

COSTS AND FUNDING

COSTS

For less than €10,000 you can purchase, and have installed, a wide selection of premium quality outdoor fitness equipment for your site/project. The equipment can be installed in almost any location, grouped together or spaced out along an extended route. Site preparation is merely the provision of concrete anchor pads, and can be carried out by local tradesmen, community employment workers, or voluntary labour. The machines arrive on site fully assembled ready for fitting together and bolting down into place. Outfit normally carries out the final installation but, if necessary, this procedure can also be carried out locally. There is no requirement for costly soft surface finishes, and the facility requires minimal ongoing maintenance/supervision. Usually no planning permission or permits are required.

The overall cost of an outdoor gym is a fraction of the cost of children's play facilities or indeed indoor gyms, which can, typically, be well over €100,000, together with the requirement for a suitable premises, and all the substantial ongoing expenses such as rates, electricity, staff, maintenance etc.

OutFit also now supplies a full selection of equipment specially designed with wheelchair users in mind, together with ancillary site equipment - seating, bins, notice boards, soft surfaces etc. We have recently also increased our product range to include a comprehensive selection of Calisthenics (Street Workout) equipment. This range caters particularly for more experienced users.

Please contact us to receive our up-to-date price lists and further details.

FUNDING

Most organisations/groups wishing to install an outdoor gym would already have a site available, probably free of charge, be it a community park, council land, forested area, derelict site or beachfront, and may be in a position to have site preparation work carried out locally, often at very minimal cost. Any costs that are incurred, together with voluntary labour, can usually be taken into account as matching funding for any grant aid sought.

1. **L.E.A.D.E.R.:** All LEADER companies are now approved and eager to fund outdoor gyms as part of wide-ranging community facilities, tourist projects, and town infrastructure. LEADER has substantial funds available, and can provide grant aid of up to 90% of overall cost. LEADER companies can also fund projects in association with local authorities.

www.leaderpartnership.ie

2. **Department of Tourism and Sport:** This government department has an annual allocation of several million euros for sports grant purposes. These grants are also now available to local community groups and sports organisations for the installation of outdoor gyms as a "sport and recreation facility". Up to 80% of overall costs can be grant aided with matching funding provided, again, by local labour/fundraising etc. www.dttas.ie

3. **Local Authorities:** A number of local authorities have now made it their policy to assist community groups in every way possible, in an effort to have such health and recreation facilities available in all communities. Councils will normally be very willing to provide suitable sites free of charge; help with grant applications; supply concrete and other necessary materials; take on any public liability; and assist with future maintenance. If your local authority has not yet embraced the outdoor gym concept, please, initially, make contact with your local councillor/TD and request that they have a notice of motion passed at the next available opportunity following which the authority would be obliged to give favourable consideration to such facilities.

4. **National/International:** Healthboards - www.health.gov.ie (national lottery); Dept of Children & Youth Affairs - www.dcy.gov.ie; dormant accounts fund; www.theirelandfund.org; www.pobal.ie; www.wheel.ie/funding point

5. **Corporate Sponsorship:** Another option/idea would be to approach a large national/multi-national company/organisation, and suggest that they sponsor a health and fitness facility/outdoor gym in your local area. Large companies, for example, Coca-Cola, Cadbury's, Tesco, Paddy Power, McDonalds, Toyota, Irish Distillers to name but a few, may well see the opportunity to become associated with such a healthy outdoor activity as a very good business promotion opportunity; Coca-Cola annually provide grants for such projects. As well as the general goodwill generated, they will also have the option to have their advertising, logos, product details etc., placed on each piece of equipment in full view of their target market.

6. **Promotional Advertising:** Another, possibly easier, funding idea is to sell advertising space to local businesses, groups or organisations. Most of our equipment has ample space for attaching **advertisement** plates as well as operational instruction diagrams. In particular, the double-pole equipment has available, on each machine, two large boards with space specifically set aside for advertisements up to 3 sq. ft. These spaces could be offered on either an annual or 5-year basis, and could easily raise sufficient capital to cover the full cost of the installation.

7. Check out the following websites to get up to date information on numerous funding providers, grants etc: www.fedvol.ie and www.communityfoundation.ie

If you would like further information on any of the above options, or would like to meet with one of our representatives - always without obligation - please feel free to call or email us at any time.