

Free Leisure - UK - October 2016

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“A long period of economic downturn, slow wage recovery and ongoing uncertainty over recent years has triggered a shift in attitudes towards leisure spending. Free out-of-home leisure has also become a deliberate money-saving choice for consumers, and paid-for leisure choices have become more selective and deal-oriented.”

– **John Worthington, Senior Analyst**

This report looks at the following areas:

- **Health and wellness is a key area for potential brand intervention in free leisure**
- **Local authority cutbacks and funding crises are likely to generate increasing commercial opportunities in free leisure public spaces**
- **'Freemium' leisure and 'P2P' could offer new business models of leisure consumption**

Despite (or perhaps because of) the growth of the paid-for out-of-home leisure industry, many people still place a high value on freely available leisure and the overall balance of activity for most consumers is oriented towards the free end of the spectrum. Saving money is a key motivator and many people treasure access to 'brand-free' spaces and experiences. This presents stiff competition for leisure operators especially in times of economic uncertainty. That said, there are significant business opportunities in 'free leisure' such as secondary spend and sponsored events, while local authority spending cuts are necessitating a more commercial approach to revenue generation in areas like free cultural attractions and parks.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Table of Contents

Overview

What you need to know
Covered in this Report

Executive Summary

Four in 10 anticipate cutting their leisure spend
Rising cost of out-of-home leisure
Walking is number one free out-of-home activity
Figure 1: Frequency of taking part in free leisure activities (summary), August 2016
Gardens/country parks and museums are most popular free attractions
Figure 2: Attendance at free visitor attractions and events in past 12 months, as a percentage of all UK adults, August 2016
The value of 'free leisure'
Figure 3: Frequent secondary spend (always/mostly) on items when doing free leisure activities, August 2016
Ambivalent attitudes towards 'paid' leisure
Figure 4: Attitudes towards free leisure activities, August 2016
What we think

Issues and Insights

Health and wellness is a key area for potential brand intervention in free leisure
The facts
The implications
Local authority cutbacks and funding crises are likely to generate increasing commercial opportunities in free leisure public spaces
The facts
The implications
'Freemium' leisure and 'P2P' could offer new business models of leisure consumption
The facts
The implications

The Market – What You Need to Know

Business as usual for now but four in 10 consumers expect to reduce leisure spend in coming months
Consumer habits have changed
Inward leisure drift
Attractions market buoyant but rising charges could have a growing impact
The value of 'free leisure'
Running and cycling enjoying boom period
Local authority cutbacks impacting on free leisure

Market Background

Economic context and leisure spend
Figure 5: UK average weekly earnings (excluding bonuses)* vs CPI inflation, percentage change year on year, June 2013-June 2016

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Shift in spending attitudes

Figure 6: Value of the UK leisure industry*, 2010-15

Shift in spending attitudes

Live music and sports participation have seen strong growth

Figure 7: Value of the UK leisure industry, by segment, 2010-15

Inward drift of leisure

Figure 8: Volume of leisure days visits in Great Britain, 2011-15

Figure 9: Spending on 3-hour+ leisure days visits in Great Britain, 2011-15

'Free leisure' generates significant secondary spend

Figure 10: Volume and spending on types of 3-hour+ leisure day visits in Great Britain, 2015

Figure 11: Volume and spending on selected 3-hour+ leisure day activities in Great Britain, 2015

Visitor attractions market has remained buoyant...

Figure 12: Trends in visits to UK visitor attractions, 2010-15

Figure 13: Growth rates in visits by local/day trip visitors to free and paid attractions in England, 2009-15

...but family admission charges continue to rise

Figure 14: Average annual increases in admission charges at paid attractions in England, 2011-15

Gradual increase in sports participation

Running and cycling rising in popularity

Figure 15: Numbers of people aged 16+ engaged in sports participation at least once a week in England, by activity, 2005/06-2015/16

Austerity and free leisure

Museum charging back on the agenda

Parklife problems

Commercial opportunities

Free Leisure Attractions and Events – What You Need to Know

London, Scotland and North West have biggest concentration of large free attractions

Opening doors

Helping the nation become healthier

Exploring the city

Free Leisure Attractions and Events

Free attractions dominated by museums and galleries

Figure 16: Top 10 most visited free attractions in London, 2015

Figure 17: Top 30 most visited UK free attractions outside London, 2015

Heritage Open Days

parkrun

Figure 18: Number of weekly participants in parkrun UK, 2006-16

Sky Ride/HSBC BikeFest

I Am Team GB

Urban exploration

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The Consumer – What You Need to Know

- Walking is most popular free activity
- 36% of adults visit free attractions every two to five months
- Social media is default tool for free leisure among Millennials and young families
- Free leisure can lead to higher secondary spend on food and beverages
- Money saving is key motivation...
- ...and people also still value 'purity' of free leisure time...
- ...but opportunities for sensitive brand intervention exist

Participation in Free Leisure Activities

- Walking is leading free leisure activity
 - Figure 19: Frequency of taking part in free leisure activities (summary), August 2016
 - Figure 20: Frequency of taking part in free leisure activities (detailed), August 2016
- Occasional activities
- Demographics of free leisure – physical activities
- Demographics of free leisure – days out
- The most active free leisure consumers
 - Figure 21: Number of types of out-of-home free leisure activity taken part in, August 2016,
- Free versus paid leisure
 - Figure 22: Mix of free versus paid leisure activities, August 2016
 - Figure 23: Mix of free versus paid leisure activities, by financial situation, August 2016

Visiting Free Attractions and Events

- Country parks and museums are most popular free attractions
 - Figure 24: Attendance at free visitor attractions and events in past 12 months, August 2016
 - Figure 25: Attendance at free visitor attractions and events in past 12 months, as a percentage of all UK adults, August 2016
- Demographics of free attractions

How People Research Free Leisure Activities

- Social media is leading information source for younger parents
 - Figure 26: Sources used to find out about free leisure activities, August 2016

Free Leisure Activities and Secondary Spending

- Significant secondary spend potential
 - Figure 27: Secondary spend on items when doing free leisure activities, August 2016
 - Figure 28: Frequent secondary spend (always/mostly) on items when doing free leisure activities, August 2016
- The frequent spenders
 - Figure 29: Frequent secondary spend (always/mostly) on items when doing free leisure activities, by key demographics, August 2016
- 'Freemium' leisure

Attitudes towards Free Leisure Activities

- Better weather favours free leisure

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Figure 30: Attitudes towards free leisure activities, August 2016

- Frugality is the new normal
- Brand-free zone...
- ...but there are commercial opportunities
- Interest in sponsored free events
- Stress management events
- Cultural event potential
- Keeping it real
- To charge or not to charge

Appendix

- Definition
- Abbreviations

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