

get wet

#BEACTIVE

CASE STUDY DEC 2020



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Introduction

The Get Wet NI campaign has grown and evolved over the last four years. Starting its journey as Flow in 2016 and building on its success as Get Wet NI in 2017, 2018 and 2019. The campaign was halted in 2020 due to COVID-19 but aims to continue again in 2021.

Get Wet NI is a marketing campaign to encourage sustained local participation and to raise awareness of the water based recreation activities in Northern Ireland.

The format of the campaign is a series of water based outdoor recreation taster events -held over one weekend which are delivered by clubs affiliated to Sport NI and recognised National Governing Bodies (NGBs). Following this is a series of events over the summer months to encourage sustained participation. The campaign concluded with two flotilla events during the European Week of Sport in September for all those who took part in 2016 and one flotilla event in 2017. In 2018 and 2019, the campaign followed this template, but the flotilla events were not included.

The campaign objectives over the four years have remained the same, which are to:

- Raise awareness of water-based recreation opportunities in Northern Ireland
- Increase sustainable participation in water based outdoor recreation amongst Sport NI's targeted groups:
 - Ethnic minorities
 - Women and girls
 - Older people
 - People with disabilities
- Raise the profile of the watersports National Governing Bodies and their clubs

Partnership Approach

Get Wet NI is driven and funded by Sport Northern Ireland with support from a range of watersport NGBs and their clubs. Marketing for the campaign is delivered by Outdoor Recreation NI on behalf of the campaign partners. Strong relationships with all campaign partners have been established over the four years which is crucial to the campaign's success.

Key Outputs

Over the four years there have been thousands of people taking part in watersports, some for the first time and others trying something different or getting back into a watersport after time away. The actual numbers each year will be higher than the figures recorded as some clubs were unable to capture participant data or numbers on the day of the event.

Included next is an overview of the campaign's key outputs from 2016, 2017, 2018 and 2019. Followed by an overview of the total campaign outputs.

2016 Key Outputs



In addition, the campaign:

- Generated an estimated £64,660 of equivalent advertising value (EAV) for watersports clubs and European Week of Sport
- Produced the following feedback for the taster events:
 - 94% of participants rated their enjoyment level as 'Very Good' or 'Good'
 - 75% stated their awareness of watersports opportunities improved
- 63% were 'Likely' or 'Very Likely' to join a watersports club following attendance Produced the following feedback from participating clubs:
 - 150 participants joined clubs as a result of attending, with an average of 9 new members per club
 - 100% of clubs found that running these events helped promote themselves and would be willing to run them again
 - The most common challenge for clubs was weather conditions or people not turning up on the day

2017 Key Outputs

In 2017 the campaign changed from Flow to Get Wet NI. A brand was created along with GetWetNI.com and associated social media platforms.



The second year proved to be an even bigger success than the first. NGB's and clubs benefitted from ORNI's increased promotional activity and by weaving in their own promotional campaigns with Get Wet NI events, this built up a strong foundation encouraging future collaborative work.

In 2017 the numbers increased significantly, compared to the year previous:

- 98% of participants rated their level of enjoyment as 'Good' or 'Very Good', an increase of 4% from 2016
- 100% stated their awareness of watersports had improved after attending, an increase of 25% from 2016
- 95% said they were 'Likely' or 'Very Likely' to continue their involvement with watersports, an increase 32% from 2016.

Feedback from participating clubs found that:

- On average 6 instructors per club were involved in Get Wet NI events
- On average 15 volunteers per club were involved in Get Wet NI events
- An average of 45 places were offered per club
- 100% of clubs rated their event as 'Very Successful' or 'Successful'
- 100% of clubs said they would be willing to run this type of event again

2018 Key Outputs

In 2018, the format of the campaign changed to allow more freedom for clubs and NGB's. This included the taster weekend in May, followed by the promotion of all events throughout the summer months instead of just participation programmes. However, the flotilla events featured in 2016 and 2017 did not take place in 2018. This change in format allowed the clubs to attract new participants throughout the summer instead of just during the taster events.



2018 was another impressive year for the Get Wet NI campaign.

In addition to the above results the campaign also produced the following:

- Participants rating their experience as 'Very Good' or 'Good', and who were 'Likely' or 'Very Likely' to continue participating after the events remained at 100%
- The club survey revealed:
 - On average 8 instructors per club were involved in Get Wet NI events
 - On average 24 volunteers per club were involved in Get Wet NI events
 - An average of 67 places were offered per club
 - 100% of clubs rated their event as 'Very Successful' or 'Successful'
 - 83% of clubs said they would be willing to run this type of event again

2019 Key Outputs



2019 was the first year that showed a dip in recorded participant numbers and the number of events. Despite fewer numbers of participants, 100% rated their experience as 'Very Good' or 'Good' and were 'Likely' or 'Very Likely' to continue participating after the events.

The club survey found that:

- On average 7 instructors per club were involved in Get Wet NI events
- On average 11 volunteers per club were involved in Get Wet NI events
- An average of 52 places were offered per club
- 60% of clubs rated their event as 'Very Successful' or 'Successful'
- 80% of clubs said they would be willing to run this type of event again

Total Key Outputs



Overall Outputs



OVER 4,600
people took part in
watersports

249

**Watersports
Events**

10

**Watersports
represented**



**OVER
513,000**

Facebook users viewed
content associated with the
Get Wet NI Facebook Page



PARTICIPANT DATA

On average, across the 4 years, 60%
participants were female



Majority were between 31-55 years
old

63% were trying a watersport for the
first time



CLUB DATA

8

Average number of instructors
per club

16

Average number of volunteers per
club

57

Average places offered by clubs

PARTICIPANT EXPERIENCE

Average across the four years

95% of participants rated their
information about Get Wet NI
event as 'Very Good' or 'Good'

98% of participants rated their
enjoyment of their Get Wet NI
event as 'Very Good' or 'Good'



90% of participants said they
were 'Very likely' or 'Likely' to
continue with watersports

98% of participants said their
awareness of watersports
opportunities in Northern Ireland
had improved after the Get Wet
NI campaign

Conclusion

Across the four years, the campaign seen a rise in participant numbers from 2016 through to 2018 with a dip in 2019. The number of watersports and events hosted have dropped steadily over time, however this may be due to a more relaxed approach from clubs or focusing on their own branded events and taster activities. It may be due to an overall reduction in the number of clubs participating in Get Wet NI or lack of resources to be able to facilitate.

The campaign set out very clear objectives each year, which are to

Objective	How has this been achieved?
Raise awareness of water-based recreation opportunities in Northern Ireland	98% of participants (on average over the 4 years) stated their awareness of watersport opportunities had improved because of Get Wet NI
Increase sustainable participation in water based outdoor recreation amongst Sport NI's targeted groups: <ul style="list-style-type: none"> ○ Ethnic minorities ○ Women and girls ○ Older people ○ People with disabilities 	Over the 4 years, on average participants were: <ul style="list-style-type: none"> ● 60% female ● Majority were 31-55 years old ● 63% were trying the sport for the first time ● 40% clubs recorded participants with a disability attending events ● At least 364 participants joined clubs following events ● 90% were 'likely' or 'very likely' to continue with a watersport after the events
Raise the profile of the watersports National Governing Bodies and their clubs	A total of 4,600 people took part in the campaign over the four years and are now aware of a range of watersport clubs and their NGBs

From the table above it is clear the campaigns objectives have been met however more emphasis on educating participating clubs on what the target groups are could be added to future campaigns. More tailored events could be included such as a ladies day or 65+ age category in order to encourage more varied groups of people to get involved.

The clubs feedback year on year was successful and it is encouraging to see they would be willing to deliver Get Wet NI events in the future, provided that recommendations for future campaigns are implemented. Following the COVID-19 pandemic, many watersports clubs may have lost members or were unable to run as many events as usual because of local restrictions. Getting involved with Get Wet 2021 will hopefully significantly boost numbers in local watersports clubs.