



## DEBATE PACK

20 October 2015, No 2015/0082

# Economic value of outdoor recreation

Danny Rogers  
John Woodhouse

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# 1. Summary

A June 2014 "[Reconomics](#)" report by the Sport and Recreation Alliance and Liverpool John Moores University found that outdoor recreation:

- is the UK's favourite pastime - three in four adults in England regularly get active outdoors
- drives the visitor economy - people spending their day enjoying outdoor recreation spent £21 billion in 2012/13; with overnight visits taken into account this comes to £27 billion
- creates jobs and skills - walking tourism alone supports up to 245,500 full-time equivalent jobs
- promotes a healthy nation - outdoor recreation can make a significant contribution to tackling the £10 billion cost of physical inactivity

The House of Commons Library prepares a briefing in hard copy and/or online for most, but not all, non-legislative debates in the Chamber and Westminster Hall other than half-hour debates. Debate Packs are produced quickly after the announcement of parliamentary business. They are intended to provide a summary or overview of the issue being debated and identify relevant briefings and useful documents, including press and parliamentary material. More detailed briefing can be prepared for Members on request to the Library.

## 2. Press articles

WalesOnLine

23 September 2015

['Giving mountain bikers better access to the Welsh countryside could boost the economy' campaigners say](#)

WalesOnLine

17 September 2015

[£4m plans unveiled to turn Pembrokeshire country park into water activity centre](#)

Daily Post

19 March 2015

[Adrenaline attractions lead Welsh tourism boom in 2015](#)

The Telegraph

4 September 2014

[Has cycling overtaken golf as the way to get a promotion?](#)

Daily Post

30 July 2014

[Look: Adventure Passport gives visitors access to North Wales's most thrilling attractions](#)

Sheffield Telegraph

4 July 2013

[Pursuit of outdoor 'capital' status](#)

Daily Post

21 May 2014

[North Wales to become zip wire capital of the world](#)

WalesOnLine

12 May 2014

[Outdoor activity tourism makes a significant contribution to the Welsh economy](#)

Sunday Express

5 May 2013

[Cash-strapped Brits set to carry on camping](#)

### 3. PQs

**Asked by: Jim Shannon**

To ask the Secretary of State for Culture, Media and Sport, if he will take steps to promote the economic and environmental benefits of shooting sports in the UK.

**Answered by: Tracey Crouch | Department: Department for Culture Media and Sport**

Between 2013 – 2017 Sport England is investing £1.1 million in British Shooting to get more people taking part in the sport in England. This investment is focused on helping talented young shooters to be the best they can be and in getting more disabled people involved in the sport. Sport England has also invested over £615,000 in shooting projects and facilities. This includes nine clubs who have benefitted from Sport England's Inspired Facilities fund.

Government recognises the value of shooting and its importance was referenced in the Sport and Recreation Alliance's 2014 'Reconomics' report <http://www.sportandrecreation.org.uk/sites/sportandrecreation.org.uk/files/web/Reconomics%20-%20The%20Evidence.pdf>. This report demonstrates that outdoor pursuits brings opportunities to both the local and national economy. Government is keen to ensure that everyone who wants to be involved in outdoor recreation has the opportunity to do so. Sport England recently commissioned Insight work to better understand the outdoor recreation market, the current supply and the potential demand. These findings will be available on 9th June 2015.

**09 Jun 2015 | Written questions | 874**

**Asked by: Alun Cairns**

To ask the Secretary of State for Culture, Media and Sport what assessment she has made of the value of the motorsport industry and community rallies to tourism in the UK.

**Answered by: Hugh Robertson | Department: Culture, Media and Sport**

I have made no assessment of the value of the motorsport industry and community rallies to tourism in the UK. However, I recognise the importance of events such as Wales Rally GB and the British Grand Prix at Silverstone, which help support both local and wider UK visitor economies. The motor sport industry makes an important broader contribution to the UK economy, with an estimated annual turnover of £6 billion, £3.6 billion of which in exports, and employs 40,000 people working for 4,500 companies across the UK.

**15 Jul 2013 | 164339 | 566 c510W**

## 4. Other parliamentary material

[Westminster Hall debate on Outdoor Sport and Recreation](#)

10 Sep 2014 | 585 cc311-336WH

[House of Lords debate on Outdoor Activities](#)

16 May 2013 | 745 c546-570

[Commons Chamber adjournment debate on outdoor pursuits](#)

5 February 2013 | 558 c249-258

[Westminster Hall debate on Zoos \(Regional Economic Development\)](#)

14 December 2011 | 537 c273-296

### 4.1 EDM

EDM 679

GET BRITAIN CYCLING

That this House notes that cycling benefits public health, the economy, the environment and quality of life; further notes the strength of public and parliamentary support for The Times newspaper's Cities fit for Cycling campaign, and its backing for an inquiry by the All Party Parliamentary Cycling Group on Getting Britain Cycling; further notes calls from national cycling organisations for a cycling action plan to increase cycling among people of all ages, abilities and backgrounds, and to reduce the actual and perceived risks of cycling, whether for day-to-day travel, outdoor recreation or sport; and calls on the Government to provide leadership, resources and Cabinet-level co-ordination across Government departments and external partners to produce and implement such a plan as part of our Olympic legacy, including measures to strengthen road traffic law and its enforcement, improve cycling conditions and perceptions of safety, integrate cycling with public transport, promote cycling through schools, colleges, workplaces, community organisations and beyond, and embed cycling into the heart of transport, planning and other relevant policies.

**05 Nov 2012 | | 679 (session 2012-13)**

**Primary sponsor: Julian Huppert**

## 5. Press releases

### Visit England

Press release, 15 October 2015

#### **New figures reveal the value of tourism spend to the British economy generated by leisure activities**

VisitEngland, in partnership with home nation tourist boards VisitScotland and Visit Wales today reveal for the first time, the value of tourism spend generated by a variety of leisure activities among international and domestic day and overnight tourists.

The figures released today at the annual media breakfast at the ABTA Convention in Costa Navarino, coincide with businesses reporting on a strong summer of bookings and a sector feeling confident for the autumn season.\*

Tourism spend generated by a range of leisure activities include golf, cycling and fishing, sightseeing, trips to visitor attractions, and live sporting and music events. This new piece of research highlights the extent to which different activities motivate trip-taking in Britain; providing a calculation of spend attributable to a number of popular leisure pursuits, including:

Total annual tourism spending attributable to leisure activities:

- Cycling or mountain biking contributes £520 million
- Golf £456 million
- Fishing £274 million
- Watersports £317 million
- Watching wildlife / bird watching £306 million
- Attending a live sporting event £3.2 billion
- Long walks / hikes £1.8 billion
- Visitor attractions £3.8 billion (domestic only)
- Visiting historic buildings £2.2 billion
- Attending the theatre £1.8 billion
- Visiting museums / art galleries £1.9 billion
- Visiting parks / gardens £1.8 billion
- Visiting zoos / aquariums £1.4 billion
- Sightseeing (in a town or city) £2.0 billion
- Sightseeing (exploring the coast) £1.4 billion
- Sightseeing (exploring the countryside) £1.2 billion
- Attending live music event / festival £3.1 billion

Analysing the data by nation, for holiday and day trips taken by Brits, highlights the importance of activities across the whole country and their contribution to the economy. In England, trips including visitor attractions drive £3.1 bn of tourist spend, whilst attending a live sporting event contributes £2.6 billion and live music events / festivals £2 billion. The popularity of golf in Scotland is evident; delivering almost £90m from domestic trips, whilst Wales brings in £54m in spending each year from those who participate in cycling / mountain biking.

**James Berresford Chief Executive VisitEngland says:** "This new research is welcome news; confirming the huge contribution that the variety of leisure activities in this country make to the economy. Trips motivated by activities such as walking and cycling generate a massive associated spend; as people are willing to travel around the country to take part in

them and that is something businesses can tap into to drive growth; by offering new and exciting experiences”.

Following a record breaking performance for domestic tourism in the first five months of the year, VisitEngland’s latest Tourism Business Monitor results report an uplift in both the accommodation and attraction sectors, with half of all sites reporting an increase in visitor numbers and satisfaction within the May - September period this year, at 93% for both. This growth has come from both domestic and overseas markets.

- [Download the full press release with estimates of attributable spend \(PDF, 188KB\)](#)
- [Download the full Value of Activities for Tourism Report](#)

Ends

#### **Press enquiries:**

For more information, please contact:

#### **Kaye Woodhouse, PR Manager - Communications & Tourism Affairs**

Tel: 0207 578 1244 | M: 07855 962 940

Email: [kaye.woodhouse@visitengland.org](mailto:kaye.woodhouse@visitengland.org)

Website: [www.visitengland.com/biz](http://www.visitengland.com/biz)

#### **Notes to Editors:**

##### **About Activities research**

- Attributable spend figures on visits involving an activity were calculated using data from a TNS omnibus survey data,
- Those respondents who had taken part in activities during a domestic holiday, short break or day trip taken in the UK were asked how important the activity was in their decision to take the visit. Omnibus data was combined with volume and value data from the GB Tourism Survey, the GB Day Visitor Survey and the International Passenger Survey, to calculate attributable spending figures
- This analysis was undertaken by the research agency TNS on behalf of the three national tourist boards VisitEngland, VisitScotland and Visit Wales.

##### **\*About the Tourism Business Monitor and GBTS**

- Confidence is high for the autumn period, with 93% of accommodation businesses and 96% of attractions feeling very or fairly confident, and advanced booking levels for accommodation higher than they were at the same time last year. Whereas for most of the year, growth has been faster for domestic visitors than international, growth in summer came from both domestic and international markets, with domestic growth slowing compared to earlier in the year (though still very high!).
- All accommodation and attractions types saw increased visitors, with hotels continuing to outperform other accommodation types. Optimism for the end of 2015 has remained positive, with around 3 in 5 attractions and accommodation businesses indicating they think this year will be an improvement on 2014’s performance. Outdoor attractions did not see the same level of growth as indoor / mixed attractions, perhaps due to the variable weather so far this year.
- Jan-June this year domestic has seen an increase in the total number of trips taken in England by 14% YOY, with a 15% increase in the number of overnight trips, while spending has grown by 13%. Trip volumes and nominal expenditure for the January – June period is at an all-time high since the current survey started in 2006. (taken from GBTS).

### About VisitEngland

- VisitEngland is the country's national tourist board, sponsored by the Department for Culture, Media & Sport. We work in partnership with Government and the industry to develop the visitor experience across England, plan national tourism strategy, grow the value of tourism in England and provide advocacy for the industry and our visitors; our work is underpinned by robust research and customer insights.
- England is a unique destination and a real powerhouse in global tourism. It represents 84 per cent of the total UK visitor economy, is worth £106 billion, and supports 2.6 million jobs.

For further information and to access the latest in-depth market intelligence and statistics visit [www.visitengland.com/biz](http://www.visitengland.com/biz)

## 5.1 Wales Office

Press release 20 February 2014

“Wales is open for business”

From its adrenalin fuelled mountain bike trails to the historical tales encased in its museums and grand historical architecture, Wales Office Ministers will highlight that Wales is open for business as they mark the start of Wales Tourism Week (22 Feb – 3 March).

Wales Tourism Week 2014 is a week-long celebration of events, showcasing the quality and vibrancy of the visitor experiences and the value the tourism industry brings to the Welsh economy.

The visits come in a year where the eyes of the world will fall on Wales, as the Celtic Manor Resort prepares to host world leaders at the 2014 NATO Summit. The City of Swansea and Carmarthenshire will also pay tribute to its most famous son through a range of commemorations of the Dylan Thomas centenary.

Wales Office Ministers will each mark this year's Wales Tourism Week celebrations with visits to tourist destinations across the country, and highlight that - in spite of the recent weather conditions - Wales' is open for tourism business.

Secretary of State for Wales, David Jones said:

Increasing tourism in the UK is a key priority for this Government, and capturing a larger share of the international spend we are attracting is a key challenge for Wales.

The tourism sector makes a vital contribution to the social and economic wellbeing of Wales, and it is crucial that we do all we can to attract visitors from home and overseas to experience our rich culture and deep history.

Last year the tourism economy in Wales is estimated to have contributed £6.9 billion to UK GDP, whilst also supporting over 200,000 jobs in Wales. In the first three quarters of 2013, Wales attracted 702,000 international visitors to its shores, spending £289million.

With a view to promoting some of Wales' leading tourist attractions to overseas visitors, the Secretary of State will host the Indonesian Ambassador, His Excellency Mr. Teuku Mohammad Hamzah Thayeb on a visit to Chirk Castle in Wrexham during Wales Tourism Week.

They will be hosted by the Property Manager, Shane Logan and the House and Collections Manager who will escort the delegation on a tour of the National Trust property's state rooms and gardens.

The Secretary of State is currently on a trade visit to Malaysia, meeting with key business leaders to build on existing and new business links, and looking at further opportunities for UK companies and institutions to operate in both regions.

He added:

The Wales Office works hard at home and abroad to promote Wales as a tourist and investment destination.

Following on from the success of the 2012 Olympics we launched the GREAT campaign in 2013 to market Britain at its best in terms of tourism, trade, creativity and investment to the rest of the world. Wales has much to attract visitors and we must ensure that overseas visitors look to us whenever they are planning a trip to the UK.

Wales Office Minister with responsibility for tourism, Baroness Jenny Randerson will visit two leading tourist destinations in the Newport area – highlighting the tourist attractions visiting delegates will be able to see during the NATO Summit later this year.

She will visit the National Roman Legion Museum in Caerleon before being hosted on a tour of 17th century National Trust property Tredegar House by National Trust Director for Wales, Justin Albert.

Baroness Randerson said:

Wales Tourism Week is as much about reminding us of the opportunities on our doorstep as it is about encouraging more visitors to come to Wales.

A key challenge for Wales is capturing a larger share of international tourism spend coming into the UK and it is essential that the UK and Welsh Governments work together to achieve this.

NATO itself will provide a huge opportunity to promote Wales to the world. We must ensure all those who visit leave with a clear message about everything Wales, its people and its impressive landscape have to offer to the global community. I'm delighted to have the opportunity to experience just a snapshot of what visiting delegations will be able to see when they visit Wales this September.

Wales Office Minister, Stephen Crabb will take to the great outdoors as part of his schedule of Wales Tourism Week visits.

Mr Crabb will get on his bike to experience some of the 23 sections of mountain bike trails at BikePark Wales in Merthyr Tydfil.

Opened in August 2013, BikePark Wales is the UK's first purpose built, large scale commercial mountain trails centre, and is already becoming a major tourism attraction welcoming over 20,000 visitors within the first five months of opening.

The Minister will later take a tour of Penderyn Distillery, Regional Tourism Award winner at the National Tourism Awards for Wales 2013. Set in the foothills of the Brecon Beacons, The Welsh Whisky Company's Penderyn Distillery has established itself as a genuine Welsh tourist attraction, as well as one of the country's most successful business exports.

Mr Crabb will take a guided tour of the distillery and meet with the managing director, Stephen Davies.

Wales Office Minister, Stephen Crabb MP said:

Wales Tourism Week provides us with the opportunity to raise awareness of the host of attractions those living in Wales have on their doorsteps.

Whether on two wheels or on foot, we have world class facilities in a wide range of outdoor tourism activities which showcase what Wales has to offer to visitors in its natural environment.

With plenty to do and see both inside and out, we are looking forward to welcoming visitors to Welsh soil all year round.

### Notes to Editors

1. Wales Tourism Week runs from 22 Feb – 02 March 2014
2. The Wales Tourism Alliance, the voice of the tourism industry in Wales, is coordinating Wales Tourism Week in association with the industry. Wales Tourism Week is held annually to raise the profile of the tourism industry in Wales and to highlight its huge revenue generating value and the opportunities it provides for jobs and careers.
3. In 2012, VisitBritain launched its biggest, most ambitious tourism marketing programme for 10 years: "GREAT Britain You're invited". The campaign is designed to show the world that Britain is open for business; that it's a great place to visit, to live, and to invest.
4. Image courtesy of Álvaro Salvá on Flickr (Creative Commons)

## 5.2 Camping and Caravanning Club

**Press release 10 December 2014**

*Camping and Caravanning Behind Report Showing Holiday Parks Worth £700m A Year to Scotland*

The Camping and Caravanning Club has played a major role in research that found holiday parks are worth more than £700 million a year to the Scottish economy, and support more than 5,600 full time-equivalent jobs.

The Club's Sites Director Bob Hill led the Scottish Economic Impact Assessment Report on behalf of the Scottish Caravan and Camping Forum, over the 12 months to October 2014.

The report is the outcome of a survey of park owners and visitors carried out in 2014 by an independent research company, in which 7034 visitors and 89 park owners took part.

Bob Hill said: "It's the first time a survey like this has been carried out in Scotland, and the Club is delighted to play its part in making this happen."

"The results prove beyond doubt the major significance of the holiday parks sector to Scotland's tourism industry."

The report details expenditure by holiday park owners in running the sites, and by visitors to the sites. Among its findings were that the sector is of real importance to the rural economy.

It employs local people, and visitors to the holiday parks spend their money in the local area, on visiting tourist attractions, shopping, dining and entertainment.

The report underpins what has been a very strong year for The Camping and Caravanning Club in Scotland, where it operates 18 award-winning Club sites and three Camping in the Forest sites, which it runs in partnership with the Forestry Commission.

The Club's sites in Scotland are in some of the most beautiful parts of the country, and 2014 has seen good weather and some major sporting events, ensuring significant increases in site occupancy.

The Camping in the Forest sites at Cobleland and Cashel, for example, saw a 334% increase in bookings around the Commonwealth Games in Glasgow.

To download the full report, go to <http://scottishtourismalliance.co.uk/holiday-park-sector/>

## **ENDS**

Attached image shows (l to r, from back row): Colin Frazer, Director and Chairman, British Holiday & Home Parks Association, Scotland; Bob Hill, Sites Director, The Camping and Caravanning Club; Robert Loudon MBE, Director General, The Camping and Caravanning Club; Judith Sleight, Tourism Scotland; Jeanette Wilson, Policy Director, Scotland, British Holiday & Home Parks Association; Ros Pritchard OBE, Director General, British Holiday & Home Parks Association; Louise Wood, The National Caravan Council; Fiona Bowers, Corporate Communications Manager, The Caravan Club

For further media information or images, please [Contact Us](#)

### Notes for Editors

1. The Camping and Caravanning Club is 113-years-old and is the largest and oldest Club in the world for all forms of camping. It has more than 100 award-winning sites throughout the UK and, through a partnership with the Forestry Commission, now runs and manages a further 16 Camping in the Forest touring sites.
2. Camping in the Forest is a partnership between the Forestry Commission and The Camping and Caravanning Club. It operates entirely within the Forestry Commission Estate and provides camping holidays at 16 beautiful locations in England, Scotland and Wales.
3. Visit [www.campingintheforest.co.uk](http://www.campingintheforest.co.uk) for further information.
4. The Scottish Caravan and Camping Forum comprises:
  - The British Holiday and Home Parks Association
  - The Caravan Club
  - The Camping and Caravanning Club
  - The National Caravan Council
  - Thistle Holiday Parks
  - VisitScotland
  - Visit <http://www.scottishcaravanholidayparks.co.uk>

## 5.3 Countryside Alliance

Press release 13 November 2013

### **New research shows shooting generates £2 billion for the economy**

Shooting is worth £2 billion a year (Gross Value Added\*) to the UK economy and provides significant conservation benefits according to the results of independent research released today by leading shooting and countryside organisations.

The figures are outlined in a new report – The Value of Shooting – conducted by Cambridge-based Public and Corporate Economic Consultants (PACCEC). It is the most comprehensive research into the economic, environmental and social contributions of shooting ever undertaken in the UK.

The Value of Shooting reveals that shooting supports the equivalent of 74,000 full-time jobs. People who shoot spend £2.5 billion each year on goods and services, bringing income into rural areas, particularly in the low-season for tourism. The research shows that an established shoot generates local economic benefits for businesses in a radius of up to fifteen miles.

The figures show that the amount spent on shooting (£2.5bn) equals almost 10% of the total amount spent on outdoor recreation in a year, which has been measured at £27bn by the Sport and Recreation Alliance\*\*.

Shooting is involved in the management of two-thirds of the UK's rural land area. Almost two million hectares are actively managed for conservation as a result of shooting. Nearly £250 million a year is spent on conservation and habitat management which benefits a wide range of wildlife. People who shoot put in 3.9 million work days on conservation every year – the equivalent of 16,000 full-time conservation jobs.

At least 600,000 people in the UK shoot live quarry, clay pigeons or targets and existing industry information shows that there are at least 1.6 million individuals who shoot live quarry with an airgun.

Richard Ali, chief executive of the British Association for Shooting and Conservation (BASC), said: "These figures show that shooting is good for the economy, good for jobs and good for the countryside – and we're good at it as Olympic gold medals show. The contribution of shooting to the UK is clear. This should be recognised and policy should support and encourage the good which shooting does."

Sir Peter Luff MP, chairman of the British Shooting Sports Council (BSSC), said: "This timely report reminds us of the vital contribution shooting makes to the economy, to rural jobs, to conservation and to building strong communities. It does so on the basis of solid research and strong data. It is a document that should be read with an open mind by everyone interested in the future of shooting."

Henry Robinson, president of the CLA, said: "The figures in this comprehensive, independent report are striking. Worth around £2 billion to UK businesses and supporting the equivalent of 74,000 jobs, it is clear that shooting adds a vital stimulus to the rural economy. Many rural businesses found the trading environment challenging as a result of the 2008 financial crisis – shooting provides a shining example of how resilient the rural economy can be. More than that, shooting providers spend nearly £250 million on protecting the landscape and are integral in ensuring the most effective management of the land."

Nick Fellows, chief executive of the Clay Pigeon Shooting Association (CPSA), said: "It is great to see the value of our wider industry identified so comprehensively in this new report. We know that target shooting sports are increasing in popularity all the time, particularly clay shooting, and this is a reflection of our recent Olympic success and the greater visibility of our sport at a local level. With the broad club base and new initiatives to encourage and support young talent, it is a sport that embraces all ages and abilities and it is really encouraging to see it in the wider context of a thriving and valuable industry."

Sir Barney White-Spunner, executive chairman of the Countryside Alliance, said: "This is the most comprehensive research ever to be carried out into the shooting industry and its message is clear – shooting is a crucial part of our rural economy and plays an essential part in managing and conserving the countryside for the millions of people who enjoy it each year."

James Horne, from GunsOnPegs (GoP), said: "The role of shooting and its importance to the countryside is clearly expressed by this valuable report. Shooting encourages improved stewardship of our woodland and moorland, provides jobs and wealth creation and above all brings enjoyment to the millions that visit every year."

Edward King, chairman of the Gun Trade Association (GTA), said: "We commend this report for its open and honest approach to the subject of shooting in the UK. As a nation, we lead the world in the manufacture of fine guns and our trade provides a continuation of skills and craftsmanship, as well as employment for thousands."

Amanda Anderson, director of the Moorland Association (MA), said: "This thorough report tells us that environmental work undertaken by shooting people covers more than ten times the total area of all national and local nature reserves. The largest type of land by far over which beneficial management takes place is heather moorland managed for grouse accounting for a significant proportion of the 3.9 million conservation work days. Grouse shooting is a major contributor to the health of our countryside."

Lindsay Waddell, chairman of the National Gamekeepers' Organisation (NGO), said: "This detailed report demonstrates gamekeepers deliver truly effective wildlife conservation across the uplands and the lowlands on a scale that the managers of most nature reserves can only dream about. It is clear gamekeeping safeguards a lot of jobs in the countryside and helps keep the rural economy alive, especially so in remote areas."

Andrew Mercer, from the National Rifle Association (NRA), said: "This report confirms what the shooting community has long understood – that shooting is a major sport of national importance both in terms of the number of regular participants and economic worth to the UK. The rich diversity of shooting often means we operate in small groups, unnoticed and quietly enjoying our sport responsibly and with passion. Together shooting sports are a force for good; we are law abiding, strictly regulated, safety conscious, enthusiastic environmentalists, whose passion for shooting can literally last a lifetime."

"Support for target shooting is growing rapidly; from grass roots to international competitions such as the Commonwealth Games. Shooting can genuinely claim to be a sport for all ages, sexes, budgets, and any physical ability."

Tim Baynes, director of the Scottish Moorland Group (part of Scottish Land and Estates), said: "Scotland is a special place for all types of shooting sports, most notably red deer stalking and grouse shooting which have shaped large parts of the landscape. This new report sets out their important contribution to the rural economy and biodiversity of the UK as a whole."

## ENDS

For more information please contact:

British Association for Shooting and Conservation (BASC) – 01244 573052 or 07500 609161.

Clay Pigeon Shooting Association (CPSA) – 01483 485400

Countryside Alliance – 0207 840 9220

National Gamekeepers' Organisation (NGO) – 01766 523795

Scottish Land and Estates/Scottish Moorland Group – 07887 643 521

Notes to editors:

\*Gross Value Added (GVA): The standard monetary measure of the value of economic activity. Equal to the sum of employment costs plus profits.

Equivalent to the value of goods and services produced minus the inputs (raw materials, services etc) required to produce them.

\*\* (source: "Reconomics" report

<http://www.sportandrecreation.org.uk/policy/research/reconomics>)

The Value of Shooting research examined the employment and monetary flows of shooting providers and participants to quantify the direct and indirect contribution of shooting to the UK. It measured the environmental effects of conservation and land management practices and looked at the social aspects of shooting. The data collected was based on a 12 month period between August 2012 and July 2013.

The research included 16,234 survey responses.

The study has benefited greatly from the co-operation of all of the partner organisations:

British Association for Shooting and Conservation Limited (BASC), British Shooting Sports Council (BSSC), CLA, Clay Pigeon Shooting Association (CPSA), Countryside Alliance, Game Farmers' Association (GFA), GunsOnPegs, Gun Trade Association (GTA), Moorland Association (MA), National Gamekeepers' Organisation (NGO), National Rifle Association of Great Britain and Northern Ireland (NRA), National Small-Bore Rifle Association (NSRA), Scottish Land & Estates (SL&E) incorporating the Scottish Moorland Group (SMG), Scottish Enterprise (SE), Scottish Natural Heritage (SNH) and Scottish Country Sports Tourism Group (SCSTG).

We are also grateful to the Association of Professional Shooting Instructors and the United Kingdom Practical Shooting Association for providing data and distributing online survey invitations.

## 6. Further reading

### “Reconomics” report

- Simon Butler and Verity Comley, [Reconomics: the economic impact of outdoor recreation in the UK](#), Liverpool John Moores University/Sport and Recreation Alliance, June 2014

### Supporting evidence:

- Verity Comley and Chris Mackintosh, [Reconomics: the economic impact of outdoor recreation in the UK: the evidence](#), Liverpool John Moores University/Sport and Recreation Alliance, June 2014

### Case studies:

- *Reconomics: twenty six case studies* – available from the Sport and Recreation Alliance website:

<http://www.sportandrecreation.org.uk/policy/research/reconomics/case-studies>

## 6.1 Leisure Organisations

[British Canoe Union](#) - a body for canoeing and kayaking in the UK

[The British Mountaineering Council](#) - Working for hill walkers, climbers and mountaineers in England and Wales

[John Muir trust](#) - A wild land conservation charity in the UK

[Ramblers Association](#) - At the heart of walking in Britain

[Mountaineering Council of Scotland](#) - Scotland's mountaineering council for hill walkers, climbers and ski-tourers

[Sustrans](#) - A sustainable transport charity

[National Parks](#) - There are 15 members of the National Parks family in the UK

[National Trust](#) - Working to preserve and protect the buildings, countryside and coastline of England, Wales and Northern Ireland

[Natural England](#) - Acting to conserve and enhance the natural environment, for its intrinsic value, the wellbeing and enjoyment of people

[Central Council of Physical Recreation](#) - The national alliance of governing and representative bodies of sport and recreation

[Campaign to Protect Rural England](#) - Campaigning for the beauty, tranquillity and diversity of the countryside

[English Outdoor Council](#) - Umbrella body for organisations involved in the provision of outdoor education, recreation and development training

[Scottish Natural Heritage](#) - Looking after all of Scotland's nature and landscapes, across all of Scotland, for everyone

[The UK Camping and Caravanning Club](#)

[Countryside Alliance](#)

[Britain on foot](#)

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