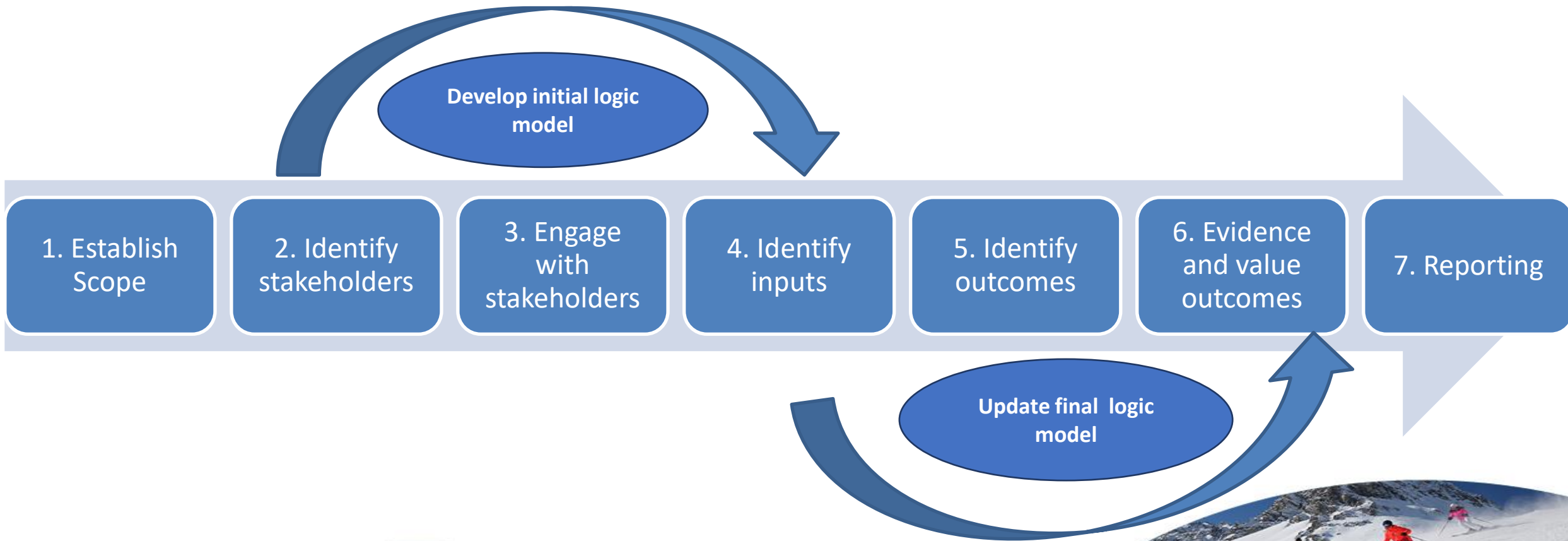
THE "BOSS" PROJECT



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Model for measuring value





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EXAMPLE: Coastal Rowing project

9 clubs with a total of 418 members

217 returned surveys = 52% response rate



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**BENEFITS OF
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Only 22% met the WHO guidelines for physical activity prior to joining a club.

Now 66% achieve the levels

This represents a 44% increase and therefore are gaining a significant health benefit from being involved in coastal rowing.



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75.1% of DCRA members stated that their overall well-being changed significantly or very significantly since they started rowing

Using WHO 5 rowing appears to create a 27.1% point increase in well-being





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69.6% stated that they have a significantly greater understanding of weather and its impacts

67.7% stated that they have a significantly greater understanding of tides

Training opportunity - only 27.2% feel they can read a chart and navigate effectively



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**BENEFITS OF
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71.0% feel that they are an important part of a team
82.0% feel a strong sense of loyalty to the club
75.6% feel a strong sense of community
72.4% feel that they are more connected to their village / community



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BENEFITS OF
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66.8% stated that their attitude
towards the marine environment
changed significantly

70% feel they are much more
aware of the environmental
issues facing the marine
environment



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Part 1: Healthcare savings

WHO physical activity levels 150 mins

Moderate intensity per week

Part 1: Healthcare savings

REDUCED RISK

Cancer	7%
Coronary Heart Disease	30%
Type 2 diabetes	10%
Depression	21%
Dementia	30%





Part 1: Healthcare savings

44% have gained health benefits from
rowing

Calculate the cost of treating conditions
and the savings the project can create

71,542€





Part 2: Participant value

Willingness to pay
Willingness to accept





Part 2: Participant value

Think about the benefits you get from
skiing/snowsports?

What would you be willing to pay for these?

What would you be willing to accept to give
up skiing





Part 2: Participant value

For coastal rowers we averaged it
at 160,800€



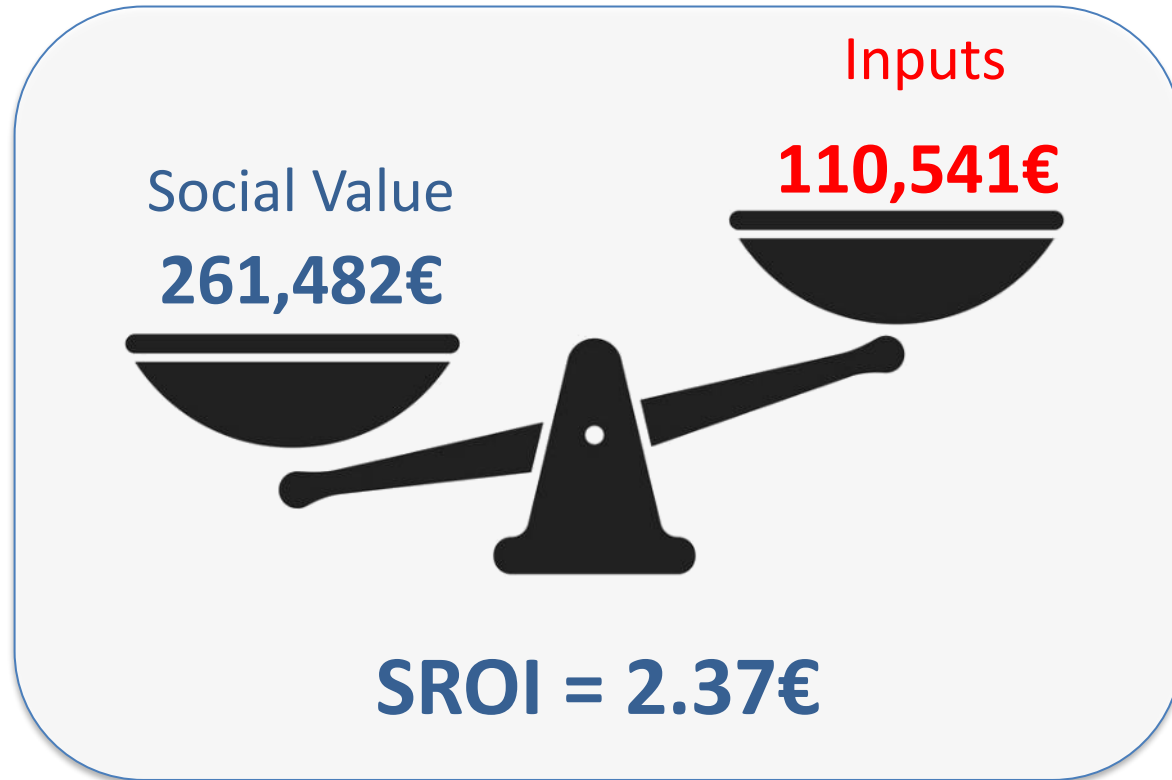


Part 3: Stakeholder value

NI Executive office	9,000€
SLLP & NT	20,140€

TOTAL 29,140€





INPUTS

Income (grants / membership)

Volunteer time (also a value)

Member costs

Equipment costs

Maintenance





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Coastal Rowing project

For every 1€ invested there was a social return of 2.37€



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