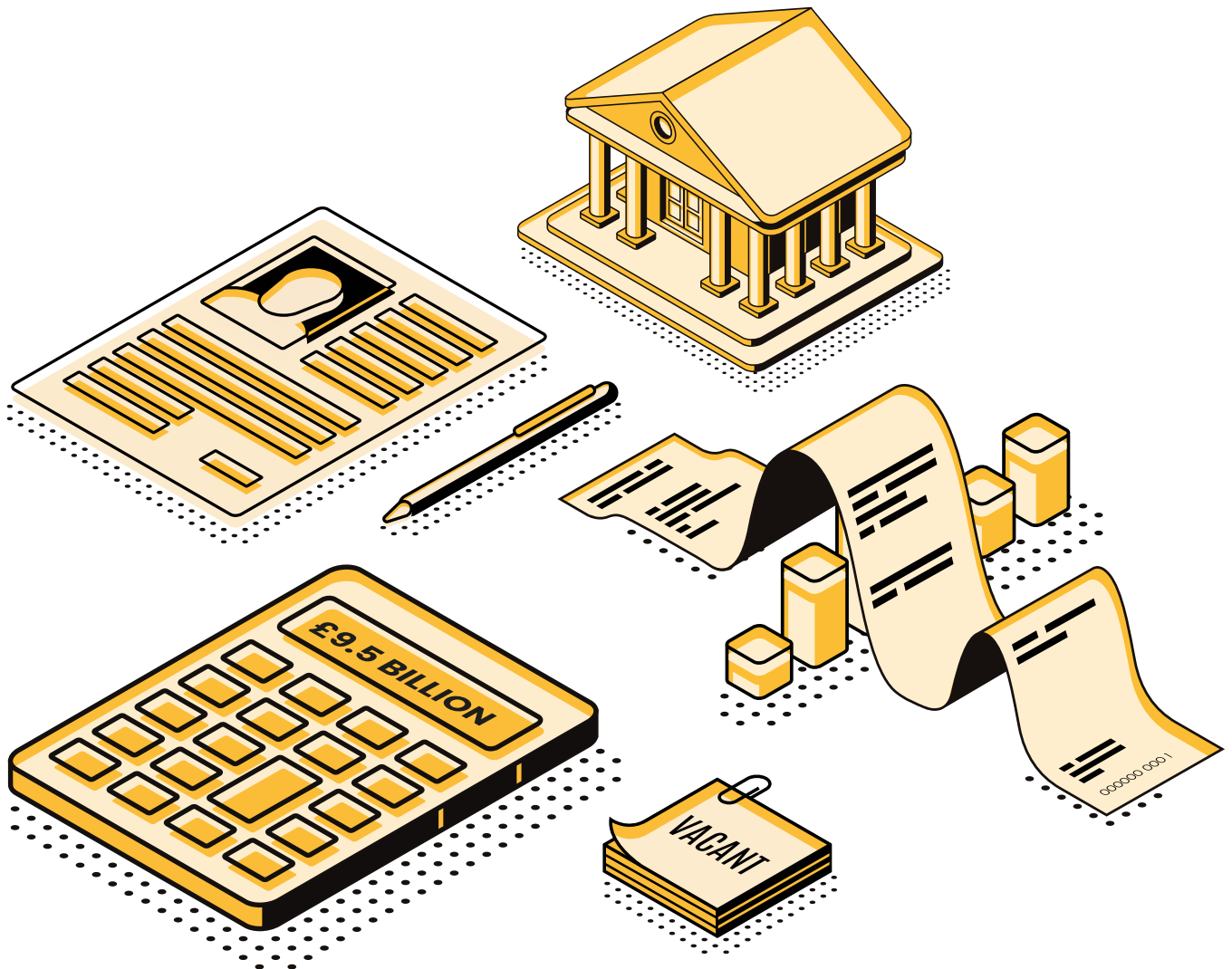


Measuring the Social and Economic Impact
of Sport in England

Summary:

Social and economic value of community sport and physical activity in England



This summary is based on work by the Sport Industry Research Centre at Sheffield Hallam University for Sport England.

Welcome from Tim Hollingsworth

Chief Executive



The contribution that sport and physical activity makes to our national life has never been clearer than in recent months.

The temporary closure of large parts of the sector during lockdown highlighted just how much we had come not just to rely on sport to deliver physical and mental wellbeing benefits to our lives, but also on how it uniquely brings our communities together. It is an understatement to say that its absence has been keenly felt.

And while we have always known that sport and physical activity strengthens our communities and contributes enormously to the health and wellbeing of the nation, until now there hasn't been a figure attributed to the value it contributes to our society and economy.

We recently commissioned economists at the Sport Industry Research Centre at Sheffield Hallam University to quantify the economic and social return on investment for sport and physical activity.

The findings of this report show that for every £1 spent on community sport and physical activity in England, an economic and social return on investment of £3.91 is generated. Taking into account physical health benefits, mental wellbeing uplifts and economic development – the contribution was found to benefit some £85.5 billion to the English economy and society.

The report details exactly how sport and physical activity adds value – from the prevention of 900,000 cases of diabetes and 30 million fewer GP visits due to improved health, as well as helping to deliver stronger and safer communities with fewer crime incidents, and the 285,000 jobs that community sport supports.

In keeping with a key government priority, this report also highlights how sport has a pivotal role to play in levelling up communities by bridging the gap between the 'have and have nots.'

It is perhaps no coincidence the people who are the least likely to be active in England are often the most likely to have ill-health and be affected by unemployment. Many people want to be active but are held back by where they live in the country, their income, their ethnicity, their gender or the fact they are disabled. Helping these groups take part in sport and physical activity so that everyone in society can share equally in its benefits is Sport England's primary mission.

We would encourage organisations to use this research to better understand the impact that being active can have on the lives of individuals and communities, the delivery of public services and our economy.

Organisations can also do their own modelling of social and economic value, for specific local areas, activities or audiences. To help, we have developed some guiding principles that sit alongside this document to enable a consistent approach when making the case for the value of sport and physical activity.

Tim Hollingsworth
Chief Executive

Executive summary

Over the last three years, Sport England has focused on bringing together evidence on the contribution of community sport and physical activity to the five outcomes identified in the Government's strategy Sporting Future. These are physical wellbeing, mental wellbeing, individual development, social and community development, and economic development.

Sport England's aim was to assess the evidence base with a view to demonstrating the contribution of community sport and physical activity to the outcomes. Building on this foundation and other previous work, Sport England commissioned the Sport Industry Research Centre (SIRC) at Sheffield Hallam University to quantify the social and economic impact of community sport and physical activity.

There are two complementary parts to the research. Part one measures the social impact (including physical and mental health) of sport and physical activity while part two measures the economic importance. Together, both parts enable Sport England to demonstrate the contribution of sport and physical activity to the five government outcomes. The research revealed that the combined social and economic value of taking part (participating and volunteering) in community sport and physical activity in England in 2017/18 was £85.5bn.

When measured against the £21.85 billion costs of engagement and providing sport and physical activity opportunities, for every £1 spent on community sport and physical activity, a return on investment (ROI) of £3.91 was created for individuals and society in 2017/18.

How was this calculated?

Part 1: Social return on investment in community sport and physical activity in England

The social value model measures the value of social outcomes generated through engagement in sport and physical activity and the cost (inputs) of providing opportunities for engagement. It provides values for England in 2017/18 and expresses the total value of social outcomes as a proportion of inputs.

The model estimates the value of sixteen social outcomes related to physical and mental health, mental (subjective) wellbeing, individual development and social and community development. The model measures the value of participating and volunteering in sport but excludes watching sport as this is beyond the scope of Sport England's work. The model reveals that £71.61bn of social value was generated from engagement in community sport and physical activity from £21.85bn of inputs, giving an SROI value of 3.28.

This means that for every £1 invested in community sport and physical activity in England (financial and non-financial), £3.28 worth of social impact was created for individuals and society in 2017/18. The largest amount of social value (58.3%) was generated through mental wellbeing (£41.76bn).

Considerable social value was also created by social and community development outcomes, in particular enhanced social capital (social trust, belonging and community engagement), which was valued at £14.22bn. Approximately £9.59bn was generated by improved physical and mental health.

As with previous SROI sport-related studies, the estimates in the model are conservative. We have included the social outcomes for which there is sufficient evidence of impact and sport and physical activity participation, and data available to enable the valuation of these outcomes. Moreover, we have excluded other outcomes (positive and negative) on the basis of insufficient evidence. As such, the findings of this research are likely to underestimate the true social value of sport and physical activity in England.

Return on Investment

for community sport and physical activity in England

The social and economic value of being active

For every £1 spent on community sport and physical activity in England
£3.91 worth of impacts are generated...

Physical & mental health

150,000 cases

Heart disease and stroke prevented
Value: £1 billion

900,000 cases

Diabetes prevented
Value: £3.6 billion

8,500 cases

Cancer prevented
Value: £460 million

93,000 cases

Dementia prevented
Value: £3.5 billion

375,000 cases

Depression prevented
Value: £110 million

30,000,000

Fewer GP visits
Value: £450 million

33,000,000

Reduced use of psychotherapy services
Value: £670 million

21,000

Hip fractures prevented
Value: £800 million

1,500,000

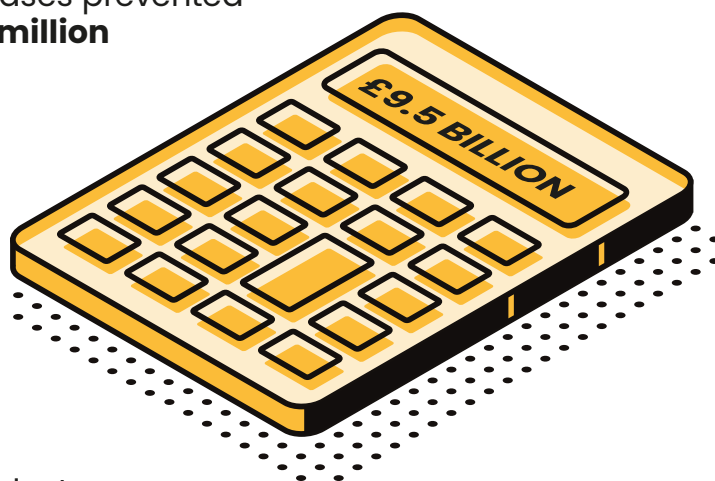
Back pain cases prevented
Value £410 million

280,000

Sports injuries caused
Cost -£1.5 billion

£9.5 billion

Physical & mental health impact generated



Results

Explore the Sport England / Sport Industry Research Centre (SIRC) at Sheffield Hallam University report, for more detail of the **£85.5 billion** social and economic impact of sport and physical activity in England.

Social Value

- Physical & mental health **£9.5 billion**
- Mental wellbeing **£42 billion**
- Individual development **£282 million**
- Social & community dev. **£20 billion**

Economic Value

Community sport-related economic activity **£13.8 billion**

Total Value

£85.5 billion

Return on Investment

for community sport and physical activity in England

The social and economic value of being active

For every £1 spent on community sport and physical activity in England
£3.91 worth of impacts are generated...

Mental wellbeing

Improved life satisfaction through participation for 24 million people

Value: £31.2 billion

Improved life satisfaction through volunteering for 3.9 million people

Value: £10.5 billion

£42 billion

Mental wellbeing impact generated

Individual development

Improved educational attainment

Value: £4.5 million

Increased earnings

Value: £277.5 million

£282 million

Individual development impact generated

Social & community development

10,000 fewer crime incidents

Value: £38.6 million

The replacement value of work by volunteers

Value: £5.7 billion

Enhanced social capital

Value: £14.2 billion

£20 billion

Social community development impact generated

Results

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Economic Value

Community sport-related economic activity

£13.8 billion

Total Value

£85.5 billion



Part 2: Economic importance of community sport and physical activity in England

The economic importance of sport and physical activity in England was measured using a National Income Accounting (NIA) framework. The research provides a 'snapshot' of the role and significance of sport in England in 2017/18 and includes sports participation, volunteering and spectating. It measures three key indicators of economic activity; consumer expenditure on sport, sport-related Gross Value Added (GVA) and sport-related employment.

In 2017/18, consumers in England spent £25,144m on sport and physical activity, of which 54% or £13,693m was related to community participation. Since 2010, this represents an increase of 24% (current prices) and 7% (constant prices).

Sport-related economic activity generated £23,894m GVA in 2017/18, of which **58% or £13,887m was related to community participation**. Since 2010, the value of all sport-related GVA has increased 18% in current prices. This represents an increase of 2% in real terms (constant prices) over this period.

The sport economy in England generated **287,874 jobs in community sport**, which is 60% of the total amount of jobs created in sport – 479,530 in total in 2017/18. Overall, sport-related employment accounts for 2.4% of total employment in England. It has increased by 9% since 2010. The share of sport-related employment has increased from 2.3% in 2010, to 2.4% in 2017/18.

The combined value of taking part in sport and physical activity

In conclusion, the combined economic and social value of taking part in sport and physical activity in England in 2017/18 was £85.5bn. When measured against the costs of engagement and providing sport and physical activity opportunities (£21.85 billion), for every £1 spent on sport and physical activity, a return on investment (ROI) of £3.91 was created for individuals and society in 2017/18.

Return on Investment

for community sport and physical activity in England

The social and economic value of being active

For every £1 spent on community sport and physical activity in England
£3.91 worth of impacts are generated...

Employment

Community sport and physical activity supports **285,000 jobs** in England:

Commercial sector
139,000 jobs

Public sector
102,000 jobs

Voluntary / Third sector
45,000 jobs

285,000
jobs supported

Gross Value Added

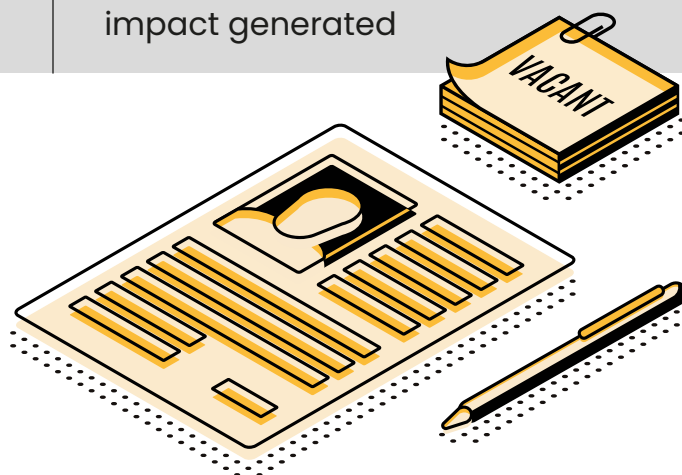
Community sport and physical activity contributes **£13.8 billion** to the economy annually in England:

Commercial sector
Value: £7.0 billion

Public sector
Value: £3.7 billion

Voluntary / Third sector
Value: £3.1 billion

£13.8 billion
impact generated



Results

Explore the Sport England / Sport Industry Research Centre (SIRC) at Sheffield Hallam University report, for more detail of the **£85.5 billion** social and economic impact of sport and physical activity in England.

Social Value

Physical & mental health	£9.5 billion
Mental wellbeing	£42 billion
Individual development	£282 million
Social & community dev.	£20 billion

Economic Value

- Community sport-related economic activity £13.8 billion

Total Value £85.5 billion

Recommendations

The findings of this research demonstrate that community sport and physical activity generate significant social and economic value to England, and in doing so contribute to the five government outcomes identified in Sporting Future.

This is a powerful message to share with stakeholders, including government, to demonstrate and broaden understanding of the contribution of sport and physical activity to society.

We believe that the SROI analysis for sport and physical activity should be reviewed and updated periodically to reflect the latest evidence. This work should also provide a basis to identify where evidence building is needed and to inform future research and insight priorities.

Although it provides a national, overarching picture, this model will not meet the needs of all our partners and stakeholders with their specific responsibilities (for particular local areas, activities or audiences).

However, it is important that the sector presents coherent and consistent arguments about its contribution to social and economic value. Without coordination, inconsistency of approach could also lead to inefficient duplication of effort.

For these reasons, we have developed some guiding principles we urge partners to consider when undertaking similar work. We hope this enables the sport and physical activity to make the most compelling case for sport for the benefit of everyone.

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