

SPARTANS COMMUNITY FOOTBALL ACADEMY

UEFA GROW SOCIAL RETURN ON INVESTMENT MODEL

MEASURING THE VALUE OF FOOTBALL PARTICIPATION IN SCOTLAND



NOTHING
MATTERS
MORE

CRAIG GRAHAM

SPARTANS CHAIRMAN

At Spartans we are delighted to have been chosen by UEFA and the Scottish FA for this analysis of the social benefits from the football activity we lead. Football clubs have a unique place in Scottish society, none more so than in North Edinburgh. It is an area where football, from elite to recreation, provides an outlet for everyone to "live together, play together, win together".

In addition to football we are equally proud of our education and youth work programmes, all managed by a simply brilliant team of Academy staff and volunteers. Quite simply Spartans is all about our people. It is rewarding to see that our efforts deliver over €6million of benefit to Edinburgh with almost 2000 players enjoying being part of our family.

The case studies show how we change lives and it is humbling to listen to these personal stories.

A massive thank you to the UEFA GROW team for allowing us to be part of this programme. We have learned so much to help us focus and demonstrate with confidence the outcomes we deliver.

The results show the brilliant economic, social and health impacts our football activity has, which I am sure is replicated across Scotland through the many superb professional and community clubs. Football addresses many of the priorities of government, hopefully this study will encourage increased financial support for Scottish football given the outstanding returns on investment being delivered.



NOTHING
MATTERS
MORE

BEN MACPHERSON MSP

MINISTER FOR PUBLIC FINANCE AND MIGRATION

Football is Scotland's national game and can be a powerful force for good in our communities.

This report is an important piece of work and the culmination of a unique partnership between the Scottish Government, sportscotland, the Scottish FA and UEFA over many months to produce robust evidence of football's contribution to our communities and society.

We have developed national and regional reports, this is the first report to specifically consider the contribution made at club-level. The Spartans Football Club (including its charitable arm The Spartans community Football Academy) is deep rooted in the community of north-east Edinburgh it serves, delivering a wide range of activity which is improving lives and life chances. It's facilities provide a 'social home' for its large number of teams and wider community as a whole.

The contribution made by Spartans extends way beyond the football pitch and 90 minutes on a Saturday afternoon. As this report clearly states, the many programmes delivered by the Spartans family are helping people stay active, improve their physical and mental health, and tackle issues ranging from loneliness and isolation to education and community safety.



NOTHING
MATTERS
MORE

SCOTTISH FOOTBALL'S **VALUE**

Football is Scotland's No.1 sport and is played and enjoyed by hundreds of thousands of children, youths and adults, boys and girls, men and women. In streets, parks, halls, on pitches and stadiums the length and breadth of the country.

The Community clubs in Scotland are some of Europe's best; from our member clubs and trusts to the grassroots clubs, these incredible organisations offer so much, to so many.



PLAYING



HEALTH AND WELLBEING



ECONOMIC



COMMUNITY



CONNECTION



FRIENDSHIP



EDUCATION

Football faces a considerable challenge; how do you place a value against a sport which in Scotland evokes so much emotion, pride and is consumed by so many? What does it mean to you? What value can you place against football? For clubs like SCFA, telling the story and capturing the impact that its teams, sessions and programmes have on their participants are vital.



**NOTHING
MATTERS
MORE**

INTERNATIONAL OUTCOMES

MORE THAN FOOTBALL

As a nation, Scotland prides itself in looking outwards and contributing on an international stage. We recognise that football and all of its partners can help play their part in showcasing the impact we can have across the globe. In our Club Stories we will reference the UN Sustainable Development Goals that we feel football contributes to, as we want our clubs and their communities to recognise their incredible impact.



UN Sustainable Development Goals
UN SDG's



NOTHING
MATTERS
MORE

NATIONAL OUTCOMES

MORE THAN FOOTBALL



Scotland's National Performance Framework
NPF

As part of our journey, we understand that football can help to contribute to our national outcomes and contribute to Scotland achieving its goals of becoming a more successful country with opportunities for all. With the help of football we can help Scotland to flourish through improved wellbeing, and substantial and inclusive economic growth. In our Club Stories we will reference some areas of the NPF and ASOF outcomes, that we feel football contributes to.

VISION: A MORE ACTIVE SCOTLAND

Physical activity is about getting moving. Daily walking, playing in a park, going to a gym training with a team or aspiring to win a gold medal - it really doesn't matter how people get active, it just matters that we do.

Being physically active contributes to our personal, community and national wellbeing.

Our vision is of a Scotland where more people are more active, more often.

NATIONAL OUTCOMES

Business	Employment	Research & Innovation	Young People	Early Years	Healthier	Inequalities Tackled	Life Changes
Safe from Crime	Sustainable Places	Resilient Communities	Environment Valued	National Identity	Impact on Environment	Older People Supported	Public Services

ACTIVE SCOTLAND OUTCOMES

We encourage and enable the inactive to be more active	We encourage and enable the active to stay active throughout life	We develop physical confidence and competence from the earliest age
We improve our active infrastructure people and places	We support wellbeing and resilience in communities through physical activity and sport	We improve opportunities to participate, progress and achieve in sport

EQUALITY : OUR COMMITMENT TO EQUALITY UNDERPINS ALL WE DO

The Active Scotland Outcomes Framework
ASOF



**NOTHING
MATTERS
MORE**

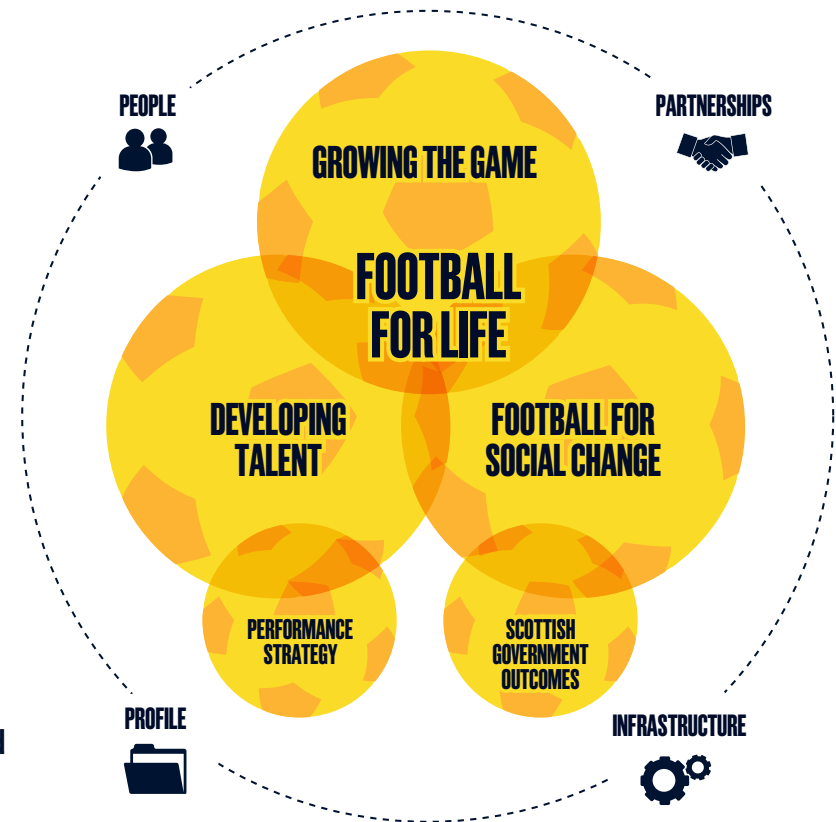
SCOTTISH FOOTBALL PARTICIPATION

FOOTBALL FOR LIFE

The overarching vision of the Scottish FA One National Plan, Football for Life aims to provide opportunities for every person in Scotland to participate and develop through the national game. This in turn will grow the value and benefit of football for individuals, communities and society alike.

Football for life which embraces **sportscotland's** Sport for Life strategy aims to grow the game across Scotland by making it more attractive and sustainable. This will be achieved through initiatives that increase participation, deliver education and enhance the services clubs bring to their communities. Beyond growing the game, Football for Life encourages lifelong participation – not only increasing participation in the game, but ensuring that once players are involved in football, they are inspired to stay in football for life.

The **SCFA** has a number of participation objectives, actions and targets that it operates under to develop the game and attract and retain new players, volunteers, officials and coaches. These objectives, actions and targets are embedded in all that we do from the senior to the grassroots game and with clubs across the country.

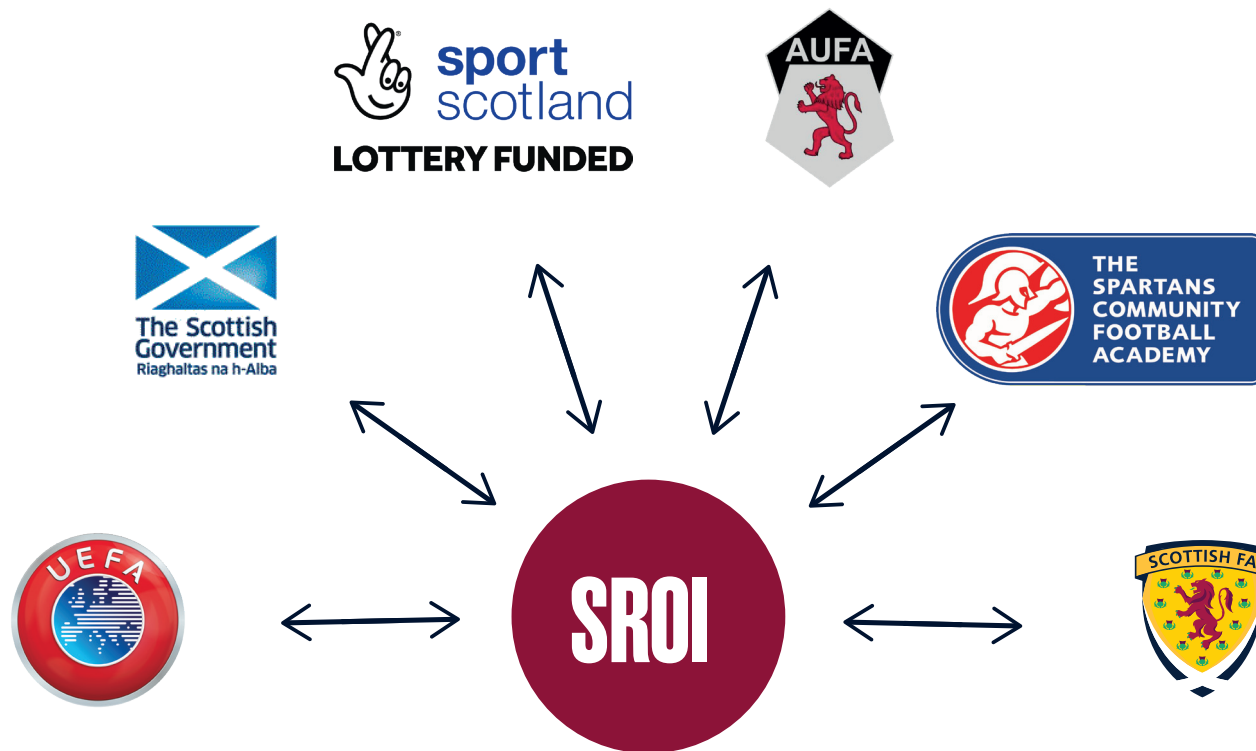


NOTHING
MATTERS
MORE

FOOTBALL FAMILY

The Scottish football family has many stakeholders who work collectively to help develop the game. The UEFA GROW club SROI model was created by a partnership involving UEFA, Scottish Government, sportscotland, Ayr United Football Academy, Spartans Community Football Academy & the Scottish FA.

With the help of these partners, this report has been created to demonstrate the impact the club has in Edinburgh.



NOTHING
MATTERS
MORE

WHAT IS UEFA SOCIAL RETURN ON INVESTMENT?

SROI

The UEFA GROW SROI model is a tool for measuring the social return on investment from football mass participation as part of the UEFA GROW programme.

“UEFA GROW is our central business development support programme to nurture football across Europe. UEFA GROW offers tailor-made consultation services to our national associations in the areas that are most relevant for football organisations, from building a better image of football, to increasing revenue opportunities and getting more people to play our beautiful game.”

ZORAN LAKOVIĆ, UEFA National Associations Director

The model was created to allow National Associations to demonstrate the value of participating in football and to demonstrate that football can and does positively impact on many different sections of society.



NOTHING
MATTERS
MORE

SROI VISION



The UEFA GROW SROI model aims to create a step change in grassroots football funding to provide National Associations and Governments with tangible evidence that investing in mass participation has a significant impact in terms of economic value, social & health benefits and elite football performance.

The vision is that the SROI develops a business case to prove the benefits of mass participation to deliver sustainable investment and strategic partnerships in football.

ECONOMY



Economic value of football consumption and employment
Revenue generated from infrastructure investment

SOCIAL



Positive social impact through an active population, e.g. reduction in crime, improved education performance etc.

HEALTH



Healthier population through activity and healthcare savings, e.g. reduced diabetes, reduced risk of heart disease



NOTHING
MATTERS
MORE

MODEL DEVELOPMENT

DURING THE MODEL DEVELOPMENT, LOCAL EXPERTS AND AN ADVISORY PANEL OF ACADEMICS & SPECIALISTS HAVE PROVIDED ADVICE, STEERED AND ENDORSED THE PROJECT



ADVISORY PANEL

The Advisory Panel delivered three main functions:

- **Provided expert advice** on methodology and the econometric model
- **Reviewed progress** and provided guidance on tailoring the business case
- **Endorsed analysis and verified** the technical credentials and methodology used



University of St. Gallen



Waterford Institute of Technology



LOCAL EXPERTS

- Extensive engagement with NA teams and local experts in Romania and Sweden - conducted 15+ interviews
- Experts from Central Government, NAs, regional football associations, sports confederations, clubs and universities
- Senior specialists with knowledge in grassroots participation, elite, clubs and competition, coaching, facilities, communications and media, policy and commercial operations



Riksidrottsförbundet



NOTHING
MATTERS
MORE

FOLLOWING CONTENT IS FOR
THE MODEL OF **1,744 TOTAL PARTICIPANTS**



NOTHING
MATTERS
MORE

LOCAL LANDSCAPE

THE MODEL HAS BEEN SEGMENTED INTO 3 MAIN SECTIONS

1 / DRIVERS

DEMAND ACTIVATORS

- 👤 Programmes
- 📄 Governance & Policy
- 💬 Marketing & Comms
- 👏 National Inspiration

SUPPLY INFRASTRUCTURE

- 🏟️ Facilities
- 👤 Coaches & Workforce
- 🛡️ Clubs & Leagues
- ✉️ Delivery & Technology
- 📖 Education

SOCIO-DEMOGRAPHIC CONTEXT

- 📊 Demographic
- 📍 Socio-economic
- 🌍 Geography & Environment
- 🔍 Lifestyle

2 / FOOTBALL PARTICIPATION



3 / OUTCOMES

ECONOMIC EXAMPLES

- 💼 Job Creation
- 💰 Boost to the Economy

SOCIAL EXAMPLES

- 🔒 Crime Rates
- 👏 Voluntary Contribution

HEALTH EXAMPLES

- 🍏 Diabetes Prevalence
- 🍏 Healthcare Savings



NOTHING
MATTERS
MORE

SPARTANS FAMILY A BRIEF HISTORY

Spartans FC was formed in 1951, by ex-Edinburgh University students. The 'Spartans Family' consists of 3 parts - our Adult Section, Youth Section and the Academy (our charitable arm). The Spartans Community Football Academy was formed in 2006, to drive the clubs community focused efforts and programmes in North Edinburgh. In 2008, the Academy opened its doors, with the aim of making a positive impact on social targets such as health improvement, educational attainment and increased employment opportunities. To do this, the Academy:

- Provides opportunities for more people to participate in sport, physical activity and recreational activities
- Provides a vibrant hub of youth work activities and programmes which bring young people from all backgrounds together
- Provides educational support for children and young people which taps into their passions and interests inside and outside of school
- Works with others to strengthen unity and pride in our community and cultivate a greater sense of ambition



NOTHING
MATTERS
MORE

BENEFITS OF PARTICIPATION

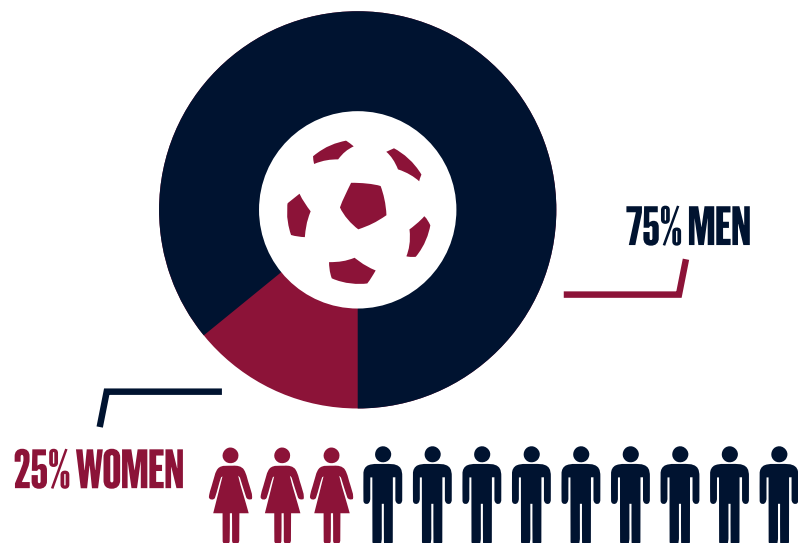
BENEFITS FOR THE SPARTANS FOOTBALL FAMILY



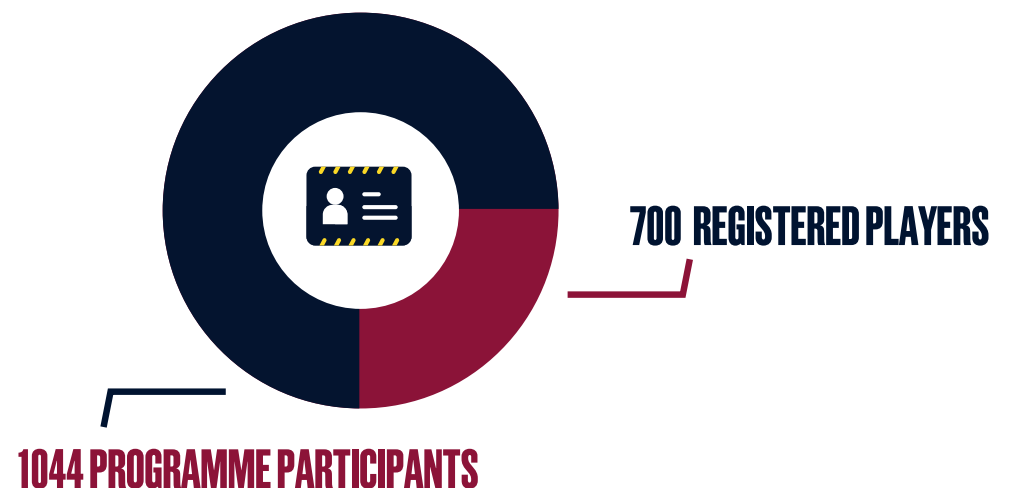
NOTHING
MATTERS
MORE

PEOPLE PLAYING FOOTBALL AS PART OF THE SPARTANS FAMILY IS **1,744**

SCFA FAMILY THAT PLAY FOOTBALL



REGISTERED PLAYERS vs PROGRAMME PARTICIPANTS



1,744 PLAYERS IN TOTAL



**NOTHING
MATTERS
MORE**

CURRENT IMPACT OF TOTAL PARTICIPANTS



1,744

FOOTBALL PLAYERS AT SPARTANS

=

€6.3 MILLION

WORTH TO EDINBURGH



ECONOMY

€2.9 MILLION

Direct contribution to
the economy



SOCIAL

€1.5 MILLION

Monetary value of
social benefits



HEALTH

€1.8 MILLION

Healthcare savings from
football participation



**NOTHING
MATTERS
MORE**

PARTICIPATION IS PROJECTED TO DELIVER BENEFITS ACROSS ALL OUR OUTCOMES

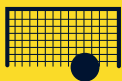


NOTHING
MATTERS
MORE

1 THE ECONOMIC CONTRIBUTION



ECONOMY
= DIRECT CONTRIBUTION TO THE ECONOMY
€2.9 MILLION CONTRIBUTION



FACILITY ECONOMIC VALUE
€2.4 MILLION

Based on the Gross Value Added (GVA) of the direct investment in construction of artificial pitches, which is discounted over the estimated lifetime of the facility to generate an annual value alongside direct spending associated with the hire of those facilities on an annual basis.



PLAYER SPENDING VALUE
€550,000

Considers club membership fees and subscriptions; spending on clothing and footwear used for football and on other equipment; expenditure on regular coaching sessions and tournaments; and any other spending directly associated with football participation.



EMPLOYMENT SUPPORTED
C.98 ROLES

Based on employment directly linked to current football participation – i.e.

~24 roles supported related to participation

~74 roles supported through local construction industry investment



NOTHING
MATTERS
MORE

CLUB STORY

LIAM - VOLUNTEER

Street Football in a Safe Place was the 1st social impact programme at The Academy. Children and young people of all ages can play for free all year round in exchange for signing a player's contract which promotes desirable behaviours. Academy Youth Workers join in and take part with the participant and build relationships with local young people.

"I came to Spartans because Kenny (youth worker) said that I could come down. The first time I came I was by myself. I was nervous but I've got lots of friends now at Spartans. I play in the Connections team - we were second in the league this year and I scored 17 goals. Spartans FC is my favourite team. I go to all the matches if I can - it gets me out the house. They won the league this year - it made me really happy. My favourite player is Blair Atkinson, he's really fast. This year I'm helping at Breakfast Club with the kids."

We grow up
loved, safe and
respected so
that we can
realise our
full potential



NPF

We improve opportunities to
participate, progress and achieve in sport

ASOF



**NOTHING
MATTERS
MORE**

2 IMPACT OF FOOTBALL PARTICIPATION



SOCIAL
= **MONETARY VALUE OF SOCIAL BENEFITS**
€1.4 MILLION SAVINGS

COMMUNITY €966.6K

Based on the number of volunteers in different administrative, coaching and volunteer roles

EDUCATION & EMPLOYMENT €164.2K

Based on reduced absence from school and assessment of the value of football's contribution to improved education based on OECD calculations

PROJECTS & PROGRAMMES €297.5K

Including valuations of alternative education, FE college and School of Football programmes

ABSENCE FROM SCHOOL €67,166

Based on the risk of players in the population groups and the associated cost to society as well as the effect of involvement in team sports like football in reducing that risk

EDUCATIONAL ATTAINMENT €97,008

Football clubs are delivering 'targeted' football programmes that are designed to work with specific groups in order to address particular health or social conditions

VOLUNTEERING €966,551

Based on EU assessment of value of sports volunteering and ratio of those in football to estimate value of each volunteer

ALTERNATIVE EDUCATION €36,636

Including valuations of alternative education, FE college and School of Football programme

COLLEGE COURSE €223,888

Including valuations of alternative education, FE college and School of Football programme

SCHOOL FOOTBALL €36,930

Including valuations of alternative education, FE college and School of Football programme



NOTHING
MATTERS
MORE

CLUB STORY

CALUM AND RORY

The Academy delivers various weekly community football coaching programmes for boys and girls aged 3 – 13 years. E.g. SatSun, Midweek Messis and Holiday Hat-Tricks. Players learn new skills and play games in a safe, nurturing and fun environment. For children interested in joining Spartans Youth Section our community programmes can provide a pathway into the Club. Calum and Rory are participants who joined our youth section via this route.

"A friend whose wee boy started with SatSun Football recommended the session for my kids. The boys joined "Little Dribblers" in August 2015 when they were just 3 years old. I remember having to join in on the sessions with them until they built up their confidence. In fact, one of my most memorable moments was the day that they didn't want me to be there any more and were confident to take part alone. Coach Nic and her staff are brilliant with them: warm and engaging and keeping them interested and busy with lots of fun drills. It's great to have a regular local outdoor activity in a community organisation with fantastic facilities."
Paul, father of Calum & Rory

We are
healthy and
active



NPF

We encourage and enable the active
to stay active throughout life

ASOF



**NOTHING
MATTERS
MORE**

3 MAJOR SAVINGS REALISED THROUGH PREVENTION OF LIFESTYLE DISEASES



HEALTH
= **HEALTHCARE SAVINGS FROM FOOTBALL PARTICIPATION**
€1.8 MILLION SAVINGS

CVD

€104,420

**85
CASES
PREVENTED**

**TYPE II
DIABETES**

€92,492

**19
CASES
PREVENTED**

**OSTEOPOROSIS
€9,856**

**1
CASES
PREVENTED**

**DEMENTIA
€68,516**

**2
CASES
PREVENTED**

**MENTAL
HEALTH**

€170,918

**13
CASES
PREVENTED**

**SUBJECTIVE
WELLBEING**

€1.46 MILLION

Academic research looked across 67 different sports and assigned value based on people's willingness to pay for an equivalent boost to their sense of wellbeing through other therapies

**COST OF
INJURY**

-€13.6K

Based on the incidence and cost of football related injuries in the Netherlands



**NOTHING
MATTERS
MORE**

CLUB STORY

PAUL - VOLUNTEER

I came along to Spartans to get out the house. My brother-in-law James said it would be a good thing for me to do. I think that we are now two of the longest serving volunteers. My big sister comes along and gets involved in the social side of things and my son and my brothers come to Spartans too! I've been playing for Spartans Connections for 6 years and now I manage the "Sky Blue" team. This season we were only one point away from winning the league.

I've been volunteering with Walking Football on a Monday. I also help with the after school club at Rowanfield Primary School. It's a special education school - I like to see how the kids don't let their problems stop them. At the weekends I like to help out on the gate for games. This year I was awarded the Spartans FC Volunteer of the Year. It was a big surprise, I never knew it was happening.

Spartans is like a big family. We're all here for each other I think it's amazing to be part of the whole thing you get a chance to do different things and people see something in you.

We live in communities that are inclusive, empowered, resilient and safe



NPF

We develop physical confidence and competence from the earliest age

ASOF



NOTHING
MATTERS
MORE

CLUB STUDY

MARY - HEAD TEACHER

The Spartans Community Football Academy delivers a number of innovative education-based programmes including youth work support and physical activity provision for local schools. The Academy is recognised and trusted as a force for good throughout the local community.

"We've been involved with The Spartans Community Football Academy for many years. They have delivered lots of different initiatives in the school including physical literacy football programmes for nursery children, lunchtime and after school clubs and PE in the primary school. The Academy is fully integrated into the community: teachers, pupils and parents all know and trust them."

We've been involved in a new initiative where we have Kenny, a youth worker, coming to the school every Monday. Kenny has become part of the fabric of the school. He supports a lot of our pupils who have challenges and difficulties, building relationships with them. Kenny is a consistent adult who is there for the kids, but he's not a teacher, and that's important. He communicates the same messages in a different way.

We're well
educated,
skilled & able
to contribute
to society



NPF

4 QUALITY
EDUCATION



UN SDG



**NOTHING
MATTERS
MORE**

LOCAL OUTCOMES

MORE THAN FOOTBALL

As we have showcased throughout the report, the impact that the club delivers can be mapped across both international and national outcomes. However we feel that we offer most value regionally and locally.

The club have community at its core and we understand that we contribute to Edinburgh's North West Locality Improvement Plan (2017-2022) across all themes and we would welcome the opportunity to discuss our contribution further.



NOTHING
MATTERS
MORE

NEXT STEPS



THE SPARTANS FAMILY WOULD WELCOME THE OPPORTUNITY FOR DISCUSSION:

The Scottish FA are committed to supporting a game that is available to all, is representative of local communities and can provide opportunities to engage both on and off the pitch for life. We want to work with the football family to help clubs become the anchor organisations of the community and provide participation opportunities for all.

We believe that football and our clubs are uniquely positioned to attract people who would not engage in traditional interventions. These are often the people who most need help and who therefore we most need to reach. We know that football is a powerful force for good in our communities and through the SROI model we can now demonstrate the significant impact investment can have on Scottish society.

The Scottish FA and Spartans Family would welcome the opportunity to develop conversations further with new and existing stakeholders to identify and explore investment opportunities that enable us to deepen further our positive social impact in our local communities and the nation as a whole.



NOTHING
MATTERS
MORE

TECHNICAL APPENDICES: OUTCOME CALCULATION FORMULAS AND SOURCES

TABLE 1: ECONOMIC BENEFITS

INFRASTRUCTURE INVESTMENT	Cost of Artificial Pitch build	*	Construction Sector GVA ratio	/	Average lifetime of pitch	+	Annual facility revenues	=	ANNUAL GVA FACILITY
	CLUB		OECD		CLUB		CLUB		

PARTICIPANT SPEND	Average spend on equipment / clothing	*	Wearing apparel sector specific multiplier	+	Average spend on travel and trips	+	Travel sector specific multiplier	=	Fees and other spending	*	Inactivity rate	*	Registered players	=	TOTAL VALUE OF SPENDING
	CLUB		SPEA		CLUB		SPEA		CLUB		WHO		CLUB		

INFRASTRUCTURE JOBS CREATED	Initial Investment	*	Construction Sector specific multiplier	-	Initial Investment	=	Total Investment	*	Industry standard investment: jobs ratio	=	NEW INFRASTRUCTURE JOBS
	CLUB		SPEA		CLUB				CEBR		

FOOTBALL JOBS CREATED	Number of Players	*	Sport services sector specific multiplier	=	NEW FOOTBALL RELATED JOBS
	CLUB		SPEA		



NOTHING
MATTERS
MORE

TECHNICAL APPENDICES: OUTCOME CALCULATION FORMULAS AND SOURCES

TABLE 2: HEALTH AND WELLBEING BENEFITS

REDUCING CVD	Number of Players *	Risk of relevant CVD condition *	Effect on risk from participation *	Inactivity Rate =	Reduced Incidence *	Cost of Treatment =	SAVINGS
	CLUB	EHN	IJERPH	WHO		MULTIPLE	

REDUCING DIABETES	Number of Players *	Risk of Diabetes *	Effect on risk from participation *	Inactivity Rate =	Reduced Incidence *	Cost of Treatment =	SAVINGS
	CLUB	EHN	BMJ	WHO		DIABETEOLOGIA	

REDUCING BREAST CANCER	Number of Players *	Risk of Breast Cancer *	Effect on risk from participation *	Inactivity Rate =	Reduced Incidence *	Cost of Treatment =	SAVINGS
	CLUB	CANCER TODAY	BMJ	WHO		THE LANCET	

REDUCING COLON CANCER	Number of Players *	Risk of Colon Cancer *	Effect on risk from participation *	Inactivity Rate =	Reduced Incidence *	Cost of Treatment =	SAVINGS
	CLUB	CANCER TODAY	BMJ	WHO		THE LANCET	

REDUCING MENTAL HEALTH DISORDERS (ALL CATEGORIES)	Number of Players *	Risk of relevant condition *	Effect on risk from participation *	Inactivity Rate =	Reduced Incidence *	Cost of Treatment =	SAVINGS
	CLUB	OUR WORLD IN DATA	CPR	WHO		KINGS FUND	

IMPROVED WELLBEING	Number of Players *	Inactivity Rate *	Willingness to pay =	VALUE
	CLUB	WHO	IRAE	

TARGETED PROGRAMMES

WEIGHT MANAGEMENT PROJECT	Number of Participants *	Value of related weight loss =	SAVINGS
	CLUB	THE LANCET	

DEMENTIA SERVICE	Number of Patients *	Cost of equivalent dementia care *	SAVINGS
	CLUB	UK CARE GUIDE	

COST OF INJURY	Number of Players *	Per capita cost of injury *	Inactivity Rate *	Scotland: Netherlands GDP ratio =	COST
	CLUB	KNVB REPORT	WHO		



NOTHING MATTERS MORE

TECHNICAL APPENDICES: OUTCOME CALCULATION FORMULAS AND SOURCES

TABLE 3: SOCIAL BENEFITS

REDUCING CRIME	Number of Players CLUB *	Risk of Conviction EUROSTAT *	Effect on risk from participation SIRC *	Inactivity Rate WHO =	Reduced Incidence *	Cost of Conviction SCOTTISH GOV =	SAVINGS
REDUCING NEET	Number of 18-25yr Players CLUB *	Risk of being NEET SCOTTISH GOV *	Effect on risk from participation STREET LEAGUE *	Inactivity Rate WHO =	Reduced Incidence *	Per capita cost of being NEET EFILWC =	SAVINGS
IMPROVED EDUCATIONAL PERFORMANCE	Number of 13-18yr Players CLUB *	Improvement in educational performance SIRC *	Value of education driven GDP growth OECD *	Inactivity Rate WHO /	80 Years LIFETIME =	ANNUALISED VALUE	
REDUCING ABSENTEEISM	Number of 13-18yr Players CLUB *	Risk of Absence SCOTTISH GOV *	Effect on risk from participation AFC *	Inactivity Rate WHO =	Reduced Incidence *	Cost of Absence NPC =	SAVINGS
VOLUNTEERING	Number of different types of volunteer CLUB *	Number of hours volunteered by each type CLUB *	Hourly rate for corresponding role type =	ANNUALISED VALUE			



NOTHING
MATTERS
MORE

TECHNICAL APPENDICES: OUTCOME CALCULATION FORMULAS AND SOURCES

TABLE 3: SOCIAL BENEFITS - TARGETED PROGRAMMES

EMPLOYABILITY PROGRAMME	Number of participants CLUB	*	Risk of being NEET SCOTTISH GOV	*	Effect on risk from participation STREET LEAGUE	*	Inactivity Rate WHO	=	Reduced Incidence	*	Per capita cost of being NEET EFILWC	=	SAVINGS
COACH EDUCATION PROGRAMME	Number of participants CLUB	*	Cost of Course SCOTTISH FA	=	VALUE								
ALTERNATIVE EDUCATION PROGRAMME	Number of participants CLUB	*	Risk of absence from school SCOTTISH GOV	*	Effect on risk from participation AFC	*	Inactivity Rate WHO	=	Reduced incidence	*	Cost of Absence NPC	=	SAVINGS
COLLEGE COURSE	Number of participants CLUB	*	Risk of being NEET SCOTTISH GOV	*	Effect on risk from participation STREET LEAGUE	*	Inactivity Rate WHO	=	Reduced Incidence	*	Per capita cost of being NEET EFILWC	=	SAVINGS
SCHOOL OF FOOTBALL PROGRAMME	Number of participants CLUB	*	Risk of educational under achievement	*	Effect on risk from participation BLAKE STEVENSON	*	Inactivity Rate WHO	=	Reduced Incidence	*	Per capita cost of educational under achievement PRINCES TRUST	=	SAVINGS [NB plus savings of reduced absence using absence model above]
VOLUNTEER RECRUITMENT PROGRAMME	Number of participants CLUB	*	Net present value of benefit of attaining upper secondary or post-secondary non-tertiary education OECD	=	VALUE								



NOTHING
MATTERS
MORE



NOTHING
MATTERS
MORE