

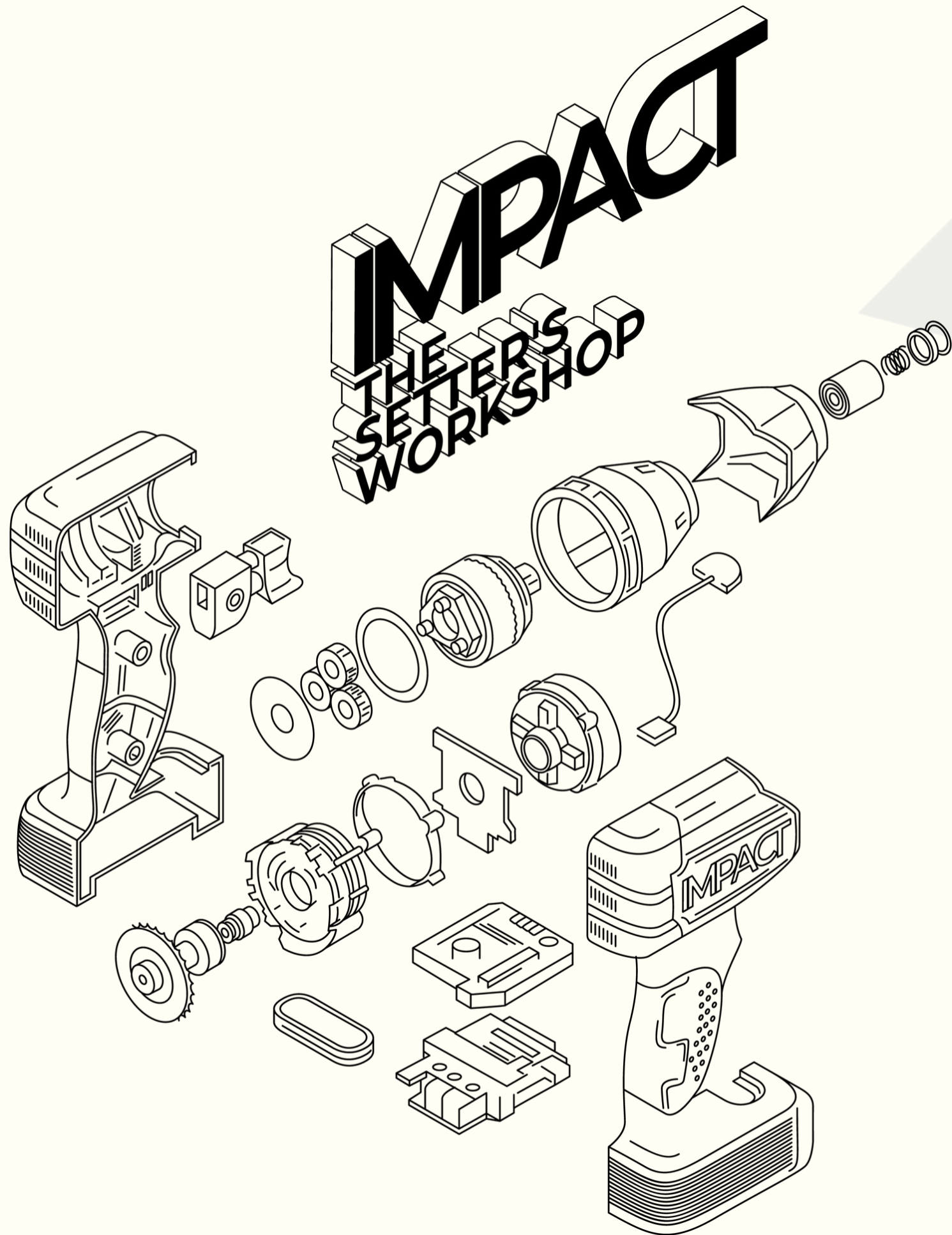
# Impact Outsourced Route Setting

ROUTE SETTING MADE EASY

IMPACT  
THE  
SETTER'S  
WORKSHOP







# Who We Are

Impact is comprised of two co-founders; Ben Norman and Cailean Harker. Between us we have over 15 years of professional route setting experience, including head setter roles for some of the most highly regarded walls in the country and setting for national events.

We also run route setting courses and workshops, providing movement-based, creative route setting guidance to a huge range of participants, from total novices to experienced head setters. We have also been approached by the ABC to develop and provide the official UK pathway for route setting, likely to be the nationally recognised pathway for route setting in the next few years.



# Why Is Route Setting So Important?

As a climbing wall, your routes and boulder problems are your product. They make up a huge amount of the customer experience and can be the differentiating factor in where people choose to climb. This is especially important as ever more climbing centres pop-up, leaving customers with a choice of local venues.

Route setting is also expensive. The constant nature of the process means that route setting is one of the largest expenses for every climbing wall, but with good organisation this can be controlled.

Good route setting does not only mean high-quality routes and boulders, it means efficient, cost effective systems that minimise the burden on climbing walls and minimise disruption to customers. This combination of quality and efficiency is what we, at Impact, specialise in.





# How To Run Your Route Setting

Although at first it may seem straight-forward, developing and running an efficient, high-quality route setting structure can be difficult and time consuming. An effective route setting system should include the following:

- An experienced member of staff that is accountable for the quality, safety and constant development of the route setting offering (usually a Head Setter).
- A manager that is accountable for creating the setting rota, including; external setters, in-house setting teams and stripping and washing teams.
- Someone with experience of hold purchasing to put together logical hold orders which meet the needs of the wall.
- An experienced setter capable of providing quality training to any in-house staff that join the setting team.
- Someone with experience in organising and running climbing competitions and events.
- A member of staff that is accountable for ensuring that the freelance route setters are managed and directed to ensure that the most value possible is drawn from their work.





# Common Misconceptions

## PART 1

As you can see from the requirements of an effective route setting program above, the organisation of high quality route setting can be more challenging, costly and time consuming than many walls first assume.

Here are some of the common misconceptions that we see time after time, with our advice about how these should be tackled.

### **In-house teams are a good option for saving money**

Although going in-house for your route setting needs can be a great way of creating an efficient system, it also has many pitfalls. We see too many walls using staff with little-to-no experience as route setters to save money. Not only does this lower the quality of your offering, but often ends up as a more expensive option due to the large disparity in efficiency between an inexperienced setter and an experienced professional.

An in-house staff member may only be paid £90 a day for setting, but would also be expected to set around 5 boulders a day (all in the easier grades), whereas an experienced professional may cost £180 but will be able to set 10-15 boulders a day to a higher standard. As well as this, inexperienced and untrained staff place a burden on those within the team with more experience, reducing their workload capacity.







# Common Misconceptions PART 2

## **The management of the route setting system does not require route setting experience**

Although it is possible for someone without route setting experience to organise much of the route setting system (specifically rotas, bookings and hold purchasing), we have found that this leads to serious inefficiencies, reduced quality and over-spending. Finding a suitable candidate for a Head Setter role can be challenging and expensive, but the experience that such a candidate brings can be invaluable for a wall. Good decision making and management of freelance setters, hold budgets and the training of in-house staff can make a huge difference to the quality of the product, but also hugely reduce the overall cost with streamlining of systems and well-informed purchasing.

## **Route setting isn't worth investing in**

With the rapid expansion of indoor climbing in the past few years, the vast majority of climbers now have options as to which wall they visit or make their regular venue. Even smaller walls based outside of major cities are now finding that they have local competition from another wall and must find ways in improving their customer experience to maintain and grow their customer base.

Route setting is the link between customers experience and the facility itself. Good route setting is not just setting quality boulders and routes, but constantly assessing the needs of the customers and ensuring that the facility meets these needs.





# What Is Outsourced Route Setting?

Outsourced route setting means handing over some level of management and responsibility to a person or organisation outside of your employment. This can take many forms, from a freelancer who helps make setter bookings, to the full outsourcing of stripping, washing, setting, training and events.

## How can it help?

There are a number of ways in which outsourcing your route setting can be of benefit, but most of these revolve around the idea of gaining valuable experience and knowledge without having to find and employ a head route setter, which can be both difficult and expensive.

Impact's outsourced route setting offering allows us to act as a head route setter for your wall at a reduced expense when compared to an equivalent employed head setter. This is as we are able to use our resources to manage the route setting for numerous walls nationwide, therefore reducing the administrative expense for each wall individually. We are also able to obtain better discounts for hold purchasing and better sponsorship deals for events due to our increased annual budget. These savings can then be passed onto you, allowing you to ensure high-quality route setting for your customers, whilst reducing your workload and route setting budget.



# How Can It Work For Me?

## PART 1

We understand that each wall has its own requirements, that's why we can tailor our offering to suit your space, budget and needs. We can offer anything from help with external route setter bookings or hold orders, to the planning, budgeting and executing of a new route setting system.

### What's the process?

We offer free initial consultations to help us understand your client base, facility, budget and objectives. From this we will be able to advise the possible systems that could work best for you, along with the relevant budgets and forecasts that should go alongside these. We will also put together our proposal for the outsourcing of your route setting systems, including; responsibilities that we would take on, details of the offering we would provide, feedback pathways to ensure we are providing exactly what your centre needs, regular training that we would be able to provide and forecast for the costs of the offering.

From this we can discuss the level of involvement you would like Impact to have and adjust our final quote accordingly. This can be totally tailored to your needs, allowing us to create an efficient, streamline system that ensures constant high-quality route setting at a reduced cost, all whilst reducing your workload and responsibilities







# How Can It Work For Me?

## PART 2

### **How can you make sure the route setting fits what we need?**

We understand that each wall has a different client base and therefore, different goals, boundaries and constraints. To make sure that we're working with these in mind as they change and progress, we encourage a quarterly meeting with the climbing centre manager and/or wall owners to gather feedback on how the setting has gone down with customers, any requests to fit in with changes in goals and a chance for us to give feedback and suggestions as to how the route setting could be developed in-line with the centre.

To ensure that any pressing issues can be dealt with more frequently, you will also be assigned one of the Impact founders and directors as your Impact Lead. The Lead will act as a direct contact for you and will also be responsible for the route setting team at your wall, ensuring that any feedback is taken on board and directly implemented at the ground level.

### **Can we still use our in-house route setters?**

We started out running route setting courses, so helping to develop new route setters is one of the things that we are most passionate about. We can integrate your in-house teams into our setting schedules (and reduce our quote accordingly), as well as offering regular training, backed up by first hand experience with our team of high level professionals. As your in-house teams progress and can take on more or different responsibilities, we can adapt our offering to allow them to continue to grow.



### Example Wall

- 700 m<sup>2</sup> Bouldering Only Wall
- 150 Boulder problems + Circuit Board
- 6 Week Turnover

### Setting Parameters

- Let's treat the wall as 5 equally sized sections of 30 boulders and a circuit board of 8 routes.
- Let's assume that an experienced setter/head route setter can set 10 boulders in a day for £150.
- Let's assume an in-house setter with less experience can set 6-8 boulders in a day for £100.

### Setting a Single Section

- A single section will therefore take 1 experienced/head setter & 3 in-house setters a single day to complete
  - The cost of setting a single section is £450
- A circuit board will take 1 experienced/head setter 2 days of work
  - The cost of setting the circuit board is £300

### Cost to Turnover Entire Centre

- An entire turnover of the centre over a 6 week period will therefore cost £2550
- The ANNUAL expense to ensure this turnover is £22,100.

### Additional Costs

- Administration costs including that of; rotaing, training, safety checks and event organisation can be assumed to be an additional day per week for the Head Setter
  - This is at an ANNUAL cost of £7,800
- Stripping and cleaning can be assumed to be 1 day per week at a rate of around £80 daily
  - This is at an ANNUAL cost of £4,160
- Additional costs of NI, pension etc can be assumed to total roughly 10%.
  - This is an ANNUAL expense of £3,540
- Additional costs to cover holiday of employed setters is worked out with freelance days replacing 5 weeks of in-house setting
  - This is an ANNUAL cost of £4,500

### Total Cost of Route Setting

- Total ANNUAL cost of route setting is £42,100.

# Example

## *In-House Setting*

## Don't Forget!

This example creates a situation where 2/3 of the boulders on the wall will have been created by lesser skilled in-house route setters.

This example includes NO freelance days and as such, the quality of route setting may be significantly reduced when compared to other walls!

This example also excludes the costs of training your in-house setters. These setters are also likely to reduce the efficiency of your head setter as they will spend a significant amount of time guiding them.



# Example

## *In-House Setting + Freelancers*

### **Now let's include a weekly freelance setter**

#### **Setting Parameters**

- Let's treat the wall as 5 equally sized sections of 30 boulders and a circuit board of 8 routes.
- Let's assume a freelancer can set 10 high-quality boulders per day for £180 with an additional £25 to cover travel expenses
- Let's assume that an experienced setter/head route setter can set 10 boulders in a day for £150.
- Let's assume an in-house setter with less experience can set 6-8 boulders in a day for £100.

#### **Setting a Single Section**

- A single section will therefore take 1 experienced/head setter, 1 freelancer & 1.5 in-house setters a single day to complete. (In-house setter taken as an average)
  - The cost of setting a single section is £505
- A circuit board will take 1 experienced/head setter 2 days of work
  - The cost of setting the circuit board is £300

#### **Cost to Turnover Entire Centre**

- An entire turnover of the centre over a 6 week period will therefore cost £2,825
- The ANNUAL expense to ensure this turnover is £24,480.

#### **Additional Costs**

- Administration costs including that of; rotaing, training, safety checks and event organisation can be assumed to be an additional day per week for the Head Setter
  - This is at an ANNUAL cost of £7,800
- Stripping and cleaning can be assumed to be 1 day per week at a rate of around £80 daily
  - This is at an ANNUAL cost of £4,160
- Additional costs of NI, pension etc can be assumed to total roughly 10% of all employed staff.
  - This is an ANNUAL expense of £2,760
- Additional costs to cover holiday of employed setters is worked out with freelance days replacing 5 weeks of in-house setting per week
  - This is an ANNUAL cost of £2,960

#### **Total Cost of Route Setting**

- Total ANNUAL cost of route setting is £41,890



# Example

## *Impact Outsourced Setting*

### **Impact Outsourced Offering**

- All Impact provided setting will be complete by Impact certified, high-level professional setters.
- Impact outsourced setting includes all stripping and washing labour, relieving you of time consuming organisational duties.
- We suggest that Impact set a larger area every 2 weeks. This allows us to reduce our administrative and travel expenses, passing these savings down to you. If you would rather weekly setting then please let us know and we can adjust our price accordingly.
- If you have in-house staff that you would like to be involved, just let us know. We can factor in to our quote the workload that this person can cover and reduce our quote accordingly. We can also incorporate training through our professional route setting training courses.

### **Impact's Quote**

- Impact can offer our fully professional outsourced route setting service for an **ANNUAL cost of £39,000**
- This is to be paid in 12 monthly instalments of £3,250 with the first month upfront.

## **Don't Forget!**

- Our service ensures that 100% of boulders in your wall are set to our highest standards by Impact certified professional route setters
- This quote includes quarterly consultation with your Impact Lead, as well as a direct line to ensure fast implementation of more immediate changes. This helps us to continue providing exactly what you and your customers want from your route setting
- This example shows a situation where 100% of the work is completed by the Impact team, if you want your in-house team involved then let us know some details and we can amend our quote accordingly. This can also include our professional route setter training.
- We take on 100% of the administrative duties, saving you and your management team significant time and money.