SCOTTISH FA
UEFA GROW
SOCIAL RETURN ON INVESTMENT MODEL

MEASURING THE VALUE OF FOOTBALL PARTICIPATION IN SCOTLAND
“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.”
"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."
SCOTTISH FOOTBALL IN NUMBERS

SCOTLAND’S NUMBER 1 SPORT

FOLLOWED BY 1.8 MILLION ADULTS IN THE COUNTRY

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
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.
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.
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.
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.
BENEFITS OF PARTICIPATION

BENEFITS FOR A SCOTTISH FAMILY

IMPROVED WELLBEING

PART OF THE FOOTBALL FAMILY

MAKE NEW FRIENDS

HEALTHY HABITS

FEEL HAPPIER

IMPROVE PHYSICAL LITERACY

BE A ROLE MODEL

VOLUNTEERING HELPS THE LOCAL COMMUNITY

SPECTATOR

COACH

BECOME A MENTOR

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BECOME A MENTOR
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?

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

SCOTTISH POPULATION THAT PLAYS FOOTBALL
- 11% WOMEN
- 89% MEN

REGISTERED PLAYERS vs CASUAL PLAYERS
- 147,555 REGISTERED PLAYERS
- 632,445 CASUAL PLAYERS

780,000 PLAYERS IN TOTAL
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
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
UEFA GROW

UEFA GROW
SOCIAL RETURN ON INVESTMENT MODEL
PARTICIPATION IS PROJECTED TO DELIVER BENEFITS ACROSS ALL OUR OUTCOMES

ECONOMY
Annual contribution of new facility and new player spend

SOCIAL
Impact of social benefits

FACILITY DEVELOPMENT
PLAYER SPEND
JOB CREATION

EDUCATION AND NEET
FACILITY DEVELOPMENT
VOLUNTEERING
PARTICIPATION IS PROJECTED TO DELIVER BENEFITS ACROSS ALL OUR OUTCOMES

- **HEALTH**: Healthcare savings from football participation
- **PERFORMANCE**: Increased participation related to improved elite performance
- **CVD AND CANCERS**
- **MENTAL HEALTH**
- **FOOTBALL INJURY**
- **PLAYER POOL**
- **IMPROVED COACHING**
- **INSPIRATION**
FOLLOWING CONTENT IS FOR THE MODEL OF

780,000 TOTAL PARTICIPANTS
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
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- **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
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
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)
3 MAJOR SAVINGS REALISED THROUGH PREVENTION OF LIFESTYLE DISEASES

HEALTH = HEALTHCARE SAVINGS FROM FOOTBALL PARTICIPATION

€762.6 MILLION SAVINGS

**CVD**
- **€27.1 MILLION**
- 7,600 CASES PREVENTED

**TYPE II DIABETES**
- **€11.5 MILLION**
- 2,400 CASES PREVENTED

**BREAST CANCER**
- **€16,000**
- 1.5 CASES PREVENTED

**COLON CANCER**
- **€180,000**
- 12 CASES PREVENTED

**MENTAL HEALTH**
- **€44.8 MILLION**
- 5,000 CASES PREVENTED

**SUBJECTIVE WELLBEING**
- **€704.7 MILLION**

**COST OF INJURY**
- **–€25.6 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.

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.
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
PROJECTED PARTICIPATION WILL DELIVER BENEFITS ACROSS ALL OUR OUTCOMES

1. **ECONOMY**
   - **€4.7 MILLION**
   - Annual contribution of new facility and new player

2. **SOCIAL**
   - **€6.5 MILLION**
   - Economic impact of social benefits

3. **HEALTH**
   - **€19.1 MILLION***
   - Healthcare savings from football participation

**TOTAL €30.3 MILLION**

*Total discounted for resulting cost of injury from football participation
SCOTTISH FA

FUTURE INVESTMENT FOR TOTAL PARTICIPANTS
GROWTH IN PARTICIPATION

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

**Total New Players**

**Male**
- 17,600
- Increased male participation achieves improved ranking
- +0.3% in performance**

**Female**
- 1,900
- 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
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
FOLLOWING CONTENT IS FOR THE MODEL OF

147,555 REGISTERED PLAYERS
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
2 IMPACT OF FOOTBALL PARTICIPATION

SOFI = 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)
3 MAJOR SAVINGS REALISED THROUGH PREVENTION OF LIFESTYLE DISEASES

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<thead>
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<th>HEALTH</th>
<th>WELLBEING</th>
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*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.*

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**HEALTH = HEALTHCARE SAVINGS FROM FOOTBALL PARTICIPATION**

**€144 MILLION SAVINGS**
SCOTTISH FA

FUTURE INVESTMENT FOR REGISTERED PLAYERS
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.

**EQUATION FOR FOOTBALL PARTICIPATION**

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

Additional annual investment of **€808,000**

To achieve a **2.5%** growth in participation equates to...

**3,700 new registered players**
PROJECTED PARTICIPATION WILL DELIVER BENEFITS ACROSS ALL OUR OUTCOMES

1. ECONOMY
   - £1 MILLION
     Annual contribution of new facility and new player

2. SOCIAL
   - £6.2 MILLION
     Economic impact of social benefits

3. HEALTH
   - £3.6 MILLION*
     Healthcare savings from football participation

TOTAL £10.8 MILLION

*Total discounted for resulting cost of injury from football participation
GROWTH IN PARTICIPATION CAN ALSO DELIVER AN IMPACT ON ELITE PERFORMANCE FOR BOTH THE SENIOR MALE AND FEMALE TEAMS IN THE LONG RUN

**TOTAL NEW REGISTERED PLAYERS**

**MALE**
- 3,400
- Increased male participation achieves improved ranking
- +0.4% in performance**

**FEMALE**
- 273
- 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
**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
- Positive UEFA ranking point movements of €3.6 MILLION
- Around 80 negative health conditions prevented, saving €6.2 MILLION

**RETURN**

New registered participation delivering an average return of €2,928 per participant

Increasing total returns by €10.8 MILLION
FOLLOWING CONTENT IS FOR THE REGIONAL MODEL OF ABERDEEN AND ABERDEENSHIRE
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
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

CURRENT IMPACT OF PARTICIPATION IN ABERDEEN AND ABERDEENSHIRE

= DIRECT CONTRIBUTION TO THE ECONOMY

€18.9 MILLION CONTRIBUTION

FACILITY ECONOMIC VALUE

€4.2 MILLION

Based on the value of 42 artificial pitches through:

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CURRENT IMPACT OF PARTICIPATION IN ABERDEEN AND ABERDEENSHIRE
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)
### 3 Major Savings Realised Through Prevention of Lifestyle Diseases

**Healthcare Savings from Football Participation**

<table>
<thead>
<tr>
<th>Disease</th>
<th>Value</th>
<th>Cases Prevented</th>
</tr>
</thead>
<tbody>
<tr>
<td>CVD</td>
<td>€2.76M</td>
<td>750</td>
</tr>
<tr>
<td>Type II Diabetes</td>
<td>€1.17M</td>
<td>240</td>
</tr>
<tr>
<td>Breast Cancer</td>
<td>€1.600</td>
<td>&lt;1</td>
</tr>
<tr>
<td>Colon Cancer</td>
<td>€18.300</td>
<td>1</td>
</tr>
<tr>
<td>Mental Health</td>
<td>€4.56M</td>
<td>512</td>
</tr>
<tr>
<td>Subjective Wellbeing</td>
<td>€71.8M</td>
<td></td>
</tr>
<tr>
<td>Cost of Injury</td>
<td>-€3.4M</td>
<td></td>
</tr>
</tbody>
</table>

**CVD**
- **Value**: €2.76M
- **Cases Prevented**: 750

**Type II Diabetes**
- **Value**: €1.17M
- **Cases Prevented**: 240

**Breast Cancer**
- **Value**: €1.600
- **Cases Prevented**: <1

**Colon Cancer**
- **Value**: €18.300
- **Cases Prevented**: 1

**Mental Health**
- **Value**: €4.56M
- **Cases Prevented**: 512

**Subjective Wellbeing**
- **Value**: €71.8M

**Cost of Injury**
- **Value**: -€3.4M

---

**Shortened Health**

**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
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
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)
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.

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.

HEALTH = HEALTHCARE SAVINGS FROM FOOTBALL PARTICIPATION

€13.4 MILLION SAVINGS
Scotland’s National Performance Framework

Our Purpose
To focus on creating a more successful country with opportunities for all of Scotland to flourish through increased wellbeing, and substantial and inclusive economy growth.

We have a globally competitive, entrepreneurial, and sustainable economy.

We are open, connected, and make a positive contribution internationally.

We tackle poverty by sharing opportunities, wealth and power more equally.

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

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

We are well educated, skilled and able to contribute to society.

We are creative and our share and diverse cultures are enjoyed widely.

We value, enjoy and protect our environment.

We respect, protect and fulfil human rights and live free from discrimination.

Our Values
We are a society which treats all our people with kindness, dignity and compassion, respects the rule of law, and acts in an open and transparent way.

We are healthy and active.

We are creative and our vibrant and diverse cultures are enjoyed widely.

We respect, protect and fulfill human rights and live free from discrimination.

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
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.
**Table 1: Economic Benefits**

<table>
<thead>
<tr>
<th>Cost of Artificial Pitch build *</th>
<th>Construction Sector GVA ratio</th>
<th>Average Lifetime of Pitch</th>
<th>Annual Facility Revenues</th>
<th>ANNUAL GVA FACILITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>SCOTTISH FA</td>
<td>OECD</td>
<td>SCOTTISH FA</td>
<td>SCOTTISH FA</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Average spend on equipment / clothing *</th>
<th>Wearing apparel sector specific multiplier</th>
<th>Average spend on travel and trips</th>
<th>Travel sector specific multiplier</th>
<th>Fees and other spending</th>
<th>Inactivity rate</th>
<th>Registered players</th>
<th>TOTAL VALUE OF SPENDING</th>
</tr>
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<tbody>
<tr>
<td>SURVEY</td>
<td>SPEA</td>
<td>SURVEY</td>
<td>SPEA</td>
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<td>SCOTTISH FA</td>
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</table>

<table>
<thead>
<tr>
<th>Initial Investment *</th>
<th>Construction Sector specific multiplier</th>
<th>Initial Investment</th>
<th>Total Investment *</th>
<th>Industry standard investment: jobs ration</th>
<th>NEW INFRASTRUCTURE JOBS</th>
</tr>
</thead>
<tbody>
<tr>
<td>SCOTTISH FA</td>
<td>SPEA</td>
<td>SCOTTISH FA</td>
<td>CEBR</td>
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</table>

<table>
<thead>
<tr>
<th>Registered Players *</th>
<th>Current player: football employee ratio</th>
<th>New employees</th>
<th>Sport services sector specific multiplier</th>
<th>NEW FOOTBALL RELATED JOBS</th>
</tr>
</thead>
<tbody>
<tr>
<td>SCOTTISH FA</td>
<td>SCOTTISH FA</td>
<td>SCOTTISH FA</td>
<td>SPEA</td>
<td></td>
</tr>
</tbody>
</table>
## TECHNICAL APPENDICES: OUTCOME CALCULATION FORMULAS AND SOURCES

### TABLE 2: HEALTH AND WELLBEING BENEFITS

| REDUCING CV (
Reducing Risk of CVD) | Registered Players * | Risk of CVD * | Effect on risk from participation * | Inactivity Rate * | Reduced Incidence * | Cost of Treatment * | SAVINGS |
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
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<tbody>
<tr>
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<td>EHN</td>
<td>IJERPH</td>
<td>WHO</td>
<td>WHO</td>
<td>WHO</td>
<td>EHN</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>REDUCING DIABETES (Reducing Risk of Diabetes)</th>
<th>Registered Players *</th>
<th>Risk of Diabetes *</th>
<th>Effect on risk from participation *</th>
<th>Inactivity Rate *</th>
<th>Reduced Incidence *</th>
<th>Cost of Treatment *</th>
<th>SAVINGS</th>
</tr>
</thead>
<tbody>
<tr>
<td>SCOTTISH FA</td>
<td>EHN</td>
<td>BMJ</td>
<td>WHO</td>
<td>WHO</td>
<td>WHO</td>
<td>DIABETOLOGIA</td>
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</table>

<table>
<thead>
<tr>
<th>REDUCING BREAST CANCER (Reducing Risk of Breast Cancer)</th>
<th>Registered Players *</th>
<th>Risk of Breast Cancer *</th>
<th>Effect on risk from participation *</th>
<th>Inactivity Rate *</th>
<th>Reduced Incidence *</th>
<th>Cost of Treatment *</th>
<th>SAVINGS</th>
</tr>
</thead>
<tbody>
<tr>
<td>SCOTTISH FA</td>
<td>ECIS</td>
<td>BMJ</td>
<td>WHO</td>
<td>WHO</td>
<td>WHO</td>
<td>THE LANCET</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>REDUCING COLON CANCER (Reducing Risk of Colon Cancer)</th>
<th>Registered Players *</th>
<th>Risk of Colon Cancer *</th>
<th>Effect on risk from participation *</th>
<th>Inactivity Rate *</th>
<th>Reduced Incidence *</th>
<th>Cost of Treatment *</th>
<th>SAVINGS</th>
</tr>
</thead>
<tbody>
<tr>
<td>SCOTTISH FA</td>
<td>ECIS</td>
<td>BMJ</td>
<td>WHO</td>
<td>WHO</td>
<td>WHO</td>
<td>THE LANCET</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>REDUCING MENTAL HEALTH DISORDER (Reducing Risk of 12 Month MH Condition)</th>
<th>Registered Players *</th>
<th>Risk of 12 Month MH Condition *</th>
<th>Effect on risk from participation *</th>
<th>Inactivity Rate *</th>
<th>Reduced Incidence *</th>
<th>Cost of Treatment *</th>
<th>SAVINGS</th>
</tr>
</thead>
<tbody>
<tr>
<td>SCOTTISH FA</td>
<td>EU MH BRIEFING NOTES</td>
<td>JAMA</td>
<td>WHO</td>
<td>WHO</td>
<td>WHO</td>
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</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>IMPROVED WELLBEING (Registered Players)</th>
<th>Inactivity Rate *</th>
<th>Willingness to pay *</th>
<th>NA:UK GDP ratio</th>
<th>SAVINGS</th>
</tr>
</thead>
<tbody>
<tr>
<td>SCOTTISH FA</td>
<td>WHO</td>
<td>IRAE</td>
<td>WORLD BANK</td>
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</table>

<table>
<thead>
<tr>
<th>COST OF INJURY</th>
<th>Registered Players</th>
<th>Inactivity Rate *</th>
<th>NA:UK GDP ratio</th>
<th>COST</th>
</tr>
</thead>
<tbody>
<tr>
<td>SCOTTISH FA</td>
<td>ACC</td>
<td>WHO</td>
<td>WORLD BANK</td>
<td></td>
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</tbody>
</table>
## TECHNICAL APPENDICES: OUTCOME CALCULATION FORMULAS AND SOURCES

### TABLE 3: SOCIAL BENEFITS

<table>
<thead>
<tr>
<th>Outcome</th>
<th>Registered Players</th>
<th>Risk of</th>
<th>Effect on risk from participation</th>
<th>Inactivity Rate</th>
<th>Reduced Incidence</th>
<th>Cost of Conviction</th>
<th>SAVINGS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reducing Crime</td>
<td>SCOTTISH FA</td>
<td>Conviction</td>
<td>SCOTTISH FA</td>
<td>SIRC</td>
<td>WHO</td>
<td>WHO</td>
<td>VARIABLE</td>
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<tr>
<td>Reducing NEET</td>
<td>Registered 18-25yr Players</td>
<td>NEET</td>
<td>EU</td>
<td>SIRC</td>
<td>WHO</td>
<td>WHO</td>
<td>SAVINGS</td>
</tr>
<tr>
<td>Improved Educational Performance</td>
<td>Registered 13-18yr Players</td>
<td>Improvement in educational performance</td>
<td>ECIS</td>
<td>SIRC</td>
<td>WHO</td>
<td>WHO</td>
<td>ANNUALISED VALUE</td>
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<tr>
<td>Reducing Absenteeism</td>
<td>Registered 13-18yr Players</td>
<td>Absence</td>
<td>BMJ</td>
<td>SIRC</td>
<td>WHO</td>
<td>WHO</td>
<td>SAVINGS</td>
</tr>
<tr>
<td>Increased Volunteering</td>
<td>Value of Sports Volunteering in NA</td>
<td>NA</td>
<td>NA</td>
<td>SCOTTISH FA</td>
<td>WHO</td>
<td>WHO</td>
<td>SAVINGS</td>
</tr>
</tbody>
</table>

### Technical Appendices

- Outcome Calculation Formulas and Sources
- World Bank
- Scotland FA
- European Union
- SCOTTISH FA
- ECIS
- SIRC
- BMJ
- WHO
- NPC
- UK
- National Volunteer rate
- Nothing Matters More