



sportworks.

SUMMARY REPORT

Investing in Sport for Development - Creating the business case to help change the lives of disadvantaged young people in the UK. A **sported.** commissioned research project delivered by Substance.

Sportworks: Proving the value of sport



sported. is the foundation established as a direct result of the legacy promises of London 2012 which vowed to use sport to change the lives of young people. It is now the largest organisation supporting thousands of community and grassroots organisations across the UK who deliver sport for development.

sported. is a membership organisation which offers financial support and business mentoring to community and voluntary groups who are focused on securing social development through young people's access to sport.

sported. is successfully driving its mission nationally through a network of country and regional managers and skilled volunteers. **sported.** is also working to champion and support the Sport for Development sector by providing a voice for its work and proving, through robust impact measurements, that sport does work to change young lives and to have a positive impact on society.

Established by Sir Keith Mills GBE, Deputy Chairman of London 2012 and Chief Executive of the London Olympic Bid, **sported.** has over 2,300 Members, has distributed over £2.4 million in grants to date and through providing support to its Member organisations, is giving well over 200,000 young people an opportunity to access sport.

Substance is a dynamic social research cooperative which is a specialist in the sport, youth and community development sectors. Substance staff have particular expertise and an impressive track record of pioneering new approaches to research and evaluation in the Sport for Development sector where they have helped to set the agenda and define understandings of effective practice over the last ten years.

Substance's work is characterised by a desire to engage with and understand the challenges faced by front line agencies, strategic networks and commissioners and to develop solutions that stand the test of time.

Ultimately it helps projects and organisations to improve their practice, demonstrate impact and value, influence policy and effect positive social change. The scale and significance of its work belies the size of the organisation, which is committed to staying small and agile whilst thinking big. Its impressive list of over 300 clients include the Premier League Charitable Fund, Football League Trust, Premiership Rugby, Cricket Foundation, Street Games, Greenhouse, London Playing Fields Foundation and Sports Leaders UK.

THE CHALLENGE

“We know that sport changes lives, we need a way to start proving it.”

Sir Keith Mills GBE

sported. Founder and Chair

The Sport for Development sector is a strong, professional and rapidly growing field – one based on the intrinsic belief that sport and physical activity is positive engagement for disadvantaged young people.

Our sector has long-sought a means to prove that the work we do has valuable impact and that we can work together to measure this impact.

Until now, there has been little definitive evidence of the direct relationship between sport and social benefits.

sported. sought to address this by commissioning social research specialists Substance in 2010, to carry out crucial research to understand the business case for sport for development for young people in the UK.

Previous efforts to measure what works in sport for development have been vital in building knowledge. But in fulfilling our research aims, we felt that any uncoordinated attempt in impact measurement would only increase the sense of fragmentation facing the sector in difficult times. Our ultimate aim was to understand the impact of the Sport for Development sector and the cost saving being made to society as a result of this work.



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A NEW APPROACH

Our challenge, to find a scalable, sector-wide method of demonstrating the impact and value, was ambitious.



Our solution was to develop a robust and meaningful shared measurement tool for the Sport for Development sector using innovative concepts originating from the United States which are emerging in the UK.

‘A surprising new breakthrough is emerging in the social sector: A handful of innovative organizations have developed web-based systems for reporting the performance, measuring the outcomes, and coordinating the efforts of hundreds or even thousands of social enterprises within a field. These nascent efforts carry implications well beyond performance measurement, foreshadowing the possibility of profound changes in the vision and effectiveness of the entire non-profit sector.’

Breakthroughs in Shared Measurement and Social Impact, FSG Social Impact Advisors, July 2009.

This ground-breaking approach offers a number of unique sector-wide and individual organisational benefits:

- **Promoting learning and greater knowledge:** Allowing users to identify the most effective practices, benchmark and compare performance; ultimately to become more efficient and effective in their delivery.
- **Raising profile:** By aggregating data across the sector we will for the first time be able to tell the true story of impact.
- **Rationalising investment:** Providing funders and commissioners with more realistic assessments of their grant-giving activity by placing results in the context of sector-wide norms and trends.
- **Demonstrating cost savings:** Providing societal cost savings enabling the much needed case for further investment.

THE RESEARCH INVOLVED ASKING THE FOLLOWING QUESTIONS;

- Q.** To what extent are sport for development projects working with the ‘right’ participants, in terms of those young people who are most ‘at risk’ of experiencing different social problems?
- Q.** To what extent are sport for development projects using approaches that fit with ‘what works’ in protecting young people from experiencing different social problems?
- Q.** What is the effect of sport for development project delivery in terms of helping young people to develop the skills, knowledge and resilience – or protective factors – that will reduce the likelihood of them experiencing different social problems?
- Q.** What evidence of outcomes is there in terms of a reduction in the number of participants in sport for development projects experiencing different social problems?
- Q.** What cost savings are associated with preventing these participants from experiencing different social problems?



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THE RESULT: SPORTWORKS

Sportworks is a pioneering, sustainable, shared measurement tool for the Sport for Development sector. Sportworks has been specifically designed to work for all stakeholders within the sector from deliverer to programme manager, funder to policy maker.

It is a sophisticated system which assesses the impact and societal cost saving of seven of the most prolific social policy outcome areas associated with sport for development work. The seven outcomes are:

- reducing anti-social behaviour and youth offending
- improving educational performance
- improving attendance and behaviour at school
- reducing the misuse of drugs and alcohol
- improving psychological health and wellbeing
- increasing physical fitness and reducing obesity
- reducing the number of NEET young people.

The tool is the first to use a scoring system modelled on population 'risk' profiles and sport for development 'protection' factors. The scoring provides users with informed data to guide them through any weaknesses in their programmes in order to support improved delivery in relation to achieving each of the social outcomes. Furthermore, the tool can provide reliable predictions of impact, offering invaluable information to support 'payment by results' contracting as well as actual impact measures.

The tool has been integrated into two front-end data collection systems; the established Views platform and a new Sportworks Light tool which has been specifically developed out of the research.



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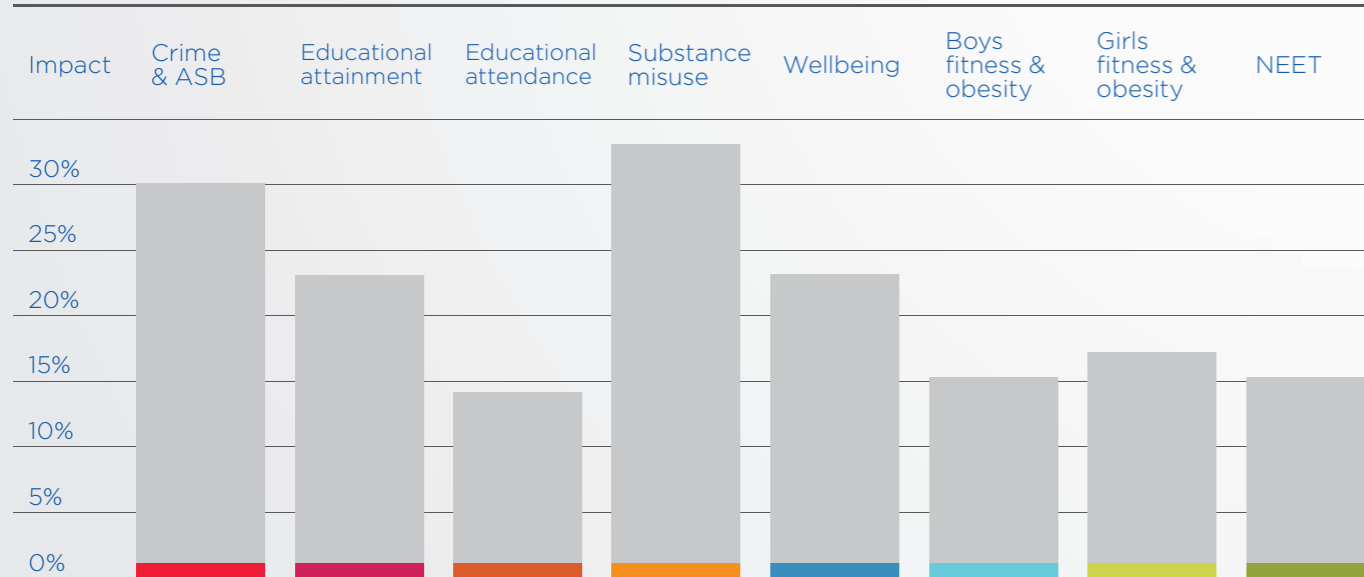
WHAT OUTCOMES DOES SPORT FOR DEVELOPMENT DELIVER BEST?

Through the research process, existing data was used to test the robustness of the tool, generating predicative impact measures and some promising initial findings.

The system was piloted with 3,888 projects from 198 agencies over a six-month period up to 31 March 2012. From this assessment, projects demonstrated a consistently positive impact on all the chosen social policy areas as shown in Figure 1.

Table 1 presents the average 'Risk' of those participants facing negative outcomes in the social policy areas which, together with an estimated average 'Impact', is then used to produce a measure of the 'Risk Reduction'.

FIGURE 1: IMPACT PROJECTION FOR ALL PROJECTS



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This shows the impact sport for development work was projected to have across a range of social outcome areas. This impact contributed to reductions in the risk of participants experiencing social problems by between 4.5% and 19.2%. The biggest improvements were recorded in relation to substance misuse (19.2%), crime and anti-social behaviour (15.81%) and improvements in wellbeing (14.34%).

Sportworks can then monetise these impacts by estimating the likely cost savings attributed to the work, on the basis of the proportionate reduction in the financial burden to society associated with each outcome. The largest savings per participant were achieved in relation to the reduction and prevention of substance misuse (£2265.00), reductions in crime and anti-social behaviour (£724.89) and improvements in wellbeing (£430.20).

Overall we found that sport for development projects included in our assessment were likely to generate a total societal cost saving of £4174.12 per participant, per annum, which with over 10 million young people living in the UK, presents a very strong case for investment.



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TABLE 1: RISK REDUCTION AND COST SAVINGS PROFILE

Policy area	Risk	Impact	Risk Reduction	Cost of negative outcome*	Cost savings*
Crime & ASB	52.50%	30.11%	15.81%	£4,585	£724.89
Educational attainment	54.90%	23.22%	12.75%	£1,000	£127.50
Educational attendance	31.03%	14.52%	4.51%	£4,000	£180.40
Substance misuse	58.48%	32.84%	19.20%	£11,800	£2,265.60
Wellbeing	62.58%	22.92%	14.34%	£3,000	£430.20
Fitness & obesity	46.03%	15.81%	7.28%	£2,715	£197.65
NEET	45.09%	15.06%	6.79%	£3,651	£247.90

*Per participant per annum

TAKING THE BATON

sported. is committed to changing young lives through sport and we have sought to do this through this research by securing a future for sport for development work for young people in the UK. We primarily focus our resources on under-supported groups where we know our efforts will make a real difference and with existing agencies whose work we admire and want to help grow. We are resolute about using Sportworks to help us make a credible case for investment but we recognise there is still work to be done if we are to fully realise its potential;

Engage: We will work with our Members, other deliverers across England, Wales, Scotland and Northern Ireland, funders, commissioners and policy makers to offer Sportworks as a shared measurement solution for the Sport for Development sector.

Support: We will work with all who are interested in learning about and sharing what really works in sport for development work to promote models of good practice. **sported.** aims to provide tailored support to users of Sportworks who want to build on their practice and strengthen their delivery.

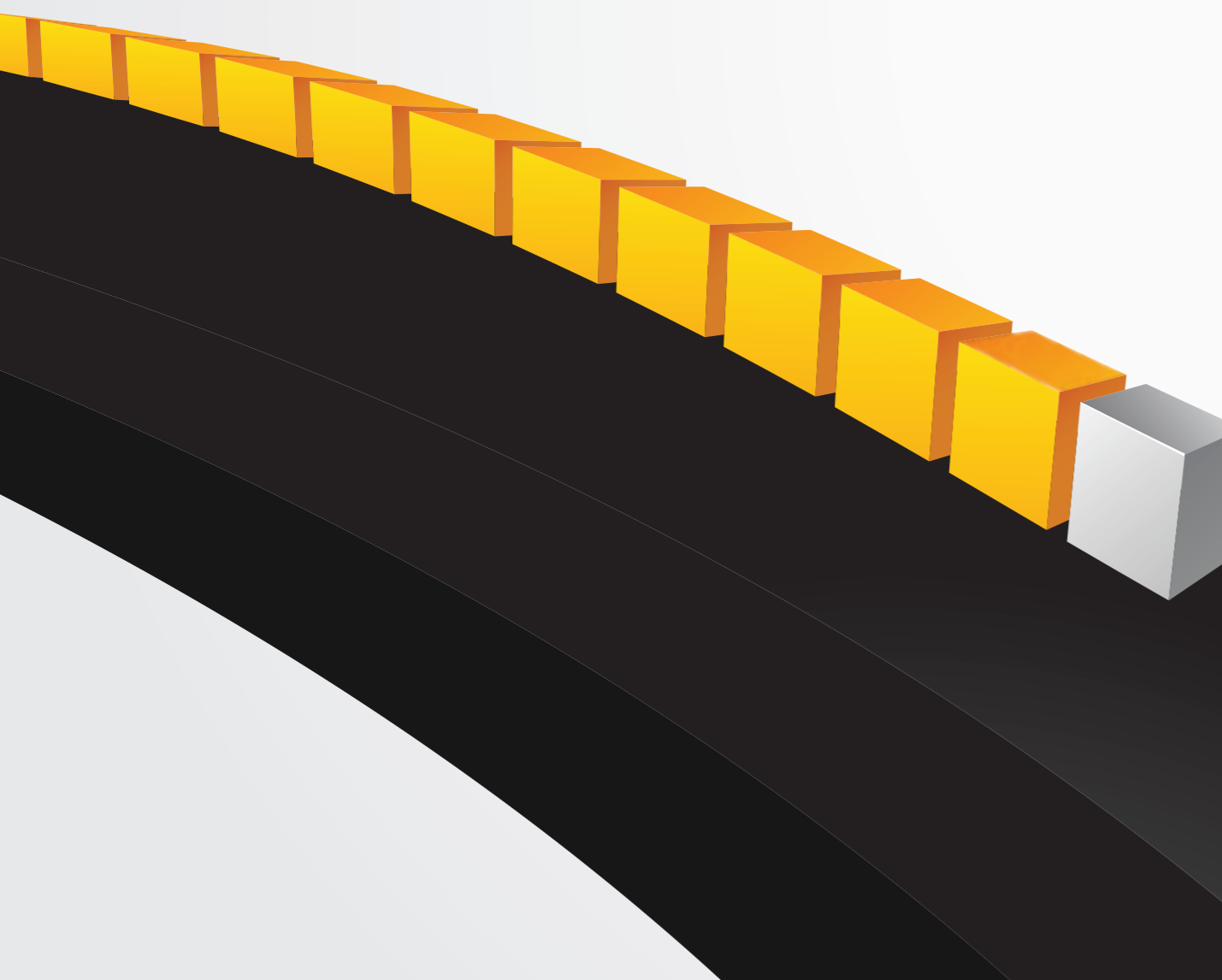
Advocate: We will use the aggregated results generated through Sportworks to advocate on behalf of the sector, lobby for support, influence and inform policy making and investment decisions. We will promote positive stories to strengthen the identity of the sector and its role as a meaningful intervention in changing young lives.

Develop: We will ensure the validity and currency of the tool by continuing to work with our research partners Substance and others including commissioners, the Sport and Youth sectors and Government to ensure we continue to provide a evidence based approach to impact measurement.

At **sported.** we have always believed that sport changes lives but have now found a way to prove it. Sportworks is a truly collective way-forward to creating the business case for investment in sport for development. Ultimately shared measurement has the potential to bring about trailblazing change enabling the Sport for Development sector to achieve a greater understanding of what really works in tackling the complex social problems that face young people in the UK today.



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