

# Street Soccer Academy The Economic & Social Impact of Street Soccer Academy

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# **Foreword**

How to reach isolated, hard-to-reach people who have been left behind by society? Street Soccer Academy is showing it can be done through sport. Hundreds of people of all ages across northern England, from primary schoolchildren to prisoners, attended its Street Soccer and StreetFit sessions in 2015.

In part, playing sport is an end in itself: it makes people happier. But there are also many knock-on benefits. People who participated in SSA's courses reported feeling more confident and more in control. Some learned how to exercise for free, in their home, their garden or the local park. And SSA and its many volunteers use sport as an engagement mechanism: people come to play, and then get help with education and employment. Eighty-two participants completed SSA-accredited courses, and 21 found work.

SSA takes a holistic approach: its programmes link employment, education, and physical and mental wellbeing, instead of trying to treat each issue in isolation. It seems to work. For every £1 of recorded income, SSA achieved a social return on investment of about £9, estimates Regeneris Consulting (which carried out its assessment independently and for free, through Pro Bono Economics).

Some of the results in this report are so surprising that you need to read them twice, just to be sure. For instance, of the inmates of HMP Forest Bank who took part in the sessions and were released in 2015, 91 % stayed engaged with SSA after their release. Reoffending rates were also well below the national average.

I have long been fascinated by the intersection between sport and society. This is where SSA is making its mark. On behalf of Pro Bono Economics, I want to compliment everyone at SSA, Regeneris, and all the people who participated in SSA's sessions. SSA is planning to expand its work, and to collect more evidence of its effects. Let's hope other organisations (including the state) will follow this model of using sport to reach Britain's many disadvantaged people.

Simon Kuper – Financial Times columnist and co-author of Soccernomics

# **About Pro Bono Economics**

Pro Bono Economics (PBE) helps charities and social enterprises understand and improve the impact and value of their work. Set up in 2009 by Martin Brookes (Tomorrow's People) and Andy Haldane (Bank of England), PBE matches professional economists who want to use their skills to volunteer with charities. PBE has over 500 economists on its books and has helped over 300 charities large and small, covering a wide range of issues including health, homelessness, education and sport.

PBE is supported by high-profile economists, including Andy Haldane (Bank of England) and Dave Ramsden (HM Treasury) as trustees, and Kate Barker, Lord Jim O'Neill, Robert Peston, Martin Wolf and Lord Adair Turner as patrons. Lord Gus O'Donnell joined the Board of Trustees as Chair in September 2016.



# **Executive Summary**

- i. Street Soccer Academy (SSA) provides a service to individuals that have in many cases been left behind by, and isolated from, society. Reintegrating isolated individuals into communities is a complex and difficult task. SSA's approach uses football, and sport more generally, as an initial mechanism for engaging with isolated individuals.
- ii. This assessment provides an analysis of the social and economic value of SSA work over the course of a typical year.
- iii. This assessment has been carried out independently and on a pro bono basis by Regeneris Consulting. Regeneris is an economic consultancy with offices in Manchester and London. Regeneris and SSA were paired by Pro Bono Economics who are a national body matching highly skilled economist volunteers with charities who need their expertise.

### Resources Levered in

iv. Street Soccer Academy secured financial income of £208K in 2015. It combined this with in-kind contributions costed at £81k, and a large volume of volunteer time costed at £18k. This gives SSA a total estimated income for 2015 of around £309,000 and means that for every £100 of cash income recorded in SSA's accounts, £40 is added in in-kind contributions and volunteer time. This is a high leverage of non-cash inputs and testament to the hard work of SSA staff.

# **Outputs Generated**

- v. SSA run a number of sessions and courses aimed at supporting people with multiple and complex needs through soccer and fitness. In 2015 SSA had 133 people attending its StreetSoccer sessions and 137 people attending the StreetFit sessions. A further 95 people were assisted via non-sport related interventions.
- vi. SSA also has a partnership with HMP Forest Bank where the charity provides Street Soccer and StreetFit sessions to inmates. In total 86 existing inmates took part in Street Soccer and StreetFit sessions in 2015. On average, data shows that 91% of inmates remained engaged with SSA after release.

# **Financial Impacts**

- vii. The activities that SSA delivers translate into significant economic and social benefits. The benefits take the form of improved mental and physical well-being and improved social circumstances (i.e. positive educational achievements and reduced reoffending). Working with SSA tracking data, we have been able to quantify the scale of these benefits.
- viii. Using established metrics, we have been able to assign a financial value to each of these types of benefit. The metrics originate from a number of sources including the Social Value Bank developed by HACT and Daniel Fujiwara and the Unit Cost Database developed by New Economy in Manchester.
- ix. The central estimate of the net social impact of SSA is somewhere in the region of £2 million for 2015. This would imply a social return on investment of around £9 per £1 of recorded income in 2015, and a social net present value in the region of £1.6 million in 2015.



These are central estimates based in part on national average data from government guidance and х. estimated counterfactual scenarios. Varying any of the assumptions needed to arrive at the estimates could change the results.

# **Street Soccer Academy**

£81,700

£18,600

£209,000











**Financial Income** 

# £40 added to every £100 of income

through in-kind contributions and volunteer time



StreetFit Sessions







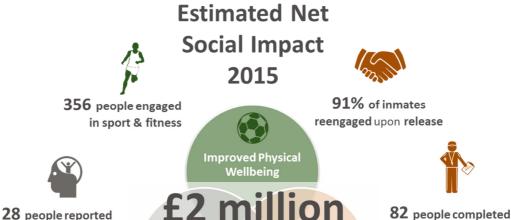
in sessions



133 people attended 86 inmates engaged 95 people provided with community support



**451** people supported by Street Soccer Academy





improved confidence

29 people reported feeling more in control

**Improved Improved** Mental Social Wellbeing

SSA accredited courses



21 people found employment

Social Return on Investment

£9 for every £1 invested



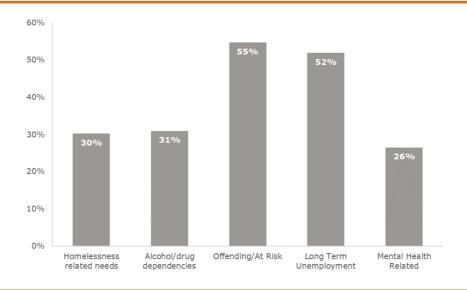
# 1. The Organisation

1.1 Street Soccer Academy (SSA) is a Greater Manchester based charity that was initially launched in 2005 and became a registered charity in 2010.

# **Client Base**

- 1.2 The original focus of SSA was on assisting the homeless but this has since evolved into supporting a wider range of hard to reach individuals with multiple and complex needs, including those with:
  - poor physical and mental health, and issues of alcohol and drug dependency
  - weak family ties and poor integration into society
  - poor self-esteem and confidence
  - a lack of skills and access to learning/employment opportunities.
- 1.3 The breakdown of SSA service users' needs is shown in Figure 1.1 below.
- 1.4 As the name suggests, the primary focus of SSA is using football as an engagement mechanism. The football element is a draw for clients who can then move on to other support and training that is more focused around education and employment. General exercise programmes are also used as an engagement method.
- 1.5 SSA's tagline is *Isolation to Integration*. In targeting isolated and hard to reach individuals, SSA's key objectives are:
  - The promotion of participation in health recreation.
  - To promote social inclusion.
  - The advancement of education.

Figure 1.1 Proportion of Service Users with Reported Support Needs



Source: SSA, Participant Database, 2015

Note: a significant number of service users have multiple support needs



# **Programmes**

- 1.6 SSA works predominantly in Greater Manchester but stretches across the North West with some activity in the North East of England through its 12 centres. There are two main programmes run through SSA with another recently set up and additional lighter touch support also available:
  - StreetSoccer: Peer led sessions to develop practical and interpersonal skills through a combination of practical football sessions and personal development sessions
  - StreetFit: A flexible, general health and wellbeing programme aimed at both children and adults
  - LifeFit: Set up in 2015, primarily focused on those with mental health related needs and improving mental health literacy<sup>1</sup>
  - Community Support: This involves supporting service users and family members with lighter touch services such as advice and referrals into other services.
- 1.7 SSA has put in place a system of levels to provide a clear and structured development pathway. Appropriate exit pathways are put in place that allow clients to access employment and community-based opportunities.
- 1.8 The majority of SSA's clients are adult males, although the organisation has recently started to work with women and children through its general exercise programme, StreetFit.

# **Partnership Working**

- 1.9 Due in part to budget cuts and austerity measures, there are significant gaps in provision for isolated and hard to reach individuals. SSA attempts to fill this gap by providing a variety of support from a vital first point of contact and a draw to isolated individuals, to employment training.
- 1.10 SSA work as part of a large network of support providers and receives referrals from over 40 agencies working with isolated individuals. The charity's wide range of support allows it to both receive and make referrals to other providers for service users with a variety of needs in different stages of development. Some of the key providers they work with include the Booth Centre, which provides housing support, and Intelling and Spacious Place Contact which is an industry partner that can offer employment to service users who have completed their employment training.
- 1.11 SSA delivers a contract with HMP Forest Bank to deliver their two programmes to inmates. The aim is to reduce re-offending rates and reintegrate inmates into local communities through its regional centres upon release.

<sup>&</sup>lt;sup>1</sup> As this is a newly established programme, impacts for LifeFit are not assessed within the report



# 2. Purpose of the Report & Our Approach

# **Purpose of Report**

- 2.1 Regeneris Consulting has been commissioned by Street Soccer Academy in partnership with Pro Bono Economics to provide an economic and social impact assessment of the organisation.
- 2.2 The assessment covers the period from 1<sup>st</sup> January to 31<sup>st</sup> December 2015. This is consistent with SSA's latest accounting period allowing the analysis to feed into its annual report for 2015.
- 2.3 We would like to thank the team at Street Soccer Academy for their provision of data and information on the charity and Pro Bono Economics for the support and guidance provided.

# Methodology

Our assessment follows a standardised approach to economic and social impact analysis. The framework splits the assessment into 6 phases:

### Inputs

2.5 This is a measurement of the resource deployed by SSA. Our approach maps out the scale of all annual expenditure, plus any resources (staff, premises and other) that are provided on a voluntary basis. As a by-product, the analysis of inputs generates some useful measures on the financial leverage that SSA is able to achieve in terms of bringing in other sources of income, such as volunteer resources.

### **Activities**

2.6 The approach establishes a small number of categories that capture and quantify the type of activities that the organisation undertakes over the course of a typical year (e.g. number of StreetSoccer & StreetFit Sessions).

### Outputs

- 2.7 Quantifying outputs is a critical element of an impact evaluation. Outputs in this case relate to the throughput of individuals on the various activities carried out by SSA.
- 2.8 The key measure here is the number of people benefitting within each of the activity areas, many of whom will be repeat clients throughout the course of the year.

### Results

- 2.9 The results stage is where the information gathering process gets harder. Results refer to the change in circumstances that occur, however modest, for beneficiaries of the support offered by SSA. The aim is to try to capture evidence on three types of results:
  - Change in mental well-being/outlook
  - Change in physical well-being
  - Change in social circumstances



### **Impacts**

- 2.10 The objective here is to translate the individualised results into overall economic, financial and/or social measures of impacts for the organisation as a whole. This is not an easy task but the analysis is underpinned by what is now a growing body of evidence on the financial benefits associated with a variety of social outcomes. Some of the main techniques and evidence used are:
  - HACT & Daniel Fujiwara, Social Value Bank, 2015 A useful database of ready reckoners for equivalent financial values of a variety of improvements in social circumstances.
  - New Economy, Unit Cost Database, 2015 A database of various exchequer savings from social outcomes such as reduced crime which can be useful in case-making to local authorities.
  - Department for Culture, Media & Sport, Quantifying and Valuing the Wellbeing Impacts of Culture and Sport, 2014 – Useful in developing a framework for quantifying the impacts generated by sport
  - Cabinet Office, A guide to Social Return on Investment, 2009

# Final Net Impacts

- 2.11 To arrive at a final impact figure for SSA, we will attempt to deal with deadweight which represents the proportion of impacts that would have been achieved anyway without the support from SSA. Accounting for the deadweight provides an estimate of the net impact of the charity.
- 2.12 Our approach does not consider displacement. Although it is an important aspect of an impact assessment, it is assumed to be insignificant in this instance as there are only minor labour market effects and no impacts on business competitiveness.
- 2.13 It is not always possible to arrive at a precise estimate of net impacts but our approach aims to provide, at the very least, an indication of the final impacts of SSA's work.
- 2.14 Our approach is summarised in the impact framework on the next page:



# Figure 2.1 Impact Framework



- Financial contributions
- Contract income
- Volunteer time
- In-kind contributions

# Activities

- SSA sessions delivered
- SSA courses delivered

# **Outputs**

- Attendance at SSA sessions
- Retention of HMP Forest Bank service users

# Results

- Change in wellbeing
- Change in social circumstances
- Reduced reoffending

# Final Impacts

- Attributing financial values to results
- Deadweight
- Cost Benefit Analysis (Inputs v Impacts)



# 3. Inputs

- 3.1 To carry out the essential services they provide, SSA requires a variety of financial and non-financial inputs. SSA have provided a snapshot of the key inputs that underpinned their services throughout 2015 using the following sources:
  - 2015 Annual Report and Financial Statement
  - Data on centre volunteer hours
  - Summary of in-kind contributions.

Figure 3.1 SSA Fundraising



Source: Street Soccer Academy

# **Financial Inputs**

- 3.2 Street Soccer Academy have provided financial accounts for 2015. These provide details of expenditure and income. The accounts for SSA in 2015 show total income of £208.5k² and expenditure of £175k. The operating surplus is used to meet the charity's reserves target.
- 3.3 The majority of expenditure is on staff costs which totals at around £148k (85% of expenditure).



<sup>&</sup>lt;sup>2</sup> Excludes the in-kind contribution of football boots discussed later in this section

- 3.4 SSAs income sources are:
  - Donations and fundraising events £80k
  - Services to partner organisations and contracts with Sodex (HMP Forest Bank) £89k
  - Grants from Comic Relief and Riverside £39k
- 3.5 This demonstrates that before taking into account any other inputs, **SSA match every £1 of grant** funding with £5.35 from other financial sources.

### **Volunteer Time**

- 3.6 As with many charities, volunteers make up a significant proportion of the workforce. Volunteers at SSA provide an invaluable service by, amongst other things: running football and fitness sessions, providing training and coaching and mentoring individuals.
- 3.7 Across its regional centres, volunteers have provided around 1,650 hours of their time in 2015 which equates to around 220 full-time days. This only includes volunteer hours recorded at the regional centres and excludes some of the mentoring and other activities that take place outside the centres.
- 3.8 The Office for National Statistics (ONS) has carried out research on valuing volunteer time, and applies an average hourly wage of around £11.27 for voluntary work.<sup>3</sup> This is an estimate based on national statistics of the hourly wage paid to people doing similar work to volunteers. Applying this value to our estimate of SSA volunteer time gives a figure of around £18,600 annually.

### In Kind Contributions

- 3.9 On top of the voluntary and financial inputs, SSA receives a number of in-kind contributions. These are goods and services provided to the organisation as donations or as time from companies or individuals that commercial organisations would usually pay for.
- 3.10 The main in-kind contributions are as follows:

Table 3.1 In Kind Contributions	
Contribution	Description
Printing & Media	Pennant Plc provides printing and media services including presentation materials, booklets, flyers and banners each year.
Facilities & Refreshments	Venues and refreshments are provided annually as donations.
Office Space	The Lancashire office in Burnley is currently provided as an in- kind contribution
Auction Items	Holidays, hospitality packages and football boots were donated for auction at an event
Football Boot Donation	A one off donation of football boots was made in 2015

Source: Consultation with Street Soccer Academy

- 3.11 The charity also has the time of two other professionals who provide services:
  - on-going legal support provided by GunnerCooke who have made available a full time lawyer on an in-kind basis

<sup>&</sup>lt;sup>3</sup> ONS, Household Satellite Accounts – Valuing Voluntary Activity in the UK, 2013; this replacement cost approach values the output to the charity rather than social well-being or opportunity cost approaches that value the benefit to the volunteer.



- a business mentor provided through the TiE Network who meets with the SSA CEO for two hours every fortnight.
- 3.12 Although financial estimates of these contributions are not available we can apply benchmarks for the likely cost to a commercial organisation.
- 3.13 The median annual salary for a legal or accounting professional is around £32,000.<sup>4</sup> This is a suitable proxy for the cost of the legal work provided by GunnerCooke. So as not to overstate this contribution we have worked with the assumptions that it would be equivalent to half of the salary of a full-time lawyer, £16,000.
- 3.14 A survey undertaken for BIS found the value of a business mentor to be around £100 per hour.<sup>5</sup> Assuming 52 hours per year, this works out at a total value of around £5,200 per year for the TiE Network business mentor.
- 3.15 The total value of these in kind contributions is estimated to be around £81,700. Adding the in-kind contributions and the total value of volunteer time puts SSA's total additional income at over £100,000 broken down as follows:

Table 3.2 Additional Income Generated					
Contribution	Value				
Printing & Media	£5,000				
Facilities & Refreshments	£5,000				
Office Space	£3,000				
Auction Items	£5,000				
Football Boot Donation	£42,500				
Lawyer	£15,951				
Business Mentor	£5,200				
Volunteer Income	£18,600				
Total	£100,300				

Source: Consultations with SSA

3.16 This means, for every £100 of income recorded in Street Soccer's Accounts, approximately £40 is added through in-kind contributions and volunteer time.



<sup>&</sup>lt;sup>4</sup> ONS, ASHE: Gross Annual Median Salary, Full-Time, Legal and Accounting Activities, 2015

<sup>&</sup>lt;sup>5</sup> BIS, Demand for mentoring among SMEs, 2013

# 4. Activities & Outputs

- 4.1 Isolated individuals are inherently hard to reach and as such, are not fully aware of the opportunities and support available to them. SSA uses football and other fitness related activities to draw these individuals in and provide them with an engaging route to support.
- 4.2 Information and data on the activities and outputs of SSA is taken from the following sources:
  - Anonymised SSA Client Database
  - 2015 Annual Report and Financial Statement
  - Anonymised Session Registers
  - Offender Spreadsheet System
- 4.3 During 2015, SSA has provided varying levels of support to around **451 individuals** through their programmes and support streams with 129 new users registering and 82 service users completing an SSA accredited programme.

### **Street Soccer Sessions**

- 4.4 The charity runs Street Soccer sessions across their centres every week. The sessions involve football coaching led by the service users themselves with assistance from Coach Educators and volunteers. The main aim of the sessions is to develop:
  - understanding of the importance of building healthy relationships
  - interaction and communication skills
  - problem solving skills
  - team working skills.
- 4.5 Generally, the centres each run around 49 sessions per year amounting to a total of **324 sessions** run in **2015** across the 7 centres.<sup>6</sup>

# Attendance

- 4.6 As well as it being difficult to attract isolated individuals to support sessions, it is also often difficult to keep them coming back. Their multiple and complex needs often make regular contact difficult to attain and service users may not return after the first session. SSA provides people with an engaging activity and a group of peers that all work to encourage service users to return.
- 4.7 In total **133 people attended at least one session** (19 attendees per centre) with each person attending an average of around 30% of sessions. This equates to around 13 sessions attended by each person.
- 4.8 Most Street Soccer attendees fall into the 25-34 age bracket. This may seem counter intuitive as social football is generally seen as an activity more popular amongst those aged between 18-24. However, this age group is also less likely to seek out the type of support SSA offers. The breakdown of attendees by age is shown in the table below:

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<sup>&</sup>lt;sup>6</sup> The Wigan centre ran only 28 sessions due to low attendance levels

Table 4.1 Breakdown of Street Soccer Attendees by Age						
	Under 18	18-24	25-34	35-45	Over 45	
Street Soccer Attendees	0%	27%	43%	24%	6%	

Source: SSA Database, 2015

4.9 Accrington has the highest number of attendees with 28 in total. Of those that attended at least one session, Burnley had the highest average attendance with service users attending 45% of sessions on average. The breakdown of sessions by centre is shown in the chart below:

Figure 4.1 Attendance at Sessions, 2015



Source: SSA Session Registers, 2015

Note: Bubble size and label represents total number of people who attended at least one session

### StreetFit Sessions

4.10 StreetFit sessions are designed to demonstrate the physical benefits that can be achieved at no cost, where the exercises can be performed in the privacy of the home, garden or a local park. It is a flexible session that is suitable for adults and children, specifically designed to be inclusive of all members of the community.

### Attendance

4.11 Sessions in 2015 were generally run through partner organisations such as the Booth Centre and a Primary School. **137 people attended at least one session** with service users attending around 17% of sessions on average. This equates to around 5 sessions attended by each service user throughout the year.

Figure 4.2 StreetFit



Source: Street Soccer Academy



4.12 Most StreetFit attendees are under 18. However, this is due to the sessions put on at a primary school. Of the other sessions, most fall into the 18-24 and 25-34 age brackets. There are a much larger proportion of attendees in the over 45 age bracket than that of the Street Soccer sessions. This is largely down to the session itself being far more accessible to less active members of society. The breakdown of attendees by age is shown in the table below:

Table 4.2 Breakdown of StreetFit Attendees by Age						
	Under 18	18-24	25-34	35-45	Over 45	
StreetFit Attendees	46%	16%	16%	10%	12%	

Source: SSA Database, 2015

4.13 The session put on at the primary school had the highest number of attendees with 41 in total, which also had the highest attendance level at 28%. Burnley had the highest average attendance with service users attending 45% of sessions on average. The percentage of sessions attended is generally lower than that of the Street Soccer sessions. The breakdown of sessions by centre is shown in the chart below:

Bubble Size: number of people on register

Bubble Size: number of people on register

25%
20%
28
28
32
7

**Booth Centre** 

De Paul

Primary School

Figure 4.3 Attendance at Sessions, 2015

Source: SSA Session Registers, 2015

0%

Note: Bubble size and label represents the number of people who have attended at least one session

Riverside

# **HMP Forest Bank Partnership**

Stockport Homes

- 4.14 Prison inmates are some of the hardest to reach and most isolated individuals in the country. Their circumstances make engagement and provision of support challenging. Reintegration into society after release can also be a challenging task with many ex-offenders finding it difficult to reengage with their communities, often becoming more isolated than they were as inmates.
- 4.15 Street Soccer Academy works in close partnership with HMP Forest Bank to provide Street Soccer and StreetFit sessions to inmates. Football and general fitness is a useful draw for inmates that can then be used as a vehicle for providing support. SSA reengages with prisoners upon release to provide continuity of support and a route to reengagement with society and integration into communities.



- 4.16 A total of **86 prisoners were involved in Street Soccer or StreetFit programmes in 2015** and SSA registered 73 new inmates for support from HMP Forest Bank in 2015. Of these, 67% were registered for Street Soccer, 22% for StreetFit and 9% for both with a small number of inmates registered for community support.
- 4.17 A key aspect of SSA's work with HMP Forest Bank, is support for inmates after they are released. **58 people** that were registered with SSA were released in 2015, **53 (91%) remained engaged with SSA** after release. This is an

91% of inmates remain engaged with SSA after release.

impressive level of retention which SSA is working to capitalise on to ensure ex-offenders are given the support they need to reintegrate into society.

# **Other Work**

4.18 SSA also delivers a range of other types of support that are not recorded here such as volunteer led one-to-one mentoring sessions and on-demand community support over the phone or face to face for service users or family members with specific needs or issues that are not covered by the sessions.



# 5. Results & Impacts

- 5.1 Quantifying the social value of charity work is inherently difficult. The key challenges are as follows:
  - The service is provided free of charge to service users so there is no financial cost to the individual and hence no market price.
  - Easily quantifiable impacts such as finding employment can be difficult to track as individuals often leave the support provider once they are able to find work.
  - Outcomes are often achieved as a result of support from a number of different support providers.
- 5.2 This study attempts to overcome some of these challenges using social value benchmarks and assumptions to allow SSA to demonstrate the impacts of its work on society. The table below sets out which results we have been able to capture and translate into impacts:

Table 5.1 Impacts Captured						
	Not Captured	Captured				
Change in mental		✓ Enhanced confidence				
wellbeing	➤ Improved happiness	✓ Improved control of life				
Change in social	➤ Improved housing situation	✓ Gained skills/qualifications				
circumstances		✓ Started work/training				
		✓ Reduced offending				
Change in physical	✗ Reduced substance dependency	✓ Improved fitness				
wellbeing	Improved weight/nutrition	✓ Participation in sport				

5.3 As shown in the table, impacts from all key result types have been captured by the framework but a number of important impacts that SSA delivers are much more difficult to quantify, record and attach a value to and as such, are not captured by the assessment.

### **Results**

- 5.4 A number of results and outcomes are delivered for service users as a result of its activities. Of those SSA has been able to track, **21** individuals have progressed into employment and **82** have completed a Street Soccer Academy accredited programme.
- 5.5 SSA records data on service users wellbeing and social circumstances which is updated regularly, where possible. In 2015, 135 service users scored their wellbeing out of 10 against three different questions:
  - How happy would you say you are?
  - How in control of our life would you say you are?
  - At what level would you describe your confidence?
- 5.6 Of these, around 60 had previous wellbeing scores allowing us to analyse the change in service users' wellbeing:



Table 5.2 Personal Wellbeing							
	Reported	Reported	No	Total			
	Improvement	Decrease	Change				
How happy would you say you are?	33	18	8	59			
How in control of your life would you say you are?	29	18	13	60			
At what level would you describe your confidence?	28	16	16	60			

Source: SSA, Participant Database, 2015

5.7 On average, 50% of service users reported an improvement in their wellbeing, 29% saw a decrease and 21% reported no change. Of those that reported an improvement, the average increase in score was around 3 marks for all questions.

**HMP Forest Bank Partnership** 

- 5.8 Once inmates are released from prison, SSA tracks those that reengage with them through their pathways programmes and other forms of support. Given the high proportion of inmates that reengage upon release (91% in 2015), this can provide useful information on changes to their social circumstances.
- 5.9 Of the 45 people that SSA were able to track after they were released from Forest Bank in 2014, only 7% have reoffended up to the end of 2015. This means that 93% do not reoffend equating to 42 ex-offenders.<sup>7</sup> This reoffending rate is significantly lower than the average for England and Wales of 25%.<sup>8</sup>
- 5.10 If we take the reoffending rate for those engaged in 2014, 7% and compare this with the national average, 25%. We could say that there has been a reduction in reoffending of 18 percentage points. If we apply this percentage to the number of prisoners engaged, this implies an improvement against the national average of around 8 ex-offenders not reoffending who might have previously been expected to do so.
- 5.11 It should be noted that this approach may overstate the improvement in reoffending as the inmates who have participated in the programme may not have the same demographic breakdown as the prison population as a whole. There are methods available that would allow a comparable sample to be used such as the Justice Data Lab, however, due in part to client confidentiality, we were not able to provide individual level inmate data to be matched to a sample.

# **Gross Impacts**

- 5.12 There is a significant body of research on valuing the impacts of social intervention. The approach to social impact valuation in this study draws on two key sources:
  - HACT & Daniel Fujiwara, Social Value Bank, 2016
  - New Economy, Unit Cost Database, 2015
- 5.13 These sources use survey data and data on fiscal costs to develop benchmarks for the value of a range of social interventions.
- 5.14 The gross impact of SSA is estimated at £2.5 million and is summarised below:

<sup>8</sup> Ministry of Justice, Proven Reoffending Data: proportion reoffended up to 12 months after release, 2014



<sup>&</sup>lt;sup>7</sup> We have used reoffending rates for people released in 2014 as reoffending rates for people released in 2015 is not available due to the elapsed time needed for a credible assessment.

Table 5.3 Gross Social Impacts per annum								
Result Service Value per HACT/Unit Total Impact								
nesuit	Users	Person	Cost Ref	Total IIIpact				
Progression into Employment	21	£13,000	EMP1401 EMP1602	£273,000				
Street Soccer Academy Accredited Programme Completed	82	£1,500	EMP1610	£123,000				
Street Soccer Regional Centre Session Attendees	133	£3,300	SPO1601	£438,900				
StreetFit Support Partner Session Attendees	137	£2,100	SPO1602	£287,700				
Prisoners involved in Street Soccer or StreetFit	86	£2,700	SPO1601	£232,200				
Programmes			SPO1602					
Improved Confidence	28	£13,100	HEA1601	£366,800				
Improved Control of Life	29	£15,900	HEA1406	£461,100				
Engaged Ex-Offenders not Reoffending	8	£34,800	CR3.0	£281,900				
Total				£2,464,600				

Source: Regeneris Consulting Calculations; HACT & Daniel Fujiwara, Social Value Bank, 2016; New Economy, Unit Cost Database, 2015

# **Net Impacts**

- 5.15 As these service users are likely to be accessing multiple avenues of support, both formally and informally, a significant proportion of the impact is likely to have happened without the assistance of Street Soccer Academy.
- 5.16 To attempt to quantify the net impacts we must first take account of this deadweight. One method for doing this is to compare the improvement in social circumstances against a baseline.
- 5.17 The ONS publishes wellbeing data which tracks national wellbeing in terms of life-satisfaction, happiness and other measures. Unfortunately, these do not map onto the wellbeing measure that we have a social impact value for. However, the national average improvement in happiness can be compared to the improvement in happiness for SSA service users to establish a proxy level of deadweight to apply to the other wellbeing measures.
- 5.18 On average, there has been a 0.18 increase in people's level of happiness scored from 1-10 across the UK between 2011/12 and 2014/15. SSA service users have seen an average increase in happiness of 0.63 up to 2015. Although not directly comparable, this gives an indicative deadweight of around 28%. If we apply this to our other measures of wellbeing as a proxy for deadweight, this results in just over 20 people with improved happiness and confidence, equating to an indicative net impact of around £264,100 and £332,000 respectively.
- 5.19 Baselines are more difficult to establish for the other types of impact. An alternative method is to use benchmarks for the intervention type from national guidance on the additionality of interventions. The guidance cites evidence from the Neighbourhood Renewal fund which was developed specifically to tackle deprivation in terms of health, education and crime:
  - 18% deadweight for health interventions applicable to the provision of Street Soccer and StreetFit programmes
  - 18% deadweight for crime interventions applicable to Street Soccer Academy programmes in HMP Forest Bank



<sup>&</sup>lt;sup>9</sup> ONS, National Wellbeing Data, 2015

<sup>&</sup>lt;sup>10</sup> Homes & Communities Agency, Additionality Guide, 2014

- 19% for education interventions applicable to the completion of SSA accredited programmes
- 20% for worklessness interventions applicable to progression into employment.
- 5.20 Applying these deadweight factors implies a net impact of around £1.3 million for the remaining interventions.
- 5.21 The total net social impact of Street Soccer Academy is then estimated at almost £2 million.

Table 5.4 Social Impacts							
Intervention Type	Gross Impact	Deadweight	Deadweight (%)	Net Impact			
Worklessness	£273,000	£55,000	20%	£218,000			
Education	£123,000	£23,000	19%	£100,000			
Health	£959,000	£173,000	18%	£786,000			
Reoffending	£282,000	£51,000	18%	£231,000			
Wellbeing	£828,000	£232,000	28%	£596,000			
Total	£2,465,000	£534,000	22%	£1,931,000			

Source: Regeneris Consulting Calculations

5.22 The net impact of Street Soccer Academy represents a social return on investment of approximately £9 for every £1 of recorded income in 2015 and a social net present value of over £1.6 million for 2015.<sup>11</sup>

# Sensitivity

- 5.23 The analysis uses a range of benchmarks in assessing the net impact of the charity. Varying any of the assumptions needed to arrive at the estimates could change the results. Given that these are based on guidelines for various intervention types, we have undertaken a brief sensitivity analysis to demonstrate the sensitivity of the net impacts to changes in the benchmarks.
- 5.24 Applying a 5 percentage point increase and decrease to the proportions of deadweight produces a range of total estimated net social impact of between £1.8 million to £2.1 million.

# **Further Rounds of Benefit**

- 5.25 Street Soccer Academy's support provision delivers a variety of benefit to service users and to society as a whole. The impact analysis has only taken into consideration those that can be given a social value and hence, many of the other benefits are not included in the net impact estimates. The wider benefits include:
  - indirect impacts of people reintroduced into society
  - benefits to family members of service users.



<sup>&</sup>lt;sup>11</sup> The social NPV also nets off the in-kind contributions from the net social impact

# 6. Conclusions

- 6.1 Street Soccer Academy provides a service to individuals that have in many cases been left behind by, and isolated from, society. Reintegrating isolated individuals into communities is a complex and difficult task. The unique selling point of SSA's approach is that it provides an incentive for service users to engage with support through participating in sport.
- 6.2 The charity is well-established with ambitions for growth that are grounded on its steady flow of inputs, both financially and in terms of in-kind contributions and network of volunteers. For every £100 of financial income, the charity adds £40 in in-kind contributions and volunteer time making a strong case for further investment and funding.
- 6.3 Using football and exercise as a draw for isolated individuals is a key driver of the success of Street Soccer Academy. Some **270** individuals attended Street Soccer or StreetFit sessions in 2015.
- 6.4 SSA's partnership with HMP Forest Bank has been very successful this year, **registering 73 additional inmates** onto Street Soccer and StreetFit programmes and community support in 2015. As well as providing a source of income for the charity, the partnership has also enabled SSA to reengage with inmates upon release and invite them to the regional centres to provide further support and reintegrate them into communities. The engagement of 91% of SSA registered inmates upon release is a key success story for the charity as ex-offenders tend to be a particularly difficult group to engage in support.
- 6.5 The charity has recorded a wide range of benefits to service users in three key areas:
  - Mental Wellbeing
  - Physical Wellbeing
  - Social Circumstances.
- 6.6 This wide range of benefits to service users results in a significant pool of impacts totalling at a central estimate of £2 million in net social impacts. This implies a social return on investment of £9 for every £1 of financial income and a social net present value of around £1.6 million for 2015.
- 6.7 The figures provided are approximates, based, in part, on benchmarks provided in government guidance on net additionality as well as proxy measures for baseline scenarios. As such, they have been rounded and briefly tested for their sensitivity to changes in the net adjustment factors.
- 6.8 To put the social return figures into context, the worked example in the Cabinet Office Guide to Social Return on Investment presents a Social Return on Investment of £1.93 for every £1 invested. SSA's return is around five times higher than this, demonstrating its relative success in generating a return.
- 6.9 Street Soccer Academy has had a very successful year which is evidenced by the high levels of social value it has generated. The charity now has a well-established approach to support to build on and should be able to achieve sustainable growth.



# **Street Soccer Academy**

£81,700

£18,600

£209,000



In-kind contributions

**Volunteer Time** 

**Financial Income** 

# £40 added to every £100 of income

through in-kind contributions and volunteer time













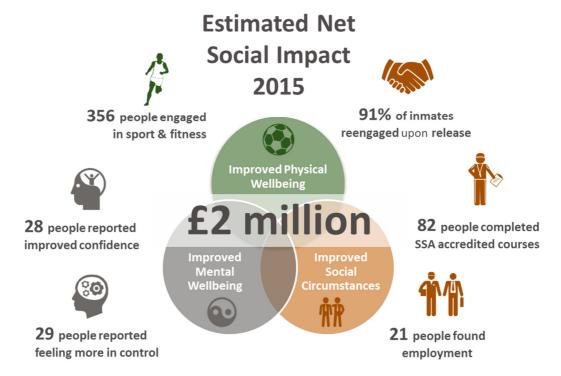
137 people attended StreetFit Sessions

**Street Soccer Sessions** 

in sessions

133 people attended 86 inmates engaged 95 people provided with community support

**451** people supported by Street Soccer Academy



Social Return on Investment

£9 for every £1 invested



