



Sportivate

in North Yorkshire: An SROI Evaluation

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Introduction

Sportivate is a £56 million Lottery funded London 2012 legacy project run by Sport England across England that aims to increase participation in sport by young people (aged 11-25). The programme gives young people access to six-to-eight weeks' of free or subsidised coaching in a range of sports. During the Sportivate sessions those taking part can work towards an event or personal challenge and when the free or low-cost coaching has finished they will be supported to continue playing sport. In particular the target group is described as "people who are not particularly sporty but would like to play more sport"¹.

Sportivate launched in June 2011 as a four-year programme aimed at 14-25 year-olds. Additional funding of £10m per year has subsequently been invested nationally allowing the programme to run until March 2017.

Sportivate is run at local level by County Sports Partnerships (CSPs) and Skyblue were asked by North Yorkshire Sport to carry out a Social Return on Investment (SROI) evaluation of Sportivate within North Yorkshire. Between June 2011 and December 2014 Sportivate in North Yorkshire has engaged with over 8,000 young people and by March 2015 will have invested over £500,000 in projects in North Yorkshire. Funding can be spent on a range of activities and items to encourage increasing participation, including new equipment, funding additional sessions, and assisting coaches in gaining qualifications.

About North Yorkshire Sport

North Yorkshire Sport is uniquely placed as the County Sports Partnership for the area charged by Sport England with supporting the coordination and delivery of sport and physical activity programmes in the districts of Craven, Hambleton, Richmondshire, Ryedale and Selby, the Boroughs of Harrogate and Scarborough, and the City of York.

Our purpose is to help drive improved access to, and an increased participation in, sport and physical activity in North Yorkshire; we bring together all key partners involved in the sector at a local level, and actively work to support sustained investment in sport at local and national levels.

North Yorkshire Sport is committed to supporting a high quality sporting structure through which activity can be delivered; its core team support Governing Bodies of Sport, Clubs, Individuals (such as coaches, officials and volunteers) and Local Authorities linking them to other key community sport and physical activity providers in the public and private sector (e.g. Education, Health, Leisure Trusts and Business amongst others).

¹ <https://www.sportengland.org/our-work/children-and-young-people/sportivate/>;
<https://www.sportengland.org/sport-you/give-sport-a-go/sportivate/>

We drive the local implementation of the national Legacy Plan from the London 2012 Olympic and Paralympic games, 'People, Places, Play' through the delivery of the School Games, the Sportivate and Sport Makers programmes and the Community Games amongst others.

With a core staff team our work includes making available sports participation data, offering facilities and funding advice relating to Sport England investment programmes, working with community sports clubs and National Governing Bodies of Sport, coordinating volunteering programmes, helping to develop school-club links, encouraging disability sports development through NGBs, and organising training and coach development courses.

Throughout the year, North Yorkshire Sport also organises a series of county level events, produces key network communications and has a growing presence on social media platforms such as Facebook and Twitter.

About Skyblue Research

Skyblue Research Ltd is a York-based independent research consultancy with a stated aim to enable better futures through research. We have delivered over 200 meta-, programme and project evaluations and research studies for 75 clients since 2007, including contributions to the DCMS meta-evaluation of the London 2012 Olympic and Paralympic Games; and currently an evaluation and SROI for the BP Young Leaders Programme Glasgow 2014, associated with the Commonwealth Games. We have a particular area of focus around public health, sports and wellbeing, and have expertise and experience in Monitoring & Evaluation design, theory of change / logic modelling, (SROI) valuation and evaluation delivery. Our current work includes evaluations of: Healthwatch York, long-term National Disability Sports Programmes; Get on Track; and National Adult Social Care interventions for clients including the Dame Kelly Holmes Trust, Skills for Care, EFDS, County Sports Partnerships and National Governing Bodies. Skyblue continually update their practice via the SROI Network, Inspiring Impact Network, UKES and MRS.

What is SROI?

Social Return on Investment (SROI) is an approach to identifying, understanding and managing the value of outcomes created by an activity, project, or organisation. These outcomes could be economic, social, or environmental, and could be positive (adding value) or negative (removing value). It seeks to involve stakeholders from the start to understand how change is created and what that change might be, to measure the extent of that change, to value those changes, and to apply financial proxies to communicate them. Throughout this it is important not to over-claim and to be transparent about any assumptions that have been made and the ways in which conclusions have been reached.

SROI can be forecast or evaluative – i.e. it can project possible future outcomes or evaluate existing outcomes. This study is an evaluative SROI.

Ultimately an 'SROI ratio' is reached which identifies the estimated social, economic and environmental return generated by every £1 of investment. It is important that this 'headline' ratio be taken in the context of the wider report so that the means by which change is created and the mechanism for valuing that change is understood.

Method

Skyblue met with North Yorkshire Sport personnel initially in November 2013 to identify the material stakeholders in Sportivate in North Yorkshire. Following this meeting we carried out research from the following sources:

- January-February 2014: Focus groups with participants in four Sportivate projects (the Jack Raine Foundation in York, the University of York Women's Football Club, Ripon Rockets Netball Club, and The Forest School, Knaresborough – details of these organisations are provided in Appendix B)
- January-February 2014: Interviews with Sportivate project organisers for the four projects named above
- May 2014: Follow-up meetings with North Yorkshire Sport to map the material outcomes identified by stakeholders
- August-November 2014: Quantitative surveys with 135 Sportivate participants and 33 project organisers (Survey tools provided as Appendix A)
- November 2014: Programme Monitoring Information
- Ongoing: Wider literature review

Summary of Findings

- Sportivate in North Yorkshire has created value for participants, for funded organisations, and for the state.
- This research suggests that over 6,000 Sportivate participants in North Yorkshire are participating in sport more frequently now than they were before they undertook the project.
- This additional participation has led to improved well-being for participants.
- Organisations have benefitted in terms of sustainable investment and additional volunteer time catalysed by Sportivate.
- The State has definitely benefitted in terms of reduced burden on the NHS as a result of lower obesity, and may have also benefitted in terms of lower costs associated with anti-social behaviour.
- **In total, for every £1 invested in Sportivate in North Yorkshire between April 2011 and December 2014, there has been at least a figure of just under £3 of social value created.**

Stakeholders and Materiality

Stakeholders are defined in this study as people or organisations who directly affect, or are affected by Sportivate projects in North Yorkshire. The first principle of SROI is to engage with stakeholders.

However, not all stakeholders are judged to be *material*. Materiality has a particular meaning in SROI. Essentially it asks whether the value created for a stakeholder is relevant and significant enough to merit their inclusion in the analysis². This will sometimes be obvious e.g. Sportivate participants, and sometimes be less clear e.g. families of those participants. The aim is to focus the analysis on those changes that are most important and which merit being included in the lengthy data collection and modelling process. Materiality is not the same as importance. Some of the most important stakeholders to an organisation (e.g. staff, funders) are usually not included in an SROI analysis because they do not benefit from the activities being analysed in a way that is sufficiently relevant and significant. The table below identifies whether stakeholders were considered to be 'material' at an October 2013 meeting between Skyblue and North Yorkshire Sport, and our suggested approach for engaging with them.

Table 1: Stakeholder Map

Stakeholder	Material to SROI analysis?	Reason for materiality decision	Methodology
Sportivate Participants	Yes	Primary stakeholder and have a direct and substantial benefit from the projects	A mixture of focus groups with past and present participants in four projects. These were followed by quantitative surveys distributed through the projects and available online.
The Government	Yes	Fiscal benefits are likely to arise from increased engagement in sport by young people	Outcomes for the state (e.g. reduced cost to NHS through improved physical health) determined through secondary research
Sportivate Delivery Organisations	Yes	Directly benefit financially through receipt of funding; also benefit through upskilling of staff	Two broad types of Sportivate deliverer identified; clubs and facilities. Both engaged through mixture of face-to-face interviews and self-completion surveys.

² SROI Network Supplementary Guidance on Materiality; "A material outcome is an issue that will influence the decisions, actions and performance of an organisation or its stakeholders."

Stakeholder	Material to SROI analysis?	Reason for materiality decision	Methodology
Coaches	No	There may be some financial impact (e.g. through greater employability) through up-skilling of coaches, and there may be some personal benefits, but this is not significant enough to be included in the analysis – benefits to the delivery organisation of more skilled coaches will however be included.	-
Families of participants	No	There may be some social or economic benefits to families, but these are not significant or relevant enough for inclusion	-
Sport England	No	Investment by Sport England and North	-
North Yorkshire Sport	No	Yorkshire Sport is included in the analysis, but the benefits of Sportivate are to its Deliverers and Participants, rather than directly to themselves. While they may benefit in terms of reputation and know-how, these outcomes will not influence participants' decisions, actions or performance.	-

Stakeholder Consultation: Qualitative Insights

To understand what had changed for participants and deliverers of Sportivate projects, Skyblue carried out focus groups with participants in four projects, and interviewed members of the delivery team. These interviews also included insight from parents and guardians of some younger participants.

Participant Outcomes

The following outcomes were identified by participants:

Table 2: Participant Outcomes

Increased confidence	<p><i>"It has improved my confidence".</i></p> <p><i>"More confidence – I talk to people I wouldn't normally talk to. I am happier in myself"</i></p> <p><i>"(Confidence) has improved, because they are in situations where they are meeting different people and they have to talk to different people, it goes without saying their social etiquette improves as a by-product of the sport".</i></p> <p><i>"I'm a lot more confident"</i></p> <p><i>"Her confidence levels...she is a different person; she has gone from not wanting to do anything new to getting involved and hands up and straight in there. There is no way she would have got that confidence without being a part of this and playing netball".</i></p> <p><i>"The coaches have given her a real belief in herself, which she didn't have before".</i></p>
Greater involvement in sport	<p><i>"Sportivate has made it a lot easier to get involved and a bit more straightforward and taken a lot of pressure off me".</i></p>
Higher motivation and self-discipline through a regularity of commitment	<p><i>"I think without this (Sportivate) I would have wanted to do something, but not have really put the effort in because at that time I had a bit of a lull in my job and you get stuck in a bit of a rut and it was like I will do something but next week".</i></p> <p><i>"Gives you discipline, it gives you something to do"</i></p>
Increased volunteering	<p><i>"I do a lot of extra work with the charity whenever I can."</i></p>

Healthier lifestyle	<i>"I don't do drugs anymore, I am quite a healthy eater now"</i>
Positive feelings	<i>"I'm normally now in a good mood in the morning"</i>

<p>More friends and social interaction</p>	<p><i>"Able to come along and meet all these people...socially got more involved"</i></p> <p><i>"One of the reasons we wanted them to come to something like this, was because our community is very closed and for example my eldest daughter was the only girl in her year at school and the school does not have a tradition of sport."</i></p> <p><i>"We wanted to come to somewhere like this so we could meet new people and not just be around the same people who might not have the same interests as we did".</i></p> <p><i>"My daughter has been coming for about a year and this has given her an opportunity to mix with a much larger variety of children on a weekend".</i></p> <p><i>"I love netball, it's fun, I enjoy it and my friends are here (a mixture of friends came to the club with and friends made at the club)".</i></p> <p><i>"We have made friends, and we see them around a lot like when we play for our schools and we match against them – it's quite competitive".</i></p> <p><i>Enjoy it, make new friends, meet new people, enjoy the social aspect of it".</i></p>
<p>Employment</p>	<p><i>"I have got a job. All because of here really, if it wasn't for here I don't think I would be where I am now."</i></p>
<p>Engagement</p>	<p><i>"Ripon Rockets is by far the best club I bring my kids too, they are friendly, the level of coaching is appropriate, they engage the children, encourage all the children across all ability ranges. My girls just love coming"</i></p> <p><i>"Engaging people who have never played that sport before and see them blossom, and maybe not always improvement but the fact that they are enjoying themselves – for people like that they aren't so interested in competitive sports it's about getting them out to go play football or basketball - whatever sport it is, trying something new."</i></p>
<p>Improving skills</p>	<p><i>"I've improved as a player a lot".</i></p> <p><i>"I'm a lot better at netball now and get put forward more to play in matches – so being better means I get to enjoy it more".</i></p> <p><i>"It's definitely improved our skills."</i></p>

	<i>"There was a girl in my hockey team, who was rubbish when she started – couldn't even hold a stick, however she always starts now partly because she gets involved with the team. She has improved a lot".</i>
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Participants also talked about attribution to Sportivate; some felt that without the Sportivate sessions they would have reduced their participation or never started:

"Without the incentive to keep coming down, I probably would have tailed off."

"I'd be sat at home otherwise watching TV."

Others felt that they might have taken up another sport if it hadn't been for the Sportivate option (notwithstanding the benefits they had experienced):

"I might have done something else; however I am glad I came down here and took up boxing, I love it, I look forward to it all day, I really enjoy it and wouldn't stop for nothing."

Some thought that while it wouldn't have affected quantity of participation, quality would have suffered:

"We would have found something else; however it would be nowhere as good as this."

There was even a suggestion from one participant that Sportivate might have had a negative impact on their academic development!

"If I weren't here I'd probably just be at home, doing homework."

Participants that took part in the survey also gave their qualitative views on the biggest difference that Sportivate projects had made for them; as the word cloud on page 10 illustrates, many of the same themes emerged from this larger sample:

Figure 1: Word Cloud of Sportivate Outcomes. Larger words represent more commonly-identified outcomes.



Organisation Outcomes

Sportivate organisers described how they had used Sportivate funding to fund coaching courses for themselves and others:

"I have done my beginners umpiring course so I can umpire matches, it was the club that allowed me to do that. I'm also going to do my level 1 coaching."

They described the challenges that would be created if this funding were not available and the potential negative impacts that could have on their capacity:

"[Without Sportivate funding] it would be difficult to fund qualifications, I would probably have to pay for myself. The more children that come, the more people you need to support the sessions so we definitely need more coaches".

One organisation was using Sportivate funding in a University to provide additional sessions. This organisation suggested that those additional sessions were making a significant difference in terms of ongoing participation. They also suggested that Sportivate funding was extremely useful in accessing further funding streams:

"[If Sportivate funding was to be withdrawn] it would mean sessions couldn't go ahead, it would reduce the quality of the sports, wouldn't be able to fund people going on coaching qualifications, it might reduce alumni funding"

"I think participation would drop as well, especially at beginner level – I don't think they would have the confidence to just play matches at the weekend if they weren't allowed to train as well in the week"

One organisation was using the funding to purchase additional equipment including kit and felt that without Sportivate investment they would not have been able to do this for another two years. This organisation also described how new participants through Sportivate sessions had gone on to coach younger age groups and become ongoing volunteers with their club.

Impact Mapping

Based on the qualitative research with Sportivate participants and delivery organisations, the following impacts were identified from Sportivate:

Table 3: Impact Map

Stakeholder	Inputs	Short Term Outcomes (Learning):	Medium Term Outcomes (Actions):	Long term Outcomes (Consequences): social, economic, environmental
Sportivate Participants	Participant Time, in some cases small financial investment	Higher levels of sporting participation	Improved fitness	Better health outcomes
				Greater sense of vitality
		Meeting new people	Making new friends	More supportive relationships
		Opportunity to try new things	Greater likelihood to try new things	Increased Engagement
		Enjoyment and fun	More positive feelings and fewer negative feelings	
		Improved confidence and self-determination		Optimism about future life
				Self-esteem
		Better self-discipline	Increased employability	More young people in employment
		Reduced substance abuse		
		Motivation	Autonomy	
		Learning and improving skills	Competence	
Sportivate Delivery organisations	Time and Expertise	Coaches with new skills and qualifications	Increased capability and capacity	Greater revenue
			More volunteer support	
The State	None	Reduced burden on NHS (due to better health outcomes) Increased tax take (due to increased employment) Reduced anti-social behaviour (due to greater engagement and self-esteem)		

To avoid over-claiming, we value only the outcomes at the end of the chain; this means that the same outcome does not get valued multiple times. For this reason 'a sporting habit for life' (which was mentioned by stakeholders as a long-term outcome) does not feature as a valued outcome – instead it is described as 'developing higher levels of sporting participation, which leads to improved fitness, which results in both better health outcomes and a greater sense of vitality'.

Quantitative survey materials (see Appendix A) were developed based on this impact map with a specific focus on the long-term outcomes reported here.

Quantitative Outcomes

Participants

All participants that had given permission to be contacted were given the opportunity to take part in quantitative research into the material outcomes. In total, 135 participants responded. These participants had taken part in Sportivate projects run by 16 different organisations, and represented a mix of participants who were currently taking part in a Sportivate project and participants who had done so in the past three years.

Sixty per cent (60%) of responding participants were female, all but one of the remainder being male (one participant did not say).

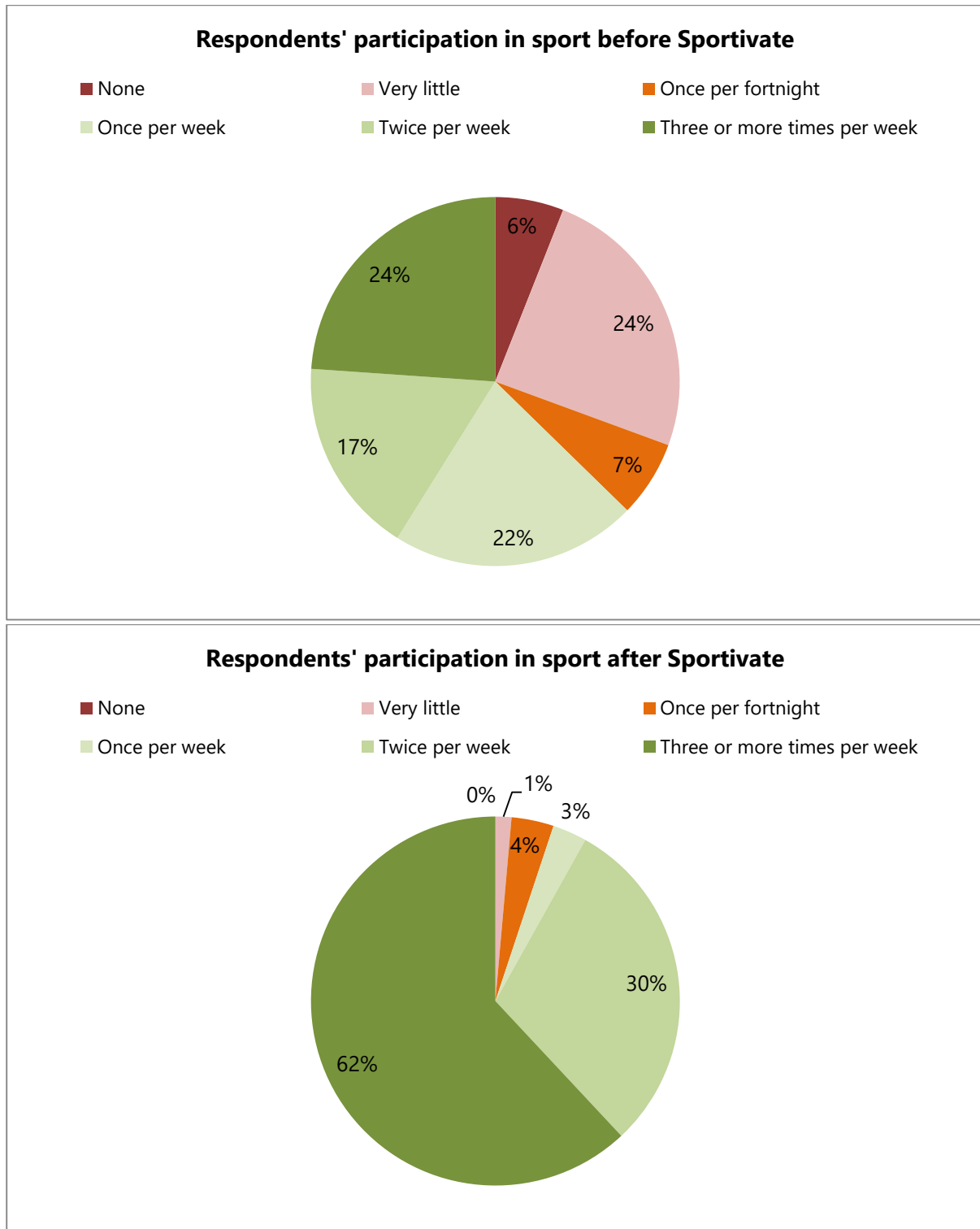
The most common motivations for participants to take part in Sportivate were a desire to try a new sport and an aim to get fitter (approximately 40% of the respondents gave each of these responses) with smaller numbers (between 20% and 25%) hoping to get back into a sport that they had done previously or to make new friends and meet new people.

Table 4: Motivations for engaging with Sportivate

Key Motivation	Number of respondents
To try a new sport	55 (41%)
To get fit	53 (39%)
To make friends / meet new people	33 (24%)
To get back into a sport I had done before	30 (22%)
To improve and progress in a sport	6 (4%)
An opportunity closer to where I live	3 (2%)
Something else	4 (3%)
135 respondents. Multiple responses possible so % may not add up to 100%.	

These Sportivate participants were fairly 'sporty' before attending Sportivate sessions; over 60% of them were already taking part in sport at least once per week before attending. At the time they were surveyed, this had increased still further with over 60% taking part three or more times per week and over 90% at least twice per week.

Charts 1 and 2: Pre- and Post-Sportivate participation in Sport



Key Point

While the questionnaires did not, for reasons of space, identify the length of each sporting activity per week, we can say that among this population the proportion doing 4 or more occasions of sport in a typical 28 day period was 63% before Sportivate, but 95% after Sportivate.

Comparing the responses of individual respondents, we see that 70% of these participants are taking part in sport more frequently now than they were before taking part in Sportivate. If this were representative of the overall population of Sportivate participants and this change were sustained, there would be over **6,000** young people in North Yorkshire doing more sport now than they had previously.

Participants were asked what they would have done if they hadn't started attending Sportivate sessions. Almost half say that if they hadn't attended Sportivate sessions they would not have participated in sport as much as they did, with just under 10% (8%) stating that they would not have participated in sport at all. This broadly reflects the group that were doing no sport before Sportivate. The remaining 55% state that they would have either found another sport (or carried on with one that they were already doing) or, more likely, found another way to take up the sport that they had instead got involved in through Sportivate.

Outcomes of Sportivate

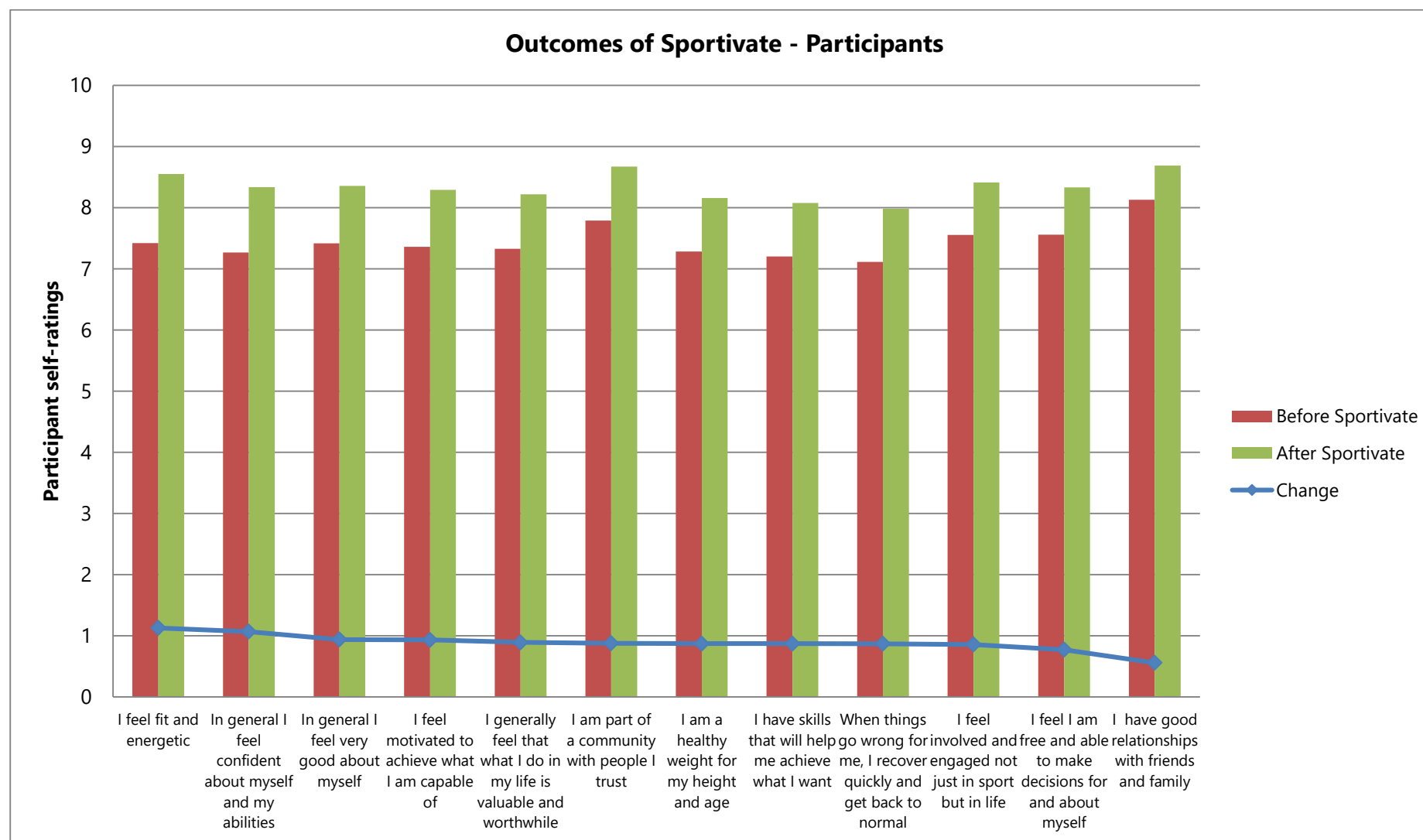
Participants were asked to rate themselves against the outcomes mapped by Skyblue and North Yorkshire Sport from the qualitative research on a scale of 0-10, self-rating retrospectively for before they attended Sportivate sessions and again for their ratings after attending. Against all outcomes but one, participants rated themselves as between 7 and 8 out of 10 before Sportivate, and between 8 and 9 out of 10 after Sportivate. The results (charted on Page 16) show an increase of between 6% and 11% against every rating, with the majority of outcomes showing an increase of approximately 9%.

The biggest differences identified were in participants' vitality and self-esteem, with the smallest changes relating to relationships with family and friends and autonomy. This reflects the frequency with which these changes were identified at qualitative level; improving confidence and fitness were the two most commonly-identified outcomes at that stage.

Table 5: Outcomes of Sportivate

Outcome	Statement question	Rating before	Rating after	% change
Vitality	I feel fit and energetic	7.42	8.55	11% ↑
Self-esteem	In general I feel confident about myself and my abilities	7.27	8.33	11% ↑
Emotional well-being	In general I feel very good about myself	7.42	8.36	9% ↑
Meaning and Purpose	I feel motivated to achieve what I am capable of	7.36	8.29	9% ↑
Satisfying life	I generally feel that what I do in my life is valuable and worthwhile	7.33	8.22	9% ↑
Trust and belonging	I am part of a community with people I trust	7.79	8.67	9% ↑
Improved physical health – reduced obesity	I am a healthy weight for my height and age	7.28	8.16	9% ↑
Competence	I have skills that will help me achieve what I want	7.20	8.08	9% ↑
Resilience	When things go wrong for me, I recover quickly and get back to normal	7.11	7.98	9% ↑
Engagement	I feel involved and engaged not just in sport but in life	7.55	8.41	9% ↑
Autonomy	I feel I am free and able to make decisions for and about myself	7.56	8.33	8% ↑
Supportive relationships	I have good relationships with friends and family	8.13	8.67	6% ↑

Chart 3: Outcomes of Sportivate charted



Organisations

Sportivate Projects have used funding for a range of different activities including new equipment, helping coaches to gain qualifications, and additional sessions or new clubs. Among the 33 organisers to complete a survey for this project (out of 209 projects funded so far), over three quarters have used funding for new equipment, with more than half also investing in opening up new clubs or parts of existing clubs and supporting coaches in attending courses. A third of respondents have used the funding to put on additional sessions for an existing club or group.

Table 6: Use of Sportivate Funding

Use	Number of organisations using	Examples
New Equipment	25 (76%)	<p>Balls, cones, training gear, rackets, shuttlecocks, tables, bats, kit bags, trampoline, underwater speakers, nose clips, plastic bottles, first aid kit, posts, pumps, stereo, poms, lane rope.</p> <p>"We have purchased small amounts of kit or updated current kit within most of our Sportivate projects. this has been a huge financial help and allowed us to keep coaching session prices down, which in turn has resulted in high numbers of participation."</p> <p>"We bought men's and women's sticks and protective gear, so that those who attended Sportivate and progressed quickly could play in matches against others new to the sport. We hosted a men's fresher tournament, and the women's team played in multiple friendlies against other new sides, and this equipment enabled them to do that, as well as supporting our Sportivate training sessions, and college lacrosse tournament."</p>
Coaching Courses	20 (61%)	<p>At least 6 Level 1 and 5 Level 2 coaching courses, two first aid courses, two umpiring courses.</p> <p>Delivering instructed indoor rock climbing courses to young people.</p> <p>"Upskilling the next generation of coaches and officials plus provide INSET training as refreshers for current coaches."</p> <p>"Pay towards increasing the qualifications of our coach and at least one of our swimmers gain extra qualifications."</p>

		"A how to coach disabled people workshop - 3 coaches attended."
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Opening up a new club / part of an existing club	17 (52%)	<p>Six organisers focused on opening a new section or club for women / girls. Three put the emphasis on attracting younger members into existing clubs. Three sought to attract specifically beginners.</p> <p>"We have used Sportivate for both helping existing clubs expand and increase accessibility for new participants, as well as help fund and establish new clubs where no provision previously existed."</p> <p>"Re-formed and relocated. Entirely new session."</p>
Additional sessions for an existing club / group	12 (36%)	<p>Two clubs began to run specific new sessions for beginners. Others set up extra training sessions or, by expanding their existing time slots, could give participants more ability-specific coaching.</p> <p>"Yoga classes for pregnant teens"</p> <p>"Expanding the opportunity to play basketball at the recreational level."</p>
Something else	6 (18%)	<p>'Something else' included venue hire, marketing support, and reducing costs for participants to drive uptake.</p> <p>"Support to grow rapidly."</p> <p>"We engaged with "Let's Nike" to provide our young people of all abilities to participate in cycling activities relating to the Tour De France."</p>

Organisers were asked how much of the Sportivate-funded activity they would have been able to achieve without the support, and over what timescale.

Table 7: Organisers' activity without Sportivate

	AS QUICKLY	WITHIN THE SAME YEAR	OVER A LONGER PERIOD OF TIME	MUCH NEVER
ALL OF THE ACTIVITY		3	14	8
MOST OF THE ACTIVITY		5	17	
SOME OF THE ACTIVITY	1	11	13	1
NONE OF THE ACTIVITY	7		3	7

This table suggests that the majority of respondents thought that they would be able to achieve at least some of the Sportivate funded activity, but only over a much longer period of time than the funding had allowed. If we ascribe an equal value to both time and quantity of activity we can calculate from this that just under half of the Sportivate-funded activity is absolutely attributable to Sportivate i.e. would not have happened without the funding support.

Collectively, these organisers estimate that since 2011 they have coached **3,429 young people** through Sportivate sessions – that is to say, they represent almost 40% of all Sportivate participation in North Yorkshire. Of these, over three quarters (77%) are still participating in their sport after completing Sportivate sessions; if we assume this represents an annual drop off rate then after five years just over a quarter of these participants will still be participating in their sport.

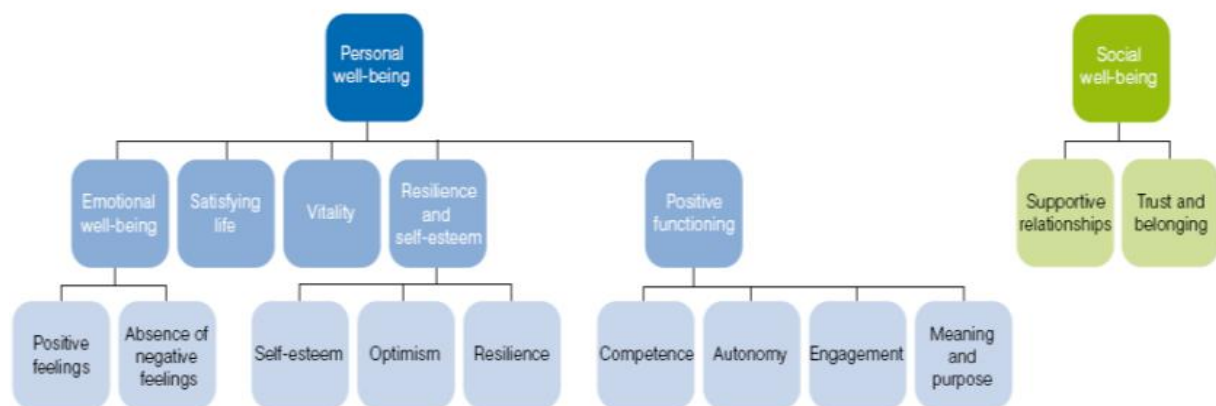
Organisers also state that Sportivate sessions have catalysed new volunteers to come and work with them – either through new participants moving into volunteering and / or coaching courses providing volunteers with the skills and qualifications they need. In total, these respondents estimate that **144 new volunteers** have begun volunteering with them as a result of Sportivate, contributing just over 20,000 volunteering hours in the last year. This equates to over 10 FTE positions.

Valuing the outcomes

Participants

The majority of the Participant outcomes identified are recognised on the new economics foundation's National Accounts of Wellbeing³, a long-standing (developed 2009) framework which provides structure to the broad concept of 'wellbeing'.

Figure 2: National Accounts of Wellbeing⁴



In ascribing values to each of these outcomes, a useful proxy can be found in health economics through use of Quality Adjusted Life Years (QALY). The National Institute for Health and Clinical Excellence (NICE) defines the QALY as a 'measure of the state of health of a person or group in which the benefits, in terms of length of life, are adjusted to reflect the quality of life'⁵. One QALY represents one year of life in perfect health.

Conditions that impact on a QALY include depression; clinical depression is assumed to reduce each QALY by 0.352. If we assume that clinical depression is effectively the 'opposite' of wellbeing, we can apply this figure to the National Accounts of Wellbeing – that is to say, 'full wellbeing' is worth 0.352 QALYs.

NICE uses QALYs as a means of making decisions about NHS spending, and use a threshold of between £20,000 and £30,000 to make those decisions. However, recent research by the University of York⁶ has suggested that these figures do not necessarily reflect patient reality and propose a lower figure (just over £18,000). Because of this suggestion, we have taken the lower NICE threshold of £20,000 as the value of a QALY in our proxy calculations.

³ <http://www.nationalaccountsofwellbeing.org/>

⁴ <http://www.nationalaccountsofwellbeing.org/learn/measuring/indicators-overview.html>

⁵ <https://www.nice.org.uk/glossary?letter=q>

⁶ <http://www.york.ac.uk/news-and-events/news/2013/research/nhs-spending-research/>

If we assume each 'second tier' element of the diagram above (emotional well-being, satisfying life, vitality, resilience and self-esteem, positive functioning, supportive relationships, and trust and belonging) as being of equal value, then a 100% improvement in any one of those areas would have a social value of just over £1,000⁷. As we saw in the previous section, improvements were in reality closer to 9% in most cases.

Table 8: Value of Participant Outcomes

Outcome	% change	Value of this change
Vitality	11%	£110.63
Self-esteem	11%	£36.88
Emotional well-being	9%	£90.51
Meaning and purpose	9%	£22.63
Satisfying life	9%	£90.51
Trust and belonging	9%	£90.51
Improved physical health – reduced obesity	9%	See 'benefits to the state'
Competence	9%	£22.63
Resilience	9%	£30.17
Engagement	9%	£22.63
Autonomy	8%	£20.11
Supportive relationships	6%	£60.34
	TOTAL	£597.55

Key Point

Based on a NICE valuation of a QALY as £20,000, each participant in Sportivate appears to have generated approximately £600 of social value through improved well-being. If we multiply this across every participant, this would equate to over £5 million of social value. However, because not every participant is still definitely taking part in sport post-Sportivate we will reduce this to 77% of that figure – approximately £4 million.

⁷ $0.352 \text{ (Reduction in a QALY due to clinical depression)} \times £20,000 \text{ (value of a QALY per NICE guidance)} / 7 \text{ (7 equally valued domains)} = £1,005.71$ per 'second tier' outcome. Where these are broken down further, we assume again that each 'third tier' outcome is worth an equal proportion of the 'second tier' outcome to which it relates – so 'self-esteem', 'optimism', and 'resilience' are each worth 1/3 of 'resilience and self-esteem' while 'competence', 'autonomy', 'engagement', and 'meaning and purpose' are each worth 1/4 of 'positive functioning'.

Attribution

Given that over half of the participants state that they would have accessed opportunities to take part in sport even if Sportivate projects had not happened, we cannot in reality attribute all of this change to Sportivate. If we assume that the participants who said they would not do as much sport without Sportivate would have done 50% less sport, then combined with the participants who would have done no sport without Sportivate, we can identify a deadweight figure of almost 75%; that is to say, just over 25% of the social value created for participants by Sportivate is **directly attributable** to the project⁸. This means that Sportivate has generated approximately £1.07 million of social value for participants in their first year after participation.

We can also project 5 years after Sportivate participation, based on 77% of participants continuing to take part after completing the project. However, we must also factor in the fact that Sportivate will cease to become the prime creator of value for these participants – rather, the sustainable club activity they are undertaking will become the main motivator. We have assumed that attribution to Sportivate halves every year for these calculations. If we apply both this figure and a 3.5% discounting figure to identify the net present value⁹, we see the following figures:

Table 9: Ongoing Social Value created by Sportivate

	% of participants still engaged	Ongoing attribution to Sportivate	Social value created
Year 1 (2014)	77%	100%	£1.07 million
Year 2 (2015)	59%	50%	£398,000
Year 3 (2016)	46%	25%	£148,000
Year 4 (2017)	35%	12.5%	£54,900
Year 5 (2018)	27%	6.25%	£20,400
	Total over 5 years		£1.69 million

⁸ We use this figure in the interests of not overclaiming; in reality if Sportivate has created opportunities that would not otherwise have been locally available then participants' stated intention to do the same amount of sporting activity would founder on a lack of provision.

⁹ This figure is selected from HM Treasury Green Book guidance (p. 26); this also includes more information about the rationale behind discounting future values to reflect their value in the present.

Wellbeing – an alternative valuation approach

An alternative valuation proxy is proposed by the Housing Associations Charitable Trust (HACT)¹⁰ which has used data from the British Household Panel Survey, Understanding Society and the Crime Survey for England and Wales under licence by the Economic and Social Data Service (ESDS). HACT uses data on life satisfaction and people's day to day activity to identify the impact of specific activities on self-reported life satisfaction. They then cross reference that with data around the amount of money that would induce that same level of life satisfaction in participants.

Based on this approach, HACT suggest a value of £3,729 per person under 25 based outside London for frequent moderate physical exercise - exercise that raises heart rate and results in breaking into a sweat at least once a week for two months. Taking the figures of 63% participation in sport once a week pre-Sportivate and 95% post-Sportivate, this suggests that Sportivate would have delivered over £9.5 million of social value across all participants. If we reduce this to 77% of that figure (based on organisers' assessment of post-Sportivate retention) we see £7.35 million of social value generated.

Taking the same view on attribution to Sportivate as stated on page 24, and the same views on ongoing value, we see the following possible alternative value table:

Table 9a: Ongoing Social Value created by Sportivate (HACT proxy)

	% of participants still engaged	Ongoing attribution to Sportivate	Social value created
Year 1 (2014)	77%	100%	£1.95 million
Year 2 (2015)	59%	50%	£721,000
Year 3 (2016)	46%	25%	£267,000
Year 4 (2017)	35%	12.5%	£98,700
Year 5 (2018)	27%	6.25%	£36,500
	Total over 5 years		£3.07 million

¹⁰ Title: Community investment values from the Social Value Bank

Authors: HACT and Daniel Fujiwara (www.hact.org.uk / www.simetrica.co.uk)

Source: www.socialvaluebank.org

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Proxies Decision

For two reasons, we have decided to use the first, lower proxy in our main valuation calculation:

- 1: The National Accounts of Wellbeing and associated valuations represent a closer match with participants' qualitative views about the difference that Sportivate programmes have made to them
- 2: A key principle of SROI is to not overclaim, so where there are two robust valuation proxies available it is preferable to select the lower.

We have however included calculations using the HACT proxy in our 'additional calculations' section.

The State

Benefits to the State have been described as reduced burden to the NHS through healthier lifestyles, and in particular reduced obesity. Nationally dealing with problems associated with being overweight and obesity is estimated as costing the NHS over £5 billion per annum¹¹, and North Yorkshire has been identified as the third 'most obese' county in the UK¹² (at 67.9%).

If we assume York and North Yorkshire account for a proportion of NHS spending on obesity in proportion to their population, which we take as 598,400 for North Yorkshire and 198,000 for York (based on the 2011 Census – total UK population 56,075,912)¹³ then approximately £71 million is spent on obesity-related problems in York and North Yorkshire by the NHS, accounting for approximately £90 per person. Given this, a 9% reduction per person taking part in Sportivate is worth £70,000 to the state, of which **£18,500 is directly attributable to Sportivate**. Again looking at this over 5 years, this value by 2018 could be **£29,200**.

While we have used the direct costs of obesity to the NHS in our main calculations of SROI, research suggests that this represents only just over a quarter of the total cost of obesity to the UK economy. If we used this proxy, the value of Sportivate in North Yorkshire would be approximately £75,000 to the state as of now, rising to £120,000 over five years.

¹¹ <https://www.gov.uk/government/policies/reducing-obesity-and-improving-diet>

¹² <http://www.yorkshirepost.co.uk/news/main-topics/general-news/two-thirds-in-north-yorkshire-overweight-or-obese-1-6417588>

¹³ <http://www.ons.gov.uk/ons/rel/mro/news-release/census-result-shows-increase-in-population-of-yorkshire-and-the-humber/censusyorkandhumberr0712.html>

It is harder to quantify the benefits to the state or the individual or increased employment or reduced anti-social behaviour, as these outcomes were identified qualitatively by individual respondents. We note, that if Sportivate has been a factor in someone getting even a minimum wage full time job, then the value to them is almost £12,000 per annum and to the state could be approximately £3,400 in increased income tax and reduced Jobseekers Allowance. However, owing to the qualitative nature of reporting around this outcome and the high potential for displacement effects (participants being successful in getting jobs that would otherwise have gone to someone else) we have not factored these outcomes into our calculations.

Similarly qualitative are reports that participants are less likely to indulge in anti-social behaviour. The costs of an incident of this nature have been estimated at anything between £500 and £42,000¹⁴ so putting a value on this is extremely difficult given the qualitative nature of the feedback; for this reason we have excluded it from our final calculation.

However, based on proxies used in carrying out a Social Return on Investment study for Sportivate in another CSP¹⁵, if we applied the same assumptions of attribution to Sportivate and unit value of reduction in anti-social behaviour, this could add a further £371,000 of social value. We do factor this into our additional analysis on page 27.

Organisations

Organisations have received £358,018 of investment directly from Sportivate between April 2011 and December 2014. Based on their assessment of whether they would have been able to do Sportivate activity as well or as quickly, we can suggest that 50% of this activity could not have happened without Sportivate support, which we will directly value at approximately £180,000 of sustainable investment (in training or equipment).

Organisations also estimate receiving an additional 20,000+ hours of volunteer time as a result of Sportivate. If we value this at the minimum wage, this represents over £130,000 of volunteer time. Again taking a 50% deadweight figure, we see £65,000 of volunteer time value created by Sportivate by December 2014. Again using the drop-off figures applied to participant outcomes, this would equate to over £120,000 of volunteer time attributable to Sportivate by December 2018.

¹⁴ http://webarchive.nationalarchives.gov.uk/20100405140447/http://asb.homeoffice.gov.uk/uploadedFiles/Members_site/Documents_and_images/About_ASB_general/EconSocialCostASB_0142.pdf

¹⁵ Social Return on Investment Evaluation of Sportivate; The Black Country Consortium, September 2013

Clubs benefit from Sportivate in terms of increasing their membership; average junior club membership in the UK is £46 per annum and average adult club membership £78 per annum¹⁶. This means that based on the participation increases identified by these respondents, Sportivate could have generated between £309,000 and £525,000 per annum for these clubs. However, as this funding comes from the participants, it does not feature in our final social value calculation (the same amount would be added to the clubs as is taken away from participants).

¹⁶

http://www.sportandrecreation.org.uk/sites/sportandrecreation.org.uk/files/web/Sports%20Club%20Survey%202013_0.pdf

Social Return on Investment Calculator

	Measures Valued	Total Value (1 year)	Attribution to Sportivate	Net Value (1 year)	Annual discount	Net Value (3 years)	Net Value (5 years)
Investment		£466,409 ¹⁷					
For Participants	Wellbeing	£4.04 million	26.5%	£1.07 million	77% retention in sport 50% dropoff 3.5% discount	£1.62 million	£1.69 million
For the State	Reduced obesity	£70,000	26.5%	£18,500	77% retention in sport 50% dropoff 3.5% discount	£42,400	£29,200
For Sportivate clubs / organisations	Sustained investment	£358,018	50%	£180,000	3.5% discount. Assumes one-off, sustainable investment	£168,000	£156,000
	Additional volunteer time	£130,000	50%	£65,000	50% dropoff 3.5% discount	£111,000	£122,000
TOTAL				£1.33 million		£1.94 million	£2.00 million
TOTAL SROI				£2.85:£1		£4.16:£1	£4.28:£1

Summary

- For every £1 invested in Sportivate so far, there has been just under £3 of return.
- If we assume similar rates of drop-out from sport to those observed so far, by December 2018 the social value generated by this investment could rise to between £4 and £4.50 for every £1 invested between April 2011 and December 2014.

¹⁷ Amount invested in Sportivate in North Yorkshire to December 2014.

Additional Calculations:

- If we added the possible anti-social behaviour reduction value to these calculations (assuming, as in the Black Country study, 100% drop off after the first year), social return would move from £2.85:£1 to £3.64:£1 now and from £4.28:£1 to £5.08:£1 by December 2018.
- If we took the wider anticipated impact of obesity to the UK economy as our proxy for benefits to the state (rather than the narrower proxy we have used), social return could be as high as £2.98:£1 now and £4.48:£1 by December 2018.
- Using the HACT valuation of the wellbeing arising from regular moderate physical exercise, social return would be £4.74:£1 now and £7.25:£1 by December 2018.
- Taking these three factors together, the social value of Sportivate in North Yorkshire could be as high as £5.66:£1 now and £8.23:£1 by December 2018.

Conclusions

- Sportivate in North Yorkshire has created value for participants, for organisations, and for the state.
- This research suggests that over 6,000 Sportivate participants in North Yorkshire are doing more sport now than they were before they undertook the project.
- This additional participation has led to improved well-being for participants.
- Organisations have benefitted in terms of sustainable investment and additional volunteer time catalysed by Sportivate.
- The State has definitely benefitted in terms of reduced burden on the NHS as a result of lower obesity, and may have also benefitted in terms of lower costs associated with anti-social behaviour.
- **In total, for every £1 invested in Sportivate in North Yorkshire between April 2011 and December 2014, there has been at least a figure of just under £3 of social value created.**

Appendix A: Survey Materials

Sportivate Projects – What Difference do they make?

Sportivate in North Yorkshire SROI Project: **Participant Survey**

This survey is for those who have completed a Sportivate project in York and North Yorkshire.

Sportivate is a programme aimed at increasing participation in sport amongst people aged 11-25 by giving them the opportunity to receive 6-8 weeks of coaching in a sport of their choice and guiding them into regular participation within their community.

Many thanks for taking part in this survey. Skyblue has been commissioned by North Yorkshire Sport to conduct a *Social Return on Investment* evaluation of Sportivate in York and North Yorkshire. As part of this, we need to hear from a number of people who have taken part. We are seeking to understand the value of Sportivate so **this is a chance for you to have your say!**

Everyone who takes part in this survey by 13th June will be entered into a random draw to win one of three £100 shopping vouchers. Good luck!

Your name	
Your e-mail (if you want to be entered into the draw for shopping vouchers, you will need to provide this)	
The club / provider of your Sportivate Project	

1. Why did you start attending Sportivate sessions? (please tick all that apply)

- ☐ Wanted to try a new sport
- ☐ Wanted to get back into a sport I had done before
- ☐ Wanted to get fit
- ☐ To make friends / meet new people
- ☐ Something else (please say what below)

2. BEFORE attending Sportivate sessions, how often were you taking part in sport?

- | | | |
|--|---|---|
| <input type="checkbox"/> Never | <input type="checkbox"/> Very rarely | <input type="checkbox"/> About once per fortnight |
| <input type="checkbox"/> About once per week | <input type="checkbox"/> About twice per week | <input type="checkbox"/> Three or more times per week |

3. And how often are you taking part in sport now?

- | | | |
|--|---|---|
| <input type="checkbox"/> Never | <input type="checkbox"/> Very rarely | <input type="checkbox"/> About once per fortnight |
| <input type="checkbox"/> About once per week | <input type="checkbox"/> About twice per week | <input type="checkbox"/> Three or more times per week |

4. If you hadn't started attending Sportivate sessions, what do you think you would have done instead?

- | | |
|--|--|
| <input type="checkbox"/> Found another way to take up this sport | <input type="checkbox"/> Not participated in sport as much |
| <input type="checkbox"/> Found / carried on with another sport | <input type="checkbox"/> Not participated in sport at all |

5. What do you think has been the biggest difference that the Sportivate project has made to you personally?

- 6. Please think about each of the statements below.** For each statement, please circle the number in the "Today" row that best represents you today. Then, think back to before you started coming to Sportivate sessions, and put a cross in the box in the "Before" row that indicates the number that you think best represented you **before you started Sportivate**. (0 = 'not at all', 10 = 'completely').

1. I am a healthy weight for my height and age	Today	0	1	2	3	4	5	6	7	8	9	10	Don't know
	Before	0	1	2	3	4	5	6	7	8	9	10	Don't know
2. In general I feel very good about myself	Today	0	1	2	3	4	5	6	7	8	9	10	Don't know
	Before	0	1	2	3	4	5	6	7	8	9	10	Don't know
3. I generally feel that what I do in my life is valuable and worthwhile	Today	0	1	2	3	4	5	6	7	8	9	10	Don't know
	Before	0	1	2	3	4	5	6	7	8	9	10	Don't know
4. I feel fit and energetic	Today	0	1	2	3	4	5	6	7	8	9	10	Don't know
	Before	0	1	2	3	4	5	6	7	8	9	10	Don't know
5. In general I feel confident about myself and my abilities	Today	0	1	2	3	4	5	6	7	8	9	10	Don't know
	Before	0	1	2	3	4	5	6	7	8	9	10	Don't know
6. When things go wrong for me, I recover quickly and get back to normal	Today	0	1	2	3	4	5	6	7	8	9	10	Don't know
	Before	0	1	2	3	4	5	6	7	8	9	10	Don't know
7. I have skills that will help me achieve what I want	Today	0	1	2	3	4	5	6	7	8	9	10	Don't know
	Before	0	1	2	3	4	5	6	7	8	9	10	Don't know
8. I feel I am free and able to make decisions for and about myself	Today	0	1	2	3	4	5	6	7	8	9	10	Don't know
	Before	0	1	2	3	4	5	6	7	8	9	10	Don't know
9. I feel involved and engaged not just in sport but in life	Today	0	1	2	3	4	5	6	7	8	9	10	Don't know
	Before	0	1	2	3	4	5	6	7	8	9	10	Don't know
10. I feel motivated to achieve what I am capable of	Today	0	1	2	3	4	5	6	7	8	9	10	Don't know
	Before	0	1	2	3	4	5	6	7	8	9	10	Don't know
11. I have good relationships with friends and family	Today	0	1	2	3	4	5	6	7	8	9	10	Don't know
	Before	0	1	2	3	4	5	6	7	8	9	10	Don't know
12. I am part of a community with people I trust	Today	0	1	2	3	4	5	6	7	8	9	10	Don't know
	Before	0	1	2	3	4	5	6	7	8	9	10	Don't know

7. How could Sportivate sessions be improved to make them a better experience for you and other people like you in the future?

Sportivate Projects – What Difference do they make?

Sportivate in North Yorkshire SROI Project: Sportivate Project Lead Survey

This survey is for Sportivate project leads in York and North Yorkshire.

Sportivate is a programme aimed at increasing participation in sport amongst people aged 11-25 by giving them the opportunity to receive 6-8 weeks of coaching in a sport of their choice and guiding them into regular participation within their community.

Many thanks for taking part in this survey. Skyblue has been commissioned by North Yorkshire Sport to conduct a *Social Return on Investment* evaluation of Sportivate in York and North Yorkshire. As part of this, we need to hear from a number of people who have taken part. We are seeking to understand the value of Sportivate so **this is a chance for you to have your say!**

Everyone who takes part in this survey by 13th June will be entered into a random draw to win £100 in shopping vouchers. Good luck!

Your name	
Club / Organisation	

1. Why did you decide to get involved in Sportivate?

--

2. What have you used Sportivate funding for? (Please tick all that apply)

	Please give details:
<input type="checkbox"/> New equipment	
<input type="checkbox"/> Coaching courses	
<input type="checkbox"/> Opening up a new club / part of an existing club (e.g. new age groups)	
<input type="checkbox"/> Additional sessions for an existing club / group	
<input type="checkbox"/> Something else	

3. Please identify on the matrix below how much of this activity you would have been able to achieve without Sportivate, and how quickly:

	As quickly	Within the same year	Over a much longer time	Never
All of the activity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Most of the activity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Some of the activity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
None of the activity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

4. What do you think has been the biggest difference that the Sportivate project has made to the club / organisation?

5. How many new young people have attended Sportivate sessions?

6. What proportion of those young people are still participating in sport?

7. How many new volunteers have you got as a result of Sportivate?

8. How many hours each do those volunteers contribute (approximately)? (Please answer whichever of the questions below you find easier):

Per week:	
OR in the last year:	

9. How could Sportivate be improved to make it better experience for you and other similar organisations in the future?

Appendix B: Sportivate Qualitative Respondent Clubs

- The **Jack Raine Foundation** is a UK based charity focused on supporting children, their families and communities. It is through the Foundation that York Boxing Club operates and receives Sportivate funding to run beginner boxing projects for young people who were excluded from school or at risk of exclusion
- **Ripon Rockets** is a Ripon-based netball club which has used Sportivate funding to expand the age range of sessions available, to purchase new equipment, and to fund additional Level 1 coaching courses to enable older participants to progress
- **The Forest School, Knaresborough** is a special school which uses Sportivate funding to expand the range of sports which young people in the school can access
- **The University of York – Back to Netball** is a programme run by the University's student union with Sportivate support to increase the number of available college netball sessions that can be run and to use this impetus to attract former netball players back into the game.