

British Orienteering Championships 2014 EVENT IMPACT SURVEY *Final Report*

**BRITISH
ORIENTEERING
CHAMPIONSHIPS**

31ST MAY & 1ST JUNE 2014

British Orienteering and the North East Orienteering Association invite you to an exciting weekend of orienteering in the heart of Northumberland. Both areas are within 45 minutes of Newcastle and entries open in January 2014.

www.boc2014.org.uk

NE British Orienteering

*Provided to British Orienteering
by Northumbria University
July 2014*

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OVERVIEW

The British Orienteering Championships act as a showcase event for the sport of orienteering. The Championships provide an opportunity to fulfill the aims of British Orienteering to expand the numbers of people aware of, participating in, and assisting with the development of orienteering. Furthermore, British Orienteering seeks to widen the range of places where orienteering takes place. To this end, British Orienteering sought to investigate the impact of the British Orienteering Championships (Long and Relay) 2014 in Thrunton Woods and Callaly, Northumberland on Saturday 31st May (Long) and Cragg Estate Chesterton Common, Northumberland on Sunday 1st June (Relay). The North East Orienteering Association on behalf of British Orienteering staged the Championships, as part of the UK Orienteering League and UK Relay League. The event was open to male and female, senior and junior classes.



Specific foci for assessment of the Championships were:

- 1) Event attendance profile;
- 2) Event economic impact;
- 3) Event satisfaction;
- 4) Sport participation behaviour.

The event attracted 1100 entries for Day 1 (Long) and 752 for Day 2 (Relay), as well as volunteers, traders and spectators. Survey data was collected on-site from event attendees across the weekend of the Championships. Additionally, the survey was posted on-line specifically targeted to event participants. In total, 415 responses were received, 365 from event participants.

This report presents an economic analysis of the Championships calculated from all event attendee responses, and then focuses specifically upon responses from event participants.

Specifically, this report determines:

1. Additional visitor expenditure into the Northumberland host region;
2. Spending patterns of event participants;

3. A demographic profile;
4. Overall event satisfaction and satisfaction with event components;
5. The inspirational effect of the event;
6. Sport participation behaviours of orienteers.

The information presented will provide an insight into the quality of the event experienced by attendees (participants) at BOC 2014 (Long and Relay) and will aid the planning cycle for the organizing committee of the Championships in 2015 and beyond.

ECONOMIC EFFECT

Attendees of the British Orienteering Championships (Long and Relay) 2014 provided an additional visitor expenditure to the Northumberland host region of **£153,022**.

£153,022

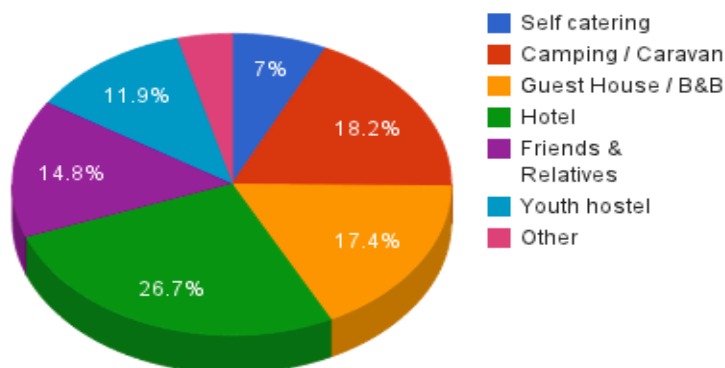


Within this figure, the participants of the Championships contributed **£147,393**.

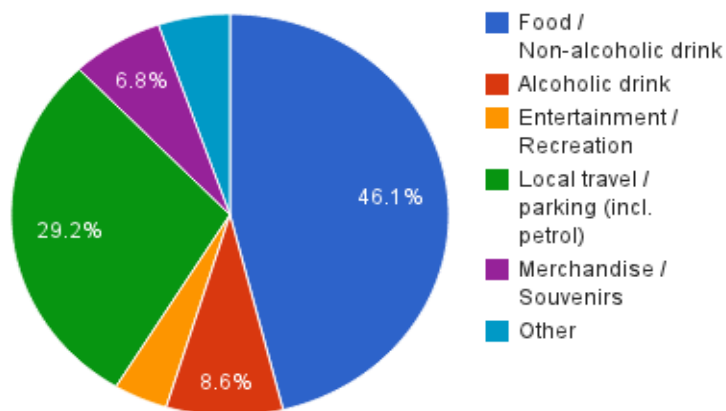
Average spending by participant respondents on accommodation was **£50.94** and on non-accommodation items was **£98.80**.

The breakdown of overnight accommodation type used by participants illuminates the £50.94 spent. **44.1%** stayed in either a hotel or guest house/B&B (26.7% and 17.4% respectively) whilst **44.9%** sought value-for-money (VFM) by utilizing a camping/caravan site (18.2%), youth hostel (11.9%) or friends and relatives (14.8%) – the latter, therefore, not undertaking a financial transaction with a service provider in the host region. 7% stayed in self-catering accommodation, and 4% used other forms of accommodation. Average nights spent away from home was **1.8**.

Type of Overnight Accommodation

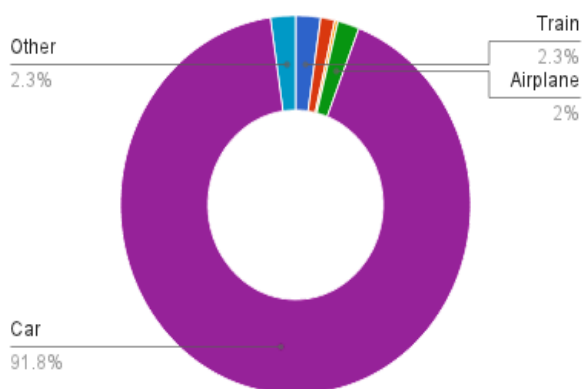


Spending During Weekend



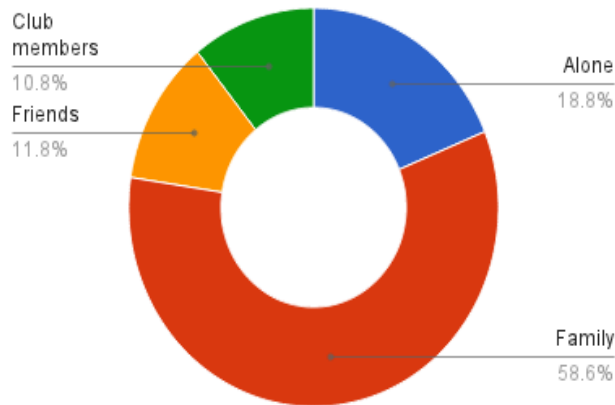
As might be expected, food and drink (non-alcoholic) at **46.1%** was the single largest category of expenditure during the Championships. Clearly, this included on-site provision as well as locally available sources. Spending on petrol (reported within local travel / parking) was also a significant item of expenditure. This is no surprise judging by the distances travelled by participants to the Championships by car, as the predominant mode of travel (see next two diagrams).

Mode of Travel



Participants travelled from across the country to the Championships. Those travelling the furthest performed a very significant **792** miles round-trip. As can be seen, in **92%** of cases, travel mode of choice was the car. For 2% of event participants, the travel distance to Northumberland necessitated travel by airplane. As can be seen below, the largest single majority of event participants, **58.6%**, travelled to the Championships with family. Many family members will have been participating, but potential orienteers of the future will have been evident too. A not insignificant number, 18.8%, travelled to the Championships alone.

With Whom Travelled

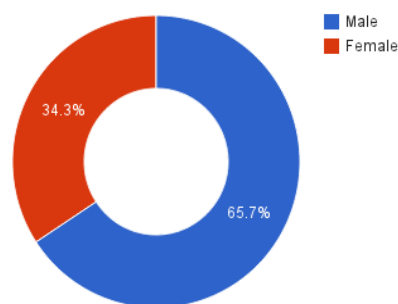


DEMOGRAPHICS

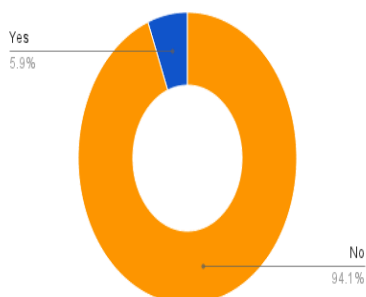
To give context and insight to the report, it is pertinent to note that the sample group of respondents was predominantly male (**65.7%** male and 34.3% female); **69.3%** was aged between 45 and 69 years (17.6% 45–49; 13.5% 50-54; 14.1% 55-59; 13.5% 60-64 and 10.7% 65-69); and **64%** had a household income above £40,000 (25.2% £40,000-59,000; 19.3% £60,000-79,999 and 13.0% above £100,000). **80.4%** of event participants were in employment, be that full-time (41.6%), part-time (26.9%) or self-employed (11.5%). 11.9% of event participants were retired. 99% of event participants were white, and 5.9% had a long-term illness or disability affecting daily activities.

The following diagrams give a more detailed breakdown of each demographic component pertinent to event participants.

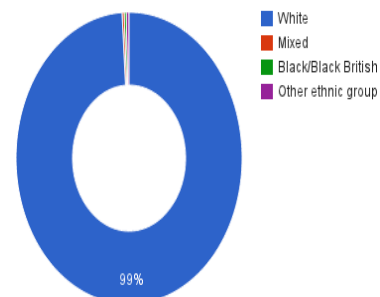
Gender

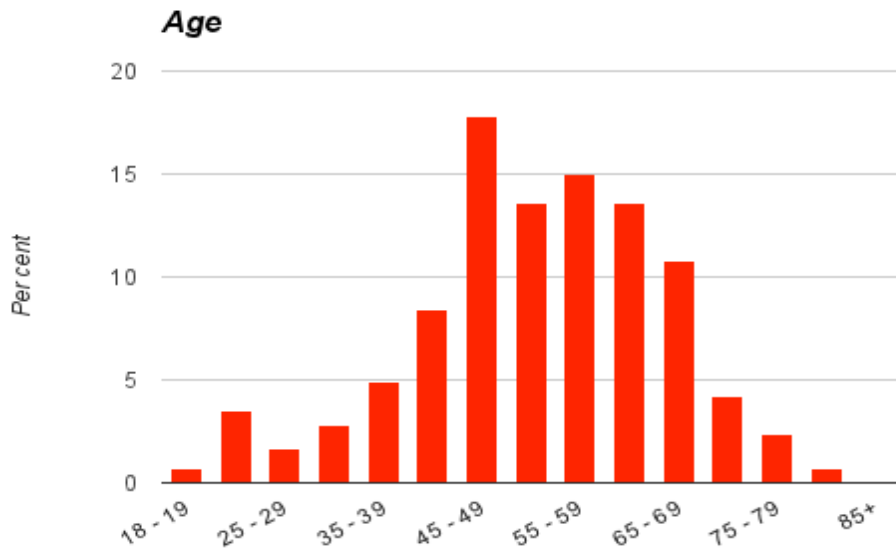


Disability

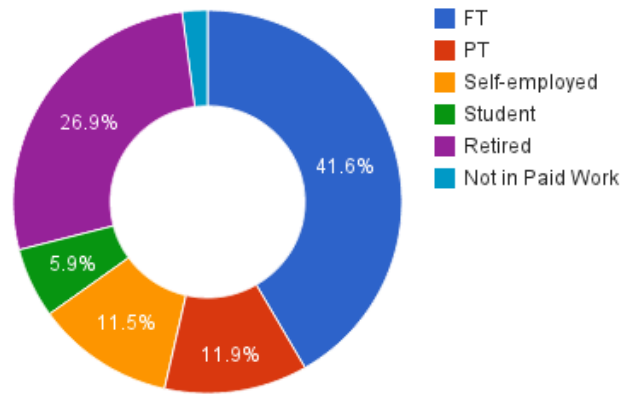


Ethnicity

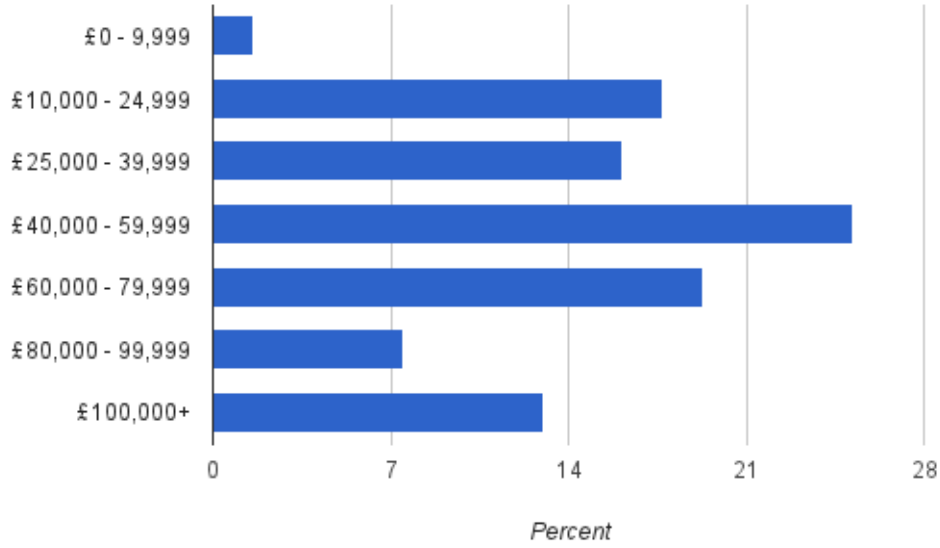




Employment Status



Household Income

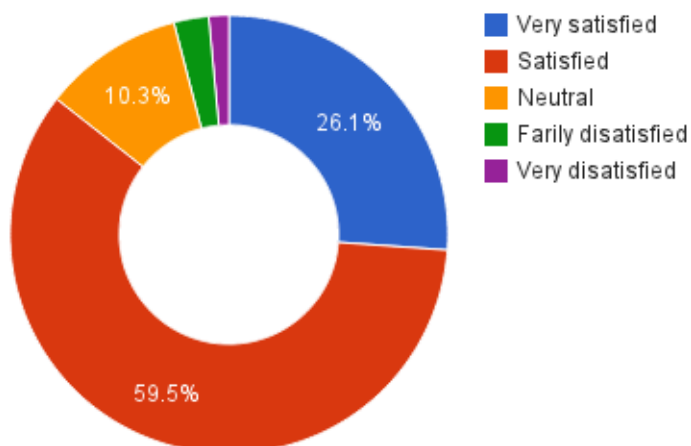


EVENT SATISFACTION

The overall event satisfaction of participants was **80%** (24.2% very satisfied and 55.5% satisfied). 3.8% of survey respondents showed some overall dissatisfaction with the event.



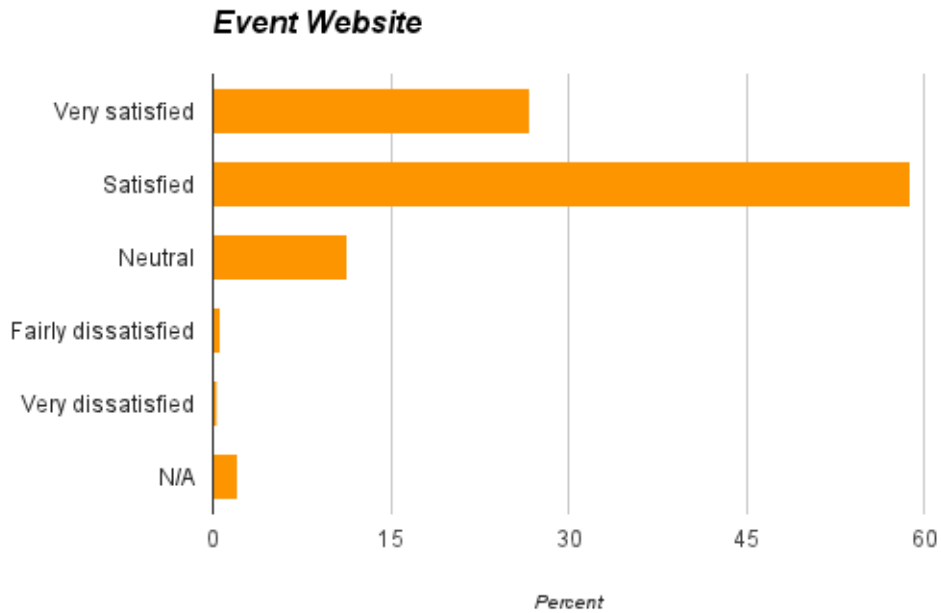
Overall Event Satisfaction



80% overall satisfaction

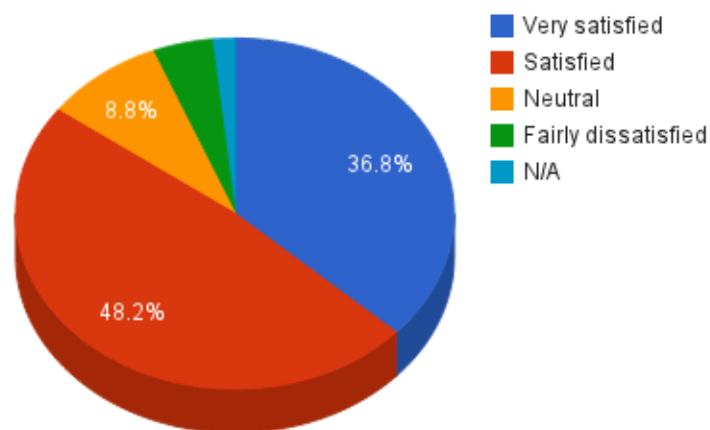
The key components combined to determine overall satisfaction were considered.

86% of event participants were satisfied (26.7% very satisfied and 58.9% satisfied) with the information provided by the BOC 2014 event website.

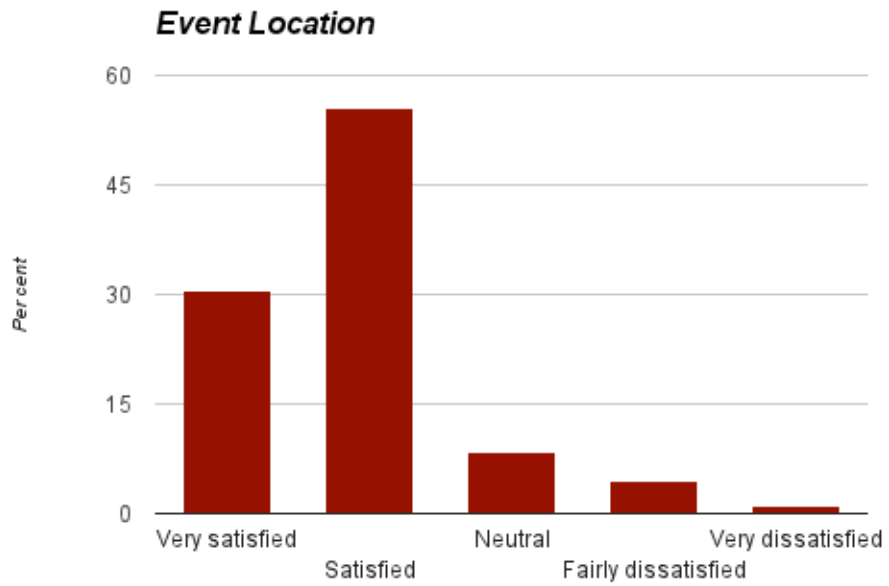


85% were satisfied with the event entry process (36.7% very satisfied and 48% satisfied).

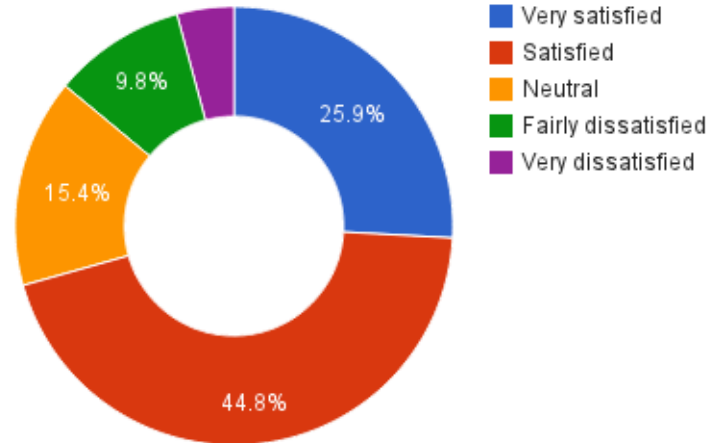
Event Entry Process



86% were satisfied with the event location (30.4% very satisfied and 55.6% satisfied).

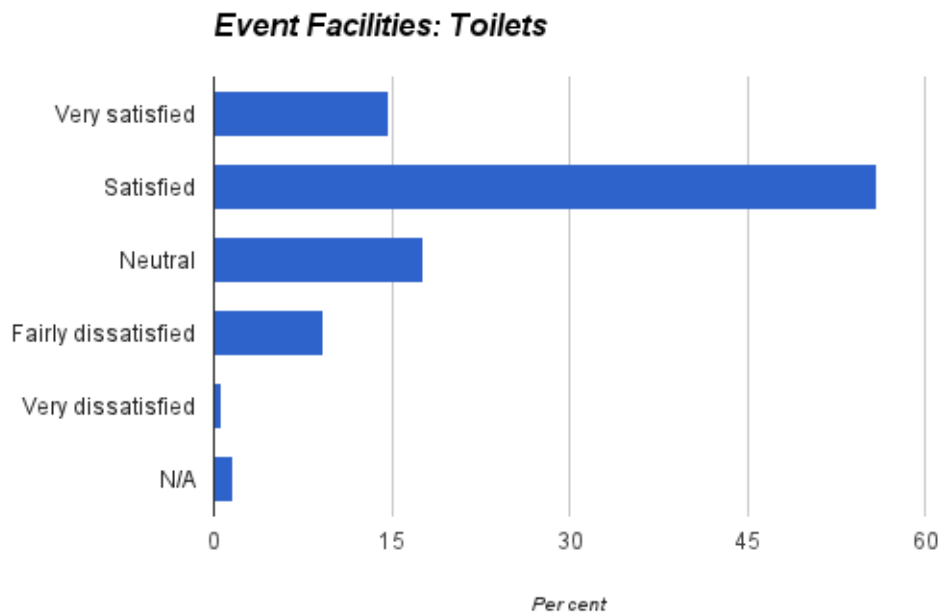


Quality of Course



71% were satisfied with the course (25.9% very satisfied and 44.8% satisfied). Nevertheless, 14% of event participants were dissatisfied and provided additional feedback on their concerns predominantly focusing upon the difficulty of the terrain (see additional comments section).

71% of event participants were satisfied with the toilet provision on site at the Championships. However, 9.9% reported some dissatisfaction referring to the need for more toilets and better signage for gents.



Catering facilities on-site received only **38%** satisfaction rating (7.3% very satisfied and 30.8% satisfied). 16.6% of event participants reported some dissatisfaction with catering



(11% fairly dissatisfied and 6.6% very dissatisfied) and over one-fifth (21.5%) deemed the catering offer not applicable to them; perhaps having pre-planned to be self-sufficient on-site.

30.6% of event participants were satisfied with the event merchandise offer (11.5% very satisfied and 19.1% satisfied). However, 28.8% were neutral and 29.2% deemed this component not applicable – likely a result of not needing to engage with the purchase opportunities afforded at the event.

98% were satisfied with parking facilities (51.9% very satisfied and 46.1% satisfied).

Additional satisfaction comments:

From unprompted comments, participants highlighted the following negative aspects of the event (ordered relative to number of comments):

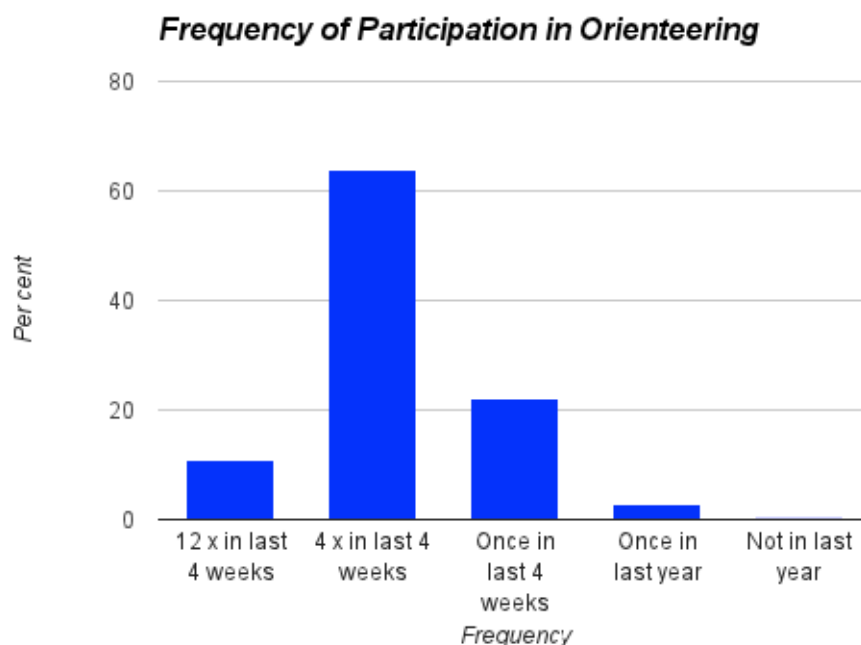
1. The event entry fee was high, and it was generally an expensive weekend;
2. Additional toilets and better signage for gents were needed;
3. The course (on Saturday in particular) was very difficult, especially for older participants;
4. There was a lack of the provision of water at the start and finish;
5. Dogs were not allowed at the event.

The following strengths were also highlighted:

1. Well done to all volunteers;
2. An excellent weekend;
3. Beautiful location.

SPORTS PARTICIPATION BEHAVIOUR

Orienteers are committed to their sport with 11% participating (including training for orienteering) an average of three times per week and 63.9% participating at least once per week.



51.9% of orienteers only *compete* in orienteering. Those who compete in other sports do so in complimentary activities including: running (road, cross, trail and fell) and cycling, but also judo, boxing and tennis.

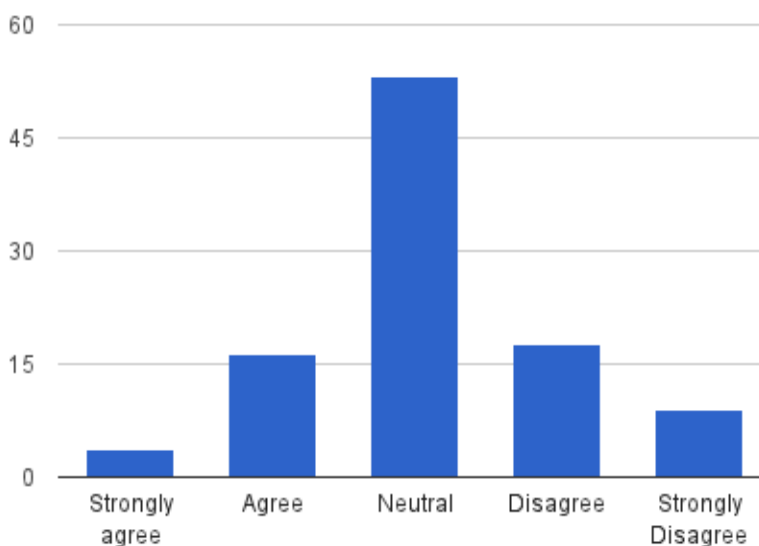
64.8% of orienteers also *participate* in a number of other sports, including: running and cycling predominantly, but also fishing, skiing, badminton, dancing and golf.

INSPIRATION

The British Orienteering Championships (Long and Relay) 2014 inspired **20.1%** of respondents to increase their participation in orienteering. 53.2% were neutral to increased participation and 26.6% were not inclined to participate more.



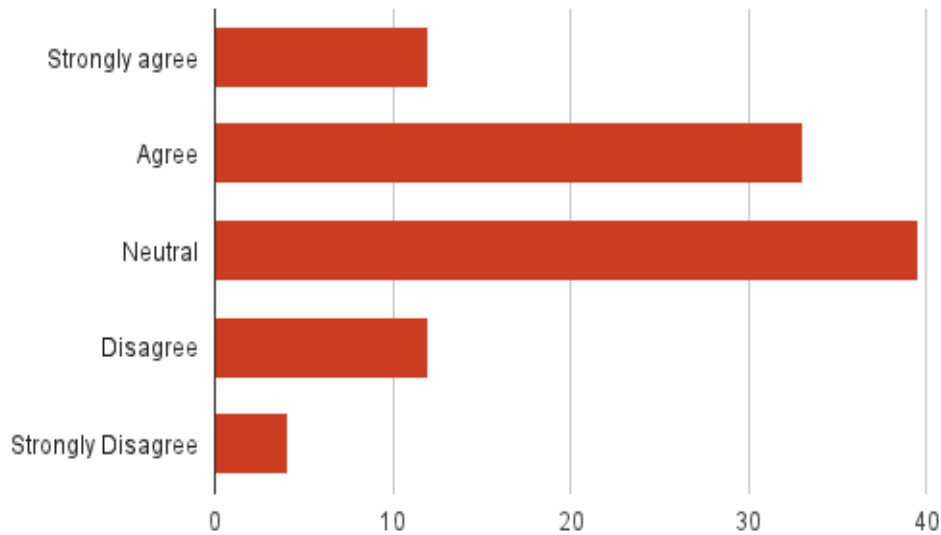
BOC 2014 Inspired Increased Participation



Participants of the British Orienteering Championships (Long and Relay) 2014 were happy with their current level of involvement with the sport of orienteering and may not have the capacity to increase. The Championships were not deemed an isolated cause factor in stimulating further commitment to the sport.

Nevertheless, **45.1%** of respondents identified the ability of the Championships to inspire commitment to the event next year. 16.1% were no more inclined than they were already to participate next year.

BOC 2014 Inspired Participation at next year's event



CONCLUSION

1. BOC can generate a significant amount of additional visitor spending (at least £150k) to a host economy – significant especially if that economy is relatively small (as was the case here). This could be used to attract bidders, and in promotion of the event.
2. Orienteering appeals to a particular segment of sports participants, and might want to work to change its image and audience in order to 'grow' the sport.
3. Event satisfaction is generally high, but some aspects (course difficulty, catering, price, etc.) need attention.
4. Orienteers appear to be very committed to their sport. The obvious 'market' for increasing participation might be those already involved in running and/or cycling.

Produced by Northumbria University

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