

SCOTTISH FA

UEFA GROW SOCIAL RETURN ON INVESTMENT MODEL

MEASURING THE VALUE OF FOOTBALL PARTICIPATION IN SCOTLAND



NOTHING
MATTERS
MORE

IAN MAXWELL

SCOTTISH FA CHIEF EXECUTIVE

"We have known for decades the positive impact football as the national sport has on the population: it can inspire a nation, unite families and entire communities, and make society a better place.

"The findings in the UEFA GROW report outline the extent to which football is a force for good in helping to deliver the Scottish Government's health and wellbeing agenda, and also the dramatic impact the national game has on the economy.

"We committed to this project to reaffirm football's place as an essential fabric of Scottish society and we are pleased to present these findings to the Scottish Government. We are grateful for their ongoing support to the many grassroots projects that are reflective of the findings and look forward to having more substantive conversations with the First Minister and her key cabinet secretaries to make even greater inroads in improving the health and wellbeing of Scottish society through the power of football, whilst reinforcing our position as a major contributor to the country's economy."



NOTHING
MATTERS
MORE

JOE FITZPATRICK

MINISTER FOR PUBLIC HEALTH, SPORT AND WELLBEING

"This is an important piece of work, the culmination of extensive and genuine partnership working between the Scottish Government, sportscotland, Scottish FA and UEFA over many months.

"We know that football – our national game – can be a powerful force for good in communities.

"A range of programmes led by the Scottish FA, SPFL Trust, Scottish Football Partnership Trust and many other organisations associated with football are delivering a wide range of positive outcomes.

"While great progress has been made in celebrating the successes in football and telling the story about the powerful impact football can have, the data contained in this UEFA GROW report measures the social return on investment delivered by football participation in Scotland.

"It demonstrates the positive role of football across a range of issues and I welcome the unique partnership working which has produced such robust evidence of the contribution our national game makes to communities and society."



**NOTHING
MATTERS
MORE**

SCOTTISH FOOTBALL IN NUMBERS

SCOTLAND'S
NUMBER
SPORT



41% OF ALL YOUTH
AGED 16 OR UNDER
CURRENTLY PLAY



1 MILLION
SCOTTISH FA SOCIAL MEDIA FOLLOWERS



630,000

NUMBER OF CASUAL PLAYERS



147,555
NUMBER OF REGISTERED PLAYERS



FOLLOWED BY
1.8 MILLION
ADULTS IN THE COUNTRY



2,500

NUMBER OF SCOTTISH CLUBS



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

FOOTBALL AND SCOTTISH CULTURE

Scottish football has a rich and proud history stretching back 600 years. For centuries it has been part of our culture. For centuries, it has been part of who we are.

"The honest heart that's free frae a' intended fraud or guile, however fortune kick the ba' has aye some cause to smile."

ROBERT BURNS, JANUARY 1784

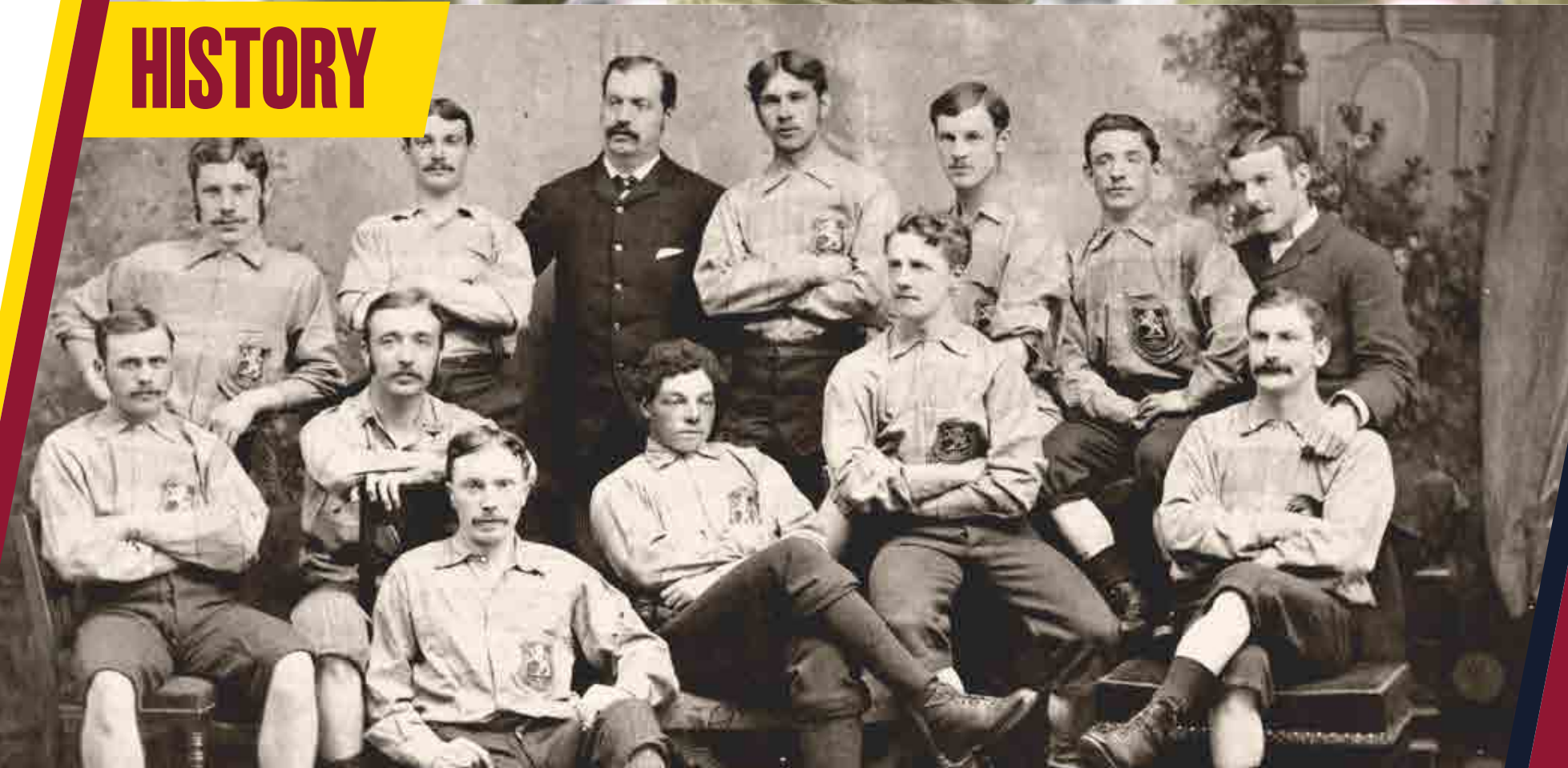
Traditionally, football has been enjoyed by all sections of Scottish society and as life in Scotland has changed over the centuries so too has football. Football adapted to the growing regulation of daily life in Scotland.

As Scotland has changed, our love and passion for football has not.

PRIDE



HISTORY



HOME



**NOTHING
MATTERS
MORE**

SCOTTISH FA **FUTURE**

THOUGH WE HAVE A PROUD PAST, THE FUTURE LOOKS BRIGHT

GIRLS' AND WOMEN'S FOOTBALL

Continues to grow and develop, inspired by the Scottish Women's National Team qualification for the FIFA Women's World Cup in 2019. The Scottish FA have some ambitious targets to develop the game on and off the pitch. We have some of the best players in the world who act as role models for players and young people across Scotland.

HAMPDEN OUR HOME

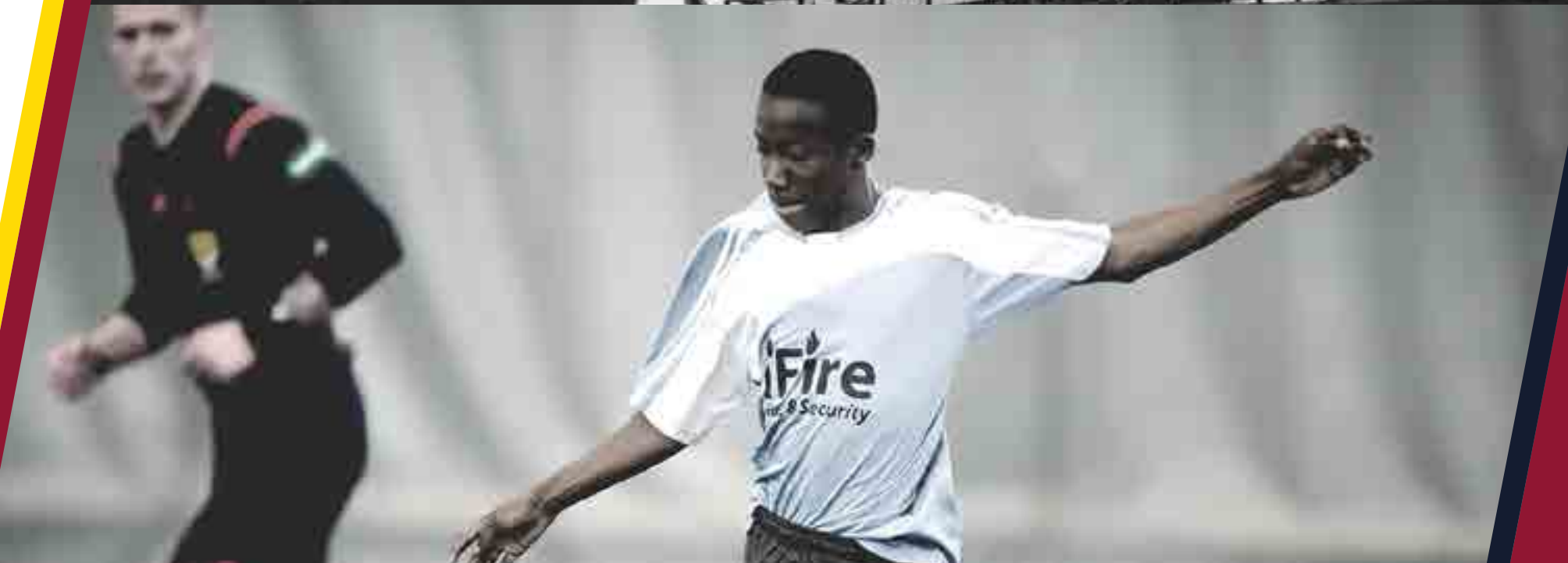
Ownership of Hampden Park will enable the Scottish FA to control the future of the stadium. It will open up opportunities to continue to develop the infrastructure and create a national stadium that will inspire the next generation of football fans.

FOOTBALL FOR ALL

The Scottish FA are committed to working with our clubs and partners to make football accessible for all. We want to make our game as diverse as possible to represent our communities.

COMMUNITY CLUBS

Scotland has some of the finest examples of community clubs in Europe. As our clubs continue to grow and develop we have been working hard with the football family to offer advice and guidance, both on and off the pitch, to allow our clubs, no matter their place in the pathway to fulfil their ambitions.



**NOTHING
MATTERS
MORE**

SCOTTISH FOOTBALL PARTICIPATION

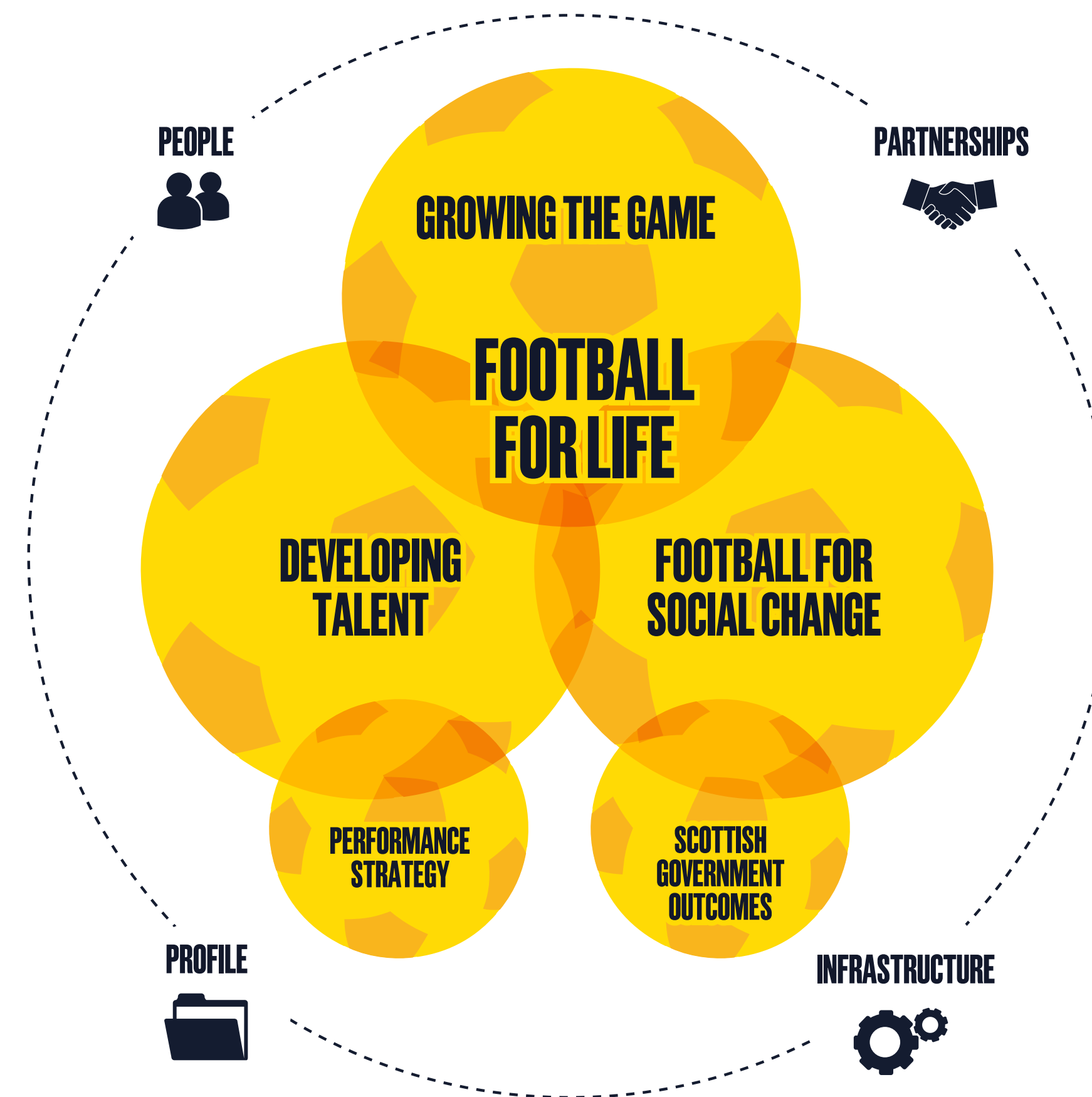
FOOTBALL FOR LIFE

The overarching vision of 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 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 stay in football for life.

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



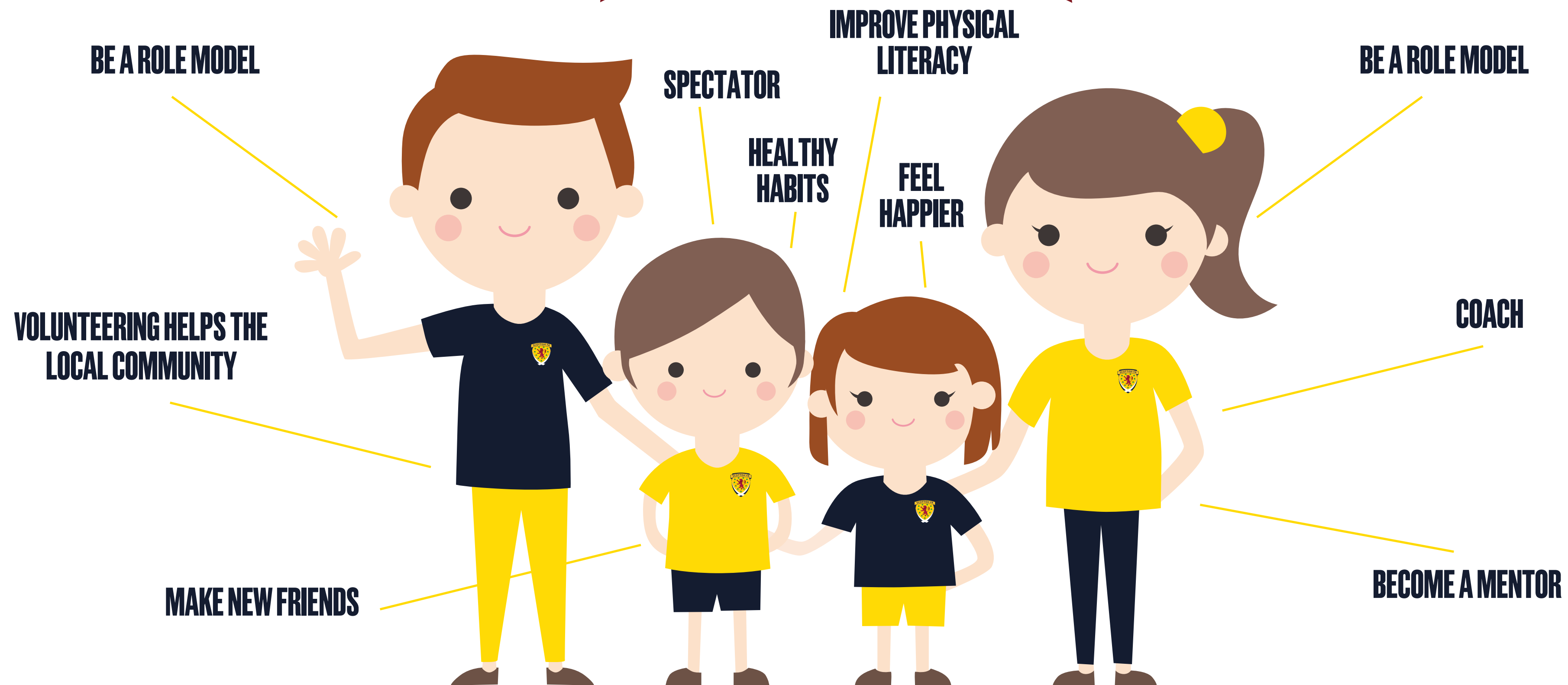
NOTHING
MATTERS
MORE

BENEFITS OF PARTICIPATION

BENEFITS FOR A SCOTTISH FAMILY

IMPROVED WELLBEING

PART OF THE FOOTBALL FAMILY



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**

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 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



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
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

KEY FACTS

Thanks to our partners at Scottish Government, sportscotland, the SPFL and SPFL Trust we collated information from across the country and with expert input from Substance and UEFA we created the following models:

Total Participants – which includes casual users, for example those who play 5's with friends or play informally.

Registered Players – those players who train and play in club football and perhaps pull on a club strip.

We were also fortunate enough to create a **Regional Model** of football participation for Aberdeen & Aberdeenshire as we wanted to understand how clubs like Aberdeen FC, Aberdeen FC Community Trust and the other clubs in the area impact on a specific area of Scotland.

The figures we received back were then broken down into areas such as Economic Impact, Social Value and Health benefits.

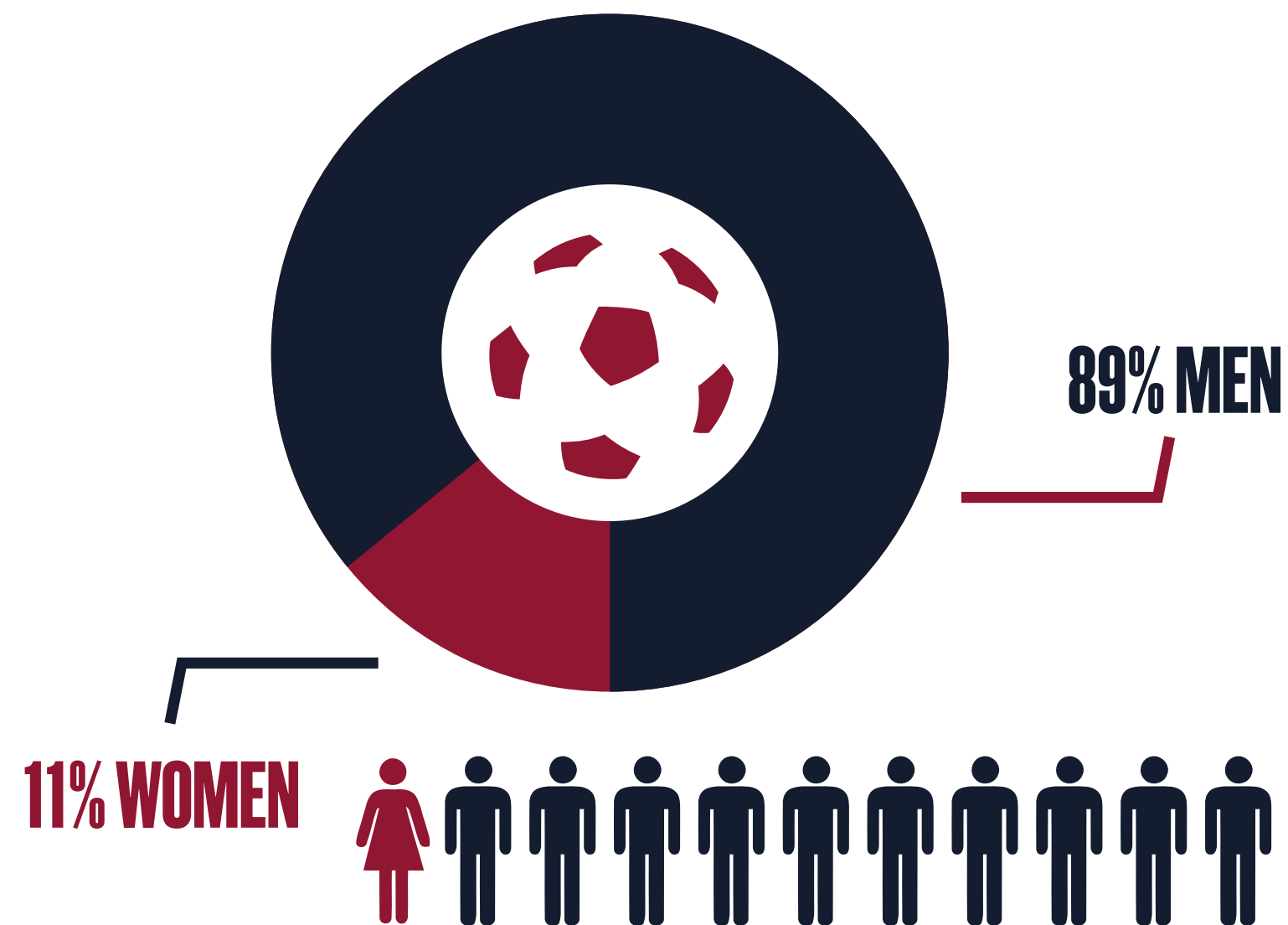
Keep on reading to find out more



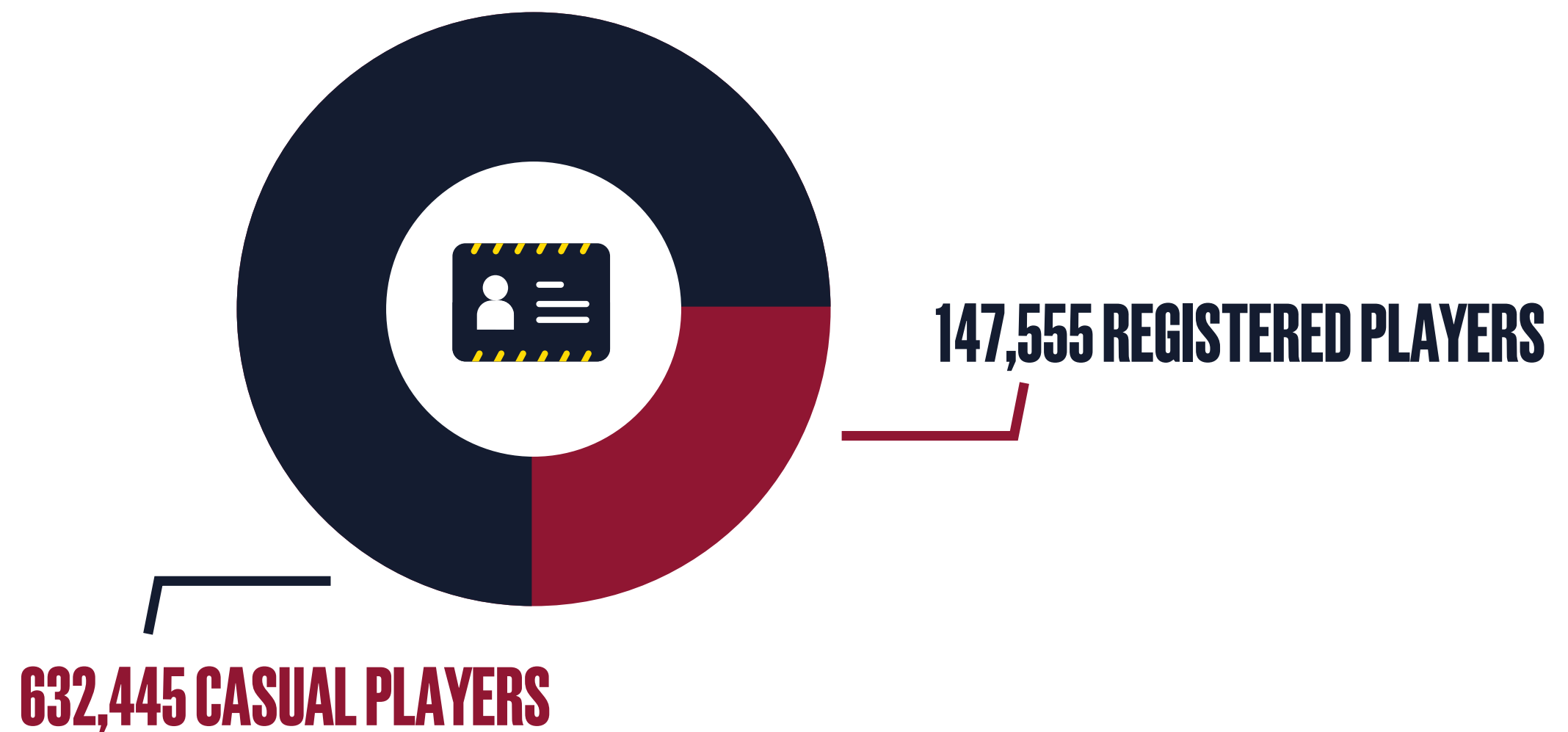
NOTHING
MATTERS
MORE

PEOPLE PLAYING FOOTBALL IN SCOTLAND CURRENTLY IS **780,000**

SCOTTISH POPULATION THAT PLAYS FOOTBALL



REGISTERED PLAYERS vs CASUAL PLAYERS



780,000 PLAYERS IN TOTAL 



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

11TH & 27TH PLACE

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



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

11TH & 27TH PLACE

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



NOTHING MATTERS MORE

UEFA GROW

UEFA GROW SOCIAL RETURN ON INVESTMENT MODEL



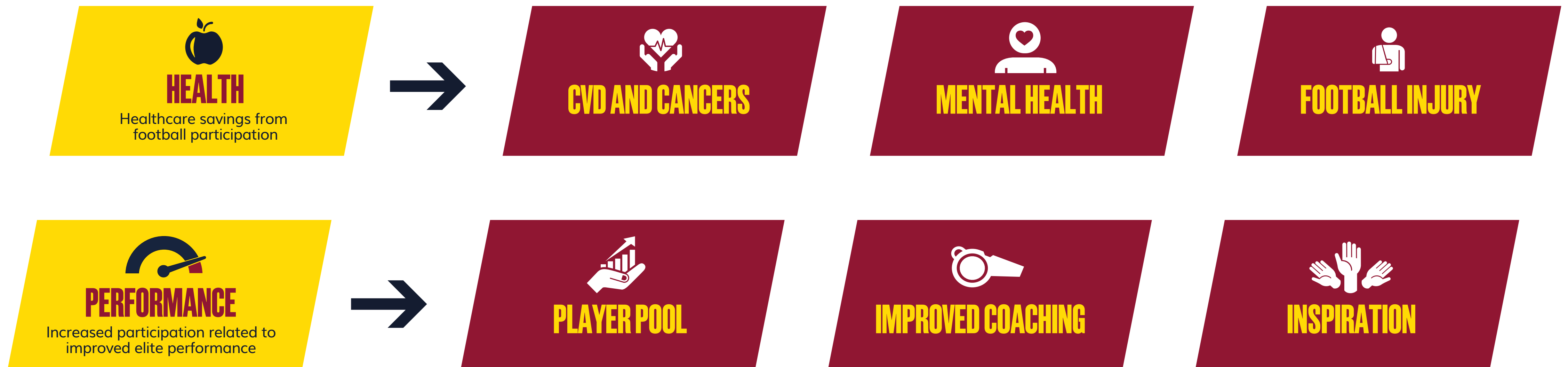
NOTHING
MATTERS
MORE

PARTICIPATION IS PROJECTED TO DELIVER BENEFITS ACROSS ALL OUR OUTCOMES



NOTHING
MATTERS
MORE

PARTICIPATION IS PROJECTED TO DELIVER BENEFITS ACROSS ALL OUR OUTCOMES



NOTHING
MATTERS
MORE

**FOLLOWING
CONTENT IS FOR
THE MODEL OF**

**780,000
TOTAL
PARTICIPANTS**



**NOTHING
MATTERS
MORE**

CURRENT IMPACT OF TOTAL PARTICIPATION



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

11TH & 27TH PLACE

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

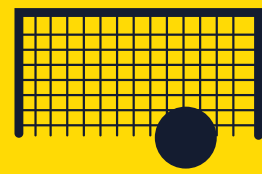


NOTHING MATTERS MORE

1 THE ECONOMIC CONTRIBUTION



ECONOMY
= DIRECT CONTRIBUTION TO THE ECONOMY
€242.3 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
€180.2 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
40,000 JOBS

Based on jobs directly linked to current football participation – i.e.
~36K 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**
€352 MILLION SAVINGS



CRIME REDUCTION
€255,000

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*
€3.4 MILLION

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
€14 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

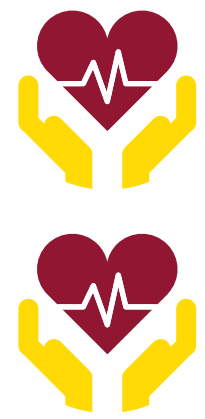
Based on EU assessment of value of sports volunteering and ratio of those in football to estimate value of each volunteer

* Not in employment, education or training (NEET)



**NOTHING
MATTERS
MORE**

3 MAJOR SAVINGS REALISED THROUGH PREVENTION OF LIFESTYLE DISEASES



HEALTH

= HEALTHCARE SAVINGS FROM FOOTBALL PARTICIPATION

€762.6 MILLION SAVINGS



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
€5.4 MILLION

TO ACHIEVE A

2.5%

GROWTH IN PARTICIPATION
EQUATES TO...



NEW REGISTERED PLAYERS

19,500



NOTHING
MATTERS
MORE

PROJECTED PARTICIPATION WILL DELIVER BENEFITS ACROSS ALL OUR OUTCOMES



*Total discounted for resulting cost of injury from football participation



NOTHING
MATTERS
MORE

SCOTTISH FA

FUTURE INVESTMENT FOR TOTAL PARTICIPANTS



NOTHING
MATTERS
MORE

GROWTH IN PARTICIPATION

CAN ALSO DELIVER MARGINAL GAINS ON ELITE PERFORMANCE FOR BOTH THE SENIOR MALE AND FEMALE TEAMS IN THE LONG RUN



PERFORMANCE

Impact on senior elite success



TOTAL NEW PLAYERS*



17,600
MALE

Increased male participation achieves improved ranking



+0.3%
IN PERFORMANCE**



1,900
FEMALE

Increased female participation achieves improved ranking



+0.5%
IN PERFORMANCE**

* The impact modelled here considers participation only

** Our analysis shows greater impact on performance can be achieved through more and better coaching



NOTHING MATTERS MORE

RETURN ON INVESTMENT

NEW INVESTMENT

Investment of

€5.45 M

at a cost of

€280

per participant

ADDITIONAL PARTICIPATION

19,500

New male and female participants in registered and unregistered football

15,000 PLAYERS

ADDITIONAL OUTCOMES

Economic benefits of over

€4.7 MILLION



Around 1,500 negative health conditions prevented, saving

€19.1 MILLION



Social benefits of almost

€6.5 MILLION



POSITIVE UEFA RANKING POINT MOVEMENTS

RETURN

New registered participation delivering an average return of

€2,026 PER PARTICIPANT

Increasing total returns by

€34.3 MILLION



NOTHING MATTERS MORE

**FOLLOWING
CONTENT IS FOR
THE MODEL OF**

**147,555
REGISTERED
PLAYERS**

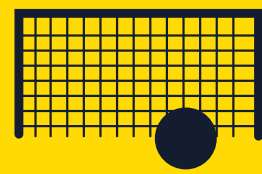


**NOTHING
MATTERS
MORE**

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

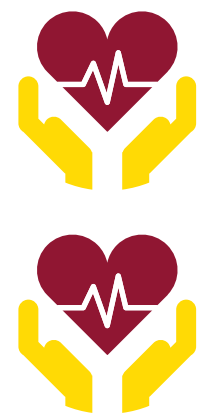
Based on EU assessment of value of sports volunteering and ratio of those in football to estimate value of each volunteer

* Not in employment, education or training (NEET)



**NOTHING
MATTERS
MORE**

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
MATTERS
MORE

PROJECTED PARTICIPATION WILL DELIVER BENEFITS ACROSS ALL OUR OUTCOMES



*Total discounted for resulting cost of injury from football participation



NOTHING
MATTERS
MORE

GROWTH IN PARTICIPATION

CAN ALSO DELIVER AN IMPACT ON ELITE PERFORMANCE FOR BOTH THE SENIOR MALE AND FEMALE TEAMS IN THE LONG RUN



PERFORMANCE

Impact on senior elite success



TOTAL NEW REGISTERED PLAYERS*




3,400
MALE

Increased male participation achieves improved ranking



+0.4%
IN PERFORMANCE**


273
FEMALE

Increased female participation achieves improved ranking



+0.7%
IN PERFORMANCE**

* The impact modelled here considers participation only

** Our analysis shows greater impact on performance can be achieved through more and better coaching



NOTHING MATTERS MORE

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 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

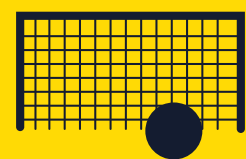
1 CURRENT IMPACT OF PARTICIPATION IN ABERDEEN AND ABERDEENSHIRE



ECONOMY



= **DIRECT CONTRIBUTION TO THE ECONOMY**
€18.9 MILLION CONTRIBUTION



FACILITY ECONOMIC VALUE
€4.2 MILLION

Based on the value of 42 artificial pitches through:
€1.4M GVA contribution of construction sector in Scotland
€2.2M through direct value of pitch construction and hires



PARTICIPATION SPENDING VALUE
€2.2 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
1,044 JOBS

Based on jobs directly linked to current football participation – i.e.
~770 jobs in the sports industry based on current employees: participant ratio
~274 jobs through local construction industry investment



NOTHING MATTERS MORE

2 IMPACT OF FOOTBALL PARTICIPATION ABERDEEN AND ABERDEENSHIRE




SOCIAL
 = **ECONOMIC IMPACT OF SOCIAL BENEFITS**
€14.6 MILLION SAVINGS



CRIME REDUCTION
€74,000

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*
€641,600

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
€883,000

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
€13 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
MATTERS
MORE**

3 MAJOR SAVINGS REALISED THROUGH PREVENTION OF LIFESTYLE DISEASES ABERDEEN AND ABERDEENSHIRE



HEALTH
 = **HEALTHCARE SAVINGS FROM FOOTBALL PARTICIPATION**
€76.9 MILLION SAVINGS



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

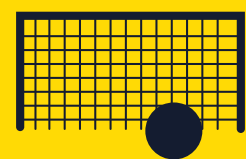
1 THE ECONOMIC CONTRIBUTION IN ABERDEEN AND ABERDEENSHIRE



ECONOMY



= DIRECT CONTRIBUTION TO THE ECONOMY
€6.4 MILLION CONTRIBUTION



FACILITY ECONOMIC VALUE
€4.2 MILLION

Based on the value of 42 artificial pitches through:
€1.4M GVA contribution of construction sector in Scotland
€2.2M through direct value of pitch construction and hires



PARTICIPATION SPENDING VALUE
€2.2 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
1,044 JOBS

Based on jobs directly linked to current football participation – i.e.
~770 jobs in the sports industry based on current employees: participant ratio
~274 jobs through local construction industry investment



NOTHING
MATTERS
MORE

2 IMPACT OF FOOTBALL PARTICIPATION OF REGISTERED PLAYERS **ABERDEEN & ABERDEENSHIRE**



SOCIAL
= ECONOMIC IMPACT OF SOCIAL BENEFITS
€13.4 MILLION SAVINGS



CRIME REDUCTION
€4,200

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*
€35,300

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
€400,000

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
€13 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 MATTERS MORE

3 MAJOR SAVINGS REALISED THROUGH PREVENTION OF LIFESTYLE DISEASES ABERDEEN AND ABERDEENSHIRE



<p>CVD</p> <p>€482,000</p> <p>135 CASES PREVENTED</p>	<p>TYPE II DIABETES</p> <p>€204,000</p> <p>42 CASES PREVENTED</p>	<p>BREAST CANCER</p> <p>N/A</p> <p>0 CASES PREVENTED</p>	<p>COLON CANCER</p> <p>€3,200</p> <p>>1 CASES PREVENTED</p>	<p>MENTAL HEALTH</p> <p>€800,000</p> <p>>91 CASES PREVENTED</p>	<p>SUBJECTIVE WELLBEING</p> <p>€12.5 MILLION</p> <p>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.</p>	<p>COST OF INJURY</p> <p>-€660,000</p> <p>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</p>
---	---	--	--	--	--	---

HEALTH
 = **HEALTHCARE SAVINGS FROM FOOTBALL PARTICIPATION**
€13.4 MILLION SAVINGS



NOTHING MATTERS MORE



NOTHING
MATTERS
MORE

NATIONAL AND LOCAL OUTCOMES

MORE THAN FOOTBALL



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

Scotland's National Performance Framework



NOTHING MATTERS 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

TECHNICAL APPENDICES: OUTCOME CALCULATION FORMULAS AND SOURCES

TABLE 1: ECONOMIC BENEFITS

$$\begin{array}{cccccc}
 \text{Cost of Artificial Pitch build} & * & \text{Construction Sector GVA ratio} & / & \text{Average lifetime of pitch} & + & \text{Annual facility revenues} & = & \text{ANNUAL GVA FACILITY} \\
 \text{SCOTTISH FA} & & \text{OECD} & & \text{SCOTTISH FA} & & \text{SCOTTISH FA} & &
 \end{array}$$

$$\begin{array}{cccccccccc}
 \text{Average spend on equipment / clothing} & * & \text{Wearing apparel sector specific multiplier} & + & \text{Average spend on travel and trips} & + & \text{Travel sector specific multiplier} & = & \text{Fees and other spending} & * & \text{Inactivity rate} & + & \text{Registered players} & = & \text{TOTAL VALUE OF SPENDING} \\
 \text{SURVEY} & & \text{SPEA} & & \text{SURVEY} & & \text{SPEA} & & \text{SURVEY} & & \text{WHO} & & \text{SCOTTISH FA} & &
 \end{array}$$

$$\begin{array}{cccccc}
 \text{Initial Investment} & * & \text{Construction Sector specific multiplier} & - & \text{Initial Investment} & = & \text{Total Investment} & * & \text{Industry standard investment: jobs ration} & = & \text{NEW INFRASTRUCTURE JOBS} \\
 \text{SCOTTISH FA} & & \text{SPEA} & & \text{SCOTTISH FA} & & & & \text{CEBR} & &
 \end{array}$$

$$\begin{array}{cccccc}
 \text{Registered Players} & * & \text{Current player: football employee ratio} & / & \text{New employees} & + & \text{Sport services sector specific multiplier} & = & \text{NEW FOOTBALL RELATED JOBS} \\
 \text{SCOTTISH FA} & & \text{SCOTTISH FA} & & & & \text{SPEA} & &
 \end{array}$$



NOTHING
MATTERS
MORE

TECHNICAL APPENDICES: OUTCOME CALCULATION FORMULAS AND SOURCES

TABLE 2: HEALTH AND WELLBEING BENEFITS

REDUCING CVD	Registered Players * SCOTTISH FA	Risk of CVD * EHN	Effect on risk from participation * IJERPH	Inactivity Rate = WHO	Reduced Incidence * WHO	Cost of Treatment = EHN	SAVINGS
REDUCING DIABETES	Registered Players * SCOTTISH FA	Risk of Diabetes * EHN	Effect on risk from participation * BMJ	Inactivity Rate = WHO	Reduced Incidence * WHO	Cost of Treatment = DIABETEOLGIA	SAVINGS
REDUCING BREAST CANCER	Registered Players * SCOTTISH FA	Risk of Breast Cancer * ECIS	Effect on risk from participation * BMJ	Inactivity Rate = WHO	Reduced Incidence * WHO	Cost of Treatment = THE LANCET	SAVINGS
REDUCING COLON CANCER	Registered Players * SCOTTISH FA	Risk of Colon Cancer * ECIS	Effect on risk from participation * BMJ	Inactivity Rate = WHO	Reduced Incidence * WHO	Cost of Treatment = THE LANCET	SAVINGS
REDUCING MENTAL HEALTH DISORDER	Registered Players * SCOTTISH FA	Risk of 12 Month MH Condition * EU MH BRIEFING NOTES	Effect on risk from participation * JAMA	Inactivity Rate = WHO	Reduced Incidence * WHO	Cost of Treatment = WHO	SAVINGS
IMPROVED WELLBEING	Registered Players * SCOTTISH FA	Inactivity Rate * WHO	Willingness to pay * IRAE	NA:UK GDP ratio = WORLD BANK	SAVINGS		
COST OF INJURY	Registered Players * SCOTTISH FA	Inactivity Rate * ACC	Inactivity Rate * WHO	NA:NZ GDP ratio = WORLD BANK	COST		



**NOTHING
MATTERS
MORE**

TECHNICAL APPENDICES: OUTCOME CALCULATION FORMULAS AND SOURCES

TABLE 3: SOCIAL BENEFITS

REDUCING CRIME	Registered Players *	Risk of Conviction *	Effect on risk from participation *	Inactivity Rate =	Reduced Incidence *	Cost of Conviction =	SAVINGS	
	SCOTTISH FA	EUROSTAT	SIRC	WHO	WHO	VARIABLE		
REDUCING NEET	Registered 18-25yr Players *	Risk of being NEET *	Effect on risk from participation *	Inactivity Rate =	Reduced Incidence *	Per capita cost of being NEET =	SAVINGS	
	SCOTTISH FA	EU	SIRC	WHO	WHO	EFILWC		
IMPROVED EDUCATIONAL PERFORMANCE	Registered 13-18yr Players *	Improvement in educational performance *	Value of education driven GDP growth *	Inactivity Rate =	80 Years =	ANNUALISED VALUE		
	SCOTTISH FA	ECIS	SIRC	WHO	LIFETIME			
REDUCING ABSENTEEISM	Registered 13-18yr Players *	Risk of Absence *	Effect on risk from participation *	Inactivity Rate =	Reduced Incidence *	Cost of Absence *	UK:NA GDP Ratio =	SAVINGS
	SCOTTISH FA	ECIS	BMJ	WHO	WHO	NPC	WORLD BANK	
INCREASED VOLUNTEERING	Value of Sports Volunteering in NA *	Value of Sports Volunteers in NA *	Number of Football Volunteers *	Value of Football Volunteers =	For new volunteers *	National Volunteer rate =	SAVINGS	
	EU	EU	SCOTTISH FA			EU		



NOTHING
MATTERS
MORE