UEFA GROW

SOCIAL RETURN ON INVESTMENT REPORT

Report SROI Netherlands

Measuring the value of football participation in Netherlands

06-07-2021

SUMMARY FINDINGS

1.25M Registered Football Players

411.21K Registered Volunteers

€5.23B Total Current Impact Of Participation

SOCIAL

€1.418B

Economic Impact Of Social Benefits

ECONOMY

€1.269B

Direct Contributions To The Economy

HEALTH

€2.542B

Healthcare Savings From Football Participation

SOCIAL

€1.42B Economic Impact Of Social Benefits

VOLUNTEERING

€1.18B

CRIME

€13.97M

EDUCATION & EMPLOYMENT

€226.06M

ECONOMY

€1.27B Direct Contributions To The Economy

FACILITY VALUE

€92.14M

PLAYER SPENDING

€1.18B

EMPLOYMENT

117.56K

HEALTH

€2.54B Healthcare Savings From Football Participation

CVD AND DIABETES

€366.95M

CANCER

€2.47M

AGEING

€9.61M

SUBJECTIVE WELLBEING

€2.10B

MENTAL HEALTH

€42.55M

INJURY

€-17.60M

PROJECTS & PROGRAMMES

€33.96M

1 INTRODUCTION

Instinctively, beyond being a form of entertainment loved by millions throughout the world, we can feel that football has many benefits on and off the pitch. Identifying, proving and demonstrating the value of those benefits has not always been so easy. The UEFA GROW SROI Model has been developed in response to this challenge.

Launched in 2015, the UEFA GROW programme is the central business development platform to help national associations throughout Europe grow the game in a systematic and strategic manner. To help build a coherent business case for this development and help attract investment, it sponsored the development of a comprehensive, rigorous football specific SROI model to establish the impact that mass participation in football has across a spectrum of economic, health and social outcomes. In turn, this has enabled a monetary value to be placed on people's regular participation in the game at national, regional and club levels.

Supported by an Advisory Panel of academics from more than ten European Universities and a range of football industry and nongovernmental body experts, a proof of concept was developed and tested with two national associations, Sweden and Romania, which differ significantly in terms of participation, facilities, data and the football workforce. It was critical for UEFA to develop a model that could be applied to all its members and the initial results more than satisfied expectations, with the President of the Swedish Football Association and UEFA's First Vice President Karl-Erik Nilsson stating that: "Despite taking a very conservative approach, in the economic, social and health aspects of the model, the monetary value of mass participation in football was staggering."

The model has since been rolled out and has now been completed or is at some stage of application in over 40 of UEFA's member associations. This has enabled football administrators to talk to governments about the proven benefits of the sport with the confidence of results being recognised by the academic world, the World Health Organisation, United Nations and the Council of Europe's Enlarged Participation Agreement on Sport (EPAS). This also allows football's commercial partners to highlight the benefits they bring to society by supporting the grassroots game.

With ever increasing datasets and evidence becoming available, following an extensive review, the model has now been refreshed and extended to cover a broader range of outcomes, with greater sensitivity to population variations and football delivery models. It has also been adapted to enable regional, local and club level assessments, right down to the impact and value of specific programmes of activity. Version 2 of the UEFA GROW SROI Model is now being applied at national levels and made available in an online format to regional and county associations as well as individual clubs and foundations.

2 METHODOLOGY

WHAT IS SROI?

Social Return on Investment ('SROI') is a form of cost benefit analysis that attempts to quantify the social change created by a programme, policy, investment or entity. It is a particularly useful form of analysis for not-for-profit organisations, which seek to generate positive social changes that are difficult to measure in traditional financial terms.

There is no right way to complete a SROI study, which is itself a branch of social value[1] assessment. Social valuing techniques have developed and been refined progressively over time and typically involve the following steps[2].

1. Establishing scope and identifying key stakeholders
2. Mapping outcomes
3. Evidencing outcomes and giving them a value
4. Establishing impact
5. Calculating the SROI
6. Reporting, using and embedding

A typical SROI study initially involves the determination of the changes sought by the programme, policy, investment or organisation, and then undertaking a structured approach to determining whether the identified benefits can be converted into financial terms for the purposes of valuation. SROI can be calculated for a single year or over the life of a project or programme, and it can be calculated summatively (i.e. at the end of a programme once outcomes have been realised) or formatively (i.e. as a programme is underway, or prior to it getting underway).

The output of a SROI exercise is usually presented in a ratio relative to costs. The overall "SROI ratio" demonstrates the unit benefitsachieved for every Euro of investment society has made in the delivery of the programme, policy or organisation.

THE UEFA GROW SROI APPROACH

In the UEFA GROW SROI Model, scope and stakeholders can be considered in terms of both territory and population. The model can be applied at the level of a country, or National Association, or footballing sub entities within that territory such as a region or county association, football club or defined football programme.

1 – https://socialvalueint.org/social-value/what-is-social-value
2 – Social Value UK. 2012. A Guide to Social Return On Investment, http://www.socialvalueuk.org

Within the defined setting the scope of the model is limited to the populations that are registered to play football with the National Association or on defined club programmes that involve 'regular' participation[3].

Following a period of stakeholder consultation, outcomes were defined through the model development stage where high quality evidence of football's impact could be evidenced in relation to three overarching domains: Economic, Social and Health.

- In the Economic domain these include the value of facility development and football participation related expenditure by players.
- In the Social domain they include the value of impacts on crime, education, employment and volunteering.
- In the Health domain they include the value of impacts on Cardio-vascular diseases, cancers, mental health, ageing, subjective
- wellbeing and injury.

A variety of techniques are employed to establish related impacts and to value them. In the economic domain, facility valuation is 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 expenditure is based on the results of a survey distributed amongst active adult players and the parents of junior players, which 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 finally spending on refreshments, hospitality any other spending directly associated with football participation.

In the social domain, calculations related to reductions in crime and NEET[4] status are based on the risk of players in the population groups facing these outcomes and the associated cost to society as well as the effect of involvement in team sports like football in reducing that risk. The reduced risk associated with playing football provides a basis from which to calculate the reduced cost to society. Deadweight[5] is accounted for through a discount based on the proportion of the population that would be likely to be involved in an alternative team sport if they did not play football. The education contribution is based on academic assessments of the impact of involvement in team sports like football on people's educational performance. We then use OECD studies to calculate the likely effect of a lift in educational performance on a country's GDP[6]. 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[7].

In the health domain calculations for CVD, Diabetes, Cancer and Mental Health are based on the risk of players in the population groups facing these conditions and the associated cost, as well as the effect of regular involvement in sports involving moderate to vigorous physical activity, such as football, in reducing that risk. We then use the reduction in risk as a basis from which to calculate the reduced cost to society. Deadweight is accounted for through a discount based on the proportion of the population that would be likely to be involved in similar forms of physical activity if they did not play football. The calculation for subjective wellbeing uses findings from academic research that assigned a monetary value on the basis of people's 'willingness to pay' for an equivalent boost to their sense of wellbeing to that driven by team sports participation, including football. The negative impacts of football related injury are also considered based on cost and prevalence studies of football injuries.

In a number of cases, where football clubs are delivering 'targeted' football programmes that are designed to work with specific groups in order to address particular health or social conditions such as EuroFIT[8], the model benefits from existing assessments of likely impact and value where football is delivered in line with defined programme designs.

In the final analysis the lowest point of all these assessments of value are brought together to provide an overall annualised, 'at least', valuation of regular, registered football participation at the level of the country, region, club or programme. The results can also be considered in terms of the economic, social and health contributions, in many cases including an estimate of the number of negative outcomes that football helps to prevent.

3 – Defined as at least one hour a week of training/matchplay over the course of a 9-month football season, academic year or equivalent period.
4 – Not in Education, employment or training
5 – The impact that might have happened anyway
6 – A new approach based on increased lifetime earnings is currently being explored
7 – Consideration is now being given to the wider benefits associated with skill acquisition, social capital and integration
8 – http://eurofitfp7.eu

3 SOCIAL BENEFITS

€1.418B

Economic Impact Of Social Benefits

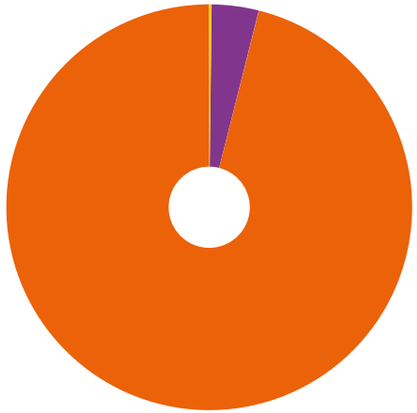
Football participation leads to a range of social benefits and prevention of social problems, resulting in personal developments,improved economic performance and savings to society.

VOLUNTEERING
€1.18B

CRIME
€13.97M

EDUCATION & EMPLOYMENT
€226.06M

VOLUNTEERS
It is estimated that the 411.21K volunteers in Netherlands deliver contributions with a combined value of €1.418B.



OPERATIONAL VOLUNTEERS
€1.13B

MALE COACHES
€44.17M

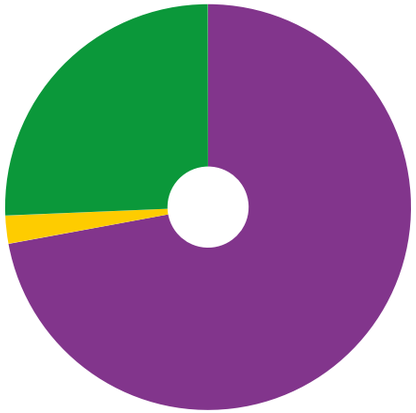
FEMALE COACHES
€2.22M

CRIME

It is estimated that a total of 31 incidence of adult and 130 incidence of juvenile crime were prevented as a result of football participation in the reporting period, resulting in a combined saving of €13.967M.

EDUCATIONAL BENEFIT

In the area of education it is estimated that, as a result of football participation, the number of people who are absent from school is reduced by 7,612 and the number who are prevented from becoming NEET is 161. Together with improvements in educational performance, it is estimated that the combined value of eductional impacts is €163.014M.



IMPROVED EDUCATIONAL ATTAINMENT
€163.01M

REDUCED SCHOOL ABSENCE
€58.01M

REDUCED NUMBERS WHO ARE NEET
€5.04M

4 HEALTH SAVINGS AND VALUE

€2.542B

Healthcare Savings From Football Participation

Football participation leads to a range of social benefits and prevention of social problems, resulting in personal developments,improved economic performance and savings to society.

CVD AND DIABETES
€366.95M

CANCER
€2.47M

AGEING
€9.61M

SUBJECTIVE WELLBEING
€2.10B

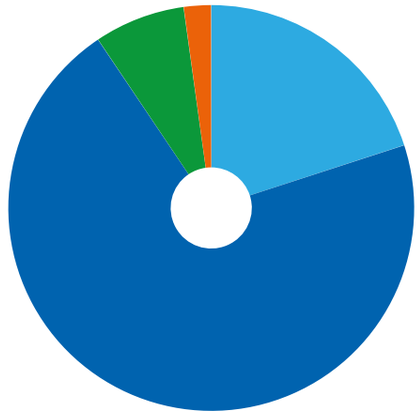
MENTAL HEALTH
€42.55M

INJURY
€-17.60M

PROJECTS & PROGRAMMES
€33.96M

CVD AND DIABETES

It is estimated that a total of 76,052 incidence of Cardiovascular disease and Diabetes will have been prevented in the reporting period, producing savings of €2.542B.



HYPERTENSION
€259.03M

DIABETES
€73.39M

IHD
€26.56M

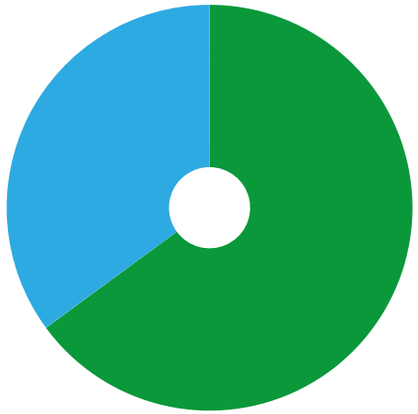
STROKE
€7.97M

CANCER

It is estimated that a total of 14 incidence of Cancer will have been prevented in the reporting period, with a value of €2.470M.

AGEING

It is estimated that a total of 4,771 incidence of Osteoporosis and Dementia will be prevented as a result of football participation in the reporting period, producing savings of €9.606M.

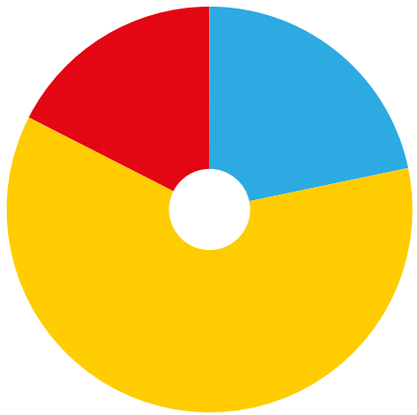


DEMENTIA
€6.24M

OSTEOPOROSIS
€3.37M

MENTAL HEALTH AND WELLBEING

It is estimated that a total of 13,428 incidence of Depression, Anxiety and Schizophrenia will have been prevented in the reporting period, producing savings of €42.546M.



SUBJECTIVE WELLBEING
€2.10B

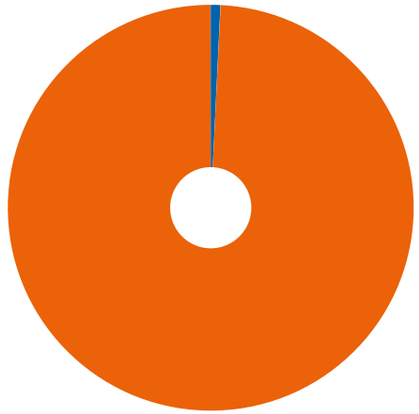
DEPRESSION
€25.85M

ANXIETY
€9.25M

SCHIZOPHRENIA
€7.44M

Individual players' wellbeing will also have been boosted to the value of €2.104B during the reporting period.

TARGETED HEALTH PROGRAMMES



WALKING FOOTBALL PROJECTS
€33.70M

TARGETED PROJECTS (VALUEBASED)
€264.60K

5 ECONOMIC VALUE

€1.269B
Direct Contributions
To The Economy

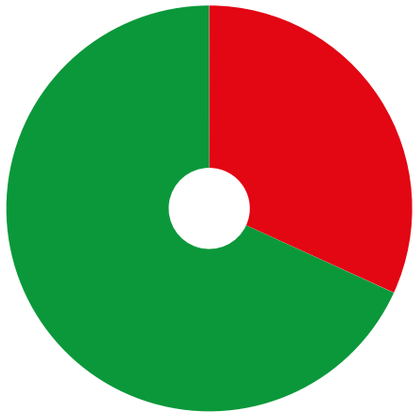
Football participation leads to significant levels of investment and consumer spending, which make an important contribution to the economy.

FACILITY VALUE
€92.14M

PLAYER SPENDING
€1.18B

EMPLOYMENT
117.56K

FACILITY ELEMENTS
The contribution made by the investment in and usage of the 117,557 artificial turf pitches in Netherlands amounted to €1.269B in the reporting period.

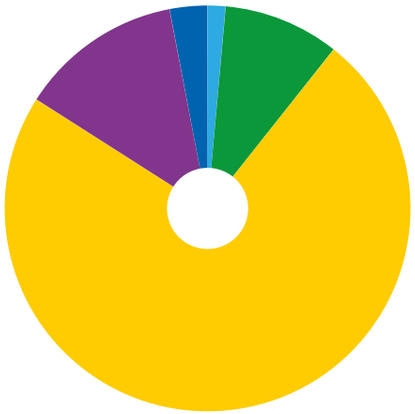


Pitch hire fees

Investment in pitches

SPENDING ELEMENTS

It is estimated that a total of 4,771 incidence of Osteoporosis and Dementia will be prevented as a result of football participation in the reporting period, producing savings of €9.606M.



FOOD, DRINK AND OTHER SPENDING
€863.63M

FOOTBALL KIT
€152.69M

CLUB FEES
€108.94M

FOOTBALL TRIPS
€35.26M

FOOTBALL EQUIPMENT
€16.81M

6 PROJECTTEAM

SUBSTANCE

The UEFA GROW SROI Model is managed and maintained by Substance (www.substance.net), a UK based research and development company, which specialises in the assessment of the social impact and benefit of sport and other activities.

ADVISORY PANEL

The core team is supported by an Advisory Panel of academic and industry experts whose role is to:

- To review progress with model development
- Review progress to date and reflections on key learning from the roll out of the model
- Review revisions to model structures and parameters
- Review data sources included in the modelling and identify alternate or proxy data sources where critical gaps are identified
- Challenge or endorse and support the technical credentials of the project deliverables
- Advise on future research to address gaps in insight or data.

Alongside football representatives the current advisory panel includes the following academics:

- Professor Paul Downward, University of Loughborough
- Professor Louise Mansfield, Brunel University
- Ilya Solntsev, Plekhanov Russian University of Economics
- Professor Peter Krustrup, University of Southern Denmark
- Professor Pamela Wicker, Universitat Bielefeld
- Christian Pfeifer, IZA Institute of Labor Economics
- Professor Rosie Meek, Royal Holloway, London University