



BENEFITS OF
OUTDOOR SPORTS
FOR SOCIETY

Calculating value

BENEFITS OF
OUTDOOR SPORTS FOR SOCIETY
THE “BOSS” PROJECT



A PROJECT
DEVELOPED BY



ENOS
European Network
of Outdoor Sports

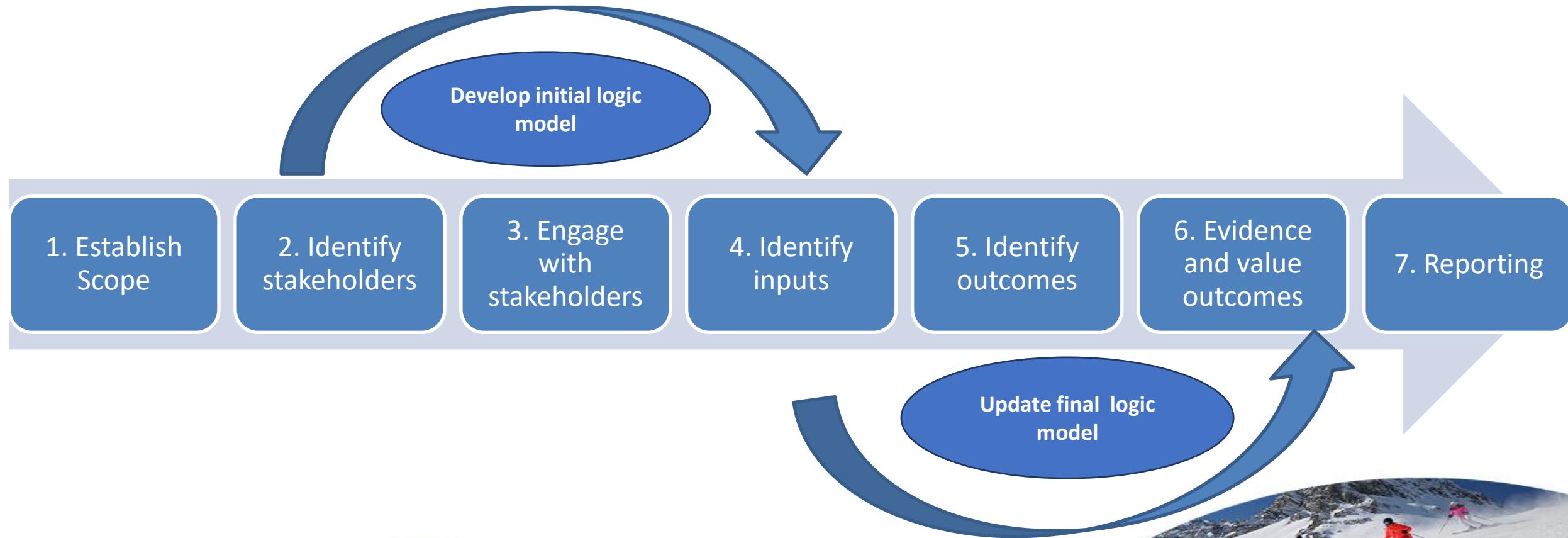


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BENEFITS OF
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Model for measuring value



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BENEFITS OF
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EXAMPLE: Coastal Rowing project

9 clubs with a total of 418 members

217 returned surveys = 52% response rate





BENEFITS OF OUTDOOR SPORTS FOR SOCIETY

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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BENEFITS OF
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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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BENEFITS OF OUTDOOR SPORTS FOR SOCIETY

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 OUTDOOR SPORTS FOR SOCIETY

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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BENEFITS OF
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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% |



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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€



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BENEFITS OF
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Part 2: Participant value

Willingness to pay
Willingness to accept



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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





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Part 2: Participant value

For coastal rowers we averaged it
at 160,800€



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Part 3: Stakeholder value

| | |
|----------------------|---------|
| NI Executive office | 9,000€ |
| SLLP & NT | 20,140€ |
| TOTAL 29,140€ | |



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BENEFITS OF OUTDOOR SPORTS FOR SOCIETY

Social Value
261,482€

Inputs
110,541€



SROI = 2.37€

INPUTS

- Income (grants / membership)
- Volunteer time (also a value)
- Member costs
- Equipment costs
- Maintenance



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BENEFITS OF
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Coastal Rowing project

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



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www.outdoor-sports-network.eu



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