

get wet

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## The “Get WET” story

1. Inspiration
2. Why water sports
3. Who were the partners?
4. The key actions undertaken
5. The toolkit



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NATURE & SPORTS  
**EURO'MEET**  
Newcastle 2015  
NORTHERN IRELAND



VIANA DO CASTELO  
**SEA CENTRE**



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# Why Water?



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# Why Watersports?

All ages

Gender  
neutral

**FUN!!**

Accessibility



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**Self esteem**

**Social capital**



**Inclusion**



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**EUROPEAN NETWORK**  
of **OUTDOOR SPORTS**  
ENOS network

**Sport**  
Northern Ireland

**Waterways Ireland**  
Uiscebhalaí Éireann Waterways Aithiam

**SUOMEN LATU**

**HCA**  
BACHA VEIKKI

**INEFC**  
Generalitat de Catalunya

**SURF CLUBE DE VIANA**  
SINCE 1989

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# Increasing health enhancing physical activity through the use of water based sports and activities.

1. Tasters and programmes of activity
2. Flotilla events
3. Coaches exchange
4. Toolkit development
5. Dissemination



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# Tasters and programmes

2500 participants

5468 involved



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# “Splash” Flotilla Events

1750 Participants

**2160 involved**



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# Coaches exchange programmes

30 participants from 6 EU countries



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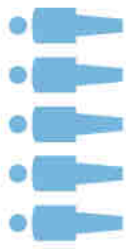
# The toolkit

Developed  
collaboratively by  
partners



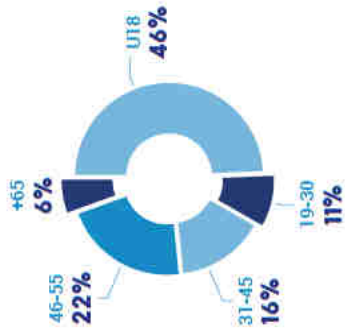
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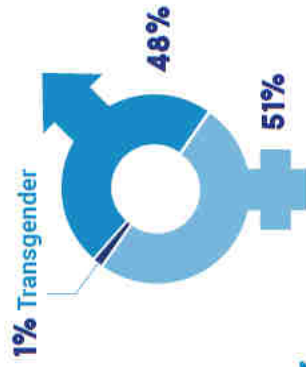


**7638** Participants involved in programmes and flofillas  
657 participants returned a survey

Age range of participants:



Gender of participants:



93% said that the venues used for Watersports activities were excellent or good



38% said that the greatest barrier to ongoing participation is lack of time



97% thought that the activity was excellent or good

81% had never heard of

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European Week of Sport



73% Found out about the programmes through word of mouth or direct contact from the club



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# Contents

1. Making the case for Watersports
2. Managing successful Watersports events
3. Communication – how to engage with everybody
4. Risk management – how to prevent an accident
5. Disabled people – can everybody practice Watersports
6. Women and Watersports
7. Sustainability in Watersports management



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## Structure

For each chapter:

A) Theoretical framework & general aspects



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## Structure...

### B) Key strategic recommendations

**KEY STRATEGIC RECOMMENDATIONS FOR THE EUROPEAN COMMISSION**

**KEY STRATEGIC RECOMMENDATIONS FOR NATIONAL, REGIONAL AND LOCAL AUTHORITIES**



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# Structure...

## C) Case studies

**The Curragh** has something for everyone. Young children love to go pirate hunting and mermaid watching while older people (the oldest has been 94 years), have realised they can row and get outdoor physical exercise in a social environment.



PAGE 18

1. Making the case for watersports



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