

It's emotional richness that counts


The
**Camping and
Caravanning
Club**
The Friendly Club

76% of campers are satisfied with their quality of life, compared to 59% of non-campers



Welcome

to Real Richness...

In today's materially obsessed world, it seems strange to see the word 'Rich' associated with camping. After all, isn't camping just a cheap holiday option in tough economic times?

But at The Camping and Caravanning Club, we've learned that being rich isn't only about money. Just ask anyone who goes camping about the 'money can't buy' experiences they have on every trip. How it's a priceless chance to get closer to nature – and back in touch with who you really are. How working together to pitch the tent and cook the food brings families closer together in a way that everyday life can't. And how there's a genuine sense of community that modern forms of 'social networking' can't replace.

We think it's a truer kind of wealth. Because it's not about how much stuff you've got; it's about how happy you feel.

See for yourself by taking part in The Big Pitch, our nationwide experiment to prove that camping really does make you feel richer in mind, body and soul. Find out how to apply for one of 1,500 free pitches on page 15.

How we discovered 'richness'



The findings in our Real Richness report are based on a review of research into the psychological and social benefits of camping. This was undertaken by leading academics in the field of Outdoor Education at Liverpool John Moores University and an online survey amongst 1,000 adults and 500 children aged 7-11 who camp and 1,000 adults and 500 children aged 7-11 who have never camped. The research took place in February 2011.

Throughout this report we use 'campers' as a generic term for anyone who regularly camps in a tent, caravan, motorhome or trailer tent.



Matthew Eastlake
Marketing and Communications
Director, The Camping
and Caravanning Club,
with daughter Clara

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How to Get Rich Quick



The observation that camping offers greater riches for mind, body and soul was first introduced over 100 years ago by the Club's founder, Thomas Hiram Holding. He wrote:



Personally, I like the camp so much better than the hotel which I could afford. Apart from the economy of camping, it is a real luxury in its freedom, and with one or two campers, incontestably jollier.



Happy Campers

In our study, 93% of campers said camping can make you happier.

Not surprising then that we are seeing more and more campaigns urging us to get off the sofa and get outdoors.

There's growing evidence that simply spending time outdoors surrounded by nature is linked to improved psychological wellbeing. But we have a theory that the beneficial effects of camping go deeper than if we just go for a walk, a bike ride or a day trip.

In fact, our research suggests that something more transformational happens when we camp. Something that results in the list below.

So where does this richness come from?

According to Dr Kaye Richards, from Liverpool John Moores University, it is this:

Camping allows us to get away from the routines – and relative comforts – of our daily lives. And even though camping and caravanning today is a much more comfortable experience thanks to modern equipment and facilities, the simple fact that we have taken ourselves out of our normal environment and into a different one, surrounded by nature, means we act, think and even communicate differently with each other.

The Top Five statements that campers agree with:

- Camping generates happy memories
- Camping recharges your batteries
- Camping makes you appreciate nature more
- Camping expands your horizons
- Camping is fun for all the family

Corfe Castle Club Site

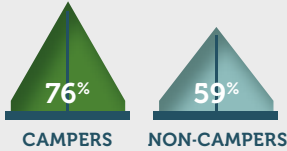


So are those who camp richer for it?

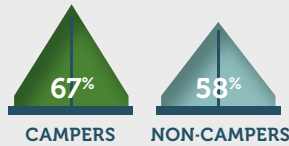
We asked 1,000 adults who camp regularly and 1,000 people who have never camped how they feel on an average day:

Campers are more:

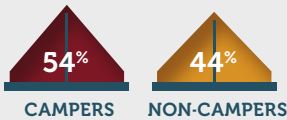
Satisfied



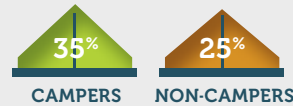
Happy



Optimistic



Energised



Non-campers are more:

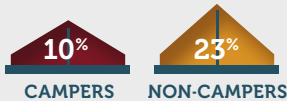
Stressed



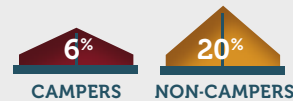
Frustrated



Bored



Lonely



Camping's list of proven riches

A review of over 60 academic studies looking into the benefits of camping, supplemented with our own research, shows that camping has a wealth of riches to offer:

1. It promotes family cohesion, satisfaction, togetherness and fulfilment
2. It encourages rest, relaxation and restoration
3. It facilitates children's learning and has a positive effect on behaviour
4. It improves social interaction
5. It makes us feel better – mentally and physically
6. It creates memories, traditions and special places that stay with you for life
7. It really does make us happier!



Wake up in a tent or caravan with the wrap-around freedom of the great outdoors. Discover what makes the great outdoors tick in harmony with all that you have dreamed of.

David Bellamy,
Club President and
Environmental Campaigner



Without our camping trips our life would be without all those wonderful moments; that first brew in the fresh morning air, the wild and windy beach walks and the sunsets shared with fellow campers... sheer bliss.

Sally Papworth
Member No.245





Happier Families

Camping makes families feel closer – and richer

Our findings showed that both adult campers and non-campers feel most happy when spending time with family and friends.

In a world that is more uncertain – both financially and emotionally – people are finding even greater comfort and support in having their families and friends around them. In our research, half of all adults said that they felt most happy when they were spending time with family and friends, whilst 96% of kids said that they felt happy when playing with their friends outdoors.

Our research has shown that those families who find the time to camp together really do share a much closer family bond than those who have never camped. Tasks that would normally be considered boring or 'not my job' become more exciting and interesting when you camp. Families find that they take on different roles and realise that their partner or kids have skills that maybe they didn't even know they had!

91% of kids said that spending time exploring the outdoors with their Mum and Dad would make them feel happy

80% of kids who camp feel their parents are less stressed when camping and 76% say their parents shout less!

76% of kids who camp notice that their parents have more time for hugs than usual

The Family Rich List

1

Over **90%** of campers said that camping is fun for all the family and our non-campers also saw the benefits of camping, with half agreeing that camping could be fun for all!

2

Campers were almost twice as likely as non-campers to say that camping brings you closer together as a family

3

69% of campers agreed that they feel close to their children on an average day, compared with 46% of non-campers

4

83% of campers said that they feel close to their partners on an average, compared to 59% of non-campers

5

On holiday, campers are also more likely to feel closer to their family and friends than non-campers



Camping brings a family together as everyone contributes, everyone works towards the same goals and each member rediscovers the simple pleasures of playing cards, talking, reading and cooking together.

Simon Calder,
Travel Writer



My parents and I had a caravan in the '70s and I have fond memories of our camp holidays. I wanted to give the same experience to my children...the camaraderie and the amazing smell of bacon as the site comes to life each morning.

Jane Wilcock
Member No.472



Get Richer, Feel Better

Pitches on prescription – just what the doctor ordered!

We found that 85% of adult campers think camping can make you healthier and nearly half think it should be prescribed on the NHS! And 1 in 3 kids who don't camp think camping would make them feel healthier.

The idea that spending time in nature is 'good for our physical health and mental wellbeing' is not a new one. And it's certainly something those who camp would support with half of them saying that camping should be prescribed on the NHS!

The World Health Organisation estimates that depression and depression-related illnesses will become the greatest source of ill health by 2020. Predictions like these are putting pressure on Governments to encourage people to spend more time with nature.

In the United States, 'therapeutic camping' has a long tradition going back to the early 1900s and the emergence of 'tent therapy'.

Tent therapy partly came about when the positive benefits of camping were identified for tuberculosis patients... these patients had to camp on the hospital grounds to ensure non-contact with other hospital patients...but the unexpected benefits were that their physical condition and mental attitudes improved far faster!

Barry Garst¹ in his 2010 study of American campers found that 'restoration' was the meaning most associated with camping. Camping represented an opportunity for physical, mental and emotional recovery and for many of those he interviewed it was a way to bring balance back into their lives.





Charmouth Club Site



“

For me, it definitely chills me out and I find it's a great way to switch off from my manic schedule. I can't wait to get my growing family into the camping habit and introduce them to all the joys and fun it brings.

Ben Fogle,
TV Presenter

”

Camping really is good for you

Campers are more likely to regard themselves as having a higher than average fitness for their age compared with non-campers

Campers are also more likely to see themselves as being active and healthy for their age compared with non-campers

1 in 4 campers think that camping is a great way to lose weight!

Top 5 wellbeing giving properties of camping – according to campers

1 **95%** say it recharges your batteries

2 **89%** say it relieves stress

3 **84%** say it's good for a child's health

4 **84%** say it improves mental health

5 **78%** say it makes you fitter



“

I rediscovered the joys of camping in my 40s. Within months my health improved as I began to enjoy a better work/life balance and my business improved too. My outlook on life is so much more positive now.

Alison Edwards
Member No.357

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Meet the Rich Kids

Campsite as a classroom – where it's fun to learn

Our study shows that camping doesn't just have its benefits for adults. 87% of kids who camp say camping in the countryside makes them feel really happy.

Interestingly, 73% of adults say camping is something every child should experience and 59% of campers say it should be on the national curriculum!

A recent study conducted by Natural England² found that children spend 60% less time out and about than their parents did at the same age...and even less time in the outdoors. There is much evidence to link this to growing childhood obesity levels, more time spent with video games and a growing disconnection with nature. And yet, our research has shown that a staggering 91% of children say that spending time in the outdoors with their parents would make them happy.

There are a number of studies that have looked at the impact of outdoor experiences and particularly camping on children, and there is much evidence to show that not only can it improve a child's behaviour, but it can also make them more attentive and interested in the world around them...as well as encouraging greater levels of physical activity.

For those campers with children, one of the most important meanings for them was being able to teach their kids new skills. Teaching children how to improvise, play and 'make-do' was an important part of developing their children's perspective on life. It showed them that they don't need all of the creature comforts of home in order to have fun.

Charmouth Club Site

Campers agree that immersing kids within nature makes them richer

- 88% say it's something that every child should experience
- 84% say that it's good for a child's health
- 66% say it's important for a child's development
- 59% say that it should be on the curriculum
- 45% say it improves a child's behaviour

Kids who have camped

were significantly more likely than those who hadn't camped to have done the following:

- Flown a kite
- Climbed a tree
- Made a den outside
- Explored a pond with a net
- Cooked on a campfire

For those kids who hadn't camped, the thought that there'd be too many creepy crawlies was more off-putting than missing their TV and computer games. A third also thought they'd get too messy and dirty!!

79% of kids who have never camped said they would like to!



My Dad's a Derbyshire lad and a big lover of the outdoors – landscape, flora and fauna – so he brought me up to appreciate it in the same way. There is no better buzz than some fresh air, an amazing view and time together as a family.

Julia Bradbury,
TV Presenter



Top 5 things kids say they love about camping

1

I get to explore new places

2

I can get muddy and dirty and don't get into trouble

3

I learn about new things in nature

4

I get to do new and fun things

5

I get to do things with my family that I don't do at home



We asked kids who haven't camped why they would like to go camping and the same top three answers as above, were top of their list! This tells us that whether kids camp or not, they love the idea of spending time with their family exploring the outdoors and doing new and fun things



What I love about camping is when I sleep in the sleeping bag, it makes me feel all excited especially when it is my first night.

Caitlin Jewell
age 8



The Real Social

73% of campers say it's a great way to make new friends

When people talk about their social network these days, chances are they mean their list of Facebook friends, not the people they spend quality time with regularly.

It's part of a trend that has seen lots of us making more and more 'virtual' attachments to more and more people – but at the risk of making fewer meaningful, rewarding relationships. Social commentators call it 'gaining breadth and losing depth'.

But at The Camping and Caravanning Club, we're beginning to notice a shift back to more old-fashioned ideas of socialising. People want to get together in an authentic, face-to-face way that has nothing to do with Facebook.

And what better way to do it than a camping holiday or weekend away? Because it's not just about the family and friends you go with, it's also about the new people you meet along the way.

In fact, a study by the University of Otago³, New Zealand found that mixing with other families was a big part of the camping experience, and even if they come from different backgrounds, when they camp together the social barriers melt away.

Lots of our members talk about the lifelong friendships they have made on camping trips. Some have even met their future partner through camping and have gone on to bring up their children with the camping bug.

Corfe Castle Club Site



Network

Socially speaking the **Top 5** riches of camping are:

1

Expands your horizons

92% of campers agree

2

Is a great social leveller

75% of campers agree

3

Is a great way to make new friends

73% of campers agree

4

Allows you to be yourself

81% of campers agree, almost twice as many as non-campers

5

Improves your social life

61% of campers feel they are very sociable on an average day compared with 52% of non-campers



I love camping as it's great to be able to get back to basics and it lets you connect with nature again. It's always worth it for the wonderful moments we share as a family... it's those moments that lure me back time and time again.

Sarah Beeny
TV presenter



In our sixties, my husband and I decided to give camping a try! We had believed that the old community spirit had disappeared... but no, it is alive and well on Club sites all over the country.

Pat Gwynette
Member No.712



Ready for a Richer Life?

Now you've seen all the evidence that camping really can make you richer in mind, body and soul, why not give it a go?

There are lots of ways to do it – and it's not just about tents and caravans. There are holiday homes, lodges, pods, dens and camping barns.

In fact, if you still have the old-fashioned idea that camping is 'just soggy tents and dodgy loos', you're in for a pleasant surprise. Modern campsites offer everything from electric hook-ups and power showers to award-winning toilets! And camping equipment has moved on massively, with everything from wind-up radios and solar lights to gas-powered barbecues and self-inflating airbeds.

And with so many campsites and different ways in which to camp to choose from, both in the UK and abroad, there's something to suit everyone – and every budget. In fact 7 in 10 people in our research study agreed that camping is accessible to everyone, regardless of income. It's the truly inclusive way to get away.

If you have kids, there are sites with family-friendly facilities, like cool playgrounds and the chance to pet farm animals. There are sites close to theme parks, beside beaches and even deep within forests. For couples, there are quiet hideaways off the beaten track, sites in hill walking country, or close to cities with their shops, restaurants and pubs.

Ready to give it a go? We're here to help. We're not called The Friendly Club for nothing. Feel free to give us a call and ask us anything. We've been around for over 100 years so there probably isn't a question we haven't heard. But you could always try us!

For less than £40 a year, you and your family can become members.

Ways to join:

1. Online at campingandcaravanningclub.co.uk
2. By phone – please call us on **0845 130 7632** or **024 7647 5442**
3. In person at any of our UK Club Sites

References:

1. Garst, B.A., Williams, D.R., Roggenbuck, J.W. (2010). Exploring Early Twenty-First Century Developed Forest Camping Experiences and Meanings. *Leisure Sciences* 32(1), 90-97.
2. Natural England – Monitor of Engagement with the Natural Environment. Annual Report 2009-10
3. Freeman, C. (2010) The Role of camping and what it means to families as part of the New Zealand psyche. University of Otago, New Zealand



We (Boyzone) took a couple of tents and sleeping bags and set up camp in a remote forest in Ireland. It was really nice to get away and relax – there were no pubs and lots of privacy. Camping continues to be a big part of my family life. My mum has a static caravan, where she spends most weekends, and my children frequently stay with her.

Keith Duffy,
Actor and Singer





THE BIG PITCH



SATURDAY 4TH JUNE

THE NIGHT THE NATION GETS RICHER BY CAMPING

NATIONAL CAMPING & CARAVANNING WEEK 2011

MONDAY 30TH MAY - SUNDAY 5TH JUNE

As part of National Camping and Caravanning Week 2011 (from 30th May to 5th June), we're hosting a national event called The Big Pitch. There are 1,500 free pitches up for grabs. To claim yours, all you have to do is to go online and tell us where you'd like to camp and what you'll do when you're camping. It could be anything from taking the kids fishing to cooking a barbecue with the whole family. Visit nccw.co.uk now to register for the chance to receive a free pitch and upload your ideas there.

THE
1,500-PITCH
GIVEAWAY

REGISTER FOR THE
BIG PITCH GIVEAWAY
at nccw.co.uk before 6th May.

Terms and conditions apply.


forest holidays
Caravan & Camping


The Camping and Caravanning Club
The Friendly Club



“
We come back richer
every year”

At The Camping and Caravanning Club, we've always championed the richness money can't buy. It's the richness of mind, body and soul that a camping holiday provides like no other break can. It's the perfect time and place to enjoy life's simple pleasures in the great outdoors and share those wonderful moments with family and friends. It's the perfect way to get rich quick.


**The
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GET RICH QUICK – Download your guide at realrichness.co.uk or call us on 0845 130 7632, quoting reference 3266, to order a printed copy.