

# AYR UNITED FOOTBALL ACADEMY

## UEFA GROW SOCIAL RETURN ON INVESTMENT MODEL

## MEASURING THE VALUE OF FOOTBALL PARTICIPATION IN SCOTLAND



NOTHING  
MATTERS  
MORE

# DAVID WHITE & ALLAN GUNNING

HEAD OF AUFA

CHAIR OF AUFA

On behalf of everyone connected with Ayr United Football Academy (AUFA) it is a pleasure to introduce our GROW Social Return on Investment Report (SROI) which has been produced in partnership with UEFA and Scottish FA.

Since AUFA was founded in 2005 we have worked with our partners and volunteers to do all we can to make a positive contribution to our local community in South Ayrshire. The SROI model used in this report has, for the first time, allowed us to quantify the substantial health, social and economic benefits which this collective effort is delivering. AUFA programmes have €17 social return for every €1 spent - a return of **€9.6 million** from programme costs of €574,000

It's not really about the numbers however. It's about the positive benefits for people which sit behind the numbers. In this report we have included a variety of case studies which bring the numbers to life.

AUFA is a charity and we would like to say a big thanks to all our members, both individuals and organisations, to our funders and, above all, to our army of dedicated volunteers. This report evidences the tremendous value you are all adding.



NOTHING  
MATTERS  
MORE

# JEANE FREEMAN OBE MSP

## CABINET SECRETARY FOR HEALTH AND SPORT

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. Ayr United Football Academy is a forward-thinking organisation delivering sport – through football – to the local community and encouraging participation in sport amongst people of all ages and abilities. There is a strong focus on partnership working to deliver a wide range of activity which is improving lives and life chances.

Although there is also an emphasis on football performance, the contribution made by Ayr United Football Academy goes way beyond the football pitch. This report demonstrates that the many programmes delivered by the club are helping people stay active, improve their physical and mental health, and helping to address a number of societal issues ranging from loneliness and isolation to mental health and dementia.



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 AUFA, 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



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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**

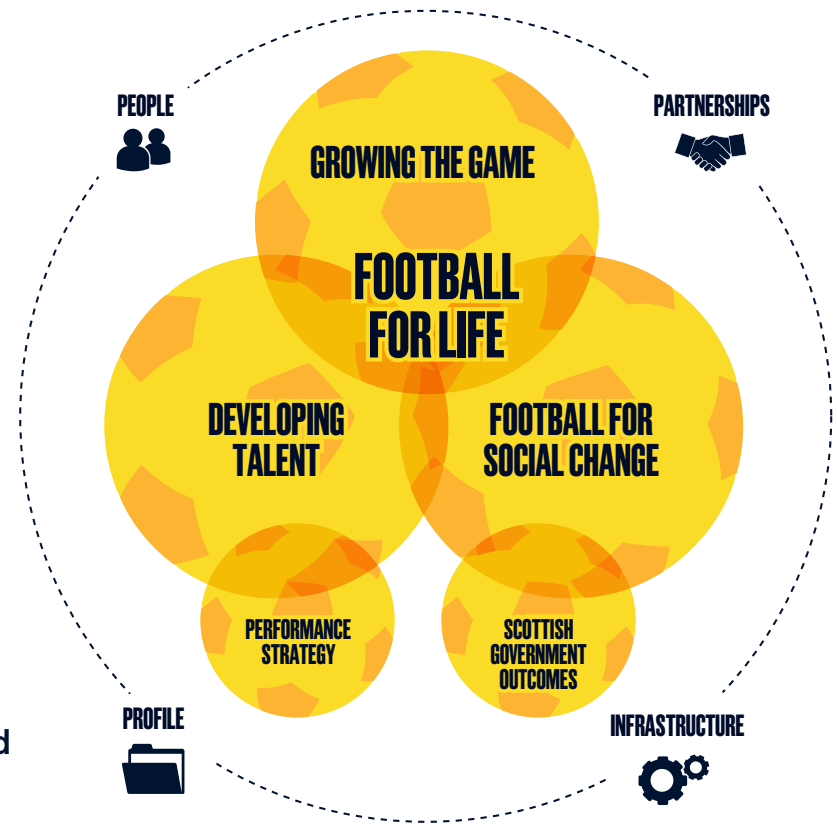
# SCOTTISH FOOTBALL PARTICIPATION

## 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 **AUFA** 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.

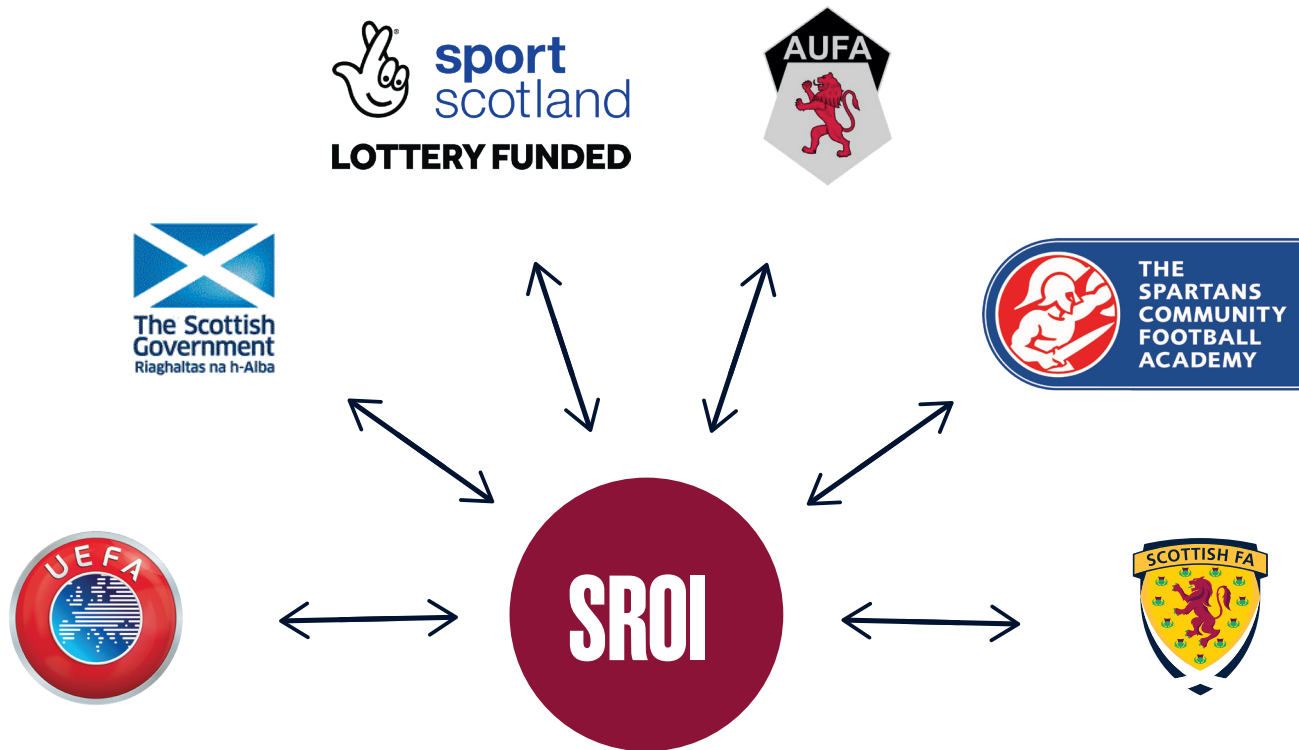


NOTHING  
MATTERS  
MORE

# 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 South Ayrshire.



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 and health benefits.

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, improved mental health and wellbeing



NOTHING  
MATTERS  
MORE

# MODEL DEVELOPMENT PHASE

**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



## 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



NOTHING  
MATTERS  
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FOLLOWING CONTENT IS FOR  
THE MODEL OF **5,578** TOTAL PARTICIPANTS



A YR UNITED FOOTBALL ACADEMY  
*“Promoting football in the community”*



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

# AYR UNITED A BRIEF HISTORY

AUFA is incorporated as a not for profit company limited by guarantee and as a registered charity. Formed 15 years ago, its members are NHS Ayrshire and Arran, South Ayrshire Council, Ayrshire College, Ayr United Football Club and Ayr United Football Initiative (the Honest Men's Trust) each of which is represented by a Board Director. In addition, there are four independent Directors and an independent Chair.

Operating mainly in South Ayrshire, Scotland, AUFA has two main activities:

- Encouraging participation in sport for people of all ages, regardless of background or ability; and
- Pursuing a model of sporting excellence to allow young people a platform from which to reach their individual goals and play the sport at the highest level



NOTHING  
MATTERS  
MORE

# BENEFITS OF PARTICIPATION

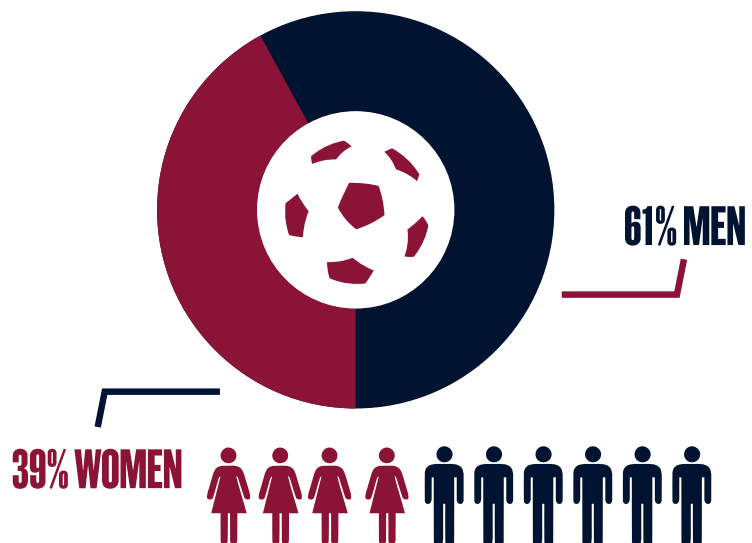
## BENEFITS FOR THE AYR UNITED FOOTBALL FAMILY



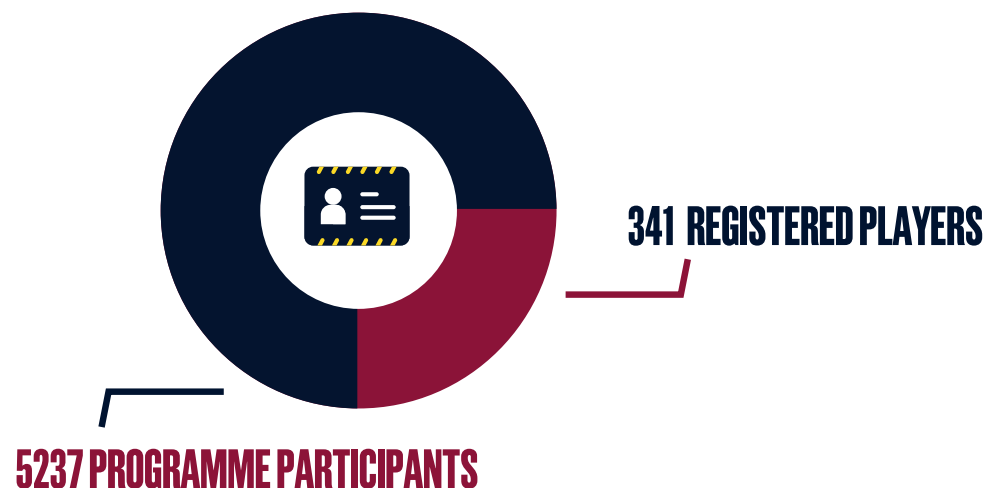
NOTHING  
MATTERS  
MORE

# PEOPLE PLAYING FOOTBALL AS PART OF THE AYR UNITED FOOTBALL ACADEMY FAMILY IS **5,578**

## AUFA FAMILY THAT PLAY FOOTBALL



## REGISTERED PLAYERS vs PROGRAMME PARTICIPANTS



5,578 PLAYERS IN TOTAL



NOTHING MATTERS MORE

# CURRENT IMPACT OF TOTAL PARTICIPANTS



**5,578**

**FOOTBALL PLAYERS AT AUFA**

**=**

**€9.6 MILLION**

**WORTH TO SOUTH AYRSHIRE**



**ECONOMY**

**€1.3 MILLION**

Direct contribution to  
the economy



**SOCIAL**

**€2 MILLION**

Monetary value of  
social benefits



**HEALTH**

**€6.3 MILLION**

Healthcare savings from  
football participation



**NOTHING  
MATTERS  
MORE**

# PARTICIPATION IS PROJECTED TO DELIVER BENEFITS ACROSS ALL OUR OUTCOMES

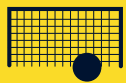


NOTHING MATTERS MORE

# 1 THE ECONOMIC CONTRIBUTION



**ECONOMY**  
= **DIRECT CONTRIBUTION TO THE ECONOMY**  
**€1.3 MILLION CONTRIBUTION**



**FACILITY ECONOMIC VALUE**  
**€600,000**

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**  
**€700,000**

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.93 ROLES**

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

~58 roles supported related to participation

~35 roles supported through local construction industry investment



NOTHING  
MATTERS  
MORE

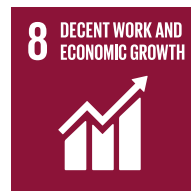
# CLUB STORY COMMUNITY JOBS SCOTLAND - THOMAS

When Thomas left school, he didn't know what he wanted to do. At his local job centre he came across a 6 month, 25 hours a week post at Ayr United Football Academy through the Scottish Government Scheme, Community Jobs Scotland. He got the job, hasn't looked back and developed his role into a full-time package and has been part of the Academy for 10 years.

Thomas's role started out as a community coach, looking after kit, equipment and various office admin duties. As the Academy grew, he became full-time kit man which was a vital stepping stone not only for him but the Academy as well. Through the years he mastered his trade to become an expert. Thomas has grown in confidence which led to him becoming a qualified personal trainer. Thomas is still in charge of the kit and equipment, but he now trains young Academy and AUFC first team players in fitness as well as setting up his own personal training business.



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**UN SDG**



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MATTERS  
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# 2 IMPACT OF FOOTBALL PARTICIPATION



**SOCIAL**  
= **MONETARY VALUE OF SOCIAL BENEFITS**  
**€2.015 MILLION SAVINGS**

**EMPLOYABILITY PROGRAMME**  
**€144,000**

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

**COACH EDUCATION**  
**€20,000**

**ABSENCE FROM SCHOOL**  
**€244,000**

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**  
**€358,000**

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**  
**€897,000**

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

**VOLUNTEER RECRUITMENT**  
**€261,000**

The value of volunteering is assessed based on the number and role of football volunteers and the equivalent salary associated with the tasks and number of hours given up

**SCHOOL OF FOOTBALL**  
**€91,000**

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



NOTHING  
MATTERS  
MORE

# CLUB STORY

## WOMENS AND GIRLS CLUB

AUFA officially started the girls set up in 2009. From a starting point of one team it has grown over the last eleven years to provide a full women and girls pathway. This comprises seven teams ranging from the under 7s age group through to the women's squad. The Academy is the only club in South Ayrshire which offers this type of pathway. The club, with the support of **sportscotland DCI FUND**, has 120 registered players who are supported by 18 volunteer coaches and over 20 volunteers who all contribute to making the set up possible.

Under 7s and Under 9s coach Amanda, has been involved from the start. Her journey began when she enrolled her two daughters as players. Amanda then became a volunteer coach, a Women and Girls Committee member and an events fundraiser. Her daughters now play for the under 15s and the women's teams. Amanda recently received a volunteer recognition award for the time and commitment she has given. Amanda's story is indicative of the huge role volunteers play in generating a social return for their local community through their work with the Academy.

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 STORY

## HONEST KIDS - JAMIE

Jamie first got involved in AUFA's Honest Kids programme through his attendance at Queen Margaret Academy. He only moved to Ayr in his 5th year of school and was quickly enrolled in the Everybody Active sessions at the school. Jamie has a permanent smile on his face and is always looking to help. Straight away, he became popular with his school mates and the coaches.

Having moved to Ayr late in his school life, he didn't have a large network of friends and he felt a little isolated. He was invited to come along to sessions, loved them and has hardly missed a session. As Jamie is now 19, he doesn't technically fit the age criteria for the Children in Need funding.

However, we asked him if he would like to be a Coaching Assistant and his smile gave us the answer! He has been challenged to become a qualified coach over the course of 2020 and is already planning the sessions which he intends to deliver.

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



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We support wellbeing and resilience in communities through physical activity and sport

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NOTHING MATTERS MORE

# 3 MAJOR SAVINGS REALISED THROUGH PREVENTION OF LIFESTYLE DISEASES



**HEALTH**  
= HEALTHCARE SAVINGS FROM FOOTBALL PARTICIPATION  
**€6.3 MILLION SAVINGS**

CVD

€333,811

272  
CASES  
PREVENTED

TYPE II  
DIABETES

€277,476

57  
CASES  
PREVENTED

OSTEOPOROSIS  
€9,856

1  
CASES  
PREVENTED

DEMENTIA  
€274,064

8  
CASES  
PREVENTED

MENTAL  
HEALTH

€549,162

42  
CASES  
PREVENTED

SUBJECTIVE  
WELLBEING

€4.82 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

-€44.6K

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



NOTHING  
MATTERS  
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# CLUB STORY Ayr

## FOOTBALL MEMORIES

The volunteers at AUFA have organised Football Memories events for over four years as part of its Football for Life scheme which also involves the Walking Football programme and a Walking Group, the Ayr United Strollers.

Monthly Football Memories events are held and regularly attract over 60 participants. Audiences comprise residents from care homes, older people who have physical and mental health concerns, or have faced bereavement and social isolation. Most of the participants are people with a passion for football and its history.

The sessions include a football quiz, but also uses football clips, photographs, music and interviews with guest speakers – fans, players, referees. Examples of famous guests have included Jim McCalliog, Bobby Lennox and Rose Reilly. The events are based around group activities using Ayr United legends cards. The Football Memories events are great opportunities to chat about football past and present, borrow a book from the sports library and enjoy a pie and refreshment at the halftime break.

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



NPF

We encourage and enable the inactive to be more active

ASOF



NOTHING MATTERS MORE

# CLUB STORY MAYBOLE WALKING FOOTBALL

Feedback from the Academy's walking football activities confirms that they are making a positive difference to the health and wellbeing of participants. The Maybole Walking Football Programme started in 2016. The first session consisted of a single player, Jim, and young Academy coach / Ayr United player Alan Forrest practising their long passing game. With the initial help of some Ayr based walking footballers the numbers soon grew as the word spread.

The experience of Gary, one of the Maybole players, shows how the programme can be a positive life changer in terms of health (both physical and mental) and social benefits. He started walking football to up his physical activity levels following a serious heart attack.

From there he has gone on to become the first Chair of Walking Football Scotland and was awarded the silver prize in the Best Grassroots Leader category of the UEFA Grassroots Awards 2019. Gary has also taken part in the Scottish FA initiative: "How football saved my life."

We are  
healthy and  
active



We encourage and enable the active  
to stay active throughout life

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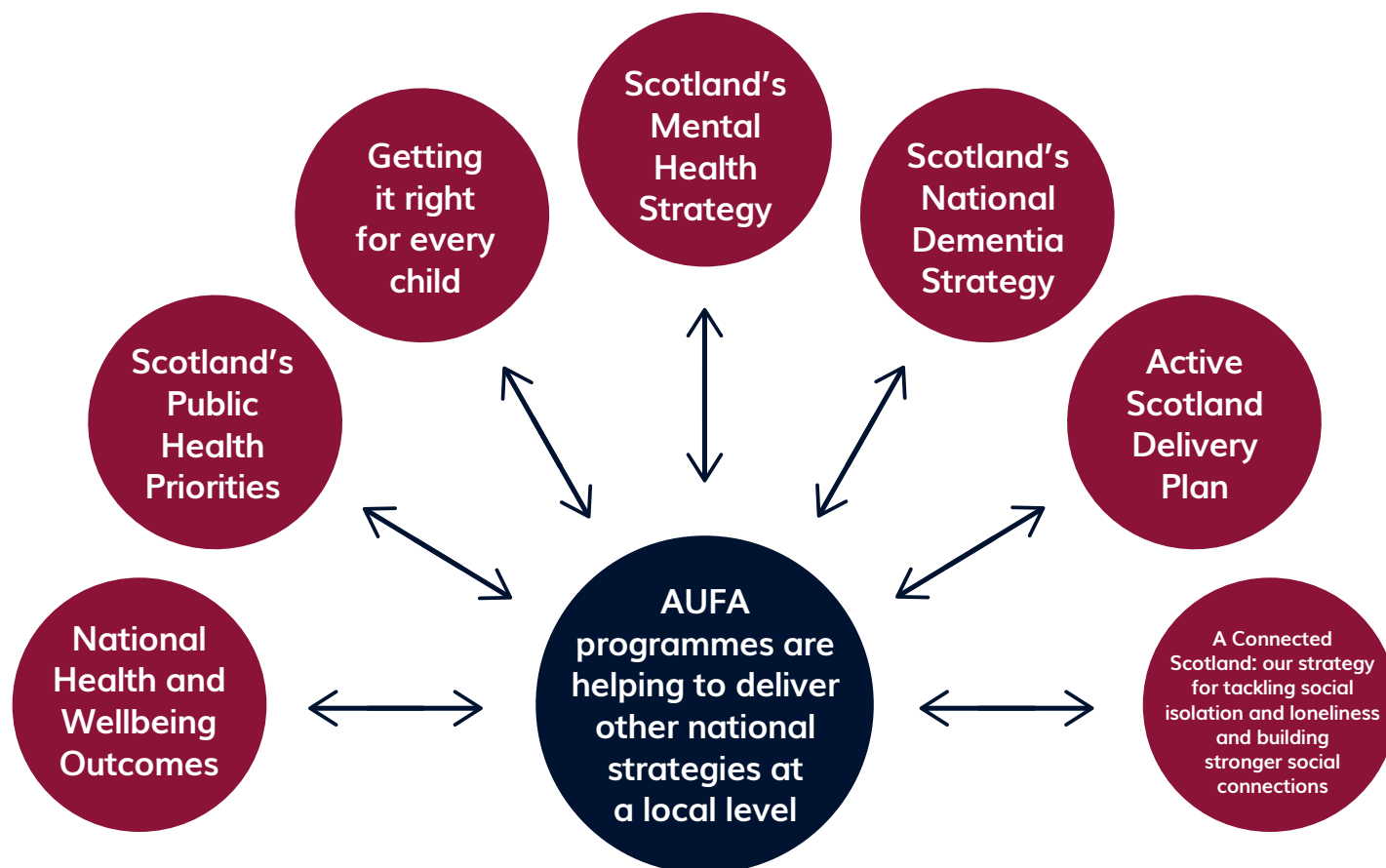
NOTHING  
MATTERS  
MORE

# 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 understands that we contribute to the following strategies and portfolios and would welcome the opportunity to discuss this further for the benefit of the community in South Ayrshire and beyond.



NOTHING MATTERS MORE

# NEXT STEPS



## AUFA 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 and Ayr United Football Academy would welcome the opportunity to discuss with all stakeholders the construction of a business case for increasing football participation in South Ayrshire by 40% over a five year period.



NOTHING  
MATTERS  
MORE

# TECHNICAL APPENDICES: OUTCOME CALCULATION FORMULAS AND SOURCES

**TABLE 1: ECONOMIC BENEFITS**

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

<b>PARTICIPANT SPEND</b>	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	=	<b>TOTAL VALUE OF SPENDING</b>
	CLUB		SPEA		CLUB		SPEA		CLUB		WHO		CLUB		

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

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



# TECHNICAL APPENDICES: OUTCOME CALCULATION FORMULAS AND SOURCES

**TABLE 2: HEALTH AND WELLBEING BENEFITS**

<b>REDUCING CVD</b>	Number of Players * CLUB	Risk of relevant CVD condition * EHN	Effect on risk from participation * IJERPH	Inactivity Rate = WHO	Reduced Incidence * MULTIPLE	Cost of Treatment = MULTIPLE	<b>SAVINGS</b>
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<b>REDUCING DIABETES</b>	Number of Players * CLUB	Risk of Diabetes * EHN	Effect on risk from participation * BMJ	Inactivity Rate = WHO	Reduced Incidence * DIABETELOGIA	Cost of Treatment = DIABETELOGIA	<b>SAVINGS</b>
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<b>REDUCING BREAST CANCER</b>	Number of Players * CLUB	Risk of Breast Cancer * CANCER TODAY	Effect on risk from participation * BMJ	Inactivity Rate = WHO	Reduced Incidence * THE LANCET	Cost of Treatment = THE LANCET	<b>SAVINGS</b>
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<b>REDUCING COLON CANCER</b>	Number of Players * CLUB	Risk of Colon Cancer * CANCER TODAY	Effect on risk from participation * BMJ	Inactivity Rate = WHO	Reduced Incidence * THE LANCET	Cost of Treatment = THE LANCET	<b>SAVINGS</b>
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<b>REDUCING MENTAL HEALTH DISORDERS (ALL CATEGORIES)</b>	Number of Players * CLUB	Risk of relevant condition * OUR WORLD IN DATA	Effect on risk from participation * CPR	Inactivity Rate = WHO	Reduced Incidence * KINGS FUND	Cost of Treatment = KINGS FUND	<b>SAVINGS</b>
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<b>IMPROVED WELLBEING</b>	Number of Players * CLUB	Inactivity Rate * WHO	Willingness to pay = IRAE	<b>VALUE</b>
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**TARGETED PROGRAMMES**

<b>WEIGHT MANAGEMENT PROJECT</b>	Number of Participants * CLUB	Value of related weight loss = THE LANCET	<b>SAVINGS</b>
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<b>DEMENTIA SERVICE</b>	Number of Patients * CLUB	Cost of equivalent dementia care * UK CARE GUIDE	<b>SAVINGS</b>
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<b>COST OF INJURY</b>	Number of Players * CLUB	Per capita cost of injury * KNVB REPORT	Inactivity Rate * WHO	Scotland: Netherlands GDP ratio =	<b>COST</b>
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NOTHING MATTERS MORE

# TECHNICAL APPENDICES: OUTCOME CALCULATION FORMULAS AND SOURCES

**TABLE 3: SOCIAL BENEFITS**

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



# TECHNICAL APPENDICES: OUTCOME CALCULATION FORMULAS AND SOURCES

**TABLE 3: SOCIAL BENEFITS - TARGETED PROGRAMMES**

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



NOTHING MATTERS MORE



NOTHING  
MATTERS  
MORE