

# RECONOMICS PLUS

Case Study

## Get Kids Camping

**Aim: To demonstrate and communicate the benefits of camping and the great outdoors to children's mental and physical health, as well as their development.**

### Project Summary

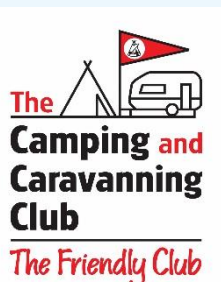
In 2015, the Camping and Caravanning Club joined forces with the Institute of Education at Plymouth University to conduct research into perceptions of the relationship between education and camping.

585 camping families, all of whom were Members of the Club, responded to an in-depth online survey. Parents and children around the UK were asked about the educational and underpinning psychological and social benefits of camping to children. The survey found that, according to their parents, children who camp in the great outdoors at least once a year go on to do better at school, as well as being happier and healthier.

The findings supported the Club's headline theme to National Camping and Caravanning Week 2015: a campaign to 'Get Kids Camping'. The Club toured the results with a pop-up campsite roadshow, taking the joys of camping to tens of thousands of families over the week of the Spring Bank Holiday who may not have otherwise considered camping as a holiday option.

The pop-up campsite invited visitors to spend time in state-of-the-art caravans and motorhomes.

Children took part in a challenge to pitch the latest modern and inflatable tents, with prizes up for grabs, enjoyed al fresco campsite cooking demonstrations, and were encouraged to play in a child-friendly miniature version of a Ready Camp glamping tent.



The Club roadshow visited four key urban, high-population family areas - Chester, Sheffield, Birmingham and Southampton. It reached some 20,000 young families over the course of the week and captured data through a competition to win a glamping holiday.

Research conducted during the roadshow found that more than 4 out of 5 parents thought that camping had a positive effect on their children's school education: 98% of parents said camping makes their kids appreciate and connect with nature; 95% said their kids were happier when camping; and 93% felt that it provided useful skills for later life.

Many parents reported that a benefit of camping for their children is escaping technology. Parents also said camping gives their kids freedom, independence and confidence; it helped their children enjoy learning in the classroom because they could share their camping adventures and experiences.

Children shared what they thought about camping. The most common themes were making and meeting new friends, having fun, playing outside and learning various camping skills. Children also recognised camping's value for curriculum subjects and for problem-solving and working together.

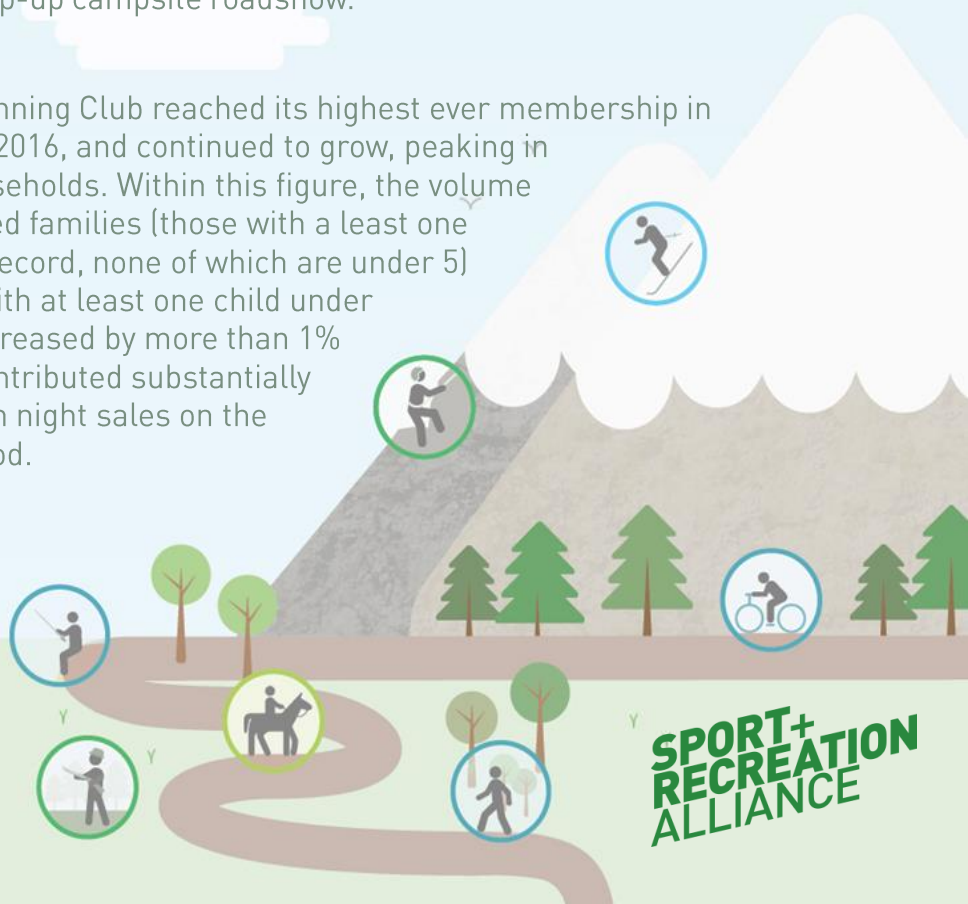
In 2016, the Club surveyed 2,000 UK parents and grandparents on their attitudes towards camping and the outdoors. Findings revealed:

- 96% of adults believe that they were happier as a child because they spent more time outdoors
- 72% think social media is affecting children's ability to interact and engage with others
- 86% thought that encouraging children to spend more time outdoors would help the obesity epidemic.

Again, the Club toured the findings around the UK for National Camping and Caravanning Week, with an interactive pop-up campsite roadshow.

### Impact

• The Camping and Caravanning Club reached its highest ever membership in its 115-year history in April 2016, and continued to grow, peaking in August 2016 at 293,360 households. Within this figure, the volume of paid joiners for established families (those with a least one child on their membership record, none of which are under 5) and young families (those with at least one child under five on their record) both increased by more than 1% (2016 vs 2015). They also contributed substantially to an increase of 5% in pitch night sales on the Club network over that period.



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## Key learnings

- The Camping and Caravanning Club was delighted with the success of its campaign to get kids outdoors and get them camping. As well as helping to produce real growth in Club family membership and in the number of young families camping on Club Sites, many young families who attended the roadshow went away enthused and impressed by modern camping and caravanning equipment. This shows the benefits of creating family friendly projects.
- As part of the campaign, the Club challenged families and schools to get kids camping, by making available activity packs and encouraging them to share their activities on social media, with the chance to win camping equipment. Creating resources for families to use is therefore important.
- Acquiring school databases, engaging with young people through schools, producing teacher-friendly information packs, reaching decision-makers, and influencing those who plan activities for school children many months in advance – this all requires significant time and resource, and we'd factor this into planning better in future.

## Future plans

- National Camping and Caravanning Week will continue with a pop-up campsite roadshow in 2017, sharing the delights of exploring the Great British Outdoors using camping as your base. Visit [nccw.co.uk](http://nccw.co.uk) to find out more about the roadshow.

## Further information

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Get kids active, get them camping – video voiced by Club President Julia Bradbury to support our 2015 campaign:

<https://www.youtube.com/watch?v=Qesj20Hcup4>

NCCW 2016 launch video – our press stunt in which Julia Bradbury camped overnight on top of the O2 arena to inspire families to Get Kids Outdoors with Camping:

<https://www.youtube.com/watch?v=UCNranWp3PI>

Pop-up campsite roadshow in Birmingham, 2015:

<https://www.youtube.com/watch?v=ExbwQogHhWw>

## Key facts

Target audience	Children and young families
Setting	UK nationwide, delivering campaign findings via roadshow activity
Length of the project	May 2015 - June 2016
Funding	Self funded by the Camping and Caravanning Club
Number of participants	Surveyed nearly 600 in 2015, and 2,000 in 2016

