Value F.C. Report

# Your club Report - 05 August 2024

## Social Value Overview

Your club generates an estimated **£NULL** return for every £1 invested. Your net social value is **£NULL** based on an annual return of **£NULL** and investment of **£NULL**.

# About Value FC

*You’re not just running a football club - you’re building a community. Let’s show everyone the score!*

Value FC is an easy-to-use tool, to estimate the social value of grassroots football clubs in Essex. Social values can help you make the case to local funders and partners, to back your club for years to come. You can estimate a value, in cash terms, of the way sport and volunteering improves lives. Let’s make sure our facilities are looked after and our pitches are open, with players from all ages and backgrounds, buzzing off the beautiful game.

Until now, figuring out your social value meant hiring pricey consultants - and let’s face it, many of them don’t even know the offside rule when it comes to social value. Until now, this meant that only the big spenders could afford to estimate their social values, mostly professional teams or large funding bodies.

With support from the Essex FA, Value FC brings social value estimates within reach of community clubs. We think the grassroots game is where we’ll see the greatest social values. Through Value FC, we can bring this to light for all clubs in the county.

We’ve packed our years of sector-leading expertise, reliable data, and the best (Treasury-backed) valuation method for sport into a simple web app. Now you can confidently estimate your club’s social value yourself, no fancy footwork required.

# What’s in the kit bag?

Value FC comes with four features:

1. **Team Sheet**: Input of your club’s key stats.
2. **Scoreboard**: Clear, instant display of your social value measures.
3. **Match Report**: A comprehensive, shareable report of your club’s social value. The report gives an accessible summary for use in press releases, flyers and social media. It also gives full details of your estimates, how to use them effectively and how to improve them in future.
4. **Assistant Coach**: Our AI helper, ready to answer questions about the app, explain social values, or even help draft your next funding pitch. Remember, while our AI Assistant is well-trained, you’re still the manager. Use its suggestions, but trust your instincts too!

# Team Sheet

Before we kick off, let’s get your club’s details down. To fill out the Team Sheet you’ll need:

1. Club Name
2. Annual Expenditure
3. Number of Volunteers
4. Number of Players over 16
5. Number of Players under 16

Who counts: Include everyone who’s a regular part of your club over the last 12 months. For players, you can count anyone who meets Sport Englands’ definition of participation: two or more sessions each month, of at least 10 minutes per session. This is not to discourage very occasional players and volunteers from getting involved, but when it comes to social value we’re looking to count people who are likely to have had a sustained wellbeing boost.

Double counting: If someone is both a player and a volunteer, we recommend that you count them just once in their main role. Your star striker who puts the corner flags out? Best count them as a player. Your dedicated physio who fills in as a sub now and again? Count them as a volunteer. If in doubt, take them out.

Good input, good results: Value FC guarantees the quality of the model, but the inputs to that model are in your hands. The better the quality of your estimates, the more confident your and your partners can be in your social value. These are just estimates. For high-stakes funding bids, it’s worth considering some professional help from State of Life or other social value experts, to collect reliable data and fine tune the analysis.

# Scoreboard: Social Value at a Glance

Once you’ve filled in your Team Sheet, hit ‘Estimate your value’. The app will show you four key stats on your social value:

1. **Return**: value of the wellbeing boost your club gives to its players and volunteers.
2. **Investment**: time and money the community puts into your club each year.
3. **Net Value**: return minus investment.
4. **Return on Investment**: return divided by investment, giving a return per pound.

# Report: The Whole Story

Click ‘download report’ for all the material you’ll need to promote your social value with sponsors, the local council, or the press. This report is your playbook, explaining:

* where the numbers come from;
* what they mean for your club;
* how to use your estimates credibly, being clear about their limits.

The report considers some ‘what-ifs’ that help to stress test your social value estimates:

For example: what if your club didn’t exist? Some players might join other teams, or volunteers might help elsewhere. In this way, it’s difficult to claim that all your value is “additional”. To tackle this, we include:

* Break-even Analysis: How much of your club’s impact needs to be genuinely additional, to cover the cost of investment?
* Sensitivity Tests: How would the results change if we tweak the assumptions?

On the other hand, your club might be doing *even more* good than we measure through Value FC, so your report notes the things we don’t capture. We also include some alternative ways of communicating your value, including an estimate of the cost relief that your club might provide to the NHS, by supporting a healthier community.

So, you have your ‘headline’ numbers. And the report backs those up. It’s there to help you and your funders better understand your club’s real impact on the community, some of the limitations of the estimates, and the way to use social values credibly.

# How We Calculate Your Club’s Value

Understanding how we measure your club’s impact can help you explain its true worth to partners and funders. Let’s break it down:

## Wellbeing Years (WELLBYs)

We measure social value using a simple question: “Overall, how satisfied are you with your life nowadays?”

This question is recommended by the Office for National Statistics and used widely in research. People answer on a scale from 0 (not at all satisfied) to 10 (completely satisfied). If we can help someone move up one point on this scale for a year, that’s what we call a Wellbeing Year, or WELLBY.

The HM Treasury Green Book (the UK’s gold standard for social valuation) suggests that one WELLBY is worth £15,258 (in 2023 prices).

By putting a monetary value on wellbeing, we can compare your club’s impacts to its costs. But remember, this is not about social not financial value - it represents how you’re improving lives.

## Wellbeing Value of Your Club

Your club boosts wellbeing in lots of ways including through better health, friendships, and fun. We estimate that:

* Players over 16 gain 0.093 points in life satisfaction, worth £1,419 per year
* Players under 16 gain 0.371 points, worth £5,661 per year
* Volunteers gain 0.066 points, worth £1,007 per year

These figures come from analysing Sport England’s Active Lives survey. We look at people who’ve played football at least twice in the last 28 days, for at least 10 minutes each time.

To make sure we’re measuring football’s specific impact, we use a technique called regression analysis. This helps us control for lots of other factors that also affect life satisfaction, including general activity levels across all sports.

While we can’t say football definitely causes these improvements (there are factors we can’t measure), our methods are reliable and widely accepted. State of Life are experts in using these techniques.

Note that football’s impact can vary based on gender, other demographics and game types (like five-a-side). State of Life could help you with valuations that better represent your club’s players and volunteers, but the freely-available average values offered through Value F.C. should be suitable for most clubs, and most purposes.

## Club’s Investment

Wellbeing values represent your main benefits, or social returns. What about your cost of investment?

This has two components. The first is how much your club spent over the last 12 months. The second is the investment of unpaid time your volunteers put in.

**Counting the hours:** We estimate volunteer time based on a Sport England (2019) study on the Life Cycle of Sport Volunteers. On average, sports volunteers contribute about 12 hours a month. We estimate this over a nine-month season, though we know some super-dedicated volunteers keep the club running year-round.

**Time-cost:** To give volunteer time a cash value, we use the National Living Wage. As of April 2023, that’s £10.42 per hour. We use this rate to keep everything in 2023 prices, matching our wellbeing estimates. It’s gone up to £11.44 in April 2024, but using the 2023 rate keeps this consistent with the value of wellbeing above. So, the average volunteer contributes an estimated £1,125.36 worth of time per season (12 hours x 9 months x £10.42). Some volunteers contribute more than others, but we recommend using this average.

## Volunteering: benefits and costs explained

We count volunteering time as both an investment AND a social benefit. Why? Volunteers give freely, but this is a real investment of their time in the club, and so it’s a ‘time cost’ to the volunteer. If volunteers they weren’t there, the Club would need to pay someone to do those jobs, and so it’s an equal ‘benefit’ to the Club - this is known as a ‘replacement value’. [[1]](#footnote-30)

Of course the real magic is that volunteers get their own wellbeing boost (see above), while enabling all your players to get theirs as well. So, whilst the time invested is treated as both a cost and benefit, the wellbeing values make their contribution incredibly valuable.

## Annual vs Long-Term Value

Social values are presented in ‘real terms’ using 2023 prices. We use the Treasury’s preferred measure to adjust for inflation (the GDP deflator series) ensuring your values meet UK Government standards for investment cases.

We recommend focusing on just one year of value when discussing your club’s impact. This is a powerful message on its own. While your club’s long-term value could be much higher, be cautious about extrapolating these figures without professional help. For example, let’s consider two ways of looking your five-year impact, and why it’s not straightforward to estimate your social value:

1. Historical view: Let’s say you want to estimate your value over the five years. While it might be tempting to simply multiply your current annual value by five, remember that financial costs, player numbers, and volunteers have likely changed over time. An accurate valuation requires good data from each year and further adjustments to some of the values we use in the calculator.
2. Future projections: Let’s say you want to look at the value you’ll bring in the next five years. Social values should be given in ‘present’ terms, recognising that future values are worth less to people than current ones. Treasury advises applying “discount rates” to account for this time preference. Discounting would be straightforward for experienced economists but isn’t without training. Therefore, we haven’t built discounting into Value FC.

While multi-year valuations are beyond Value FC, for high-stakes investment cases, you could consider paying for economic experts such as State of Life, who can apply the proper techniques for accurate calculations.

1. Since the £1,125.36 per volunteer is included as a benefit and cost, it cancels out when we estimate the net social value (benefit minus costs). It remains important to include these time costs as it slightly alters the social return on investment (ratio of benefits to costs). [↑](#footnote-ref-30)