

RECONOMICS PLUS

The Economic, Health and Social Value of Outdoor Recreation

February 2017



SPORT+
RECREATION
ALLIANCE

Reconomics and Reconomics Plus

Research => Policy => Action

Why did we do Reconomics 2014?



Internal:

- A clear demand from our members
- Our long-term goal to 'make the case'

External:

- Challenging political environment
- Challenging economic environment



A basis for future lobbying

What we did.....



Walking tourism
245,500

Sporting shooting
74,000

Retail and manufacturer
of outdoor equipment
27,500*

Horse riding
(excl. racing)
28,000

Outdoor activity industry
26,400*

Cycling economy
23,000*

Boating tourism
14,900

Freshwater angling
37,400

Tackle trade
20,000

- Partnered with Liverpool John Moores University
- Produced a literature review of existing evidence of the economic value of outdoor recreation
- Brought data to life with case studies

How it has been used.....



- Briefings for Westminster Hall Debates on outdoor recreation
- Cited in consultation responses including the sports strategy
- Cited in responses to Committee inquiries such as rural tourism and parks
- Encouraged members to use the evidence in their own activities

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Impact.....



- Increased profile of outdoor recreation in Parliament
- Made more decision-makers aware of the economic value of outdoor recreation
- Outdoor recreation was in *Sporting Future*

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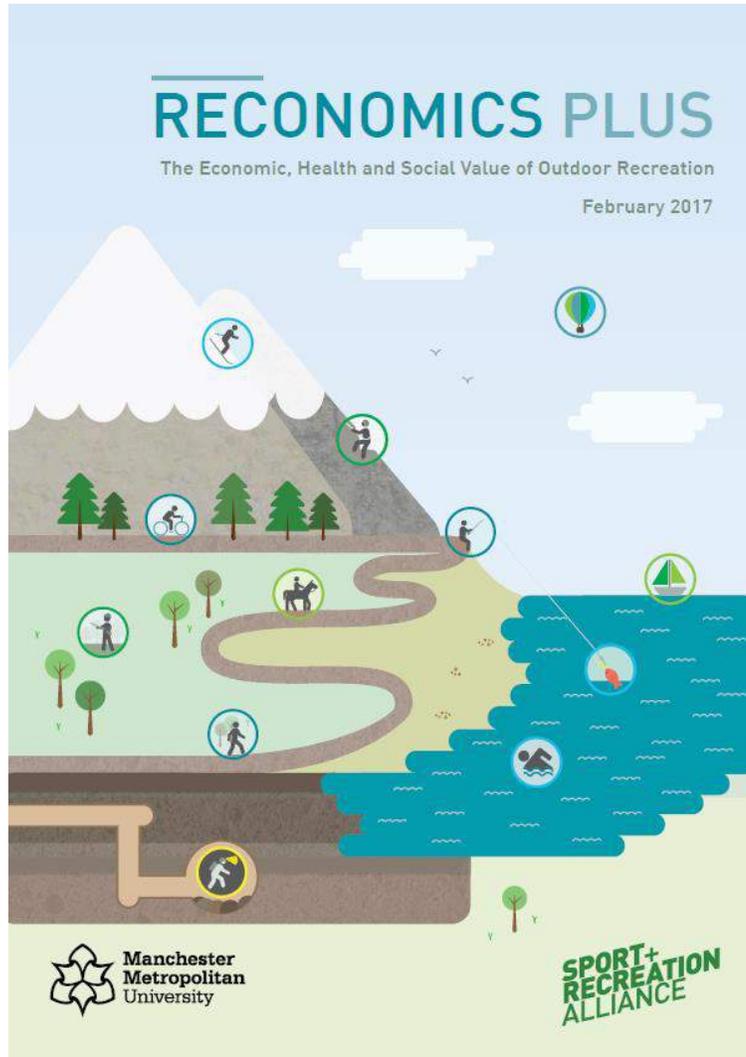
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Why did we do Reconomics Plus?



- Response to external policy changes – namely *Sporting Future*
- Keep profile of outdoor recreation up
- Start new conversations
- Update stats and case studies

What we did.....



- Literature review of the economic, health and social benefits of outdoor recreation
- Partnership with MMU who conducted an academic evidence review into the health benefits of outdoor recreation
- Partnership added academic expertise and credibility to Reconomics
- Case studies that showcase the great work that our members do

UNDERGROUND
Caving, Potholing

ON WATER
Angling, Canoeing,
Water Skiing

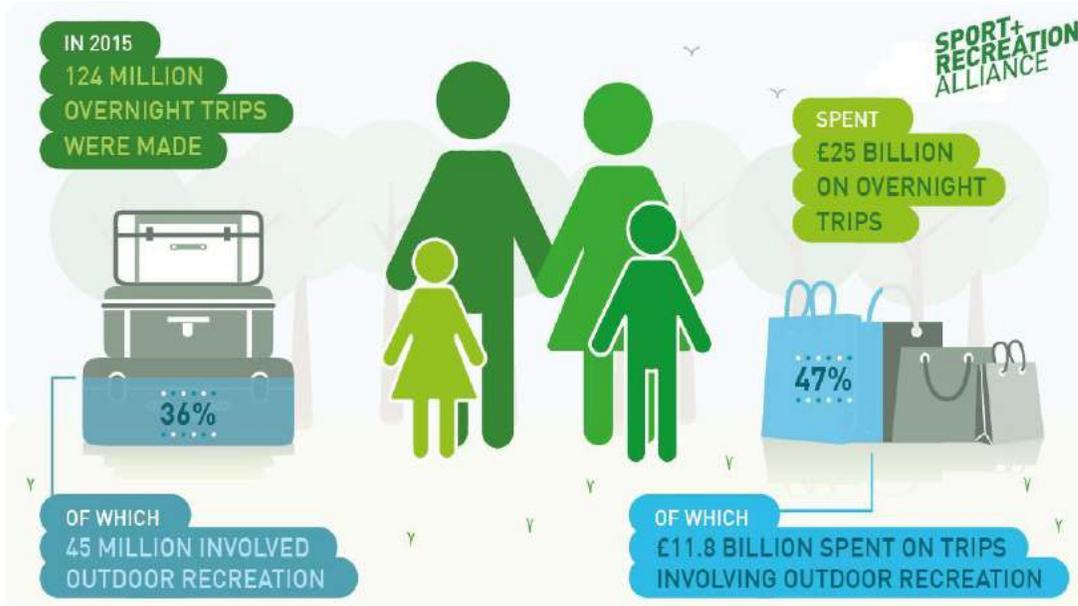
HIGH UP
Mountain climbing,
High ropes

IN WATER
Outdoor swimming,
Scuba diving

ON LAND
Walking, Horse
riding, Off-road
cycling

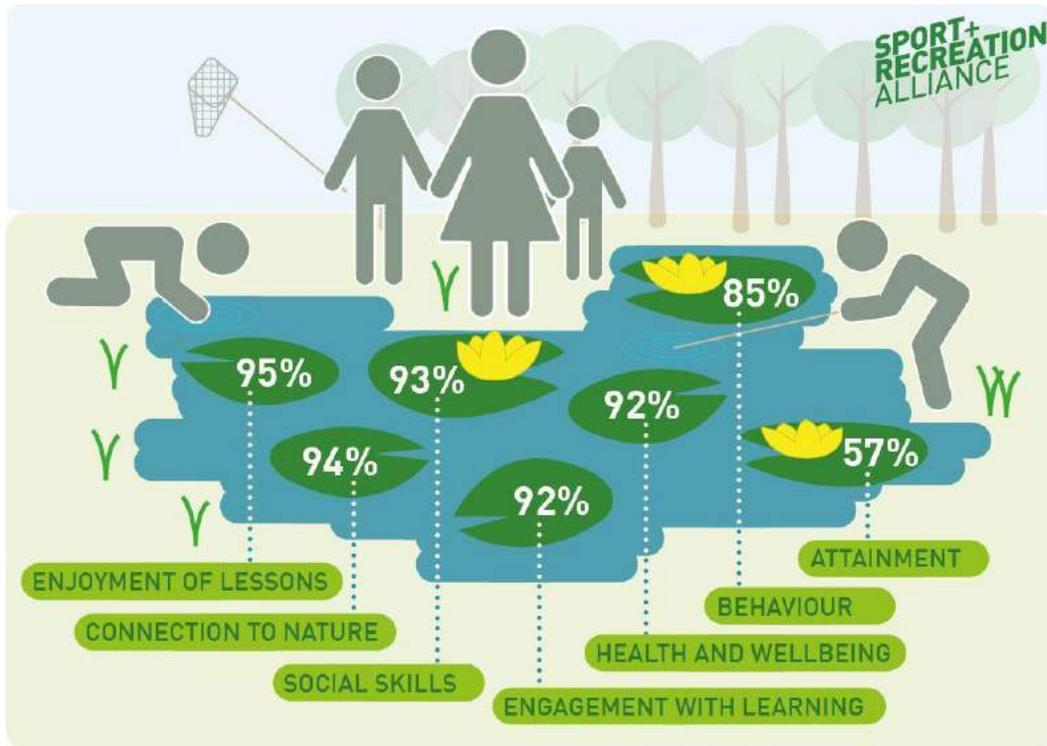
IN THE AIR
Gliding, Sky diving,
Paragliding

Key findings.....



- 3.12 billion estimated visits by the adult English population to the natural environment during 2014/15
- The total visitor spend in the natural environment was £17 billion, while the average spend per visit was £23.95
- 85,500 businesses and more than 120,000 jobs exist because of the outdoors
- Outdoors exercise delivers an estimated £2.2 billion of health benefits to adults in England each year
- There are trends in reduced hospital admissions for mental illness associated with more green space, even after controlling for levels of deprivation and population density

Key findings.....



- “Outdoor recreation carries significant emotional, mental and physical benefits, regardless of level, type, duration or intensity”
- Students who learn in the natural environment achieve higher grades in reading, maths, science and social studies
- Open spaces provide a platform for community activities, social interaction, physical activity and recreation, as well as reducing social isolation, improving community cohesion and positively affecting the wider determinants of health

HSBC UK Breeze by British Cycling



- National programme that aims to get women of all ages and their children riding bikes for fun and fitness
- Over 130,000 women joined one of the 25,000 Breeze bike rides since 2011, inspiring 80% to cycle more often
- Breeze has contributed £2.3 million to the UK economy and has had a health impact of £3.3 million
- Cycling schemes such as Breeze have a positive impact on an individual's physical and mental health

Maryam's story

- Breeze has improved her confidence and self esteem and has changed her life
- Volunteering with Breeze has inspired her to get more women cycling - "I want to see more women riding bikes especially women from BAME communities...I've been able to tackle a lot of negatives and attitudes about cycling".

Recommendations



1. Utilise Ecotherapy as an economic upstream intervention
2. Green exercise as an upstream intervention
3. Maximise utilisation of a free resource: free play is free
4. Reframe outdoor exercise as restorative recreation
5. Directly address the under-representation of BME/BAME communities in outdoor recreation policy and practice
6. Consider integration of outdoor recreation as a stream of therapeutic interventions with NHS commissioners with associated NICE guidelines

How we will use it....



- Use Reconomics Plus to inform conversations on how outdoor recreation can be embedded across Government
- This is a live resource so we will update when necessary
- Encourage members to use in their own activities, e.g. funding bids, promotion, conversations with decision-makers

An academics viewpoint....



Find out more....

[Reconomics Plus](#)

[Manchester Metropolitan University's video on the health benefits of outdoor recreation](#)

[Reconomics \(2014\)](#)

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