

# SCOTTISH FA UEFA GROW SOCIAL RETURN ON INVESTMENT MODEL

## MEASURING THE VALUE OF FOOTBALL PARTICIPATION IN SCOTLAND



NOTHING  
MATTERS  
MORE



# SCOTTISH FOOTBALL IN NUMBERS

SCOTLAND'S  
NUMBER  
SPORT



41% OF ALL YOUTH  
AGED 16 OR UNDER  
CURRENTLY PLAY



630,000

NUMBER OF CASUAL PLAYERS



2,500



NUMBER OF SCOTTISH CLUBS

1 MILLION  
SCOTTISH FA SOCIAL MEDIA FOLLOWERS



147,555  
NUMBER OF REGISTERED PLAYERS



FOLLOWED BY  
1.8 MILLION  
ADULTS IN THE COUNTRY



NOTHING  
MATTERS  
MORE



# FOOTBALL FAMILY

Football is played by children, youth and adults across Scotland, in the streets, in parks, in halls, on pitches, to stadiums the length and breadth of the country. Scotland has many different partners all working together to help people in the football family participate in the game we love.



NOTHING  
MATTERS  
MORE



**MORE  
THAN  
JUST  
A GAME**



**NOTHING  
MATTERS  
MORE**



# SCOTTISH FOOTBALL'S **VALUE**

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?



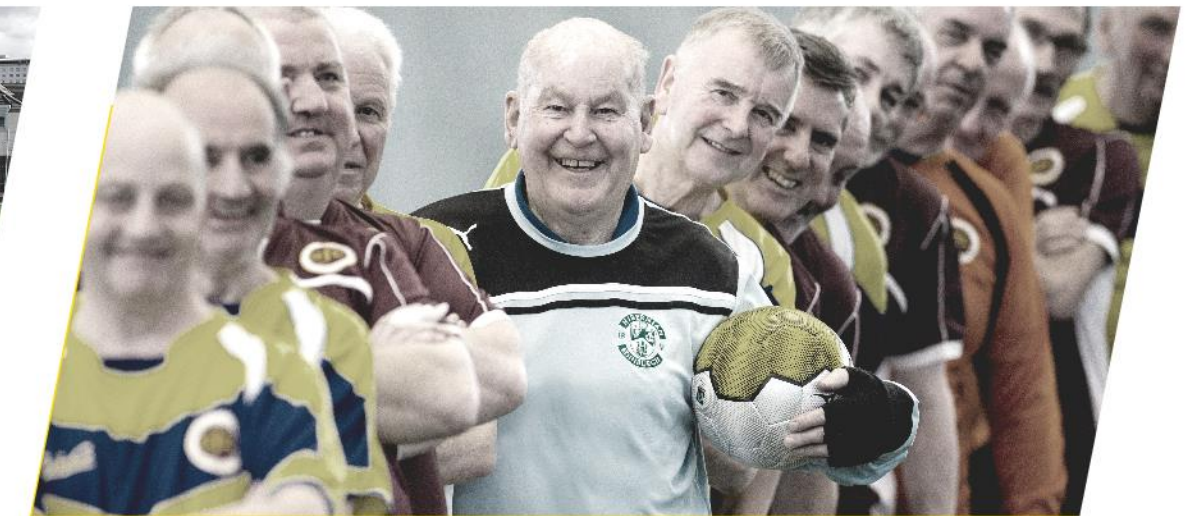
**PLAYING**



**HEALTH AND WELLBEING**



**ECONOMIC**



**COMMUNITY**



**CONNECTION**



**FRIENDSHIP**



**EDUCATION**

The Scottish FA recognise that determining a value is vitally important as we work hard to appeal to new participants and retain our current players in the game.



**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 unique 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

## FOOTBALL PERFORMANCE



Stronger pipeline of talent through broader participation base

Improved quality of coaching and clubs to grow the sport



**NOTHING  
MATTERS  
MORE**



# MODEL DEVELOPMENT PHASE

**DURING THE MODEL DEVELOPMENT PHASE, LOCAL EXPERTS AND AN ADVISORY PANEL OF ACADEMICS & SPECIALISTS 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



MINISTERUL  
TINERETULUI ȘI SPORTULUI



Riksidrottsförbundet



**NOTHING  
MATTERS  
MORE**



# NATIONAL LANDSCAPE

THE BUSINESS CASE 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

### PERFORMANCE EXAMPLES

-  Talent Pathway
-  Elite Success



NOTHING  
MATTERS  
MORE



**FOLLOWING  
CONTENT IS FOR  
THE MODEL OF**

**147,555  
REGISTERED  
PLAYERS**



**NOTHING  
MATTERS  
MORE**



# CURRENT IMPACT OF REGISTERED PLAYERS



**147,555**   
REGISTERED FOOTBALL PLAYERS IN SCOTLAND

=

**€579.7 MILLION**  
WORTH TO SCOTLAND



**ECONOMY**  
**€96.1 MILLION**

Direct contribution to  
the economy



**SOCIAL**  
**€339.6 MILLION**

Economic impact of  
social benefits



**HEALTH**  
**€144 MILLION**

Healthcare savings from  
football participation



**PERFORMANCE**  
**11<sup>TH</sup> & 27<sup>TH</sup> PLACE**

Scotland currently ranked  
between 11th and 27th  
in all men, women  
and youth UEFA rankings



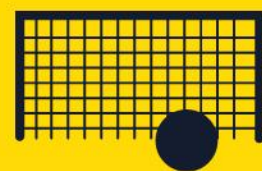
**NOTHING  
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# 1 THE ECONOMIC CONTRIBUTION



**ECONOMY**  
**= DIRECT CONTRIBUTION TO THE ECONOMY**  
**€96.1 MILLION CONTRIBUTION**



## **FACILITY ECONOMIC VALUE** **€62.1 MILLION**

Based on the value of 627 artificial pitches through:  
€20.3M GVA contribution of construction sector in Scotland  
€41.7M through direct value of pitch construction and hires



## **PARTICIPATION SPENDING VALUE** **€34 MILLION**

Revenue generated within football industry by direct participant spending on playing football  
UK sector specific multipliers are applied to the spend to account for wider impact on the economy



## **EMPLOYMENT CREATION** **11,000 JOBS**

Based on jobs directly linked to current football participation – i.e.  
~7K jobs in the sports industry based on current employees: participant ratio  
~4K jobs through local construction industry investment



**NOTHING  
MATTERS  
MORE**



# 2 IMPACT OF FOOTBALL PARTICIPATION

 **SOCIAL**  
= **ECONOMIC IMPACT OF SOCIAL BENEFITS**  
**€339.6 MILLION SAVINGS**



**CRIME REDUCTION**  
**€48,000**

Based on the known risk and cost of youth convictions to estimate total cost

Estimate value based on football's ability to reduce risk



**NEET\***  
**€456,000**

Use existing rates to determine total cost of youth not in employment, education or training

Estimate value based on football's ability to reduce risk



**IMPROVED EDUCATION**  
**€4.6 MILLION**

Assessment of the value of football's contribution on improved education is based on OECD calculation

Then modelled using impact of education on GDP



**VOLUNTEERING**  
**€334.4 MILLION**

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

\* Not in employment, education or training (NEET)



**NOTHING  
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# 3 MAJOR SAVINGS REALISED THROUGH PREVENTION OF LIFESTYLE DISEASES



**HEALTH**  
= **HEALTHCARE SAVINGS FROM FOOTBALL PARTICIPATION**  
**€144 MILLION SAVINGS**

**CVD**

**€5.1 MILLION**

1400  
CASES  
PREVENTED

**TYPE II  
DIABETES**

**€2.2 MILLION**

450  
CASES  
PREVENTED

**BREAST  
CANCER**

**€1,000**

>1  
CASES  
PREVENTED

**COLON  
CANCER**

**€34,000**

2  
CASES  
PREVENTED

**MENTAL  
HEALTH**

**€8.5 MILLION**

1,000  
CASES  
PREVENTED

**SUBJECTIVE  
WELLBEING**

**€133 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**

**-€4.8 MILLION**

Our assessment of the 'cost of injury' is based on a sports injury related insurance claims study in New Zealand providing the cost of football-specific injuries



**NOTHING  
MATTERS  
MORE**



# SCOTTISH FA

## FUTURE INVESTMENT FOR REGISTERED PLAYERS



NOTHING  
MATTERS  
MORE



# EQUATION FOR FOOTBALL PARTICIPATION

TO ESTIMATE THE IMPACT OF FUTURE ADDITIONAL INVESTMENT IN GRASSROOTS FOOTBALL IN SCOTLAND

There is a direct positive relationship between investment into grassroots and participation. Scotland can achieve good returns on additional investment in terms of new participation



ADDITIONAL ANNUAL INVESTMENT OF

**€808,000**

TO ACHIEVE A

**2.5%**

GROWTH IN PARTICIPATION  
EQUATES TO...



NEW REGISTERED PLAYERS

**3,700**



NOTHING  
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# RETURN ON INVESTMENT

## NEW INVESTMENT

Investment of  
**€808K**  
at a cost of  
**€219**  
per participant

## ADDITIONAL PARTICIPATION

**3,689**  
New male and female  
participants. Not including any  
impact on non affiliated  
football which we estimate  
to be an additional  
**15,000 PLAYERS**

## ADDITIONAL OUTCOMES

Economic  
benefits  
of over

**€1 MILLION**



Around 80 negative  
health conditions  
prevented, saving

**€3.6 MILLION**



Social benefits  
of almost

**€6.2 MILLION**



**POSITIVE UEFA RANKING POINT MOVEMENTS**

## RETURN

New registered participation  
delivering an average return of

**€2,928** PER PARTICIPANT



Increasing  
total  
returns by

**€10.8 MILLION**



**NOTHING  
MATTERS  
MORE**



**FOLLOWING  
CONTENT IS FOR  
THE REGIONAL  
MODEL OF**

**ABERDEEN AND  
ABERDEENSHIRE**



**NOTHING  
MATTERS  
MORE**



# CURRENT IMPACT OF REGISTERED PLAYERS ABERDEEN AND ABERDEENSHIRE



14,000

REGISTERED FOOTBALL  
PLAYERS IN ABERDEEN AND  
ABERDEENSHIRE



=

€33.2 MILLION

WORTH TO THE REGION



ECONOMY

€6.4 MILLION

Direct contribution to  
the economy



SOCIAL

€13.4 MILLION

Economic impact of  
social benefits



HEALTH

€13.4 MILLION

Healthcare savings from  
football participation



NOTHING  
MATTERS  
MORE



# CURRENT IMPACT OF TOTAL PARTICIPANTS IN ABERDEEN & ABERDEENSHIRE



**71,000** TOTAL PARTICIPANTS  
IN ABERDEEN AND  
ABERDEENSHIRE



=

**€110.4 MILLION**  
TO THE REGION



**ECONOMY**

**€18.9 MILLION**

Direct contribution to  
the economy



**SOCIAL**

**€14.6 MILLION**

Economic impact of  
social benefits



**HEALTH**

**€76.9 MILLION**

Healthcare savings from  
football participation



**NOTHING  
MATTERS  
MORE**



**FOLLOWING  
CONTENT IS FOR  
THE MODEL OF**

**780,000  
TOTAL  
PARTICIPANTS**



**NOTHING  
MATTERS  
MORE**



# CURRENT IMPACT OF TOTAL PARTICIPANTS



**780,000+**  
FOOTBALL PLAYERS IN SCOTLAND

=

**€1.35 BILLION**  
WORTH TO SCOTLAND



## ECONOMY

**€242.3 MILLION**

Direct contribution to  
the economy



## SOCIAL

**€352 MILLION**

Economic impact of  
social benefits



## HEALTH

**€762.6 MILLION**

Healthcare savings from  
football participation



## PERFORMANCE

**11<sup>TH</sup> & 27<sup>TH</sup> PLACE**

Scotland currently ranked  
between 11th and 27th  
in all men, women  
and youth UEFA rankings



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# NATIONAL AND LOCAL OUTCOMES

MORE THAN FOOTBALL



Scotland’s National Performance Framework

**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**

Employment	Research & Innovation	Young People	Early Years	Healthier	Inequalities Tackled	Life Changes
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	

**EQUALITY : OUR COMMITMENT TO EQUALITY UNDERPINS ALL WE DO**

## The Active Scotland Outcomes Framework



NOTHING  
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MORE



# NEXT STEPS

## THE SCOTTISH FA 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 that investment can and does have a significant impact on Scottish society.

The Scottish FA would welcome the opportunity to develop conversations with new and existing stakeholders to further demonstrate the impact football and wider sports participation can and does have on Scotland.



NOTHING  
MATTERS  
MORE



# THANKS FOR YOUR TIME



NOTHING  
MATTERS  
MORE



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**NOTHING  
MATTERS  
MORE**