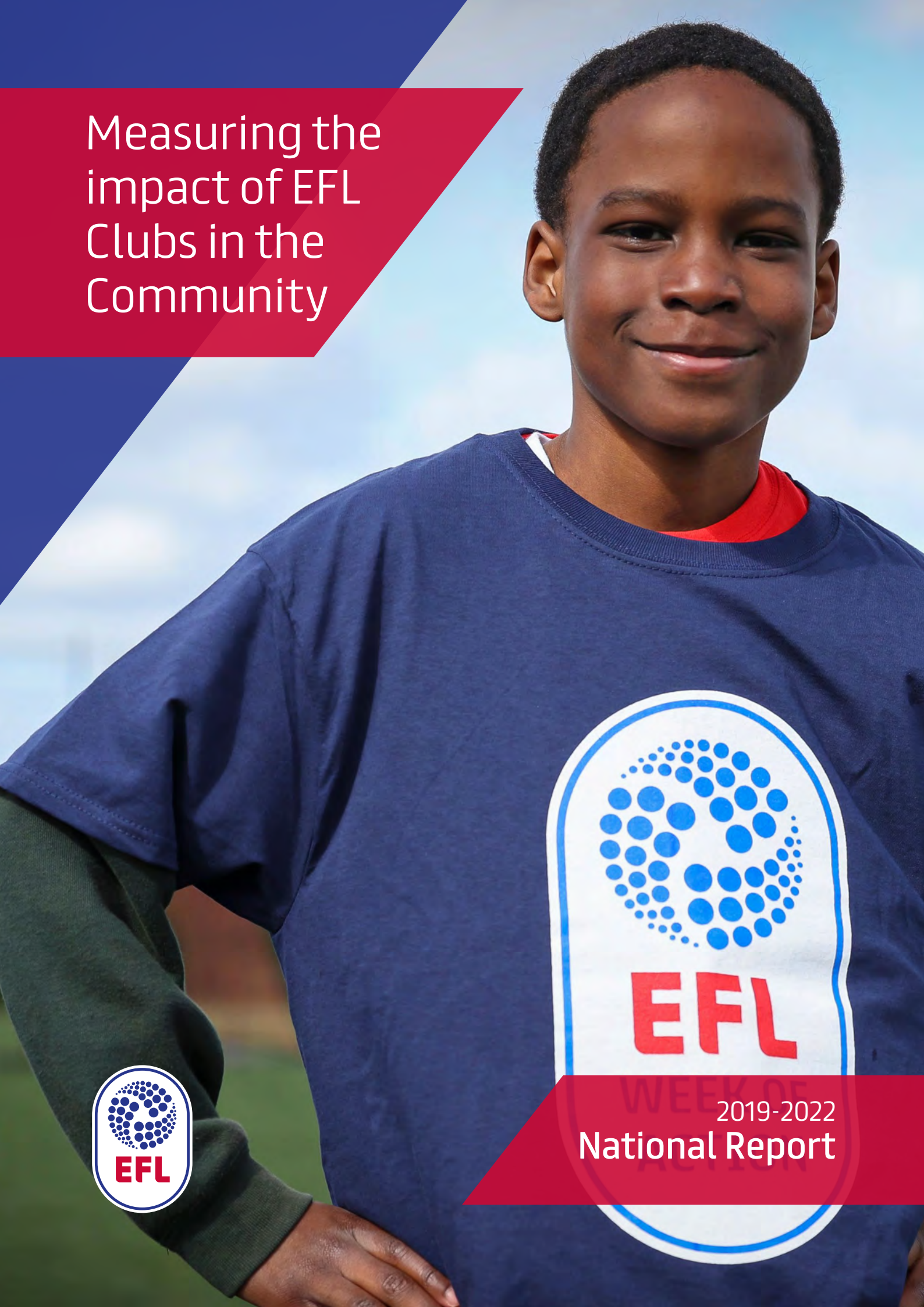


Measuring the
impact of EFL
Clubs in the
Community



2019-2022
National Report



2019-2022

Contents

1.0 Introduction and context	
1.1 Introduction to the EFL and EFL Trust.....	9
1.2 Introduction to EFL Clubs and CCOs.....	10
1.3 Understanding EFL Club Communities	12
1.4 How the EFL and its Clubs respond	14
1.5 The importance of partners.....	15
1.6 This study and report	18
2.0 Clubs and CCOs as community catalysts	
2.1 Introduction.....	21
2.2 Income and funding generated and invested	22
2.3 Networks and partnerships	24
2.4 Staff, volunteers and ‘in-kind’ support	26
2.5 Facilities made available to local communities.....	30
2.6 Summary of inputs	33
3.0 Clubs and CCOs as deliverers	
3.1 Introduction.....	35
3.2 Player engagements	36
3.3 COVID-19 responses	38
3.4 Community engagement and development.....	42
3.5 Participation projects.....	45
3.6 Health and wellbeing projects	47
3.7 Education, training and employability projects	49
4.0 Clubs and CCOs as change makers	
4.1 Introduction.....	53
4.2 Impacts on physical activity, physical literacy and physical health.....	54
4.3 Impacts on mental health	56
4.4 Impacts on social/community outcomes (community connections, cohesion and participation).....	58
4.5 Impacts on education, training and employment.....	60
5.0 Clubs and CCOs as value creators	
5.1 Introduction to social valuing.....	63
5.2 Summary of valuing approach	64
5.3 Overview of findings	67
5.4 Value relating to physical health.....	68
5.5 Value relating to mental health and wellbeing	69
5.6 Value relating to community and social outcomes.....	70
5.7 Value relating to education, training and employment	71
5.8 Contributions to the United Nations’ Sustainable Development Goals	72
6.0 Conclusions	
6.1 Summary of findings.....	75
6.2 Conclusion	79



Welcome

From the EFL Chair,
Rick Parry..... 4



Executive summary

2021/22 season..... 6



Welcome



Our Clubs are at the heart of their respective towns and cities, and the fantastic work carried out on a daily basis by Clubs is felt by people throughout those communities.



Welcome to the second edition of the Measuring the Impact of EFL Clubs in the Community report, which follows on from the first iteration produced in 2020.

The impact EFL Clubs and Club Community Organisations (CCOs) have on their communities is not only vital, but also unique, in that it is delivered at a local level at scale across the country.

Commissioned by the EFL to survey all EFL Clubs and CCOs, specialist research and technology company, Substance, have provided a unique study which allows us to demonstrate the work Clubs do on a national scale.

EFL Clubs are at the heart of their respective towns and cities, and the fantastic work carried out on a daily basis by Clubs is felt by people throughout those communities up and down the country.

This report allows us to tangibly measure the clear and lasting impact of these activities and initiatives. Furthermore, combined with the results of the first edition of this report – which assessed the 2018/19 season – we now have the opportunity to compare findings across four years, with the new set of figures measuring from 2019 to 2022.

There are some very encouraging trends from the data, which show that Clubs and CCOs have not only come through the COVID-19 pandemic to continue to be key community assets, but have gone on to strengthen their connections with people in their areas.

For instance, almost **580,000** hours of community activity were delivered by Clubs and CCOs in the 2021/22 season, an **11%** increase on 2018/19, and more than **840,000** community participants were engaged through those sessions, a **2%** increase on three years ago.

The report shows that the majority of participants achieved at least one positive outcome across physical health or mental health.

New to this version of the report is the measurement of social value, and all told, the work of EFL Clubs and CCOs generated a remarkable total of **£865m** of social value through their full range of projects and programmes during the 2021/22 season.

We hope you find the report useful and it enables you to fully put into focus the fantastic community work delivered by EFL Clubs and their CCOs.

- Rick Parry
Chairman EFL



Executive Summary

This report focuses on EFL (English Football League) Clubs' impacts in their local communities. It follows a previous study conducted during the 2018/19 season and published in March 2020. Following the disruption caused by the COVID-19 pandemic, this report considers EFL Clubs' and Club Community Organisations' (CCOs) community impacts across three seasons: 2019/20, 2020/21 and 2021/22.

The findings contained in the report illustrate the broad collective reach of EFL Clubs and the scale at which they have responded to the considerable challenges faced by their communities over the past number of years. Below is a summary of key findings from the report (focusing on the 2021/22 season).

EFL Clubs' communities

In 2021/22, **over 47.6 million people lived within 15 miles of an EFL Club and over 40.4 million lived within 10 miles**: 80% and 68% of the population of England and Wales respectively.

Many of the communities surrounding EFL Clubs share challenges resulting from deprivation and other inequalities linked to income, health and education.

Income, funding and expenditure

In the 2021/22 season:

- ✓ EFL Clubs and CCOs collectively generated **£101,117,368** in income and funding for investment in community projects and broader initiatives
- ✓ Expenditure on community related work during the season is estimated to have been **£84,938,589**
- ✓ The EFL Trust generated and invested **£17,466,862** in the community work of Clubs and CCOs and the Premier League Charitable Fund invested **£13,755,053** in project funding.

Staff, volunteers, in-kind support and facilities

To support their communities during the 2021/22 season, EFL Clubs and CCOs collectively:

- ✓ Established and maintained **6,774** organisational partnerships
- ✓ Employed **5,675** staff who together provided **5,284,044** hours of support
- ✓ Deployed **4,247** volunteers who provided a further **876,741** hours of support
- ✓ Supplied a range of in-kind support, including **404,578** match tickets and **40,791** other goods (including balls, Clubs shirts, merchandising and various other items)
- ✓ Made available **1,686** facilities, providing **120,098** hours of free or subsidised usage
- ✓ Provided in-kind support valued at **£40,848,263**, taking the total amount of income and in-kind support raised during the season to **£141,965,631**.

Community delivery

During the 2021/22 season, EFL Clubs and CCOs:

- ✓ Delivered **579,712** hours of community sessions and events
- ✓ Supported **12,864** player engagements with an estimated value of **£7,499,712**
- ✓ Engaged **840,094** community participants, with **364,383** attending community engagement and development projects; **182,063** attending football and sport participation projects; **154,461** attending sessions focused on education, training and employment; and **64,408** attending health support and wellbeing sessions. The remaining participants engaged in COVID-19-related sessions and events and other types of provision.

Impacts and outcomes

This report presents the first attempt to aggregate information from all EFL Clubs and CCOs on the participant outcomes that have been supported by community focused sessions and events. In 2021/22 it has been found that:

- ✓ **81%** of participants who were measured for outcomes relating to physical health achieved at least one positive outcome
- ✓ **77%** of participants who were measured for outcomes relating to mental health and wellbeing achieved at least one positive outcome
- ✓ **81%** of participants measured for social/ community outcomes achieved at least one positive outcome
- ✓ **41%** of participants measured for an education, training or employment outcome achieved at least one positive outcome.

The social value of outcomes and impacts

This report also presents the first attempt to place a social value on the outcomes and impacts delivered by EFL Clubs and CCOs. In 2021/22:

- ✓ It is estimated that EFL Clubs and CCOs generated a total of **£865,196,135** of social value across their full range of community initiatives, projects and programmes
- ✓ Broken down by theme/policy domain:
 - ▶ **41% (£351,595,751)** of the social value came from community and social outcomes
 - ▶ **37% (£318,087,468)** came from outcomes relating to mental health and wellbeing
 - ▶ **17% (£151,936,197)** came from education, training and employment outcomes
 - ▶ **5% (£43,576,718)** came from outcomes relating to physical health
- ✓ The EFL and EFL Trust are beginning to map the work of Clubs and CCOs to each of the 17 United Nations' Sustainable Development Goals (UN SDGs)
- ✓ In this report, the activities and impacts of Clubs and CCOs have been mapped against 10 SDGs, and the social value generated has been mapped against 4 key goals.



Conclusions

- ✓ This report has established that over the past three seasons EFL Clubs and CCOs have responded to the needs of their communities on an unprecedented scale
- ✓ More funding has been raised and invested than ever before, more partnerships have been developed, larger numbers of staff and volunteers have been deployed, and more facilities have been made available
- ✓ This has helped Clubs and CCOs to grow the delivery of their core projects and initiatives and has also helped them to support their communities through the significant challenges associated with the COVID-19 pandemic
- ✓ In the period since the end of the 2021/22 season, Clubs and CCOs are already supporting their communities in new and enhanced ways not touched upon in this report, especially relating to challenges associated with the cost-of-living crisis. This demonstrates EFL Clubs' flexibility and responsiveness, and their collective view that challenges experienced by their communities are always and everywhere Clubs' challenges too.



Introduction & Context



1.1 Introduction to the EFL and EFL Trust

This report focuses on EFL Clubs' impact in their local communities: the places from which they take their names and draw their support. It pulls together a range of information relating to Clubs' community impacts, showing how Clubs positively engage with and support their communities in ways that extend well beyond their matchday activities.

The EFL was **founded in 1888** as the world's first League football competition by its **12 founder Member Clubs**. Now with **72 Clubs**, the EFL constitutes the largest single body of professional football Clubs in Europe. Its core responsibility is to administer and regulate its three divisions - **the Sky Bet Championship, Sky Bet League One and Sky Bet League Two** – as well as the **Carabao Cup**, the **Papa Johns Trophy** and Youth and Reserve football.

The EFL (English Football League) Trust is the charitable arm of the EFL. It was established in 2008 to advise, support, represent and resource the network of EFL Club Community Organisations, the charities linked to each EFL Club. It is responsible for developing and supporting robust and well-run charities that are legal and financially sustainable and for distributing central funds for national programmes which come from other football bodies, Government sources and a variety of commercial partners.

The EFL Trust has an overall focus on creating stronger, healthier, more active communities.



1.2 Introduction to EFL Clubs and CCOs

The 72 EFL Member Clubs have, in some cases, been in existence for more than 150 years.

Born originally out of local community organisations including churches and works' social clubs, Clubs have since their very inception been regarded as representatives of the local communities from which they emerged.

Throughout the 20th and 21st centuries, **EFL Clubs have continued to secure their roles as vital civic institutions; representing and celebrating their communities; providing spaces for communal shared identity;** as well as becoming catalysts for economic and social regeneration and development. Indeed, it is often difficult to imagine many towns and cities without their Clubs.



With the demise of so many communal organisations and institutions in the past 50 years, football clubs are now often the most visible – if not the only - public symbol of many communities.

Clubs engaged for this report:

Accrington Stanley	Forest Green Rovers	Port Vale
AFC Bournemouth <small>(currently in the Premier League)</small>	Fulham <small>(currently in the Premier League)</small>	Portsmouth
AFC Wimbledon	Gillingham	Preston North End
Barnsley	Grimsby Town	Queens Park Rangers
Barrow AFC	Harrogate Town	Reading
Birmingham City	Hartlepool United	Rochdale AFC
Blackburn Rovers	Huddersfield Town	Rotherham United
Blackpool	Hull City	Salford City
Bolton Wanderers	Ipswich Town	Scunthorpe United <small>(currently in the National League)</small>
Bradford City	Leyton Orient	Sheffield United
Bristol City	Lincoln City	Sheffield Wednesday
Burnley	Luton Town	Shrewsbury Town
Burton Albion	Mansfield Town	Stevenage
Cambridge United	Middlesbrough	Stockport County
Cardiff City	Millwall	Stoke City
Carlisle United	Milton Keynes Dons	Sunderland AFC
Charlton Athletic	Morecambe	Sutton United
Cheltenham Town	Newport County	Swansea City
Colchester United	Northampton Town	Swindon Town
Coventry City	Norwich City	Tranmere Rovers
Crawley Town	Nottingham Forest <small>(currently in the Premier League)</small>	Walsall
Crewe Alexandra	Oldham Athletic <small>(currently in the National League)</small>	Watford
Derby County	Oxford United	West Bromwich Albion
Doncaster Rovers	Peterborough United	Wigan Athletic
Exeter City	Plymouth Argyle	Wycombe Wanderers
Fleetwood Town		

EFL Clubs and 15-mile radiuses 2021/22

- Championship
- League 1
- League 2



Alongside their ability to bring people together at matches, over the past 150 years many Clubs have developed the practical means and infrastructure to 'make a difference' to their communities in several different ways.

Clubs have become both businesses that provide their local communities with sustainable economic activity, as well as key organisations that support and advocate for marginalised communities, those in need, as well as responding to social issues as they emerge. For example, in recent years, Clubs have developed co-ordinated efforts to improve environmental practice through the EFL Green Clubs initiative; have increased inclusivity through participation in the EFL's Together Against Discrimination' campaign; have supported the Rainbow Laces initiative; have launched the Women's Weekend and the ongoing Family Excellence Awards; and have responded to a range of urgent issues such as the COVID-19 pandemic, the growing problem of loneliness in an ageing and often isolated population, and the cost of living crisis.

Over the past 30 years, the community impact of Clubs has been supported and extended by the work of CCOs; the independent charitable organisations that have developed alongside Clubs to focus on responding to the needs of local communities. While the separation and distinctiveness of CCOs enables them to align with local and national social policy goals and access various types of charitable funding, their relationships with their 'parent' Clubs are vital for enhancing their influence, status and ability to engage with the widest variety of local communities, constituencies and stakeholders.

CCOs themselves emerged out of the pilot 'Football in the Community Scheme', based at six Clubs in the North West of England, that was established in 1986 through a partnership between the then Football League and the **Professional Footballers Association (PFA)**. While originally initiated as a response to supporter disorder, a broader range of activities were quickly set in motion that were designed to promote closer links between Clubs and their communities; maximise the use of Club facilities; increase diversity among participants in recreational activities; and provide employment and training opportunities.

Today - addressing a far wider range of social, health, education, employment and other needs - there are CCOs linked to almost all EFL Clubs.

1.3 Understanding EFL Club Communities

In 2022, **47,636,569 people** in England and Wales live **within 15 miles of an EFL Club** and **40,484,239 live within 10 miles: 80%** and **68%** of the population of the two countries respectively.¹

Being located primarily in and around major urban centres, the communities surrounding EFL Clubs share many of the characteristics that define the wider populations of England and Wales' towns and cities. EFL Clubs' communities are often young, diverse and full of potential, but also share challenges resulting from deprivation and other inequalities linked to income, health and education.

In terms of age and diversity, the 2021 census revealed that:



82% of the 'youngest' neighbourhoods in England and Wales (i.e., those with the largest proportions of children and young people aged 19 and below) are within 10 miles of an EFL Club.²

84% of the most ethnically diverse communities in England and Wales are within 10 miles of an EFL Club.³

85% of all people from ethnically diverse communities in England and Wales live within 10 miles of an EFL Club.

82% of the most religiously diverse neighbourhoods in England and Wales (i.e., those with the largest proportions of followers of religions other than Christianity) are within 10 miles of an EFL Club.⁴

In terms of deprivation and inequality, other data sources reveal that:



93% of the neighbourhoods in England and Wales with the highest proportions of benefit claimants are within 10 miles of an EFL Club.⁵

90% of the neighbourhoods with the lowest average net annual household incomes in England and Wales are within 10 miles of an EFL Club.⁶

83% of the most deprived neighbourhoods in England and Wales are within 10 miles of an EFL Club.⁷



Finally, in terms of health and education, further data sources show that:



97% of the neighbourhoods in England with the highest prevalence of children being overweight in school Year 6 are within 10 miles of an EFL Club.⁸

82% of the neighbourhoods with the highest levels of health deprivation – defined as risk of premature death and the impairment of quality of life through poor physical or mental health – are within 10 miles of an EFL Club.⁹

79% of schools in England with the lowest proportions of pupils achieving standard 9-4 passes in both English and mathematics at GCSE are within 10 miles of an EFL Club.¹⁰

These statistics demonstrate the multiple challenges faced by many of the communities that surround EFL Clubs. They also help to contextualise the EFL's, the EFL Trust's and individual Clubs' and CCO's understandings of their communities' needs, and the projects, programmes and wider initiatives they deliver in response.

1. 2021 census data processed at a Lower Super Output Area (LSOA) level or a Middle Layer Super Output Area (MSOA) level where LSOA was not available - https://www.nomisweb.co.uk/sources/census_2021
2. 82 of the 100 'youngest' MSOAs in England and Wales.
3. 251 of the 300 most ethnically diverse LSOAs in England and Wales.
4. 246 of the 300 most religiously diverse LSOAs in England and Wales.
5. 279 of the 300 LSOAs with the highest proportion of benefits claimants – claimant count data for October 2022 - <https://www.nomisweb.co.uk/sources/cc>
6. 90 of the 100 MSOAs with the lowest net annual household income after housing costs: Income Estimates for Small Areas, England and Wales, 2018 <https://www.ons.gov.uk/employmentandlabourmarket/peopleinwork/earningsandworkinghours/datasets/smallareaincomeestimatesformiddlerysuperoutputareaseotlandandwales>
7. 83% of LSOAs in the 10% most deprived neighbourhoods in England and Wales: <https://www.gov.uk/government/statistics/english-indices-of-deprivation-2019> and <https://gov.wales/welsh-index-multiple-deprivation-full-index-update-ranks-2019>
8. 97 of the 100 MSOAs in England with the highest prevalence of children being overweight in Year 6 at Year 6: 2019 <https://www.gov.uk/government/statistics/child-obesity-and-excess-weight-small-area-level-data>
9. <https://www.gov.uk/government/statistics/english-indices-of-deprivation-2019> and <https://gov.wales/welsh-index-multiple-deprivation-full-index-update-ranks-2019>
10. 142 of the 200 English 'mainstream' secondary schools (not special schools or those providing alternative education) with the lowest proportion of pupils achieving standard 9-4 passes in both English and mathematics at GCSE. Key Stage 4 Performance Data for England, 2021/22 <https://www.find-school-performance-data.service.gov.uk/download-data?currentstep=year®iontype=beforeStep&la=8&downloadYear=2021-2022>

1.4 How the EFL and its Clubs respond

The EFL is governed by a Board of 10 Directors, six of whom are representatives of the League divisions and are elected by EFL Clubs from those divisions, including three from the **Sky Bet Championship**, two from **Sky Bet League One** and one from **Sky Bet League Two**. As a unique sporting entity, a living emblem of the world's first League football competition, the EFL is authentically connected to its brand values of aspiration, credibility, community and progress.

The commitment to aspiration is reflected in the EFL's collection of competitive on-field league divisions and knock-out cup competitions that engage supporters and are the lifeblood of the EFL Clubs' own economic viability.

With **1,891 football fixtures annually**, one-in-four attendances at sporting events in the UK are to an EFL organised match. Alongside the ticket revenues and other matchday income this drives, a global broadcast audience of over 400 million for these matches ensures a diversity of income streams and inward investment to the EFL Clubs' host towns and cities. More broadly, this reach, influence and impact allows the EFL to promote inclusive practices across the game and beyond. The EFL wishes for its Clubs to be reflective and representative of their communities and to be a driving force towards diversity across the country. This is reflected in the establishment of the EFL's Equality, Diversity and Inclusion (EDI) Strategy 'Together', which provides its Clubs and communities with a pathway to their own EDI journey in which the EFL can fully support and guide to allow for the achievement of its outcomes in a consistent and meaningful way.

Aspiration, credibility, community and progress.



As well as driving a succession of its own socially responsible and purpose driven campaigns and improvement programmes - including the **award-winning 'On Your Side' partnership with Mind** and now a **new partnership with the British Red Cross** - the League recognises and celebrates its Clubs' place at the heart of their communities and how they can and do represent the interests of their towns and cities to drive positive social impact.

This work is enabled by the joint work of EFL Clubs and CCOs, who engage with and support some of the most vulnerable members of society. In turn, they are **supported by the EFL and the EFL Trust** who aim to harness the engagement power that football and the Club badge provide to **deliver life enhancing experiences for the communities that EFL Clubs serve.**

The EFL Trust vision - "Stronger, Healthier, More Active Communities" - drives its mission to advise, support, represent and resource the network of EFL CCOs, with an overall focus on **improving health and wellbeing, raising aspirations and realising potential and building stronger, more cohesive communities.**

1.5 The importance of partners



Liam Scully | Chair | EFL Trust

The EFL and EFL Trust work closely with many key partners and stakeholders, to ensure that community work directly responding to both local and national needs is delivered to the highest standards and is amplified to maximise opportunities for individuals and our key stakeholders.



The Premier League and the Professional Footballers Association (PFA) have been significant contributors to community work across EFL Clubs for many years.

The EFL Trust's charitable donations to the network of Club Community Organisations (CCOs) includes **£35,000** funding for each CCO that is provided by the PFA from the Premier League's domestic broadcasting income.

Through the Premier League Charitable Fund (PLCF), the Premier League also provides 72 EFL CCOs with funding to deliver the Premier League programmes - Premier League Kicks, Premier League Inspires and Premier League Primary Stars.

Over and above funding to EFL communities, the Premier League invests **£100m** per season in local facilities, community schemes and education programmes throughout England and Wales. This has been supplemented by an additional **£100m** for this three-year period.

The EFL and the PFA work closely together, united in the belief that players should engage closely with local communities. This applies at all levels, from junior players and members of women's squads to men's first teams. All can play significant roles, often in different parts of the community.

Alongside its brand, heritage and fans, players are among a Club's greatest assets. **This community engagement helps players develop personally, and have a better understanding of local social issues** with many very proactive in supporting charitable causes in their communities that either resonate with them personally or are essential to the local community's needs.

The EFL's charitable arm also has significant long-term partners, who have funded projects to support our communities through this impact reporting period and onwards, including the **University of South Wales, Sport England, Ferrero UK, the NCS Trust, Department for Work and Pensions and the FA**. These long-term strategic partners work in conjunction with the EFL's charitable arm to develop and deliver national projects that develop people's employment aspirations, **get our nation moving and active, support young people to develop people's employment aspirations.**

“ Stronger, Healthier, More Active Communities ”

- The EFL Trust vision

Alongside these goals, the EFL Trust is committed to enhancing the viability and effectiveness of the CCO network through provision of support in the following areas:

- ✔ Good governance and financial management
- ✔ Organisational development
- ✔ Business support functions
- ✔ Accessing funding for programmes locally and nationally
- ✔ Workforce development
- ✔ Effective communications
- ✔ Impact measurement
- ✔ Environmental Sustainability



RYAN INNIS
Charlton Athletic



For Charlton Athletic's Ryan Inniss, his Friday evenings are often spent visiting the Addicks' PL Kicks session, spending two months working alongside young people to encourage them to make positive life choices and make a difference.

Last season Inniss demonstrated a commitment to giving back to the local community, fully immersing himself in activities and going the extra mile to help where he could, winning the League One PFA Player in the Community Award as a result.

The defender has formed lasting relationships with the Upbeats Down's syndrome team as well as young people on the Kicks programme and continues to use his own life experiences to encourage others to make positive life choices.

Jason Morgan, Chief Executive of the Charlton Athletic Community Trust, and Tracey Leaburn, Head of First Team Player Care at Charlton, represented Inniss at the EFL Awards 2022 ceremony to accept the award on his behalf.



Morgan added: "I've been at the Club a long time. What the players do within the community is a different class. It comes from the top and it comes from the manager. There's an expectation that that's what they need to do."

"Ryan's the kind of character that has had his challenges. He can relate to a lot of programmes that we run, and he can relate to a lot of the individuals that we've got working with us. He just wants to reach out and support them. He will come and find us and say, 'what have you got going on. What can I get involved in?' He'll come up with things himself, too."



"He's had a tough life himself, but he's turned that around and he wants to give back to the community, which is where he's become heavily involved in Jason's Community Trust events."

- Tracey Leaburn explained.



PARTNERS
Utilita Kids & Girls Cup



Over the years, the Utilita Kids and Girls Cup has been responsible for giving the next generation a once in a lifetime opportunity to grace Wembley Stadium.

The prestigious national football competition sees all 72 EFL Clubs use the power of community engagement to reach out to their local schools and provide the chance to earn the right to represent their Club and play in their official colours.

Each Club winner aims to progress through the Area and Regional phases of the competition, with the victorious teams from the north and south finals then qualifying for the chance to play at the 90,000-capacity National Stadium.

Last season, around 22,000 school children participated, with South Hunsley School (Hull City) lifting the Girls Cup before the Papa Johns Trophy final, while Sacred Heart Primary School (Luton Town), Meon Junior School (Portsmouth) and St George's Primary School (Tranmere Rovers) were crowned Kids Cup champions before the relevant division's Sky Bet EFL Play-Off final.

Previous winners include Bayern Munich starlet Jamal Musiala, Crystal Palace midfielder Will Hughes and Blackburn Rovers youngster Adam Wharton.

"It was one of the best moments of my life at the time – I'll never forget the day..."

said 18-year-old Wharton, who has burst onto the scene for Jon Dahl Tomasson's side this season.

"Those are the moments that stick with you, no matter what you go on to achieve in your career. The more kids that can experience these moments, the better."



SOHAIL'S STORY
Bolton Wanderers



Sohail began his journey with Bolton Wanderers in the Community when he took up a Government-funded Kickstart role with Bolton Wanderers in the Community as a Community Coach after struggling to find work for six months. He had experienced significant barriers in relation to his health which had affected his confidence and he wanted to find a way to give back to the community by helping those who had been through similar situations themselves.

Sohail took part in a number of different development opportunities to help him develop his work routine and leadership skills and began leading sessions on the Premier League Kicks programme.

He excelled through his enthusiasm for supporting disadvantaged young people and this has made him a really valuable member of the team. As a result, Sohail is now working with Bolton Wanderers and is continuing to help inspire young people across the town.

1.6 This study and report

In March 2022, the EFL commissioned the research and technology company Substance to measure, analyse and report on the community impacts of its Member Clubs.

A previous report had been commissioned by the EFL for the 2018/19 football season and published in March 2020¹¹. Following the disruption caused by the COVID-19 pandemic, the new study was to focus on Clubs' and CCOs' community impacts across the 2019/20, 2020/21 and 2021/22 seasons. The dates for each season were defined as running from 01 June to 31 May.

To gather data for the study, EFL Clubs and CCOs were provided with an online data portal into which they could submit key data relating to the following themes:

Income, funding and expenditure*

Other types of in-kind support

Staffing and volunteers

Community partners

*relating to community initiatives, support and engagement

Facilities with community usage

COVID-19 responses

Player engagements with communities

Projects and programmes*

* and other community initiatives and events

Participant outcomes

Qualitative impact

11. <https://www.efltrust.com/3d-flip-book/efl-trust-community-impact-full-report/>



Dr Gavin Mellor | Head of Data and Consultancy | Substance

Clubs and CCOs submitted data to the portal between July and October 2022, and their data was supplemented by information held centrally by the EFL Trust and its partner organisations (including the PFA and PLCF).

In total, 63 Clubs and 67 CCOs submitted data for the study. This was from a total 'cohort' of 82 Clubs/CCOs that had been members of the EFL during at least one season between 2019/20 and 2021/22.

Clubs and CCOs were asked to provide full and accurate data for the study. It was recognised, however, that this was not always possible because, for instance, of non-alignment of Club and CCO reporting dates with the dates used for this study, and broader changes

associated with reporting on multiple data sets across a three-year period. Where these challenges did exist, Clubs and CCOs were asked to report as accurately as possible, using their best judgements to estimate returns where required.

Substance has processed the data submitted for the study to produce this report. For each season, the submitted data has been analysed and supplemented by 'modelled' data to account for 'missing' Clubs and CCOs (on a season-by-season basis). This has been done using averages of other Clubs' and CCOs' returns, which factor in League and regional differences to improve accuracy.

The final data sets produced for this study have been reported upon through **four main sections**.

In **section 2.0** of this report, the multiple types of resources (or 'inputs') that Clubs and CCOs generate and invest for community benefit are considered through the concept of Clubs as community catalysts.

In **section 3.0**, the community engagement projects, programmes and wider activities (or 'outputs') of Clubs and CCOs are analysed through a focus on Clubs as deliverers.

In **section 4.0**, the benefits and changes that communities have accrued through the work of Clubs and CCOs (or 'outcomes') are considered through the idea of Clubs as change makers.

Finally, in **section 5.0**, the social value of these changes is analysed to quantify in monetary terms the benefits that EFL Clubs and CCOs are delivering for individuals, communities and society at large.

These last two sections go beyond the reporting that was possible in the previous version of this study in March 2020. Indeed, they present the first measurement by the EFL – at scale – of the impacts and value of the community support and engagement provided by EFL Clubs and CCOs across England and Wales.

substance.

Clubs and CCOs as community catalysts

2.1 Introduction

The first - and in some ways most important - role that EFL Clubs and CCOs play in their communities is as catalysts for resources that can be invested or otherwise used to support the lives of local people.

This section considers the wide range of 'inputs' – including financial, human and physical resources – that Clubs and CCOs generate, attract and invest in their local communities, often on a scale that few organisations could match.

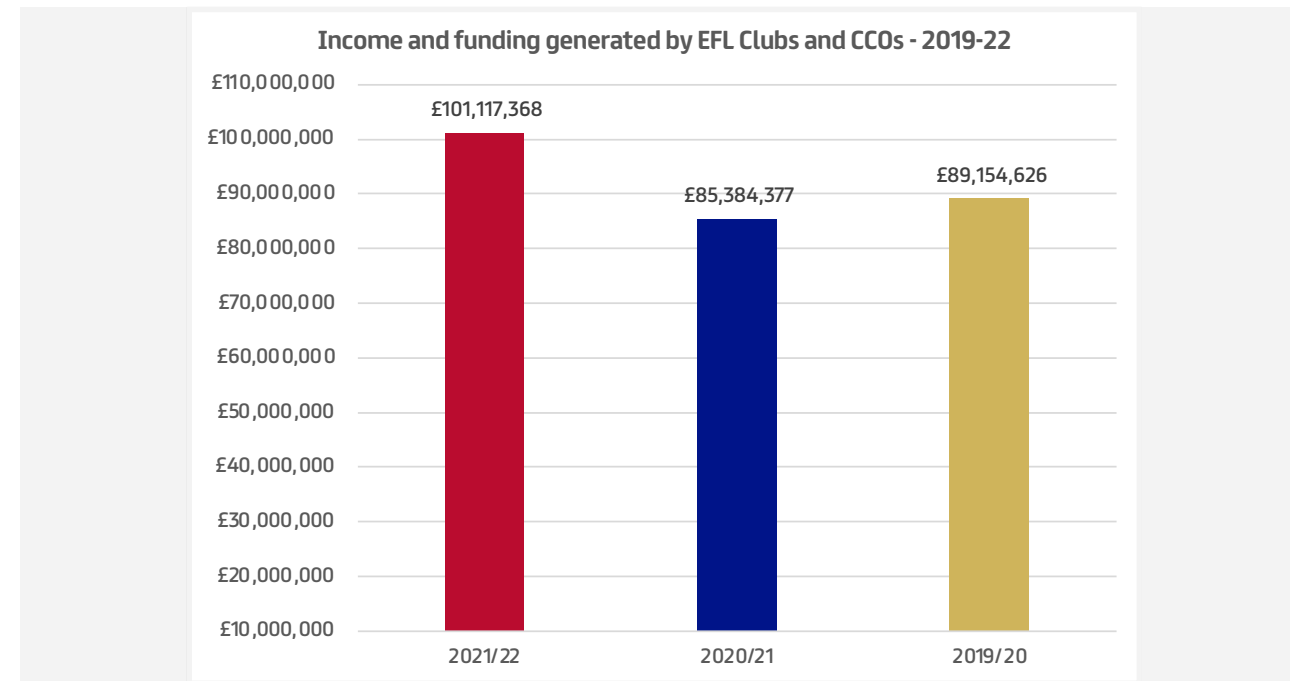
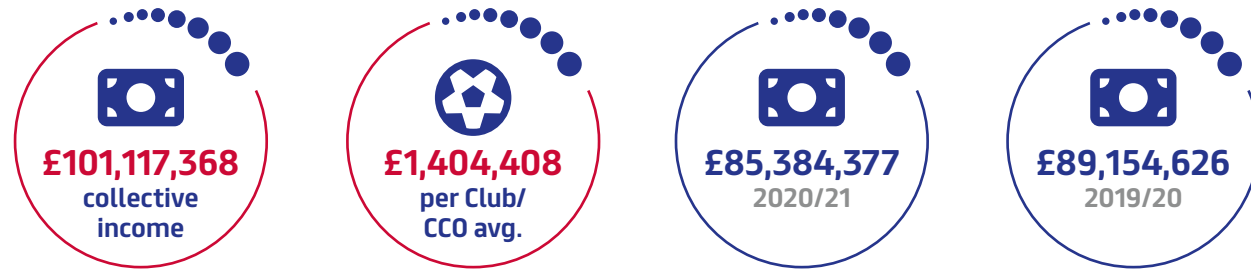
More specifically, this section looks at:

- ✓ The income and funding that Clubs and CCOs generate and invest in their community-focused activities.
- ✓ The other forms of in-kind support that Clubs and CCOs leverage from individuals and organisations to build upon and maximise their financial investments.
- ✓ The broad range of networks and partnerships that Clubs and CCOs hold with other organisations to enhance and support their community work.
- ✓ The facilities that Clubs and CCOs make available to their communities to help address their various needs.
- ✓ The full range of staff and volunteers that support Clubs' communities in various ways.

The section concludes by summarising the inputs that Clubs and CCOs have generated for their communities between 2019/20 and 2021/22, alongside an estimated overall valuation.

2.2 Income and funding generated and invested

In 2021/22, the Clubs and CCOs of the EFL collectively generated **£101,117,368** in income and funding to invest in community projects and initiatives: an average of **£1,404,408** per Club/CCO. In 2019/20, **£89,154,626** of income and funding was generated by Clubs and CCOs, and in 2020/21 the figure was **£85,384,377**.



In 2021/22, CCOs generated income and funding for community investment from a range of sources. The two largest single funders in the year were the EFL Trust and the Premier League Charitable Fund (PLCF). The Premier League and PFA partnership agreement contributes £2,800,000 in addition to the PLCF **£13,755,053** project funding. This **£2,800,000** is incorporated into the EFL Trust funding provision to CCOs.



The EFL Trust generated and provided funding of **£17,466,862**

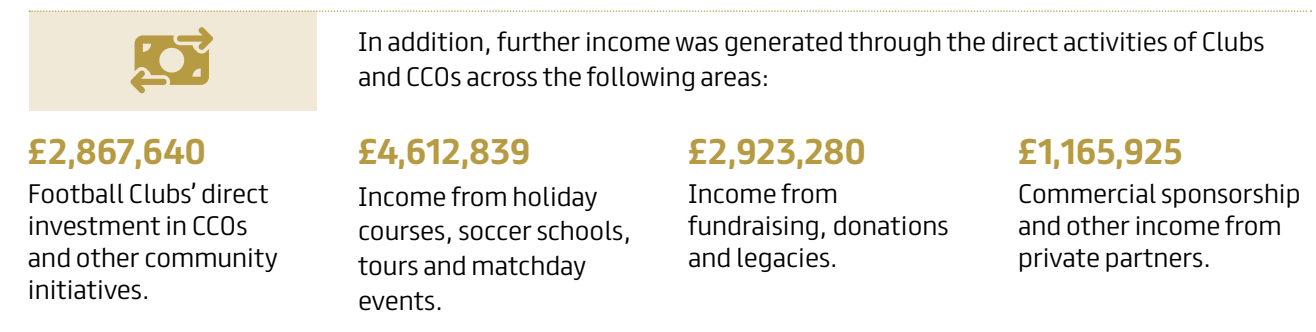
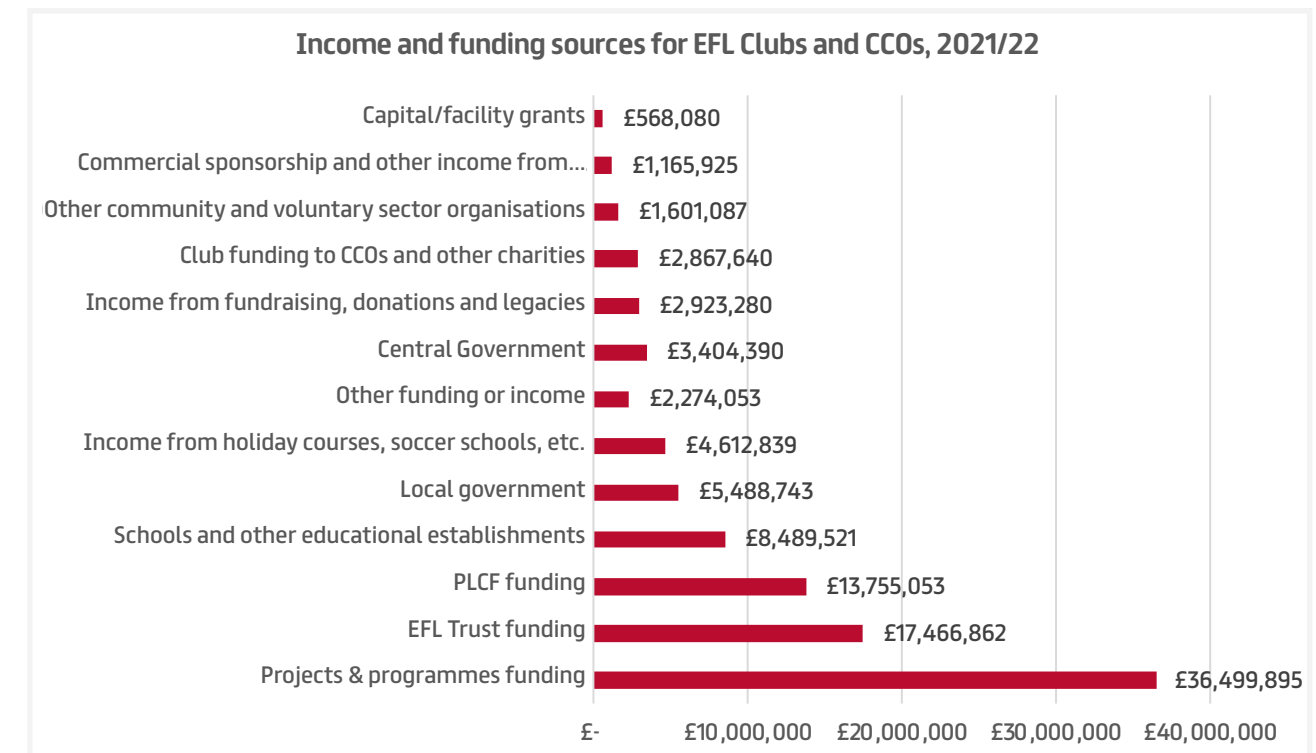
The PLCF provided project funding of **£13,755,053**

Various other charitable, public and private sector **£36,499,895**

In addition, **£36,499,895** of funding for the delivery of specific projects and programmes was generated by Clubs and CCOs from their local charitable, public and private sector partners, and from national funders including Sport England, Sport Wales and the National Lottery.

Overall, in 2021/22 **£75,843,388** of the income and funding generated by Clubs and CCOs was 'restricted' or associated with the direct delivery of specific projects and programmes. This accounts for **75%** of all income and funding received in the year.

Beyond the delivery of specific projects and programmes, significant funding to support community activities was generated by Clubs and CCOs from a range of other sources including:



Expenditure across Clubs and CCOs on community support and initiatives varies on an annual basis. On average, network expenditure in 2021/22 was **84%** of income, or a total expenditure of **£84,938,589**.¹²

12. At the time of publication, not all Club and CCO 2021/22 accounts had been audited and published to Companies House, hence the use of an average estimate for expenditure.

2.3 Networks and partnerships

Clubs and CCOs have built large numbers of partnerships with wide ranging networks of organisations to help generate resources and support their communities. These partnerships can have a range of functions and purposes, but often focus on one or more of the following:



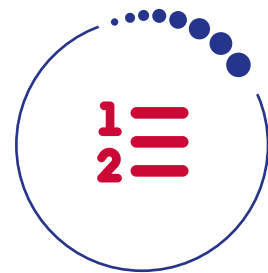
Generating insights into local communities' priorities and needs



Learning about the most effective forms of intervention and practice



Pooling or generating funding, resources and expertise for maximum benefit



Ensuring that interventions are being well coordinated to prevent duplication*

* and/or the under or over supply of interventions in specific areas.

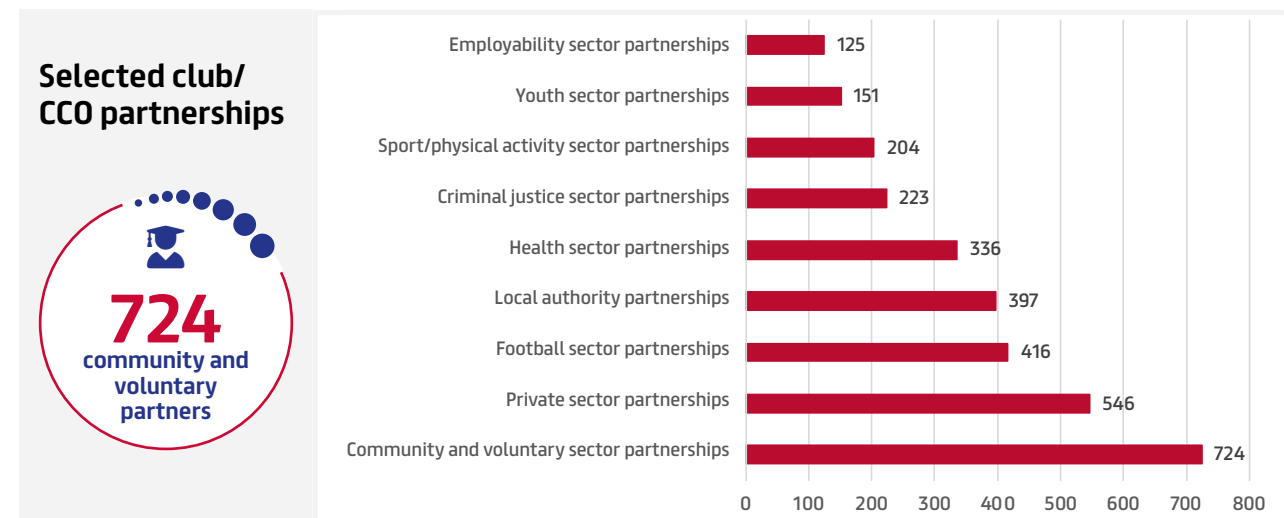
In 2021/22, Clubs and CCOs reported that they had established and maintained **6,774 partnerships** across the season (an average of **94 partnerships** per Club/CCO). For 2019/20, **4,811** partnerships were reported, and the figure for 2020/21 was **4,543**.



In 2021/22, **51% (3,459)** of the partnerships reported by Clubs and CCOs were with education sector partners, with **65% (2,253)** of these being with **primary schools**. This shows the depth and strength of the partnerships that CCOs in particular have developed over recent years, often focused on developing new ways to use the brand profiles of

football Clubs to engage pupils in health, education and community development activities.

In addition to education sector partnerships, Clubs and CCOs reported large numbers of partnerships with several other types of organisations in 2021/22, including the following:



This demonstrates the breadth of partnerships entered into and maintained by Clubs and CCOs in 2021/22, spanning sectors as diverse as health, criminal justice and employability.



ANTI-CRIME AMBASSADORS Northampton Town



Northampton Town have been showing how Clubs can create special local partnerships to help prevent crime in their local communities through training, awareness and diversionary activity.

The Northampton Town Community Trust crime awareness **workshops engaged with over 1,200 young people** across Northamptonshire in 2021-22. And there are now 96 young people in the area who are trained Anti-Crime Ambassadors, meaning they are equipped to educate more people about the risks of knife crime and anti-social behaviour.

Anti-Crime Ambassadors look to break down barriers between young people and give them the confidence to report crime, helping them make better choices and have a real, positive impact in their communities. These messages are also so much more powerful when delivered by young people, who can empathise with their audience.

And as the workshops are delivered in partnership with the local police and the Office of the Police and Crime Commissioner, the message gains authority and bridges are built between the community and local policing.



Areas such as **identifying and reporting crime anonymously**, anti-social behaviour, knife crime, county lines, gangs and peer pressure, cyber-crime, hate crime and criminal damage are all covered.

The Project engages with **primary and secondary schools**, with two separate approaches.

The **NTFC Community Trust go into primary schools to deliver crime awareness assemblies and workshops**, which can last a full day and cover topics such as identifying and reporting crime anonymously, anti-social behaviour and knife crime.

And in secondary schools, young leaders take on the mantle of **Anti-Crime Ambassadors** and act as role

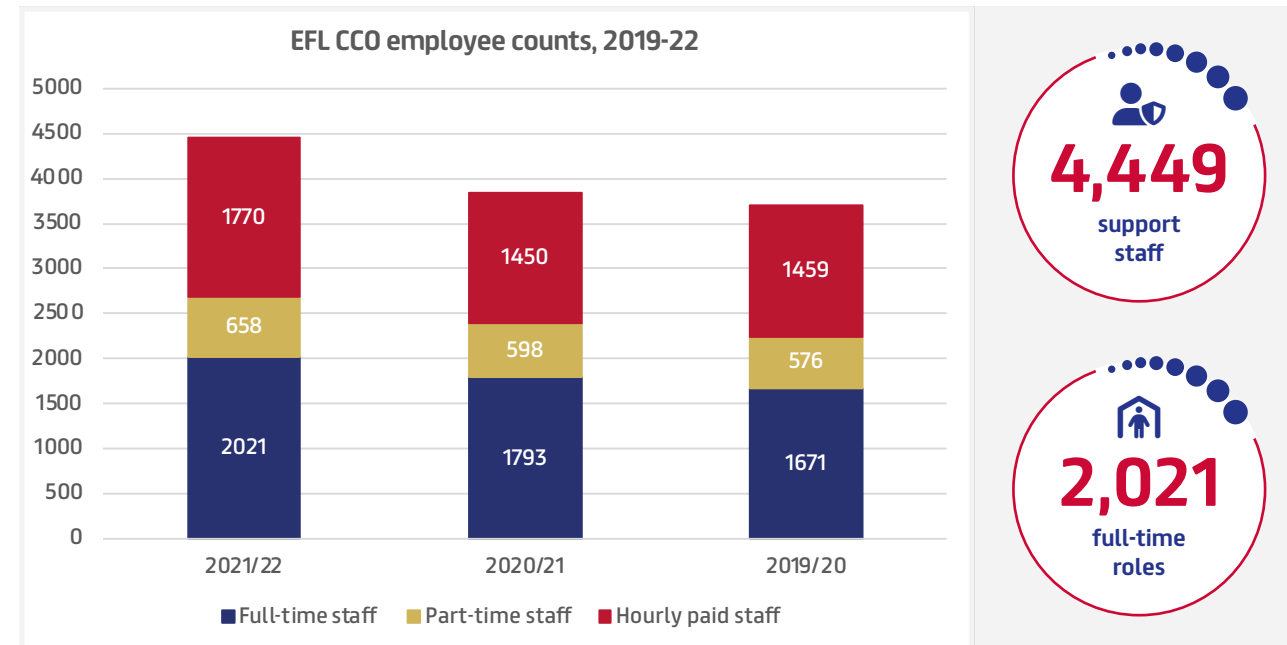
models for students by delivering a presentation, which also enhances their own life skills and experience, while raising awareness of how to improve local communities.

The result after the workshops is students having an improved knowledge around crime, the law and crime prevention, but they also feel more confident about reporting a crime and feel more confident in identifying a crime.

2.4 Staff, volunteers and 'in-kind' support

2.4.1 Club and CCO employees

In 2021/22, CCOs in the EFL employed a total of **4,449** staff to support their communities: an average of **62** per CCO. Of these, **2,021** were employed in full-time roles, **658** were employed part-time and the remaining **1,170** were hourly paid. In 2019/20, **3,706** were employed by EFL CCOs, while in 2020/21 the number was **3,841**.



EFL Clubs **more than trebled the value** of their direct financial investment in community activities in 2021/22 through in-kind staff support.

Large numbers of EFL Club staff also supported the delivery of community activities in 2021/22.

In total, **1,226 full-time, part-time and casual Club staff** provided community support during the season, compared with **974** staff in 2019/20 and **500** in 2020/21.

Most of these provided support and assistance to their Club's CCO (**668** or 54%), while the remainder (**558**) supported other community initiatives and organisations.

Collectively, it is estimated that employees of Clubs and CCOs provided **5,284,044** hours of support to their communities in 2021/22. While most of these were provided by CCOs, **614,105** hours were provided free of charge by Clubs as 'in-kind' support to CCOs and other community organisations. The approximate cost-replacement value of these hours can be calculated at **£9,610,751**¹³ meaning that EFL Clubs **more than trebled** the value of their direct financial investment in community activities in 2021/22 through the additional support provided by their staff.



13. Calculated using the median hourly earnings for full-time employees in the United Kingdom in 2021. Source: <https://www.statista.com/statistics/280687/full-time-hourly-wage-uk/>

JOHN'S STORY Preston North End



John Richardson used to benefit from Preston North End Community and Education Trust's football sessions – now he works for them, giving back to the scheme and winning awards.

As a former patient of the Guild Lodge medium secure mental health unit, in Goosnargh, John met PNECET Chief Executive Officer Tom Drake while taking part in weekly football sessions.

He then started to help as a volunteer and take on paid casual work for the organisation.



“I thought about it and thought I would do it, to help give back to the community and to hopefully tell my story about going through mental health issues, to working with PNE, and going back into Guild.”

“I was at Guild Lodge for just over three-and-a-half years,” said John. “PNECET came down on a Friday to help us train for tournaments. Tom came down and he saw how I am with the others and asked if I wanted to start volunteering for PNECET.”

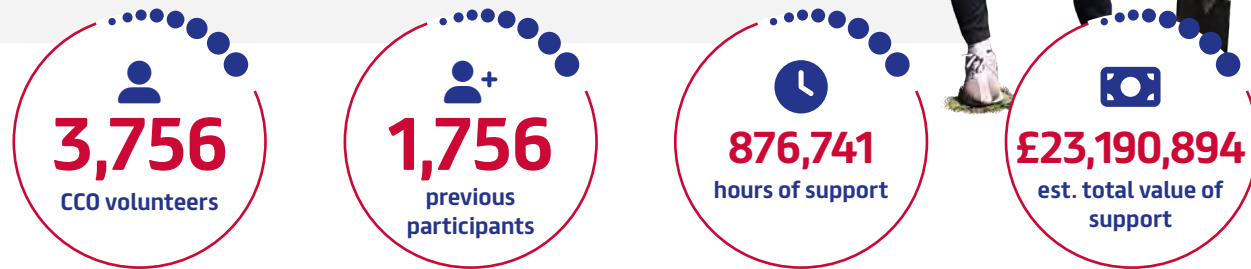
John has since supported programmes such as Premier League Kicks and Walking Football, allowing him to see how the benefits of physical activity can help and inspire multiple generations of PNE supporters and members of the local community.

“It’s helped me mature. It’s something I enjoy, which is a bonus. I’m doing it for myself, getting more confident, and helping children back on to the straight and narrow.”

John has won several awards including being voted PNECET's casual staff member of the year.

2.4.2 Club and CCO volunteers

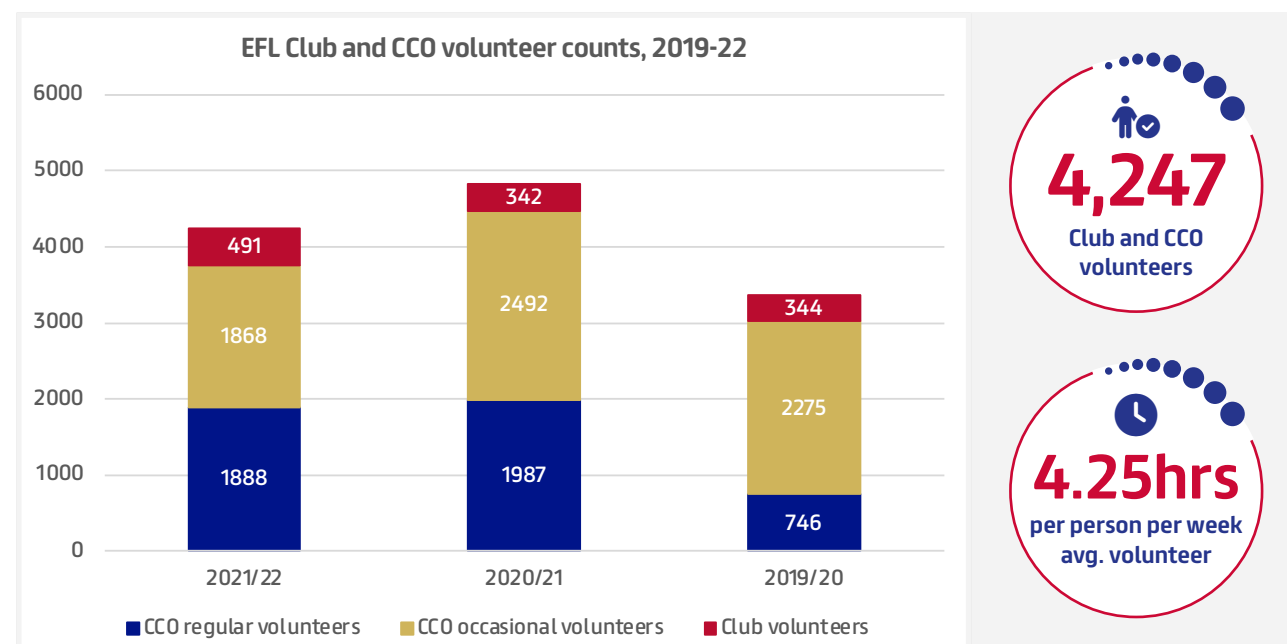
In addition to paid employees, Clubs and CCOs also deployed large numbers of volunteers to support their communities in 2021/22. CCOs engaged and utilised **3,756 regular and occasional volunteers** during the season, **1,756** of which (47%) were previous participants in CCO community projects and other activities. In 2019/20, **3,020** volunteers were used by CCOs to support their work, while in 2020/21 **4,479** were deployed, indicating how important volunteers were to the additional support that CCOs rolled out in the context of the COVID-19 pandemic.



To enhance support provided by CCO volunteers, Clubs also deployed a further **491** volunteers to support communities in 2021/22: taking the overall number of CCO and Club volunteers used in the year to **4,247**.

In 2019/20 and 2020/21, Clubs also deployed **344** and **342** volunteers respectively, with an average of **62%** supporting Club community initiatives across the three seasons, **22%** supporting the work of CCOs and **16%** supporting other community organisations.

Together, it is estimated that the CCO and Club volunteers provided **876,741** hours of support to communities in 2021/22: an average of over four hours and 15 minutes per volunteer per week across the season¹⁴. The approximate cost-replacement value of these hours can be calculated at **£13,580,143**,¹⁵ meaning that – added to the **£9,610,751** of in-kind support provided by Club staff to communities in 2021/22, the total estimated value of CCO and Club staff and volunteering support provided to communities in season was **£23,190,894**.



14. Calculated using a 48-week season

15. Calculated using the median hourly earnings for full-time employees in the United Kingdom in 2021. Source: <https://www.statista.com/statistics/280687/full-time-hourly-wage-uk/>

TAFARI'S STORY Port Vale



Tafari came to the UK at the age of 15, a refugee unable to speak much English, and endured bullying and racism at school, as well as problems at home.

Through spending time at the Port Vale Foundation, Tafari has not only received support to help bring focus to his life, particularly through playing in the EFL CEFA League, but is now also a volunteer helping on the programme.

With mentoring from Port Vale Foundation staff and attending sessions as part of the National Citizen Service programme, Tafari developed the skills to help with Baby Boomers sessions, Saturday morning football and supporting the new Port Vale Fan Zone - all with huge heart and a massive smile.

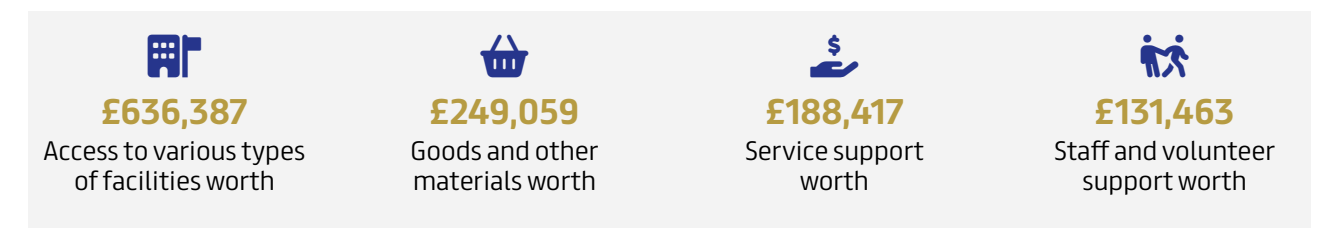


"I love my job, the benefits from being part of this are so amazing."
"It's all about the community - helping everyone out and having fun."



2.4.3 Other types of in-kind support

In 2021/22, EFL Clubs also provided a range of other forms of in-kind support to their CCOs and other community organisations and initiatives. During the season, **404,578** match tickets were distributed to CCOs and other community organisations, with a value of **£6,182,405**. In addition, a further **40,791 goods** (including balls, Clubs shirts, merchandising and various other items) were distributed to communities with an estimated combined value of **£956,195**. This means that in total Clubs provided **£7,138,599** of additional in-kind support to their communities during the 2021/22 season. In the same year, CCOs also received various kinds of other in-kind support from their Clubs and a range of other organisations to support the delivery of their community projects and broader activities. Specifically, CCOs received free or subsidised:

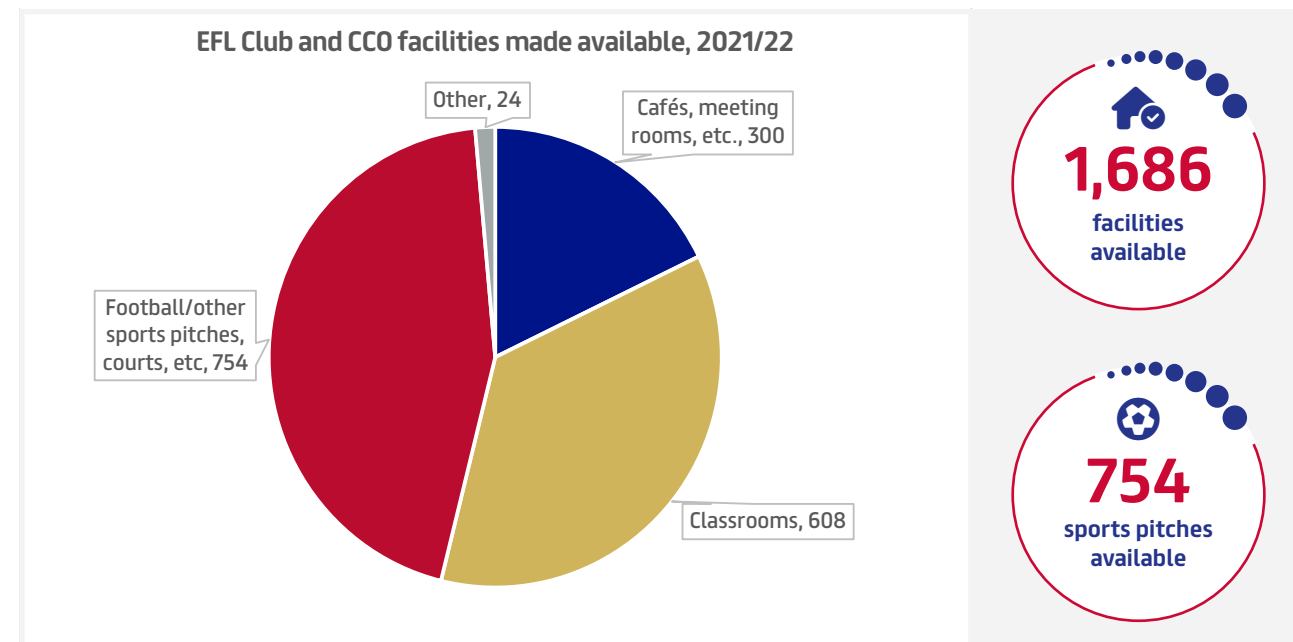


Collectively, this means that CCOs generated and invested an additional **£1,205,326** of in-kind support in their communities in 2021/22. Added to support provided by EFL Clubs, the total amount of in-kind support provided by both Clubs and CCOs in season was **£8,343,925**.

2.5 Facilities made available to local communities

2.5.1 Community facility use

In 2021/22, EFL Clubs and CCOs made available **1,686** facilities of various types to support their communities. These include **300** cafés, meeting rooms and other community spaces; **608** classrooms; and **754** football/other sports pitches, courts or indoor halls.



During the season, Clubs and CCOs facilitated and supported **269,511** hours of delivery across their facilities. These drew in an estimated annual footfall of **23,237,002** across all Club and CCO facilities in 2021/22, or an average of **287** attendances per facility, per week¹⁶.

In total, it is estimated that Clubs and CCOs generated **£5,097,622**¹⁷ of income from their community-facing facilities in 2021/22, with the income generated by CCOs (**£2,622,309**) being re-invested directly for the benefit of Clubs' communities.

Of the hours of delivery that Clubs and CCOs supported in their facilities in 2021/22, **120,098** (or **45%**) of these were provided free of charge or at a subsidised rate for community groups and/or other community activities.

The estimated 'cost replacement' value of these hours is **£5,911,461**, meaning that Clubs and CCOs gave more than half the overall potential income of their facilities in 2021/22 to their communities as additional in-kind support during the season.

16. A 48-week season has again been used for calculation purposes here.

17. Calculated using the average commercial hourly rate for hiring each facility type across all Clubs and CCOs



THE NEST
Norwich City



It started with a vision to turn a derelict site into a community facility to serve all of Norfolk, and Norwich City's 'The Nest' has since welcomed over **15,000** unique participants and visitors this year.

Accumulating a throughput of over 100,000 attendances, The Nest has been utilised by businesses, sports teams, school groups, private functions, children's birthday parties and more.

Located in Horsford near Norwich International Airport, The Nest is the Norwich City Community Sports Foundation's new community hub. **The 22-acre site has a range of facilities including a floodlit 3G pitch, high-quality grass football pitches, residential bunk boxes, cafes, conference and event spaces.**



"I can assure anyone interested with my professional football hat on, **these guys are up there with the best** in the professional game at providing brilliant football development experiences.

"**Authentic, supportive, progressive and caring.** I could go on, but our boys had an experience that will last a lifetime ... Brilliant work by so many."



Ten of Norwich City's programmes, along with football and further education programmes are also hosted at The Nest from across the 3G pitches to indoor spaces and classrooms.

Earlier this year, Jackie Thornton, Head of Development at Norwich City Community Sports Foundation – who was instrumental in getting the facility off the ground, turning a dream into a reality – was nominated as a Premier League Community Captain for her contribution towards building The Nest.



Challenge Woods is a new addition that has proven to be very successful and in-demand, with over 6,000 visits this calendar year already. The area has been able to entertain young children while their older sibling partakes in activities held at The Nest, enabling an entire family to feel included while on the premises.

Described as a **"five-star football and young person experience"**, one visitor who attended in a voluntary parent-coach role praised the facility.

2.5 Facilities made available to local communities

2.5.2 Supporting the COVID-19 response with Club and CCO facilities



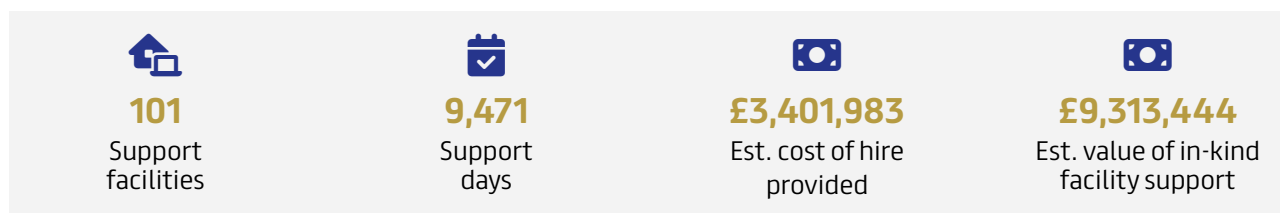
“
At the height of the pandemic - Clubs and CCOs provided **61 facilities for COVID-19 testing and/or vaccinations**
”

To further support their communities, over the past three seasons many Clubs and CCOs have made available their facilities to help the national response to the COVID-19 pandemic. In 2020/21 – at the height of the pandemic - **Clubs and CCOs provided 61 facilities for COVID-19 testing and/or vaccinations**, and a further **64 facilities to support local food banks**, clothes recycling centres and other initiatives to support struggling communities. During that season it is estimated that **3,508,817** visits were made to vaccination centres hosted by Clubs and CCOs, **1,434,076** visits were made to foodbanks and **339,019** visits were made to COVID-19 testing facilities.



During the most recent season (2021/22), several Clubs and CCOs continued to make their facilities available for COVID-19 testing, vaccinations and other related forms of community support. Throughout the season, a total of **101** facilities were provided to support these efforts across an aggregate total of **9,471** days. It can be estimated that – if charged at

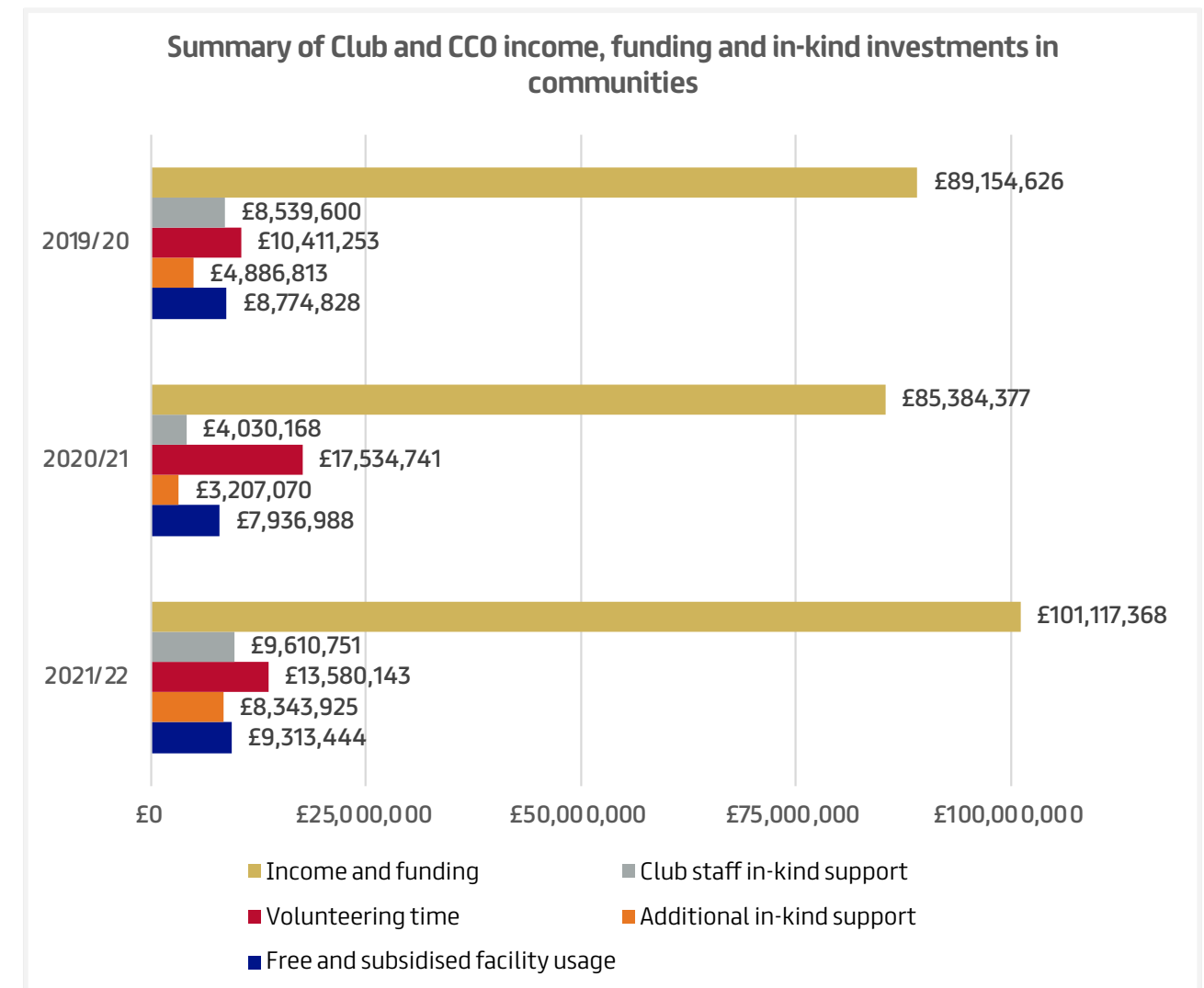
commercial rates – these facilities would have cost approximately **£3,401,983** to hire,¹⁸ meaning that – in addition to more standard community facility usage – Clubs and CCOs provided a total of **£9,313,444** of in-kind facility support to their communities during the season.



18. The average hourly hire rate for a EFL Club or CCO facility in 2021/22 was £44.90. An average daily hire rate of £359.20 has been used, therefore (8 hours @ £44.90 per hour).

2.6 Summary of inputs

In 2021/22, EFL Clubs and CCOs collectively generated and invested **£141,965,631** of income and in-kind support in their communities, an average of nearly **£2,000,000** per Club and CCO. In 2019/20, **£121,767,120** of support was invested, and in 2020/21 the figure was **£118,093,344**.



Clubs and CCOs as community catalysts

Measuring the impact of EFL Clubs in the Community

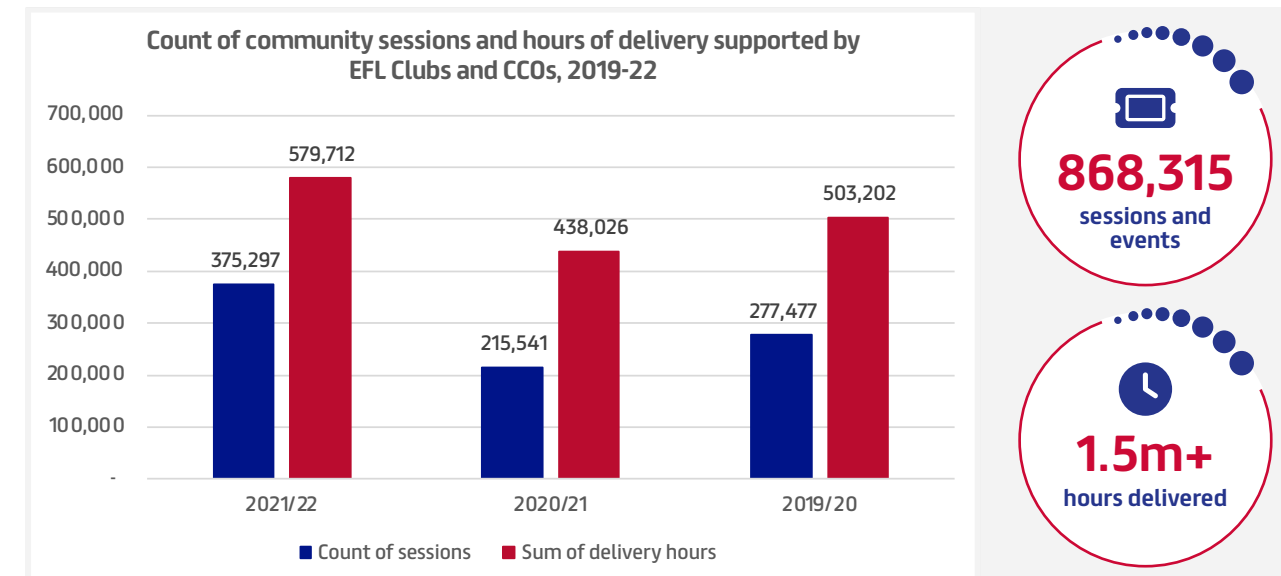
3.0

Clubs and CCOs as deliverers



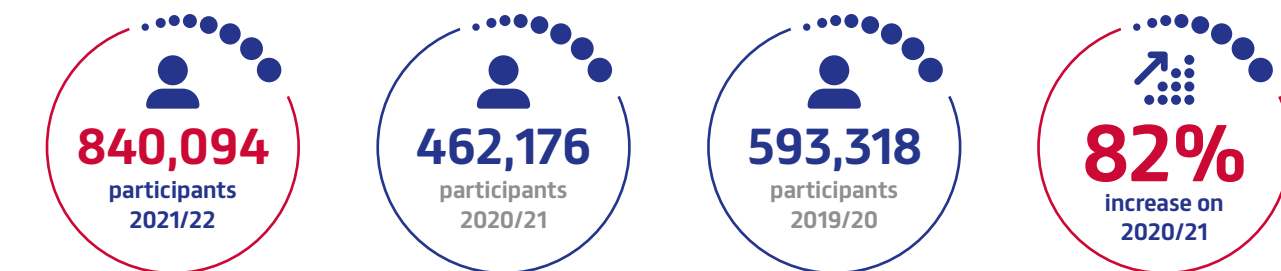
3.1 Introduction

Over the past three seasons, EFL Clubs and CCOs have delivered **868,315** community sessions and events (**375,297** in the most recent season 2021/22) and over 1.5 million hours of delivery (**579,712** in 2021/22).



In 2021/22, EFL Clubs and CCOs engaged over **840,000** individual participants in community-focused sessions and events. Together, these people attended **8.2 million** times across the season, meaning that each participant attended an average of **9.8** sessions. The number of participants attending EFL community sessions and events in 2021/22 was **42%** higher than in 2019/20 (when **593,318** people attended) and **82%** higher than the number attending in 2020/21 (when **462,176** attended).

Count of participants attending EFL community sessions and events, 2019-22



In the two seasons prior to 2021/22, the COVID-19 pandemic heavily restricted Clubs' and CCOs' abilities to deliver many of the community support and engagement sessions they would normally run. However, despite these restrictions – and through innovative use of online and other forms of remote delivery – Clubs and CCOs still managed to engage very significant numbers of people across both seasons.

In 2021/22, Clubs and CCOs reported collectively the following in relation to the profile of their participants



Through the remainder of this section of the report, analysis is provided on the different types of community-focused sessions and events provided by Clubs and CCOs, the scale of activity made available, and the numbers of people engaged.

* From 20% most deprived areas in England and Wales

3.2 Player engagements

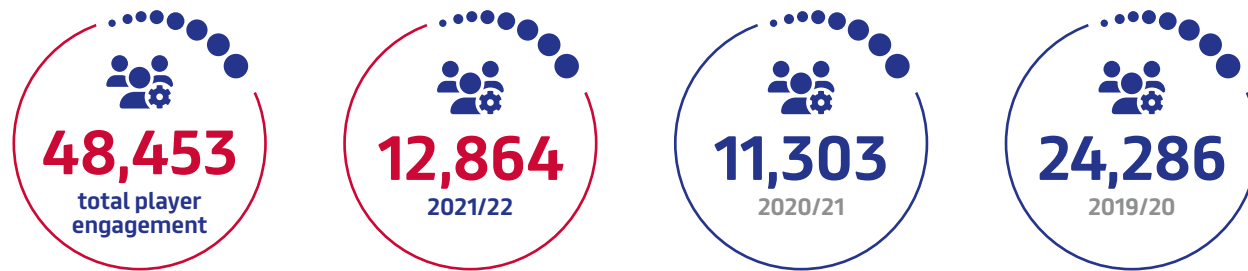
Despite the obvious disruption caused by the COVID-19 pandemic since March 2020, EFL Clubs have continued – as they have done historically – to make available their players to support local events, initiatives, and communities wherever possible.

EFL Clubs, the Professional Footballers' Association (PFA) and players themselves have long understood that alongside a Club's brand and heritage, players are the most powerful and immediate representatives of a Club's commitment to its communities.

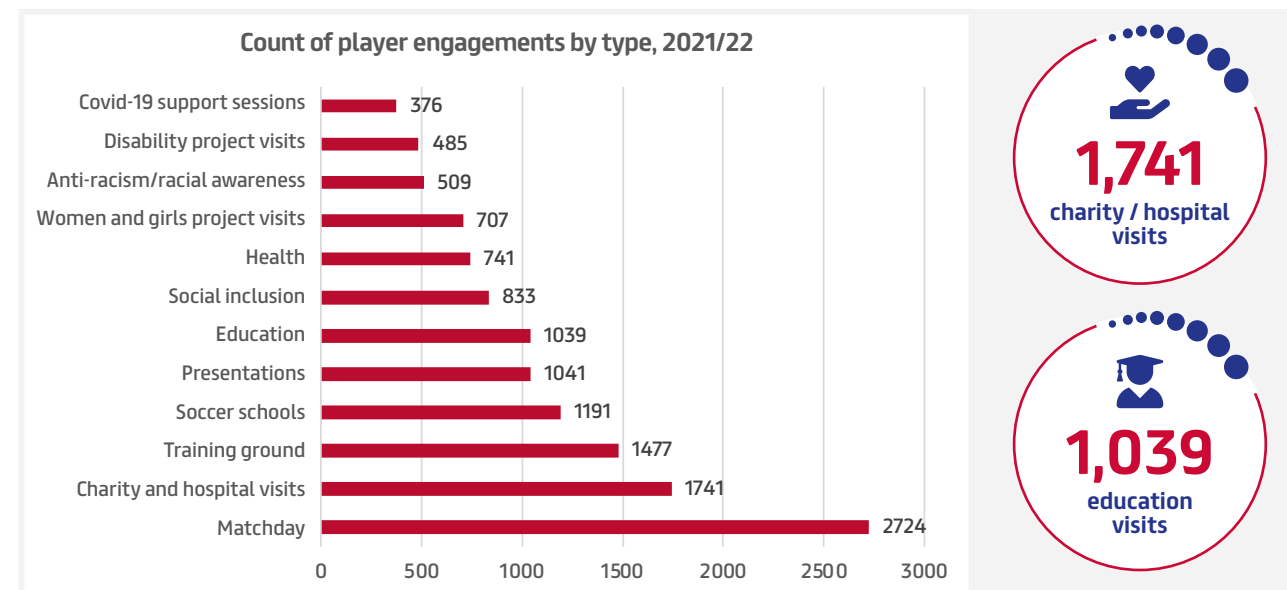
They also share the belief that players of all types – from men's first team representatives to women's squad players and players at different age groups – have responsibilities to support and advocate on behalf of their local communities, helping to bring

profile, focus and engagement to initiatives designed to help communities with their most pressing needs. Over the past three seasons, **48,453** player engagements with local communities were facilitated by EFL Clubs, the PFA, players themselves and CCOs. Of these, **11,303** occurred during the 2020/21 season – the height of the COVID-19 pandemic – often through online sessions and other forms of remote contact. The fact that players delivered this many engagements during the most challenging of seasons – when they were often living and playing in highly restricted social 'bubbles' – show how much they recognised the importance of engaging with and supporting their local communities.

Count of player engagements, 2019-22



In the most recent season, the number of face-to-face player engagements with local communities has begun to rise again, albeit slowly with many social restrictions remaining in place for players, especially in the early months of the season. In total, **12,864** player engagements were facilitated during the season, with a third (**33% - 4,201**) focused on matchday or training ground visits, **14% (1,741)** being linked to charity or hospital visits and a further **17% (2,232)** supporting local soccer schools and presentations. The remaining **4,690** player engagements were made largely in support of the wider community engagement work delivered by Clubs and CCOs, focusing on education and health support, social inclusion, anti-racism, and inclusion for women and people with disabilities.



Contd. on page 38

OMAR BECKLES Leyton Orient



Leyton Orient defender Omar Beckles fulfilled a childhood dream of stepping out onto the pitch at Brisbane Road and pulling on the shirt of his boyhood Club but it's not just on the pitch that he's made his mark.

Since returning to East London, Beckles has pledged his time and effort to the surrounding areas, even winning awards for his efforts to selflessly support the local community.

Last season, the 31-year-old was named the League Two PFA Player in the Community – an award given to the players that go above and beyond with community work, either due to the breadth of involvement or for the depth of support for one particular project.



"It's a brilliant accolade to achieve and I'm very passionate about giving back to the community, and kids especially." - said Beckles, upon receiving the award.



"I'd like to think it's a collective award, for everyone that has been supporting me behind the scenes, and of course the work that the Leyton Orient Trust continue to do."

As part of the accolade, Beckles was praised for consistently committing to promoting positive change in the areas of mental health and wellbeing, having opened up about his own mental wellbeing. Since joining his hometown Club in 2021, Beckles has been using his network of contacts to support Leyton Orient's community work, particularly for local young people.

With an established charity of his own, Omar has a willingness to go above and beyond to help others achieve their potential. In 2015, following the death of his father, Beckles established the Hub365

Foundation with an aim of spreading the word around the importance of mental health in a bid to break the stigma. He has also been recognised by royalty when he met and had a sit-down conversation with the King and Queen Consort alongside staff and young people utilising Project Zero Walthamstow – a programme which Beckles is an ambassador for.

Having witnessed his share of knife crime and violence growing up, speaking out about feeling unsafe as a child, Beckles joined the project.

The project is dedicated to engaging young people in positive activities, promoting social inclusion and strengthening community cohesion. One of their key initiatives is to see a year where there are zero deaths of a young person through knife or violent crime.

3.2 Player engagements contd.

While not included in the previous section of this report as an in-kind community 'input', it is possible to place a value on players' community engagements. Using average player salaries across the three EFL divisions and the time players contractually spend on community activities as a percentage of their salary,¹⁹ it can be estimated that:

In 2019/20, the **24,286** player engagements that were made had a total value of **£14,158,738**

In 2020/21, the **11,303** player engagements that were made had a total value of **£6,589,649**

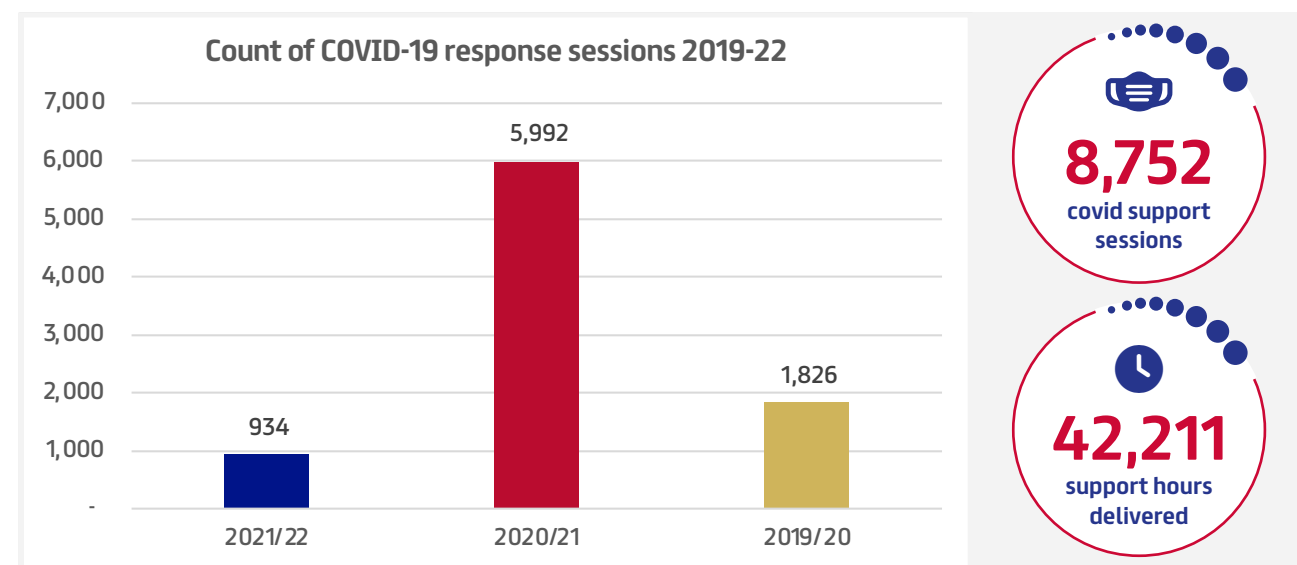
In 2021/22, the **12,864** player engagements that were made had a total value of **£7,499,712**

This means that EFL players collectively contributed an additional **£28,248,099** of in-kind support to the communities of EFL Clubs between May 2019 and June 2022.



3.3 COVID-19 response

In Section 2.5.2, it was explained how from March 2020 large numbers of EFL Clubs and CCOs made their facilities available to support the national response to the COVID-19 pandemic, opening them up as vaccination hubs, testing centres and locations for wider support services. In addition to providing these facilities, many Clubs and CCOs also launched specific COVID-19 projects and programmes from 2020, focused on providing additional support to communities who were most impacted by the pandemic socially and economically.



19. Each player engagement has been valued based on an average weekly salary and hours contributed to the activity (based on a 3-hour appearance).

HOSPITAL HEROES Millwall FC



The COVID pandemic impacted people and communities all across the country, none more so than the NHS frontline staff who went above and beyond during this uniquely challenging time. That's why Millwall Community Trust started the Hospital Heroes project, with support from Barclays, to assist NHS workers and their families by mitigating the mental and physical effects of working through a national health crisis.

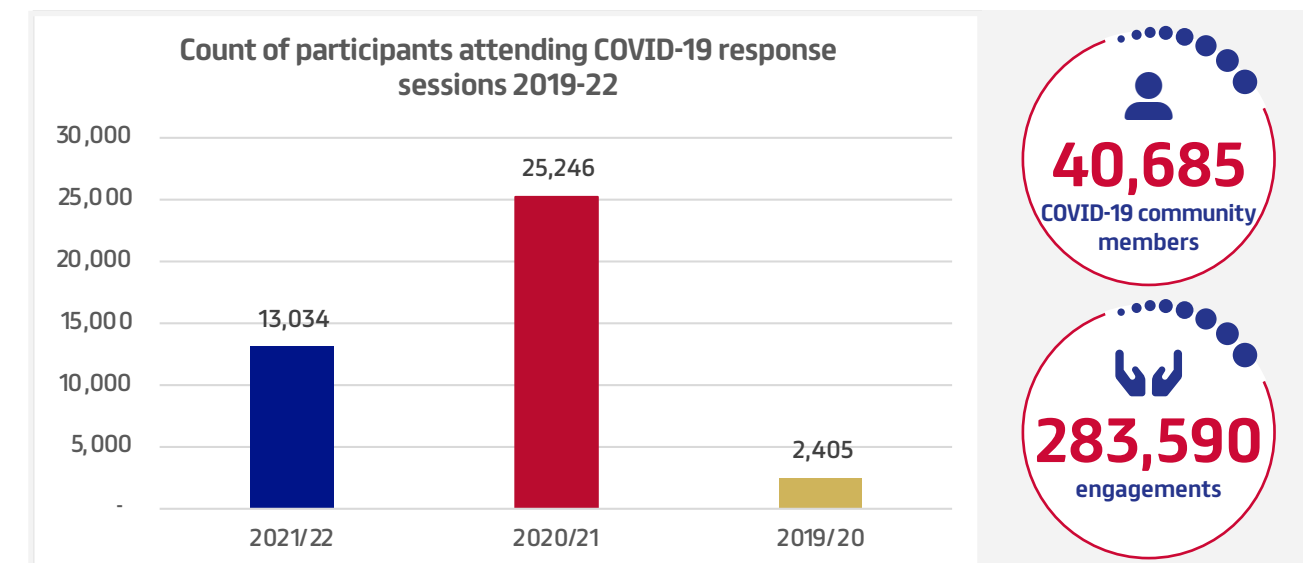
In the last 24 months, Millwall were able to store eight tons of PPE for all the London Hospitals, and community venues were used as blood donation centres for the public.

On top of that, sessions were delivered to NHS staff to support their wellbeing, including yoga, health walks, helping with shopping, family sport activities and live chats with professionals such as footballers, chefs and commercial and advertising managers.

"We would like to thank Millwall Football Club & Community Trust for all their continuing support of our NHS workers."

- Meera Nair Chief People Officer at the NHS Trust.

In total over the past three seasons, EFL Clubs and CCOs delivered **8,752** sessions and events focused on supporting their local communities through COVID-19: a total of **42,211** hours of delivery. Over two-thirds of these sessions (**68% - 5,992** sessions) were delivered during the 2021/22 season at the height of the pandemic, but even in the most recent season Clubs still delivered close to 1,000 sessions (**934**) focused specifically on responding to the lasting challenges caused by COVID-19.



In total, Clubs and CCOs engaged **40,685** individual community members in COVID-19-related support sessions and events between 2019/20 and 2021/22, with **62% (25,246)** engaging during the 2020/21 season. Between them, these people engaged **283,590** times: an average of seven sessions per person.



COVID COMMUNITY SUPPORT Portsmouth



Portsmouth legend Alan Knight was on hand during the COVID pandemic to help Pompey in the Community deliver over 4,000 food parcels to vulnerable and isolated residents.

"I couldn't believe it," said one of the grateful recipients. "I opened the door and there was Alan Knight, I mean THE Alan Knight, delivering a food parcel to our house! I thought I was dreaming, and me, still in my dressing gown!"

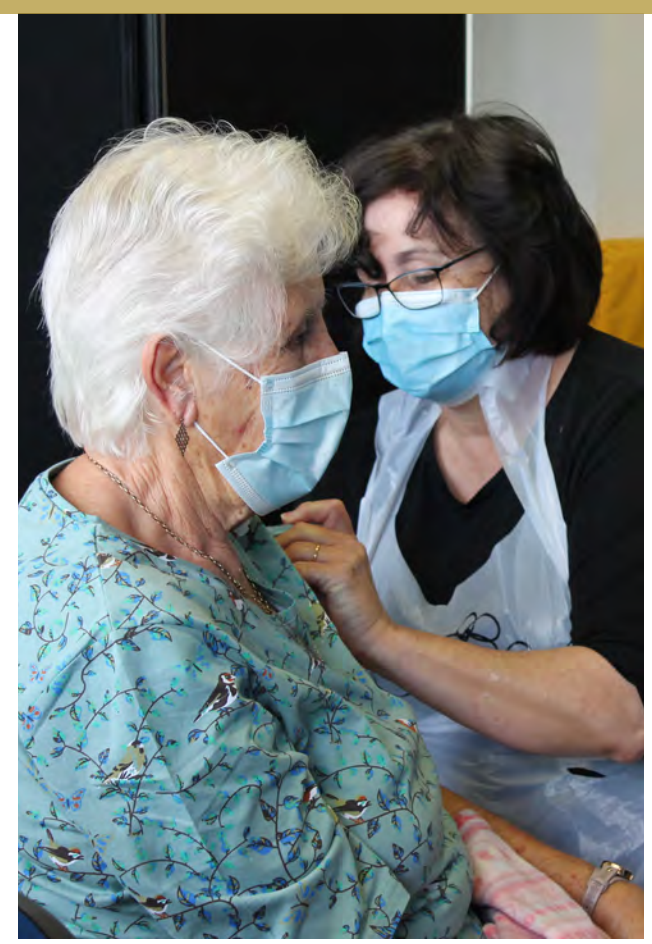


"I couldn't believe it, said one of the grateful recipients. I opened the door and there was Alan Knight... I thought I was dreaming, and me, still in my dressing gown!"

Among the stories of generosity were Portsmouth first-team players clubbing together to provide **100 care packages for the Disabled Fans Group**, and young people on the Premier League Kicks and Primary Stars programme prepared **120 Keep Busy packs for local children**.

Pompey in the Community managed to maintain a local presence through the pandemic, operating in discreet bubbles to support the children of key workers and adapting some of its delivery of sessions for online.

An enhanced social media campaign continued the close relationships with the community and looked to support those struggling with anxiety and mental health issues during lockdown.



COVID VACCINATIONS AT THE PIRELLI STADIUM Burton Albion

Burton Albion, Burton Albion Community Trust (BACT) and the local NHS Trust honoured more than 100 volunteers at a special celebration event for **helping to deliver more than 330,000 COVID-19 vaccinations at the Pirelli Stadium.**

Many of the volunteers who have worked at the centre from its opening in December 2020 attended and received a certificate and a pin badge from the Lord Lieutenant of Staffordshire Ian Dudson.

Brewers Chairman Ben Robinson MBE, who's also High Sheriff of Staffordshire, said: **"When the first dose was administered at the Pirelli Stadium, it was the start of an incredible pandemic response.**

"None of that could have happened without the volunteers who put their hands up in the midst of a national emergency, without thought of the risks to themselves in order to help others through this crisis."

This incredible drive to help get as many people as possible vaccinated within their community was also acknowledged by the EFL Awards panel, with the Club and its Trust receiving the **EFL Community Project of the Year Award.**

Burton donated stadium space and provided facilities such as power and lighting free of charge to the NHS. BACT staff worked with NHS colleagues to establish the centre and recruited dozens of volunteers to ensure the operation ran smoothly, before eventually taking over operations and freeing up staff.

Eager to create a lasting legacy, BACT is in the process of improving facilities at the Pirelli Stadium, working alongside the local Primary Care Network to develop a health hub for community-led projects to be delivered by the Trust, with a view to delivering projects that will support people who either live with diabetes, suffer with loneliness, weight problems or mental health issues.

"The COVID pandemic has had a significant impact on our communities," said Matt Hancock, BACT Head of Community.

"By working together and creating more improved and compassionate communication channels, we will be able to reach out further to those in need. In addition, those services already up and running will be better, with community care at the heart of what we do."

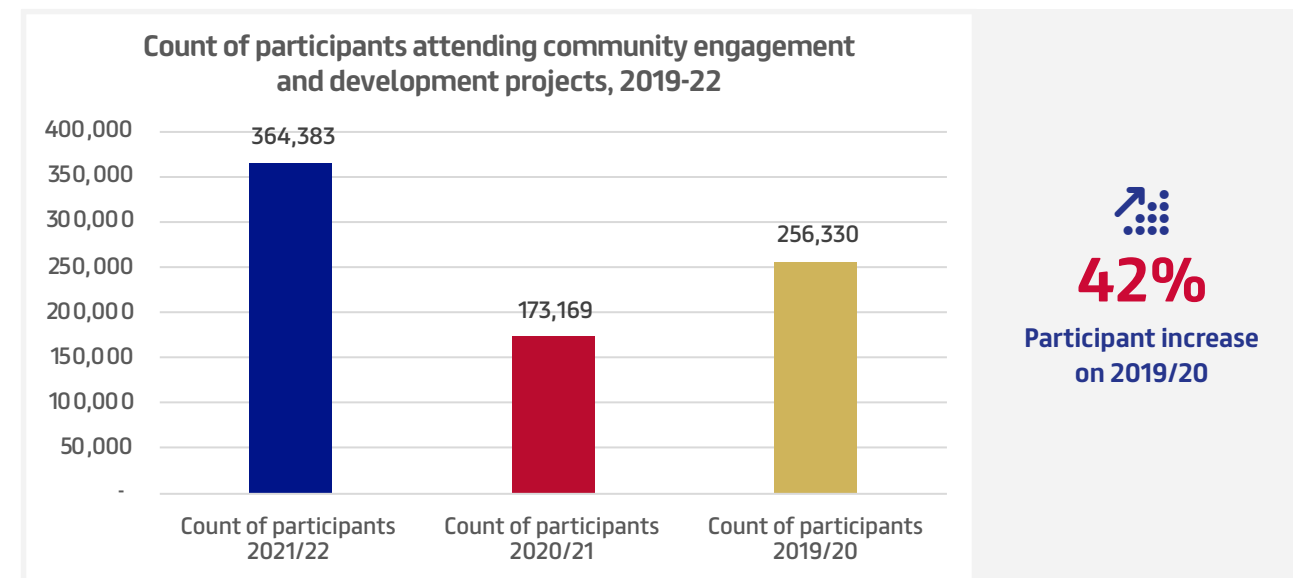
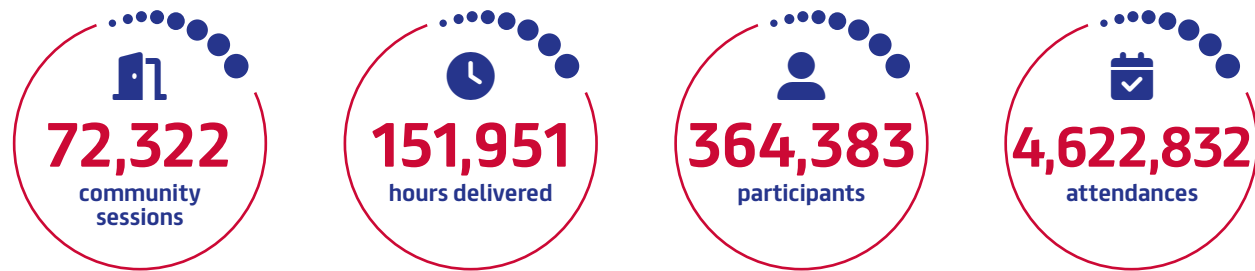


"None of that could have happened without the volunteers who put their hands up in the midst of a national emergency, without thought of the risks to themselves in order to help others through this crisis."



3.4 Community engagement and development

In 2021/22, EFL Clubs and CCOs delivered **72,332** sessions focused specifically on community engagement and development: a total of **151,951** hours of delivery. In total, **364,383** individual participants were engaged in the sessions during the season, making **4,622,832** attendances between them (an average of **12.7** session attendances per participant). The number of participants attending community and engagement sessions in 2021/22 was **42%** higher than in 2019/20 (when **256,330** people attended) and more than double the number attending in 2020/21 (when **173,169** attended).



During 2021/22, EFL Clubs and CCOs delivered a range of community engagement and development sessions, falling into three main categories:



General events

Designed to engage local communities (for instance, Club matchday engagement events).



Sessions for specific groups

Focused on population groups with specific support needs (for instance, Armed Forces veterans' projects and projects focused on youth development).



Thematic sessions

Focused on specific community challenges and/or needs (for instance, projects tackling food poverty, social isolation or crime and anti-social behaviour in local communities).

The table below shows the full range of community engagement and development projects delivered by Clubs and CCOs in 2021/22, along with a series of headline data.

Project type	Count of participants	Count of sessions	Sum of session hours	Aggregate attendance
Armed forces veterans project	998	1,289	1,926	9,209
Club matchday engagement event	155,777	915	2019.5	155,777
Club other engagement event	55,160	955	2,204	55,160
Community cohesion/integration project	5,550	1,632	3,236	12,904
Community needs support project (e.g. foodbanks)	5,537	743	5,320	3,854
Community safety project (e.g. crime reduction)	79,643	50,839	88,552	806,533
Holiday Activities and Food programme (HAF)	34,953	2,271	7,429	43,622
NCS/other social action project	13,717	1,740	19,420	80,599
Tackling social isolation project	2,999	4,156	4,030	15,639
Youth development project	10,049	7,792	17,814	3,439,535
Grand total	364,383	72,332	151,951	4,622,832

43%
Attended Club matchday events

55,160
Attended other Club events

35,466
Hours of support

The table shows that **43% (155,777) of participants at community engagement and development sessions in 2021/22 attended Club matchday engagement events, and a further 15% (55,160) attended other Club engagement events.**

In terms of more targeted work, **22% (79,643)** of participants attended projects focused on community safety (most notably the **Kicks programme** funded by the Premier League Charitable Fund), **10% (34,953)** attended projects linked to the Government's **Holiday Activities and Food programme** and **4% (13,717)** attended the **National Citizen Service (NCS)** programme or another programme focused on social action.²⁰

The profile and distribution of community engagement and

development sessions delivered by EFL Clubs and CCOs often varies from season to season. As projects and sessions are targeted to respond to the most urgent challenges in Clubs' communities at any given time, Clubs and CCOs will often re-focus their delivery to ensure they are meeting their communities' needs appropriately and are responding to key Government agendas. For instance, in 2020/21 – at the height of the COVID-19 pandemic and the multiple lockdowns it brought – **Clubs and CCOs delivered 35,466 hours of support to their communities** focused specifically on tackling social isolation. In total, **41,872** people were engaged through this work in 2021/22, accounting for **24%** of all the people attending community engagement and development sessions during the season.

²⁰ Please note that the figures quoted in this section relate to football season dates (June - May) and not funder specified dates which may vary from funder to funder and project to project.



TANGERINE TOGETHER Blackpool



Krystina was so affected by her experience with Blackpool FC, she has a memory of it on her wall.

With the aim of giving community participants the opportunity of attending their first ever game, Krystina has been a delighted beneficiary of the Club's See the Seaside initiative.

It is hoped the scheme will improve the health, wellbeing and social interaction opportunities of local people by introducing them to different life experiences.

"They've helped me explore things I wouldn't have been able to do alone," said Krystina.

"I was overwhelmed after being nominated and have framed my ticket as a reminder of my experience. I will go again!"

Blackpool's desire to reach out across the whole community means there has also been a focus on school children.

The Future Tangerines initiative is delivered in partnership with Blackpool FC and Blackpool Supporters Trust and saw **every year two pupils in the town receive a Blackpool FC shirt**, something they wouldn't usually be able to buy without help.

More than 1,200 Tangerines shirts have been delivered across the town to build a stronger connection between the Club and its community, and the scheme encourages local children to begin playing football and to watch their local team.

"The cards made by the SEN children make me cry when I look at them. My wife is in a home and I'm so lonely, the visit on Christmas Day meant the world to me. I didn't know people like you existed - it's wonderful."

- One of the people who the volunteers visited said.



The Club also continues its Christmas Campaign, thanks to donations from fans, local businesses, large organisations, Club staff and the players, and provides gifts for primary school children who might otherwise have gone without on Christmas morning.

Children receive Christmas cards and a present, including Lego, a book and a selection box, while 1,700 gifts and cards were wrapped up and delivered to children aged four to 11 in Blackpool last year.

And isolated members of the community were also visited by staff, who volunteered to spend time with people impacted by loneliness, bringing a gift and a card but, more importantly, having a chat and giving their time to somebody who might benefit from a conversation and company. Blackpool's staff volunteered to make Christmas Day visits to socially isolated people, delivering cards created by local children with special education needs (SEN).

3.5 Participation projects

In 2021/22, EFL Clubs and CCOs delivered **91,385** football and/or other sports participation sessions: a total of **143,821** hours of delivery. In total, **182,063** participants were engaged through participation sessions during the season, attending **901,821** times between them (an average of five sessions per participant). The number of people attending participation sessions in 2021/22 was **27%** higher than in 2019/20 (when **143,509** people attended) and **89%** higher than the number attending in 2020/21 (when **96,157** attended).

Count of participants attending participation projects, 2019-22:



EFL Clubs and CCOs delivered a range of participation projects in 2021/22, often focused on specific population groups. While not designed to deliver specific personal, health or social outcomes for participants, typically these projects focused on providing opportunities for under-served communities to engage with football and/or other sports in a range of new ways.

The table below shows the various types of participation projects delivered by EFL Clubs and CCOs in 2021/22, along with a series of key data:

Type	Count of participants	Count of sessions	Sum of session hours	Aggregate attendance
Competitive football	17,605	9,820	19,965	179,722
Disability participation	8,466	9,372	12,209	67,590
Early years	1,709	2,646	2,005	30,615
Football participation	74,490	13,137	39,588	186,008
General sport participation	79,793	56,410	70,054	437,886
Grand total	182,063	91,385	143,821	901,821

41%
participants engaged
in football projects

79,793
engaged in general
sport participation
projects

The table shows that **41% (74,490)** of participants were engaged in football participation projects in 2021/22, including football holiday courses, the Utilita Kids & Girls Cup, the Weetabix Wildcats programme (delivered by the EFL Trust, CCOs and the Football Association) and various walking football projects aimed at older population groups. It also shows that **44% (79,793)** of participants engaged in general – often locally funded – sport participation projects, while **10% (17,605)** attended competitive/player development sessions (including regional talent programmes to deliver enhanced coaching to promising young female footballers).

Finally, the table also shows that **5% (8,466)** of participants attended projects focused on providing football participation opportunities for people with disabilities, including the Every Player Counts programme which is co-funded by the EFL Trust and the Wembley National Stadium Trust (WNST). In 2021/22, close to **3,500** Every Player Counts sessions were delivered by EFL CCOs, helping people with a range of physical and learning disabilities engage with football often for the first time.²¹

²¹. Again, please note that the figures quoted in this section relate to football season dates (June - May) and not funder specified dates which may vary from funder to funder and project to project.



QUISHA'S STORY Stoke City



Quisha Murphy can often be found in goal, with her gloves and Stoke City kit on – but it wasn't always that way.

Quisha, 10, has Cerebral Palsy and had struggled to imagine herself playing football with classmates.

But, slowly and surely, that changed after Stoke City Community Trust visited St Thomas' Primary in Kidsgrove to deliver an introduction to leadership, leading to football sessions.

"Although Quisha came with a great attitude to the sessions, she understandably had doubts," explained coach Tommy Booth.

Quisha, who uses a frame for assistance, soon realised the session would be inclusive and would help her fully participate with adaptations.

"The apprehension was fuelled by negative comments made by people outside of the school who had tormented her and told her she couldn't play football due to her disability."



"Since her participation in the intervention, Quisha's confidence has rocketed."

- said PE co-ordinator Justin Woods.

However, after the second session Tommy could still sense that Quisha wasn't totally happy.

"Quisha left the sessions with a smile on her face, but I knew that there was something that still wasn't right," he explained.

"I spoke to the school staff who work with Quisha and was told that she doesn't like being treated as a person with a disability and doesn't like people making alterations for her. I felt she could benefit from seeing a real-life CP footballer who could act as a role model."

Over subsequent weeks Tommy showed Quisha some positive stories in the national media about football players with CP and showed her that disabilities shouldn't be a barrier to participation.

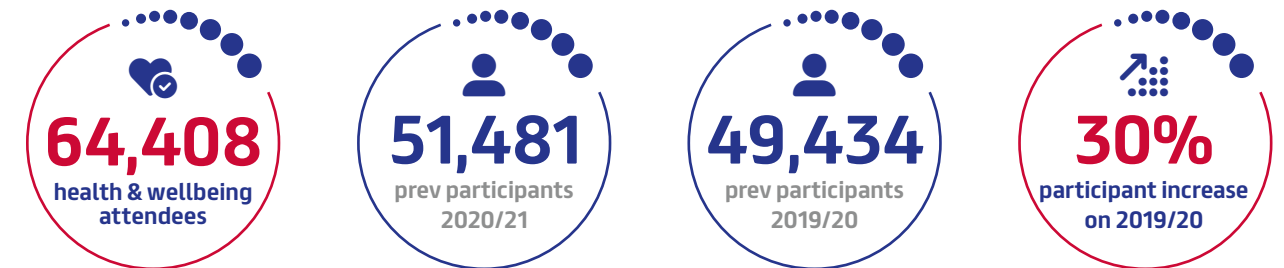
Quisha now loves going in goal and has developed a keen love of football, regularly attending the Cerebral Palsy football session ran by Stoke City Community Trust. She has also gone on to play for Stoke City CP in a tournament in Manchester.

"She's always positive and smiling within school and her participation in these sessions has transcended her confidence within the school setting".

3.6 Health and wellbeing projects

In 2021/22, EFL Clubs and CCOs delivered **31,868** sessions focused specifically on improving participants' health and wellbeing: a total of **46,219** hours of delivery. In total, **64,408** participants were engaged in health and wellbeing sessions during the season, attending **369,764** times between them (an average of six sessions per participant). The number of participants attending health and wellbeing sessions in 2021/22 was **30%** higher than in 2019/20 (when **49,434** people attended) and **25%** higher than the number attending in 2020/21 (when **51,481** attended).

Count of participants attending health and wellbeing projects, 2019-22:



The table below shows the three main types of health and wellbeing projects delivered by EFL Clubs and CCOs in 2021/22, along with a series of key data:

Type	Count of participants	Count of sessions	Sum of session hours	Aggregate attendance
Health improvement, support and recovery	11,878	12,281	5,343	18,654
Mental health support	2,841	2,146	4,668	19,251
Physical activity/physical literacy/physical health	49,689	17,440	36,208	331,859
Grand total	64,408	31,867	46,219	369,764

The table shows that **77% (49,689)** of participants were engaged in physical activity, physical literacy and/or physical health programmes in 2021/22: projects designed to make a lasting impact on people's physical health by supporting them to become more physically active more often. Among these participants, more than **35,000** attended the Ferrero funded Joy of moving programme which is designed to inspire active lifestyles in children, aiming to teach children how to enjoy moving through play, and to help them develop positive habits for adulthood. At the other end of the age scale, more than **3,200** participants engaged with the Extra Time Hubs programme. Supported originally by the Sport England Active Ageing Fund, this provides older people with opportunities to engage in a broad range of physical and social activities, helping them to maintain healthy and happy lifestyles during their retirement.²²

The table also shows that **18% (11,878)** of participants engaged in health improvement, health support and/or recovery programmes in 2021/22, including the Fit Fans programme delivered by the majority of CCOs.

During 2021/22, more than **2,800** participants engaged in Fit Fans – a 12-week programme designed to help football supporters aged between 35 and 65 achieve long-term improvements in healthy weight, blood pressure, physical activity, diet and mental wellbeing. Hundreds of supporters and other local community members also engaged with health support services provided by Clubs and CCOs during the season, including those providing blood pressure and other related health check services. Other community members also engaged in exercise referral programmes, and those designed to support patients and carers experiencing long-term health problems including cancer and dementia.

Finally, the table shows that **2,841** participants engaged in mental health focused projects in 2021/22. Of these participants, **1,135** engaged in mental health projects aimed at children and young people and **993** attended mental health projects aimed at adults. In total, CCOs delivered over **4,600** hours of mental health support for their communities during the season, with each participant attending an average of seven sessions.

²². Again, please note that the figures quoted in this section relate to football season dates (June - May) and not funder specified dates which may vary from funder to funder and project to project.



FOREVER UNITED
Cambridge United



The pandemic highlighted a number of things, including enhanced feelings of loneliness and isolation but not least how Clubs came together to aid their local communities, and Cambridge United's Forever United programme is just one example of how they combatted those issues.

The programme was introduced with funding from the Department of Culture, Media & Sport as part of the EFL Trust's 'Tackling Loneliness Together' campaign during the COVID-19 outbreak, receiving further funding from Cambridgeshire County Council's Cultivate Fund to boost the project, which now sits under the EFL Trust 'Extra-Time Hub' umbrella.

During the 2021/22 season, the Forever United programme has seen plenty of growth, now reaching at least 374 different individuals with 1,889 attendances at Forever United activities.

The Club's continued monthly activity packs and garden gate visits have been a way to help reduce isolation and encourage more social interaction. The programme currently visits 40 individuals through these and the Club have started to see some of the formerly isolated people enter other activities within the programme.

There's something for everyone, from Abbey Wellbeing Walks and Jolly Joggers, to senior lunches and afternoon teas, Cambridge United Community

23. Again, please note that the figures quoted in this section relate to football season dates (June - May) and not funder specified dates which may vary from funder to funder and project to project.

Trust provides a variety of activities and social events for members of the community.

This year, the programme has reached out and created more opportunities for seniors to stay active through jogging groups, walking football, supervets' football and wellbeing walks.

On the back of its launch, it was reported that feelings of anxiety reduced by 26% after three months of engagement, while overall, reported feelings of loneliness are lower than the national and local averages at 2%.

One participant involved in the walks explained how the programme had "helped [them] to make new friends and enjoy the green spaces in Cambridge," while another explained how they can now "see the light at the end of the tunnel" thanks to the project.

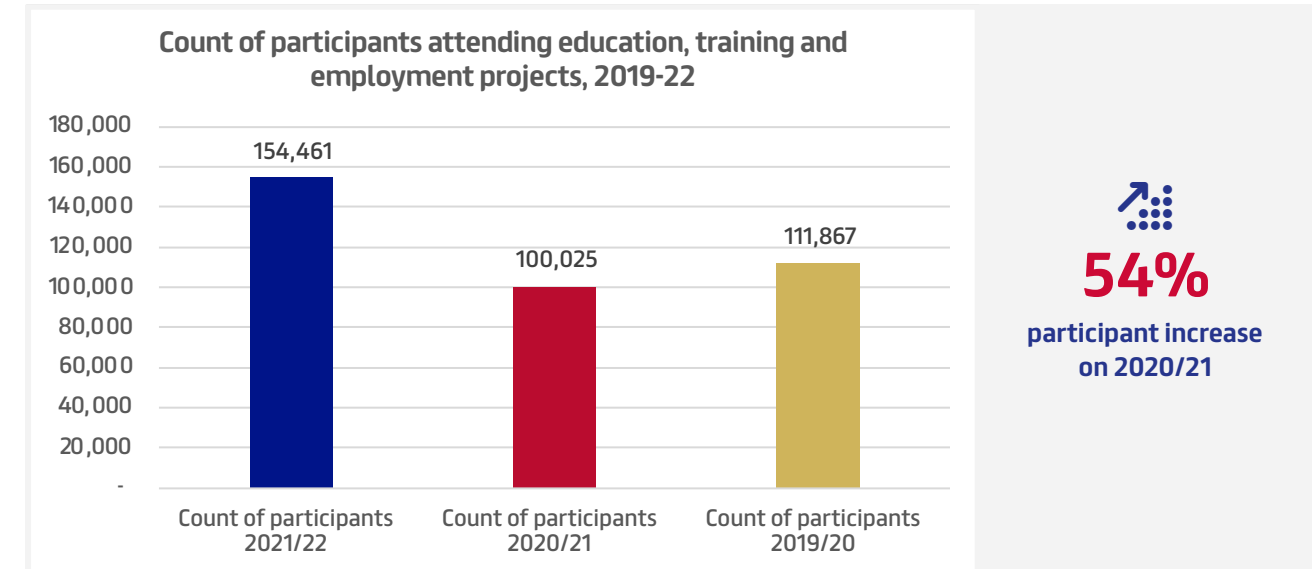


"Make new friends and enjoy the green spaces in Cambridge."



3.7 Education, training and employability projects

In 2021/22, EFL Clubs and CCOs delivered 155,327 sessions to support education, training and/or employment: a total of 209,234 hours of delivery. In total, 154,461 participants were engaged in education, training and/or employment sessions during the season, attending 2,252,452 times between them (an average of 15 sessions per participant). The number of participants attending education, training and employment sessions in 2021/22 was 38% higher than in 2019/20 (when 111,867 people attended) and 54% higher than the number attending in 2020/21 (when 100,025 attended).



The table below shows the three main types of education, training and employability projects delivered by EFL Clubs and CCOs in 2021/22, along with a series of key data:

Type	Count of participants	Count of sessions	Sum of session hours	Aggregate attendance
Alternative education	2,101	8,812	14,638	32,489
Further education, training and employment training	5,993	36,786	75,270	238,984
School-age education support	146,367	109,729	119,326	1,980,979
Grand total	154,461	155,327	209,234	2,252,452

95% engaged in school-age provision

5,993 in further education, training and employment projects

The table shows that 95% (146,367) of participants attending education, training and/or employment sessions engaged in school-age education support provision in 2021/22. Among these participants, 129,864 attended the PLCF funded PL Primary Stars programme – focused on providing additional education support for primary school age children – and 3,892 attended PL Inspires, an education programme aimed at young people aged between 11-25.²³

The table also shows that 5,993 people engaged in further education, training and employment programmes in 2021/22. These include BTEC courses and traineeships aimed at young people

aged 16 to 24, education programmes targeting adults, and various Government-funded employment programmes including the Kickstart scheme which provided funding to employers to create placements for 16- to 24-year-olds whose prospects were most affected by the pandemic. Finally, the table also shows that 2,101 participants engaged in alternative education projects in 2021/22. While the nature of these projects often varies according to the needs of specific participants, typically they provide support and respite for students who have special educational needs and/or face broader challenges when engaging in education.



CONVERSATION CLUBS Lincoln City



Whether it be seeking employment, looking for community volunteering opportunities or simply hoping to have the confidence to chat with a neighbour as you pass them in the street, Lincoln City's Conversation Clubs helps those eager to learn or improve upon their English to open new doors.

The programme, funded by the National Lottery, has engaged with individuals from a variety of countries including Bulgaria, Mexico, China, Poland and Italy over the years.

Classes teach English to non-native speakers in accessible community settings to help them to progress on to further opportunities.

Babs Free, Lincoln City Foundation's English for Speakers of Other Languages Leader, has helped to establish the programme, teaching courses to almost 50 students from 25 different countries, and praised the attitude of members, who are often already facing adversity.

"They regularly attended even though COVID and childcare issues combined to make life difficult," she said. "Added to these negatives was employers' unthinking and casual re-assignment of work shifts, which meant some came straight off a night shift or were mortified to have to cancel at the last minute. Homework was always completed, and our classes progressed from self-conscious mumblings to cheerful chatter – a triumph for any language teacher."



Some of these included sightseeing visits to local landmarks such as the Lincoln Cathedral and Lincoln Castle, socialising over food, including a barbecue at St. Andrews Garden to try different cuisines from across the group, picnics and other gatherings.

Alan has benefitted from the programme since relocating to Lincoln from Hong Kong.

He recalled: "I was always afraid that people don't understand what I'm saying and of course I'm not fully understanding what they're saying either. Some of them speak quite fast and some of them speak in colloquial, it's really a disaster for me."

"In order to adapt my life in the UK, I decided to seek an English course to improve and upgrade my English skills. Fortunately, I discovered that there was a free English course offering by Conversation Clubs at Lincoln City Foundation."

And Alan is just one of many participants joining in with Conversation Clubs and significantly benefitting from the Club's support.



"It's been a fantastic opportunity to teach such a diverse group of people. They all want to speak to English people more but find it hard to engage with first-language speakers."



The team at Lincoln have seen excellent levels of progress in the students' English levels as well as enjoying social events outside of the classroom, which have really been the icing on the cake, as new families in Lincoln become positively linked in their new homes.



JAMIE'S STORY Fleetwood Town



Jamie had a dream of coaching in the USA and now, thanks to the Fleetwood Town Community Trust, he is set to fulfil that ambition.

And on his 18-month journey, Jamie has also helped a few people along the way.

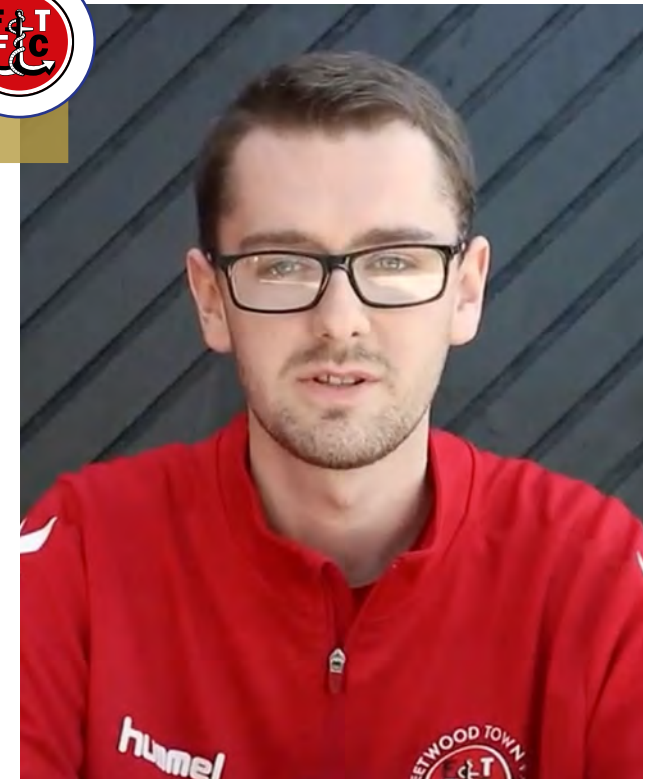
After joining the Trust's Find Your Future Initiative in 2021, Jamie was given skills to improve his employability and was given mentoring to help with mock interviews and enhancing his CV.

Through the Government's Kickstart scheme, Jamie then started working for the Trust and delivered a health and wellbeing programme as well as coaching a variety of other projects across the area.

Now Jamie is bound for Portland to start his new career of coaching in the USA.

"The skills I have developed have led me to being in the position to do coaching in the USA."

Community Cohesion & Inclusion Manager John Hartley added: "It has been a pleasure to witness



the journey that Jamie has been on. He has been an integral part of the team here and I've no doubt at all that he will be a success in his future endeavours."



"Find Your Future helped me consolidate everything I already knew and supported me to put it into practice. **My overall goal was to get into employment, doing something that I love... and I did just that.**"



Clubs and CCOs as deliverers

Measuring the impact of EFL Clubs in the Community



Clubs and CCOs as change makers

4.1 Introduction

This report presents the first attempt to aggregate information from all EFL Clubs and CCOs on the personal and social changes – or what are often termed outcomes – their community-focused sessions and events have delivered for participants.

While it is clear from the previous section that Clubs and CCOs deliver large numbers of projects and interventions focused on making positive differences to participants' lives, gathering robust data on the effects of these projects on, for instance, participants' physical and mental health, can often be complex and challenging, especially where specialist research and evaluation support is not available.

To start the process of pulling together an evidence-base of the outcomes being achieved through EFL community activities, Clubs and CCOs were asked to

share results of any structured outcome measurement exercises they had undertaken with their project participants (most often through participant surveys). The results of these were then blended with programme wide outcome measurement processes that had been used on large scale projects over the past three seasons (for instance, on projects funded directly by the EFL Trust and/or the Premier League Charitable Fund) to build a picture of both the types and frequency of the outcomes being achieved.

More specifically, EFL Clubs and CCOs were asked to share two sets of outcome-related data for this report:

- High level counts of participants who, through attending a specified project, were measured for and/or achieved at least one positive outcome associated with four key 'outcome pillars':



Physical health



Mental health



'Community' outcomes
(i.e., those relating to community connections, cohesion and participation)



Education, training and/or employment

- More detailed data on the specific, named outcomes that participants were measured for or achieved.

The specific outcomes that have been measured over the past three seasons have varied from Club to Club and project to project. This means that when reporting on the outcomes it is important to note the varying number of participants who were 'eligible' for the outcome (i.e. they attended a related project), the

proportion who were measured for it and the proportion who achieved it. This contextual data is provided in footnotes throughout this section. The analysis presented in this section demonstrates the challenge of reporting at an aggregated level on the outcomes achieved by participants. In some cases, outcomes have

been measured across multiple Clubs and projects – and, therefore, have large eligible population sizes – while in other instances they have only been tracked at only a small number of Clubs/projects (which can also often explain variances in sample sizes). In the absence of more standardised impact measurement

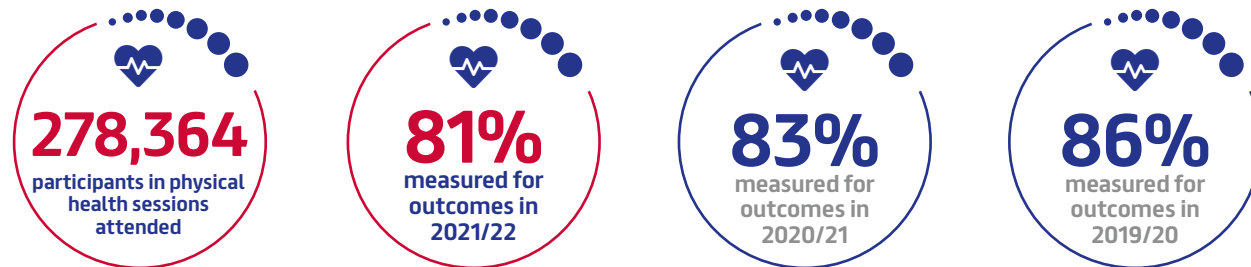
practices across Clubs and projects, though, (something the EFL Trust is continually supporting Clubs and CCOs to move towards) the analysis presented here still attests to the very significant impacts that many individual EFL Clubs and projects had for their participants over the past three seasons.

4.2 Impacts on physical activity, physical literacy and physical health

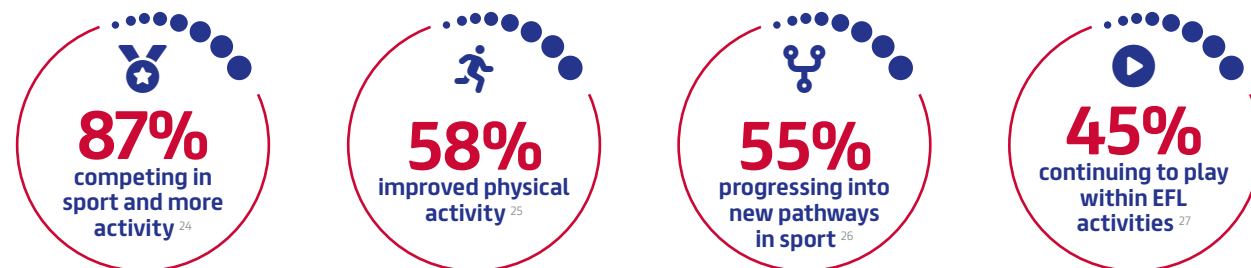
In 2021/22, **278,364** participants attended EFL sessions or events designed to impact directly - or indirectly - on an aspect of their physical health. This number is higher than the number of people who attended Health and Wellbeing projects in 2021/22 (quoted in section 3.6 above) because it includes people who attended other themed projects (for example, those focused on participation) who were monitored for impacts on their physical health.


Of the participants attending these sessions and events, **85,484 (31%)** were 'measured' for physical health impacts, with **81% (68,899)** achieving at least one outcome relating to physical health. In 2019/20, **86%** of participants measured for a physical health impact achieved at least one positive outcome, while the figure in 2020/21 was **83%**.

Proportion of eligible participants achieving at least one physical health related outcome:




The specific physical health related outcomes that participants were measured for and/or achieved in 2021/22 varied from Club to Club and project to project. In 2021/22, the following proportions of participants achieved outcomes relating to the amount and frequency of **physical activity** they were doing:





In the context of physical and health literacy:

- 78%** of participants reported improved knowledge of physical activity guidelines.²⁸
- 70%** reported an improved understanding of eating a balanced diet.²⁹
- 61%** reported improved motivation to be physically active.³⁰
- 55%** reported improved enjoyment of physical activity.³¹
- 49%** reported improved positive attitudes towards physical activity.³²



Finally, in relation to direct impacts on physical health:

- 88%** of participants reported a reduced Body Mass Index (BMI).³³
- 87%** reported a reduced waist circumference.³⁴
- 86%** reported reduced body weight³⁵, with 27% reporting reduced body weight of 5% or more.³⁶
- 84%** reported general improvements in their physical health and wellbeing.³⁷
- 75%** reported improved resting blood pressure.³⁸
- 51%** reported an improved diet.³⁹



FIT FANS...
...changing lives, up and down the country.



Thousands of people are getting involved with sessions laid on by over 40 Clubs, to make long-term improvements in weight loss, physical activity, diet and general wellbeing.

For six years, **Lee** had spiralled into a depression after the death of his parents – while his mental health declined, so did his physical health, as he became unfit through lack of activity and exercise, and a habit of eating takeaways and sugary foods.

But two years ago, he found Sunderland's FIT FANS, and now he has set up a Sunday League team, competes in track and field athletics and is 6kg lighter.

"I honestly don't know where I'd be without the programme," he said. "It's made me have a much more positive outlook and feel more in control of my life. Training and learning inside of the Stadium of Light was a fantastic experience and so inspiring."

The 12-week programme not only helped Lee become healthier, it helped him make lifestyle changes that would help him in the future.

On average women lose well over 3kg and men over 5.5kg by the end of the 12 week programme and more than 90% of male and 85% of female participants lose weight, many losing a clinically significant amount.



For **Amjid**, FIT TROTTERS turned out to be the perfect environment he needed to regain his fitness.

After being signed off from work with depression following a family trauma incident, he attempted to join sessions at his local gym, but cancelled all of them.

It was only when he found Bolton Wanderers' FIT FANS that he discovered an exercise session he felt confident enough to commit to.

"My confidence has grown throughout the course and I have been able to maintain this on a daily basis and I have a sense of real pride of how far I have come," he said.

Amjid's mental health started to improve and with this so did his physical wellbeing as he lost 3kg over the 12 weeks.

"I strongly believe that FIT TROTTERS and the coaches have a big part to play in me returning back to work, to a job that I love doing and had missed so dearly while I was off work suffering with depression."



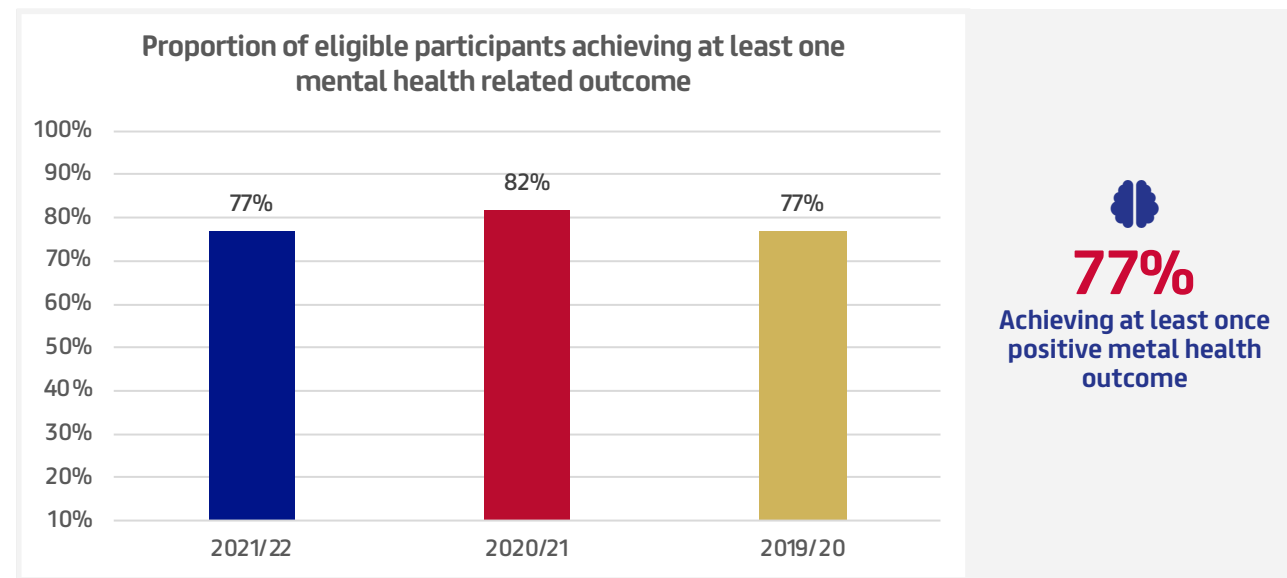
Clubs and CCOs as change makers

- | | |
|---|---|
| 24. 20,752 participants achieved the outcome from a 13% sample of eligible participants | 32. 1,089 participants achieved the outcome from a 10% sample of eligible participants |
| 25. 1,476 participants achieved the outcome from an 11% sample of eligible participants | 33. 1,341 participants achieved the outcome from 69% sample of eligible participants |
| 26. 10,308 participants achieved the outcome from a 10% sample of eligible participants | 34. 1,471 participants achieved the outcome from a 71% sample of eligible participants |
| 27. 1,619 participants achieved the outcome from a 99% sample of eligible participants | 35. 939 participants achieved the outcome from a 63% sample of eligible participants |
| 28. 1,899 participants achieved the outcome from an 11% sample of eligible participants | 36. 435 participants achieved the outcome from a 66% sample of eligible participants |
| 29. 2,047 participants achieved the outcome from a 13% sample of eligible participants | 37. 18,397 participants achieved the outcome from a 12% sample of eligible participants |
| 30. 1,601 participants achieved the outcome from an 11% sample of eligible participants | 38. 456 participants achieved the outcome from an 89% sample of eligible participants |
| 31. 5,920 participants achieved the outcome from a 14% sample of eligible participants | 39. 801 participants achieved the outcome, from a 68% sample of eligible participants |

4.3 Impacts on mental health

In 2021/22, **260,596** participants attended EFL sessions or events designed to impact positively - directly or indirectly - on their mental health. This number is higher than the number of people who attended Health and Wellbeing projects in 2021/22 (quoted in section 3.6 above) because it includes people who attended other themed projects (for example, those focused on participation or community engagement) who were monitored for impacts on their mental health.

Of the participants attending these sessions and events, **63,336 (24%)** were 'measured' for mental health impacts, with **77% (49,013)** achieving at least one positive mental health outcome. In 2019/20, **77%** of participants measured for a mental health impact achieved at least one positive outcome, while the figure in 2020/21 was **82%**.



As with outcomes relating to physical health, the specific mental health outcomes that participants were measured for and/or achieved in 2021/22 varied from Club to Club and project to project.

In terms of direct impacts on mental health, during 2021/22:



Also during the 2021/22 season, **75%** of eligible participants reported **reductions in feelings of loneliness**⁴³. Research suggests loneliness significantly increases the risk of certain mental health problems, including depression, anxiety, low self-esteem, sleep problems and increased stress⁴⁴. This is why during the 2020/21 season – at the height of the COVID-19 pandemic and the social isolation this brought for many – the EFL Clubs and CCOs dedicated so much time and energy to projects such as the Tackling Loneliness Together initiative. During that season, over **32,000** participants were engaged by EFL Clubs and CCOs in projects designed to tackle loneliness, with close to **60%** of those surveyed reporting a reduction in loneliness, even during the most difficult of periods⁴⁵.



DAMIAN'S STORY Salford City



There was a moment in Damian's life when he thought he could not carry on.

After telling his mum "I love you, have a good life", Damian headed to a train station with the intention of ending his life.

The intervention of a stranger that day pulled him back, and since then his introduction to Foundation 92, Salford City FC's Charity, has changed the trajectory of his life.

Foundation 92's 92 Shield programme offered Damian a safe space to talk to someone about common interests such as football, but also about the issues in his life. It became a support network to Damian, who felt he could turn to the programme at any time, and **now he is a full-time Community Sports Coach at the Foundation.**

His progression from participant to coach is something he "can't believe" and he now hopes he can use his own experiences to help people in his local community through their struggles.

"We do a lot of work in education, so I've been involved in helping children that need extra support with their behavioural challenges, so it's given me an insight into what other people's lives are like. I can put myself in their situations and give them a bit of guidance and support.

"Most of the things that they have been through, I've seen or experienced myself, so we have similar upbringings or backgrounds."

"The Foundation has given me a sense of wellbeing and family with some of my colleagues, knowing that you can talk to and trust them."

40. 15,744 participants achieved the outcome from a 12% sample of eligible participants

41. 18,209 participants achieved the outcome from a 12% sample of eligible participants

42. 804 participants achieved the outcome from a 40% sample of eligible participants

43. 341 participants achieved the outcome from a 67% sample of eligible participants

44. <https://www.mind.org.uk/information-support/tips-for-everyday-living/loneliness/about-loneliness/>

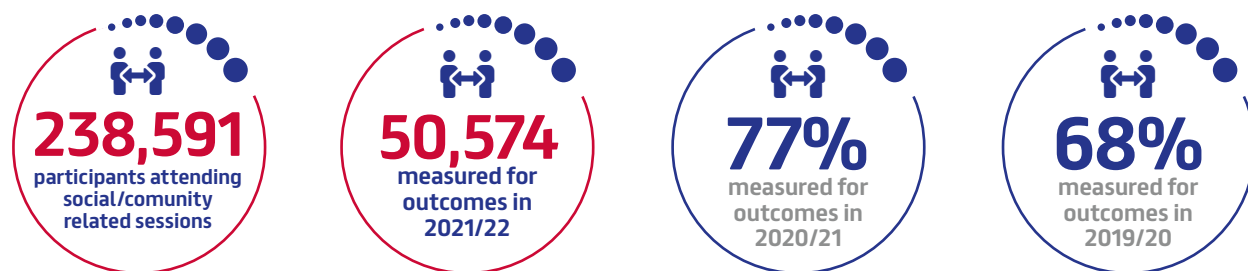
45. 1,713 participants achieved the outcome from a 9% sample of eligible participants

4.4 Impacts on social/community outcomes (community connections, cohesion and participation)

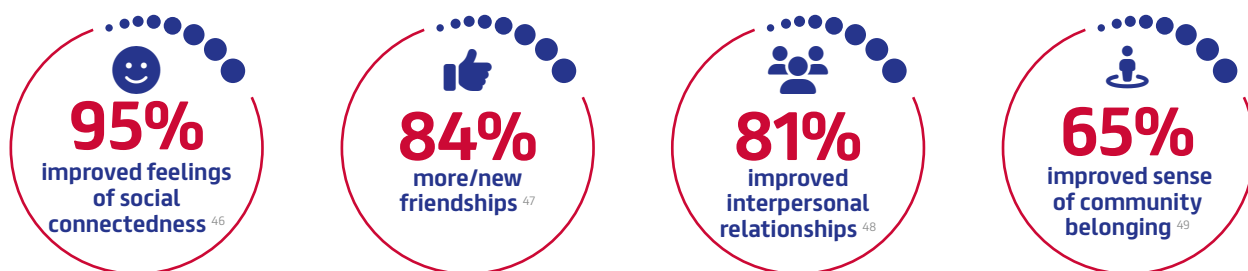
In 2021/22, **238,591** participants attended sessions or events designed to impact directly or indirectly on social or 'community' related outcomes. This number is lower than the number of people who attended all community engagement projects in 2021/22 (quoted in section 3.4 above) because some of those projects were not designed to measure specific outcomes.

Of the people attending these sessions and events, **62,428 (26%)** were 'measured' for community-related impact, with **81% (50,574)** achieving at least one positive community outcome. In 2019/20, **68%** of participants measured for a community-related impact achieved at least one positive outcome, while the figure in 2020/21 was **77%**.

Proportion of eligible participants achieving at least one community related outcome:



As with health-related outcomes, the specific community outcomes that participants were measured for and/or achieved in 2021/22 varied from Club to Club and project to project. In terms of participants' feelings of connection to their local communities – and the social ties that underpin these – the following were reported:



In terms of community cohesion – and participants' feelings of inclusion and understanding towards others:

- 86%** of participants reported greater social integration or social mixing.⁵⁰
- 82%** reported improved knowledge of other cultures and backgrounds.⁵¹
- 80%** reported improved positive attitudes towards others.⁵²
- 72%** reported improved feelings of social cohesion.⁵³

Finally, in terms of community participation and 'giving something back':

- 74%** of participants reported increased confidence in putting into broader civil society.⁵⁴
- 70%** reported participating more in community activities.⁵⁵
- 28%** reported engaging more in community volunteering or social action.⁵⁶



"NCS made a huge difference to me, it changed me as a person, made me realise that I'm worth it and that I can make friends and be myself."

Upon arrival from Italy three years ago, Shamza Butt struggled with her confidence and ability to make friends, but after joining NCS through Bradford City FC Community Foundation, it presented her with a type of opportunity she would have only dreamt of back home.

She has gone on to achieve the pinnacle of community work, presenting the EFL Trust network Conference in 2022 and **accepting an invitation to Downing Street** in July to join former Prime Minister Boris Johnson, to acknowledge her work in supporting her local community during the pandemic.

Shamza was unable to speak English and was deprived of opportunities to engage within her community, as she grew up in a small, low populated town within Northern Italy.

From the onset, **NCS helped her to develop her confidence, social skills and ability to speak the English language**; she was now able to get her voice heard.

"NCS made a huge difference to me, it changed me as a person, made me realise that I'm worth it and that I can make friends and be myself," she explained. "It gave me many skills such as public speaking, CPR training and many others. I was able to overcome my fears by doing new challenges such as rock-climbing and up-sailing to overcome my fear of heights."

As part of NCS in Summer 2020, Shamza collaborated with a group to complete a social action project that would benefit her community. The group came together to create an inspiring mural in Bradford, to help celebrate the diversity and celebrate the work done by key workers during the pandemic.

"We were all very proud of our mural because we know that it has made an impact not only on the people of Bradford, but also on those who see Bradford as a non-welcoming city with dangerous people. People will see our mural and will be able to have a peek into Bradford through its people's eyes; they will see our diverse community."

And Shamza has not grown complacent as she is driven to deliver more social action within communities through joining the Peer Action Collective (PAC) programme, with the Bantams' Community Foundation. The PAC involves 120 peer researchers, aged 16 to 25, who design their own research questions and work with around 6,500 other young people, aged 10 to 20. The aim is to find out about young people's experiences of violence and their views on how they can get involved in making their communities better places to live in.

"Having witnessed youth crime first-hand and seen the effects of the pandemic on my friends, I'm so excited to be part of this project, which will support over 1,500 young people and help me help my generation to heal and thrive," she added.

"Being a peer researcher means I can find out more about young people's experiences in my area and then take action to improve their lives. Being a PAC peer researcher appeals to me as a way of learning more about the causes of crime as well as how to prevent it and change teens' minds. Obviously, if we can't change our generation now, these problems are going to be our future."

46. 821 participants achieved the outcome from a 34% sample of eligible participants

47. 1,696 participants achieved the outcome from a 33% sample of eligible participants

48. 15,685 participants achieved the outcome from a 10% sample of eligible participants

49. 560 participants achieved the outcome from a 32% sample of eligible participants

50. 422 participants achieved the outcome from a 36% sample of eligible participants

51. 353 participants achieved the outcome from a 33% sample of eligible participants

52. 3,724 participants achieved the outcome from a 9% sample of eligible participants

53. 223 participants achieved the outcome from a 100% sample of eligible participants

54. 161 participants achieved the outcome from a 100% sample of eligible participants

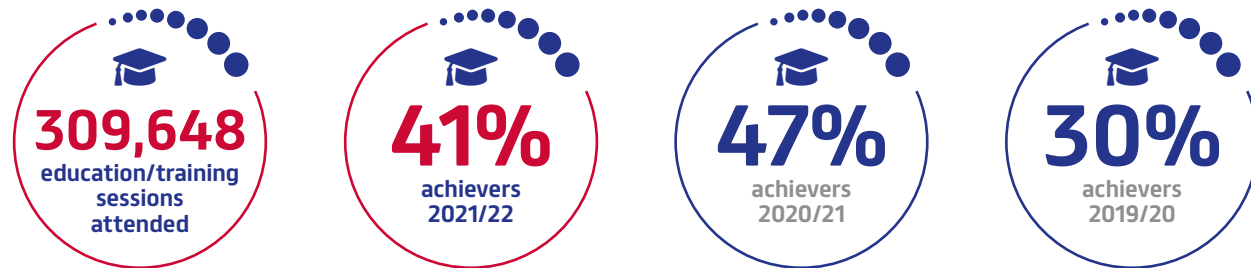
55. 15,164 participants achieved the outcome from a 11% sample of eligible participants

56. 1,033 participants achieved the outcome from a 67% sample of eligible participants

4.5 Impacts on education, training and employment

In 2021/22, **309,648** participants attended sessions or events designed to impact directly or indirectly on education, training and/or employment outcomes. This number is higher than the number of people who attended education and employment projects in 2021/22 (quoted in section 3.7 above) because it includes people who attended other themed projects (for example, those focused on community engagement) who were also monitored for impacts on education, training or employment prospects.

Of the participants attending these sessions and events, **88,121 (28%)** were 'measured' for an education, training or employment-related impact, with **41% (27,829)** achieving at least one positive outcome. In 2019/20, **30%** of participants measured for education, training and/or employment-related impacts achieved at least one positive outcome, while the figure in 2020/21 was **47%**.



Again, the specific education, training and/or employment outcomes that participants were measured for and/or achieved in 2021/22 varied from Club to Club and project to project.

In terms of positive engagement with education:



83% of participants reported feeling more inspired and engaged in educational settings.⁵⁷
79% reported more positive attitudes towards education⁵⁸.
78% reported improved attendance at school⁵⁹.

In terms of educational attainment:



85% reported improved attainment at school⁶⁰.
83% reported improved educational skills and knowledge⁶¹.
27% reported achieving a recognised qualification⁶².

Finally, regarding training and employment:



86% of participants reported improved work readiness/preparedness⁶³.
58% reported making progress into employment, education or training⁶⁴.



JORDAN'S STORY Middlesbrough



Middlesbrough teenager Jordan Winward was all set to leave school without any qualifications and severing ties with several educational placements, but now Jordan is looking at a positive future and the possibility of a dream job, something which might not have been possible without Middlesbrough Football Club.

Identified as a vulnerable young person, Jordan was referred to one of MFC Foundation's targeted programmes and has progressed to collect qualifications, develop discipline through football and boxing, and grown in confidence.

Through the programme, Jordan studied English and Maths at the Riverside Stadium three days a week and participated in football and boxing two days a week, training with former IBF World Champion Stuart Hall. With his motivation levels high, Jordan achieved 100% attendance and passed Functional Skills Level 2 in Maths and Level 1 in English.

On top of that, he has engaged with the Foundation's National Citizen Service programme and has picked up first aid and FA coaching qualifications, meaning he is ready to take on new challenges in life... including learning to drive – a skill he didn't think he'd have the confidence to take on!

“Working with the Foundation most likely saved his life due to the path he was on.” - said Jordan's mother, Dawn.

⁵⁷ 15,522 participants achieved the outcome from a 10% sample of eligible participants
⁵⁸ 11,830 participants achieved the outcome from a 11% sample of eligible participants
⁵⁹ 11,099 participants achieved the outcome from a 10% sample of eligible participants
⁶⁰ 10,529 participants achieved the outcome from a 9% sample of eligible participants
⁶¹ 15,588 participants achieved the outcome from a 10% sample of eligible participants
⁶² 812 participants achieved the outcome from a 78% sample of eligible participants
⁶³ 223 participants achieved the outcome from a 100% sample of eligible participants
⁶⁴ 5,746 participants achieved the outcome from a 17% sample of eligible participants

Clubs and CCOs as value creators

5.1 Introduction to social valuing

Given the focus of EFL Clubs and CCOs on delivering positive personal and social outcomes for their communities, it is important to consider the value these changes have; both for individual participants and communities and society more broadly.

In recent years the concept of 'social value' has emerged as a means of quantifying the relative significance that people place on the changes they experience in their lives. It has also provided a means to measure the positive value that businesses, social enterprises and charities create for the economy, society and local communities.

Sometimes social valuing takes the form of Social Return on Investment (SROI) studies, a form of cost benefit analysis that attempts to quantify and value the changes created by projects, investments and/or organisations in monetary terms. It is a particularly useful form of analysis for not-for-profit organisations (like the EFL Trust and individual CCOs), which seek to generate positive social changes that are often difficult to measure in traditional financial terms.

A SROI study typically involves identification of the changes sought and delivered by a project or organisation (like the data presented in Section 4.0 above), and then structured analysis to determine whether the benefits can be converted into financial terms. SROI can be calculated for a single year or over the life of a project or programme, and it can be calculated summatively (i.e. at the end of a programme once outcomes have been realised) or formatively (i.e. as a programme is underway, or even prior to it getting started).

SROI has become increasingly popular when assessing the value of sport participation and the use of sport for social and health development purposes. Responding to this interest, UEFA recently sponsored the development of a comprehensive, rigorous 'SROI' model⁶⁵ to establish the impact that participation in football and related development programmes has across a spectrum of economic, health and social outcomes.

In recent years, this model has since been implemented in a variety of national contexts. It has also been adapted to enable regional, local and Club level assessments, right down to the impact and value of specific projects. Adapted versions have also been applied in several football Club contexts, including in England and Wales. In these instances, consideration has been extended to wider social programmes associated with Clubs and the operations of CCOs. Elements of this model, alongside a range of other valuing techniques developed by Substance have been employed in the evaluation of the work of EFL Clubs and CCOs as described in the remainder of this section.

5.2 Summary of valuing approach

For this report, a total of **18 outcome valuation types** have been mapped to the four key outcome pillars considered in Section 4.0 and represented below. Unlike Section 4.0, outcomes have only been included in this analysis where high-quality evidence of impacts and outcomes could be demonstrated by EFL Clubs and CCOs.

Outcome Theme:



Physical health



Mental health



Social/community outcomes



Education, training and/or employment

Outcome Valuations:

- | | | | |
|---|---|--|--|
| <ul style="list-style-type: none"> ✓ Reduced heart disease ✓ Reduced hypertension ✓ Reduced strokes ✓ Reduced diabetes ✓ Reduced colon cancer ✓ Reduced osteoporosis ✓ Reduced dementia ✓ Increased sports injury | <ul style="list-style-type: none"> ✓ Improved subjective wellbeing ✓ Reduced depression ✓ Reduced anxiety ✓ Reduced schizophrenia | <ul style="list-style-type: none"> ✓ Increased social capital ✓ Volunteering ✓ Reduced criminal convictions | <ul style="list-style-type: none"> ✓ Improved educational attainment ✓ Improved school attendance ✓ Reduced people who are NEET |
|---|---|--|--|

A variety of techniques have been used to establish the value of impacts that EFL Clubs and CCOs have delivered over the past three seasons.

In relation to **participation programmes** (that is, football and other sport programmes that encourage people to take part but do not focus on specific outcomes – as referenced in section 3.5 above) a broad range of outcomes have been valued, focusing on those that are identified in high-quality academic research as being driven by regular participation in structured and regular programmes of football. More specifically, a ‘risk and protective factors’ model has been applied to assess how crime rates; education,

training and employment levels; and rates of cardiovascular disease, cancer, age-related illnesses and poor mental health are likely to have changed because of the activities of EFL Clubs and CCOs⁶⁵. In these cases, the **risk** of participants in relevant population groups facing defined negative outcomes is considered alongside the **effect** that involvement in participation programmes typically has in reducing that risk. This formulation is then considered alongside the **cost to society** of specific negative outcomes to calculate a ‘formative’ estimate of the **public service savings** that participation projects have delivered.



The value of educational attainment in the context of participation projects has been approached differently, based on academic assessments of the likely impact of involvement in certain Club and CCO programmes on people’s educational performance. This has then been considered alongside OECD studies to calculate the likely effect of a lift in educational performance on a student’s lifetime earnings. The calculations for subjective wellbeing and social capital have been approached differently again, using

findings from UEFA’s research to assess the likely impact of participation on people’s wellbeing and levels of social trust⁶⁷. This evidence has then been combined with income differentials associated with different levels of wellbeing across the population to estimate the monetary value for any identified uplifts. The negative impacts of sport related injuries have also been considered, based on prevalence of injuries and associated treatment costs for defined injuries.

65. UEFA (2020) The UEFA GROW SROI Model: Valuing the Impact of Football Participation in Europe

66. Murray J, Farrington, D. & Eisner, M. (2009) ‘Drawing conclusions about causes from systematic reviews of risk factors: The Cambridge Quality Checklists’. *Journal of Experimental Criminology* 5(1):1-23

67. Downward, P. & Wicker, P. (2021) Football participation and subjective well-being, Final Report



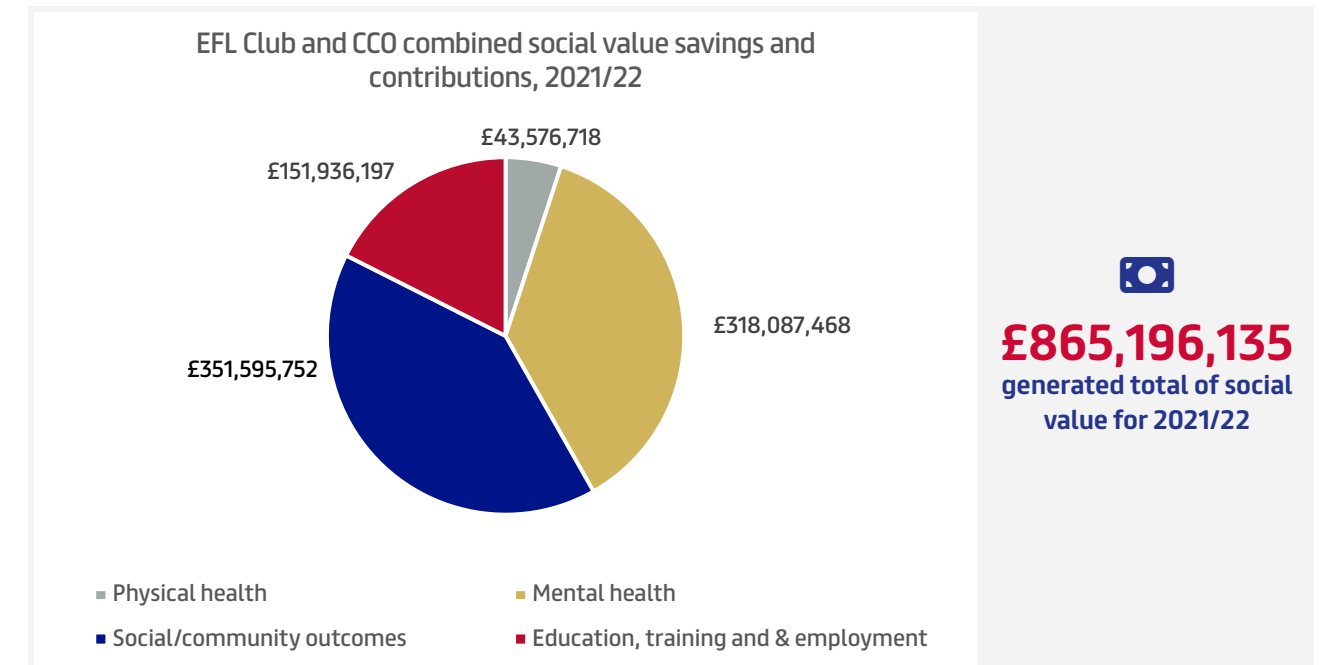
For **targeted** Club and CCO projects and programmes (that is, those that are themed and/or focus on the delivery of specific health, community and/or education, training or employment outcomes), more 'summative' approaches to valuation have been used, based on counts of outcomes reported by Clubs and CCOs and a bank of Government-backed valuations to calculate the value of the impacts achieved⁶⁸. For programmes where outcome measurement data was very limited, findings have been based solely on the specific 'populations' (i.e. groups of participants) for which outcomes were measured. Where the sample size of those measured has been sufficient to generate 90% confidence⁶⁹, valuations have been applied to 90% of the full population group (i.e. those who attended the project). Where the sample size was not sufficient to generate 90% confidence in the full population, values have again only been included for participants who were measured as achieving the defined outcome. Additional discounts were applied where the achievement of the outcome could not be fully attributed to participation in the programme itself.

In all forms of valuation used in this report, discounts to account for 'deadweight', or 'what might have happened anyway', have been applied to ensure that the valuations are conservative and do not over claim. Where levels of physical activity enabled through participation in Club and CCO programmes meet Government Medical Officer guidance, a discount has been applied based on the assumption that the same proportion of programme participants would remain physically active in the absence of Club and CCO interventions as in the general population. A value is, therefore, only included for the proportion of people in the general population who are physically 'inactive'. Further discounts are applied on a sliding scale where access to Club or CCO provision falls short of Government Medical Officer guidelines, based on strong and growing evidence that the benefits of physical activity start to be derived from the point of commencement of any activity.

68. <https://www.greatermanchester-ca.gov.uk/what-we-do/research/research-cost-benefit-analysis/>
 69. With a 5% margin of error

5.3 Overview of findings

In 2021/22, EFL Clubs and CCOs generated a total of **£865,196,135** of social value across their full range of projects and programmes. This consisted of **£668,902,837** from targeted programmes – those with the most clearly defined social or health related outcomes – and **£196,293,297** from participation programmes, or those that were more focused on encouraging participation in football and other sports more generally. The value from both sets of projects and programmes can be broken down into the four main outcome pillars introduced in Section 4: with **£43,576,718** coming from savings and contributions associated with physical health; **£318,087,468** coming from mental health; **£351,595,752** coming from community/social outcomes; and **£151,936,197** coming from outcomes relating to education, training and & employment.



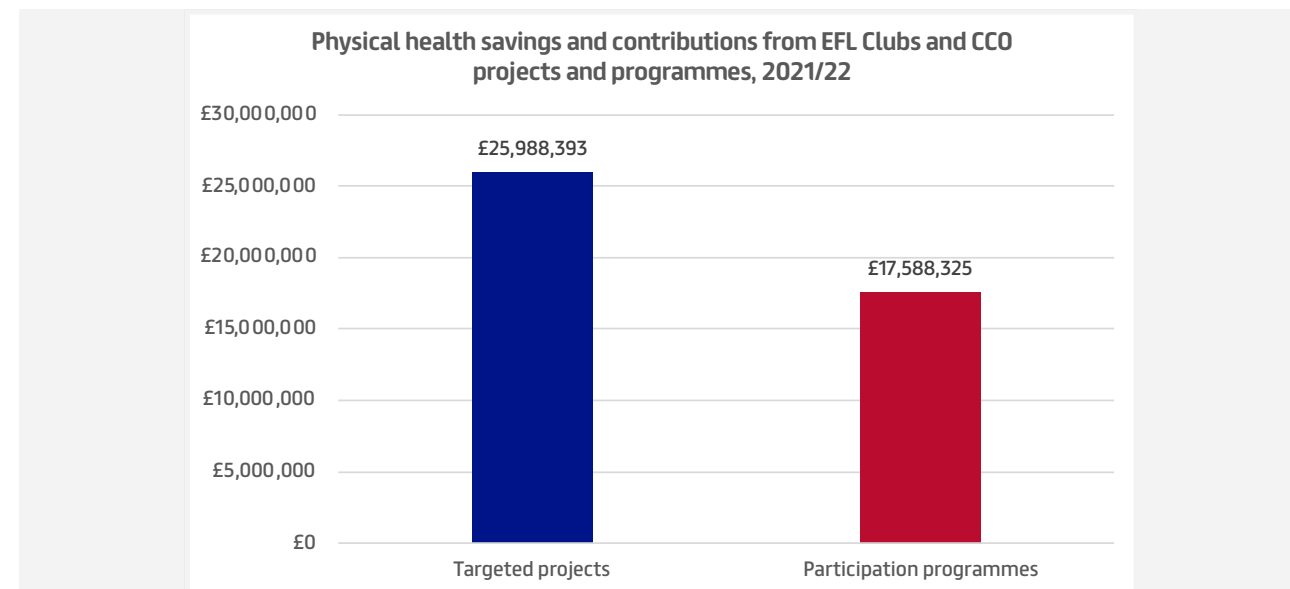
In comparison to the two previous seasons, 2021/22 returned the highest overall value by a significant margin. In 2019/20, a total value of **£487,977,085** was generated, with the figure for 2020/21 being **£502,551,477**. While these lower values are partly a function of the disruption caused by the COVID-19 pandemic, they also reflect the lower levels of outcome measurement being carried out by EFL Clubs and CCOs over those two seasons. As mentioned elsewhere in this report, outcome measurement is a time intensive and sometimes complex discipline, and the EFL Trust and individual Clubs and CCOs are constantly evolving their practices to improve the quality and consistency of their approaches.

The split between targeted and participation programmes across the two previous seasons presents a similar story to 2021/22, with the figures displayed below:

2021/22	2020/21	2019/20
Overall: £865,196,135m	Overall: £502,551,477	Overall: £487,977,085m
Targeted: £668,902,837m	Targeted: £415,919,153m	Targeted: £376,706,703m
Participation: £196,293,297m	Participation: £86,632,324m	Participation: £111,270,381m

5.4 Value relating to physical health

From the 2021/22 overall figure of **£865m**, a value of **£43,576,718** (£43.6m) can be attributed to physical health outcomes. This equates to just over 5% of the final valuation and was, therefore, the lowest contributing element across the four categories. The value generated in relation to physical health was fairly evenly split between targeted and participation projects, with targeted projects delivering **£25,988,393** (60%) of the value, in comparison to participation projects which delivered at **£17,588,325** (40%). For participation projects specifically, the four key outcomes that were used for physical health valuations were cardiovascular disease, diabetes, cancer and age-related conditions, while consideration of the negative impacts of injuries sustained during programmes participation was also included, along with associated healthcare costs.

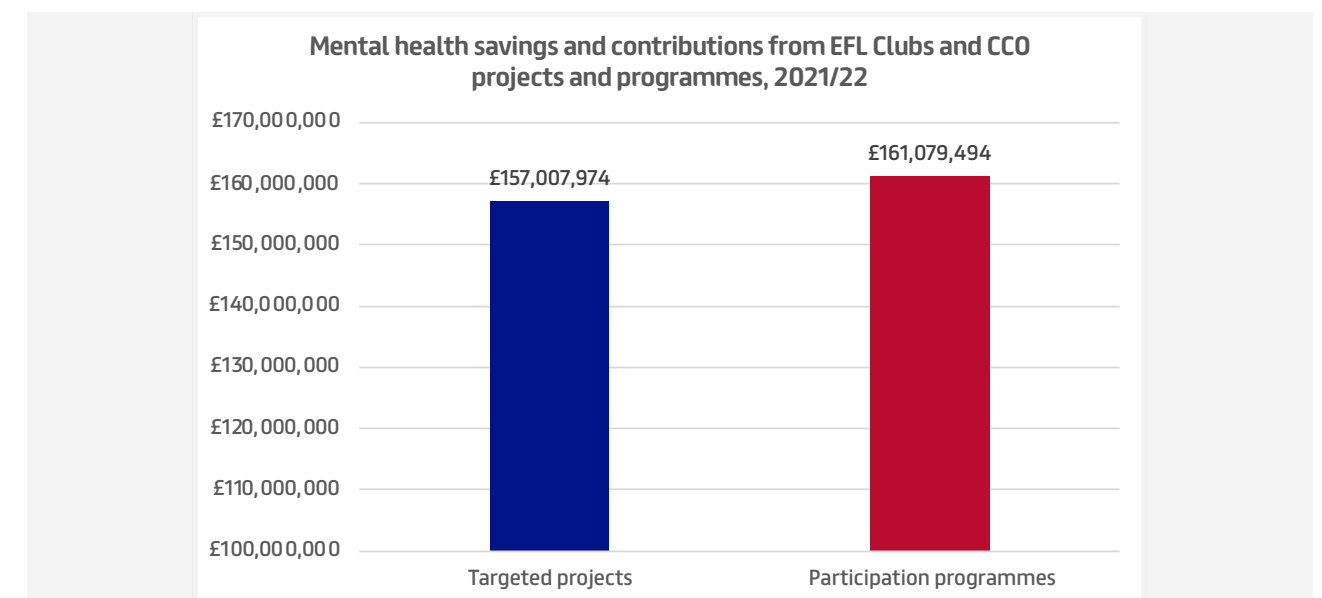


In comparison to previous years, the value of physical health outcomes grew dramatically. In 2019/20, the combined figure across both sets of programmes was **£12.26m**, while in 2020/21 a lower value of **£11.39m** was generated, most likely influenced by the COVID-19 pandemic.

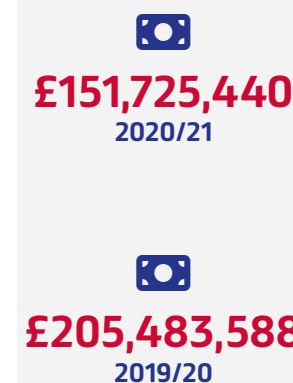


5.5 Value relating to mental health and wellbeing

Outcomes relating to mental health and wellbeing generated **£318,087,468** (£318m) of savings and contributions in 2021/22: 37% of the overall value created by EFL Clubs and CCOs during the season. Targeted projects delivered **£157,007,974** (49%) of this total, while participation programmes contributed **£161,079,494** (51%).



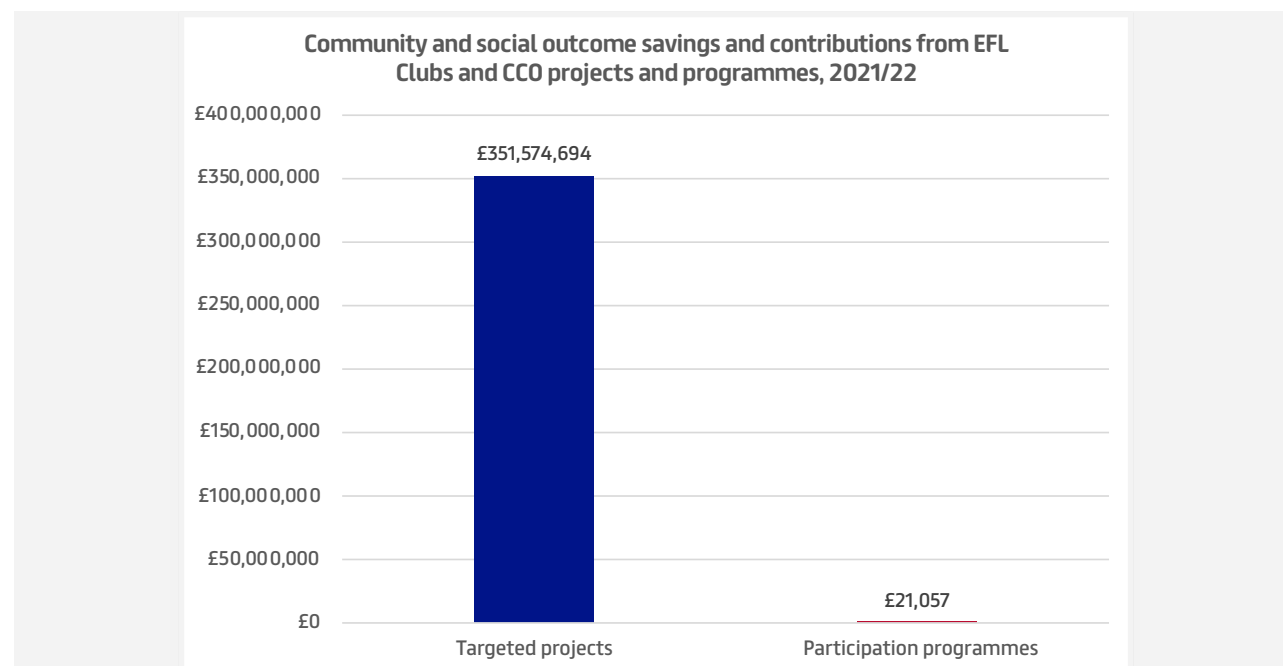
The most significant outcome that contributed towards mental health savings and contributions in 2021/22 was Subjective Wellbeing. The framework that guides the measurement and analysis of this draws on equivalent/compensating variation analysis that has its roots in microeconomic theory⁷⁰. In the analysis carried out for this report, the most important variables influencing subjective wellbeing were identified as an individual's football participation and their (or their households') income. The approach considered the likely impact of participation on people's wellbeing which was then aligned with the income differentials associated with different levels of wellbeing (independent of football participation) across the population as a whole. This was then used to estimate the monetary value of any identified uplift in wellbeing associated with football participation. Given that programme participants are usually highly motivated to get involved due to their interest in and enjoyment of football, it should come as no surprise that there was a positive impact on their wellbeing which itself was highly valued. 2021/22 saw the highest contributions relating to mental health and wellbeing, with figures from 2019/20 totalling **£205,483,588** and 2020/21 dropping to **£151,725,440**.



70. https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/209107/greenbook_valuationtechniques.pdf

5.6 Value relating to community and social outcomes

Community and social outcomes generated **£351,595,751** (£351.6m) of savings and contributions in 2021/22: over 40% of the overall value created by EFL Clubs and CCOs during the season. Targeted projects delivered over 99% of this value (**£351,574,694**) while participation programmes contributed **£21,057**.



£282m
2020/21

£197.6m
2019/20

The large sums generated from community and social outcomes in 2021/22 resulted from the high value of the outcomes included in this category, which covers social capital, crime reduction and social action among others. For instance, the cost savings associated with keeping an adult out of the criminal justice system in England is estimated at £42,600 per person per year⁷¹, while the annual value of increases in social capital are estimated to be over £4,000 per person for males and over £13,000 per person for females⁷².

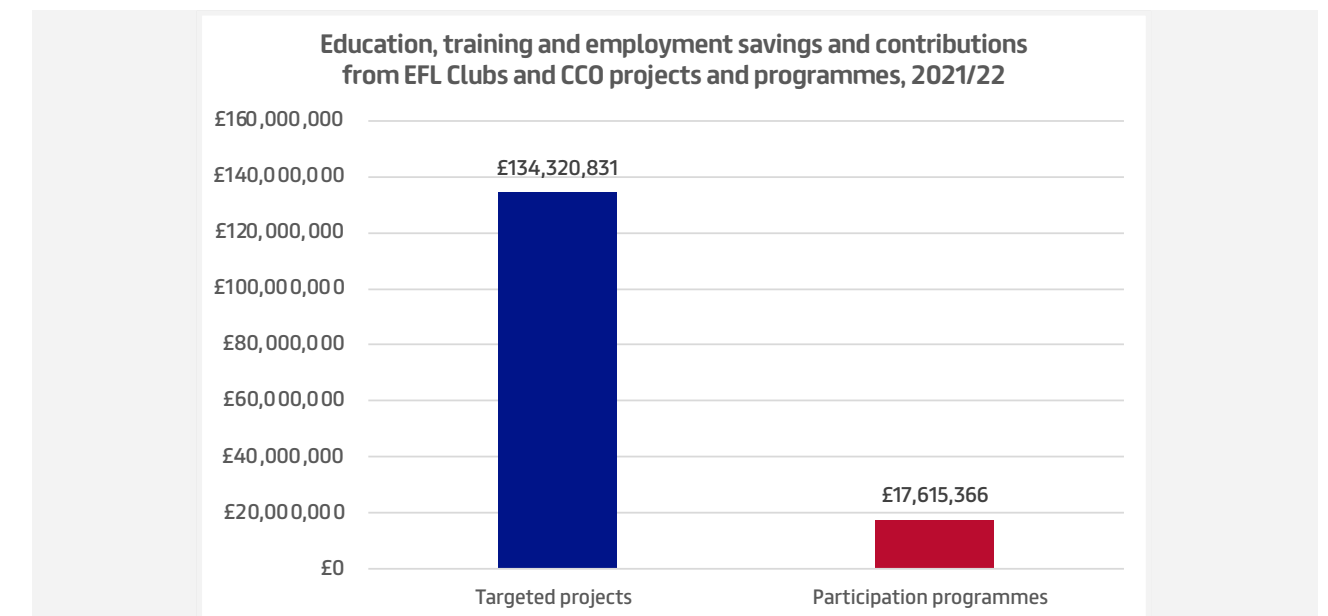
The value of community and social outcomes grew consistently across the full reporting period, with the value rising from **£197.6m** in 2019/20 to **£282m** in 2020/21 and then up to the previously mentioned **£361.6m** in 2021/22.

71. https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/954485/the-economic-and-social-costs-of-crime-horr99.pdf

72. Downward, P. & Wicker, P. (2021) Football participation and subjective well-being, Final Report

5.7 Value relating to education, training and employment

Cost savings and contributions relating to education, training and employment played an important role in the overall social value assessment for EFL Clubs and CCOs in 2021/22. Throughout that season, **£151,936,197** (£151.9m) of social value was produced that can be directly attributed to education, training and employment outcomes. Targeted projects delivered **£134,320,831** (88%) of this value, while participation programmes contributed **£17,615,366** (12%).



£57.3m
2020/21

£72.6m
2019/20

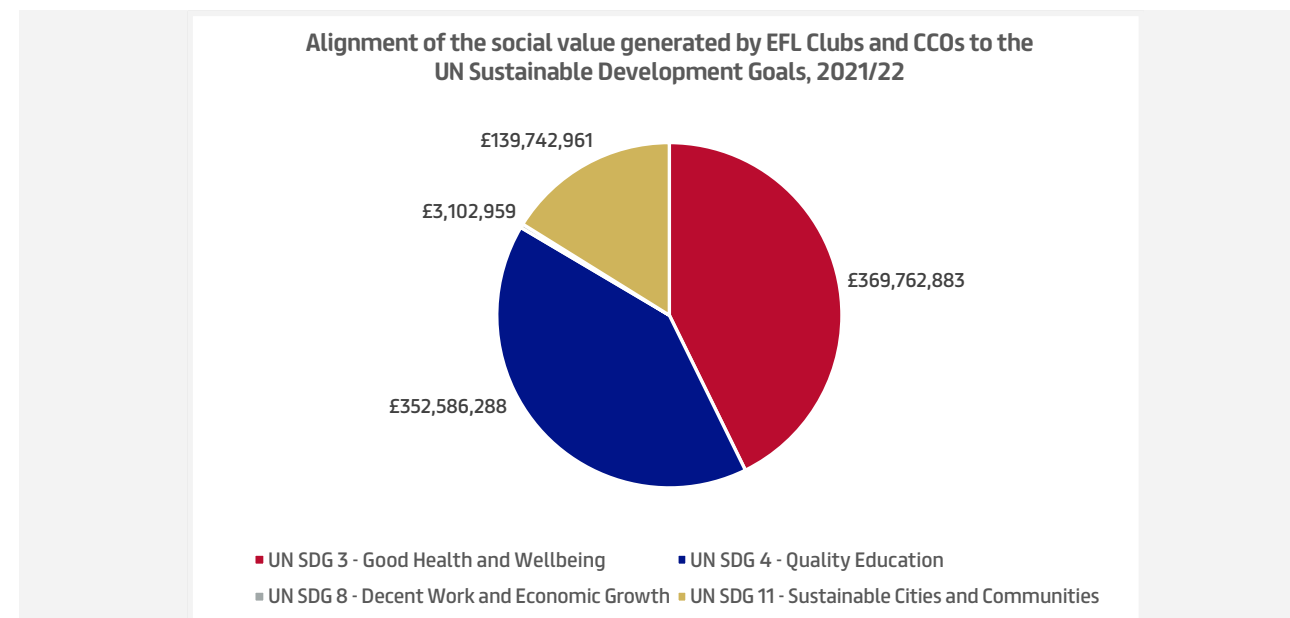
Several outcomes contributed to the value generated in relation to education, training and employment in 2021/22, including reductions in school absence, and reductions in the number of people who are NEET (not in education, employment or training). These outcomes were delivered primarily through targeted projects focused on work readiness, apprenticeships, training and skills, as well as more general educational support.

The values generated in relation to education, training and employment outcomes varied considerably over the three seasons covered by this report. The figure for 2019/20 totalled **£72.6m**, but then dropped to **£57.3m** in 2020/21 before more than doubling in 2021/22. This variability can almost certainly be explained by the COVID-19 pandemic and Clubs' and CCOs' inability to deliver programmes in schools and other education settings during that period.

5.8 Contributions to the United Nations' Sustainable Development Goals

As part of their overall commitment to sustainability, the EFL and EFL Trust are in the early stages of determining how the outcomes delivered by Clubs and CCOs relate to each of the 17 United Nations' Sustainable Development Goals (UN SDGs). These goals constitute a global framework for outcome reporting and mark a recognition by the UN and others that efforts to tackle climate change and other global challenges can only be taken forward through efforts to address poverty and deprivation, which in turn depend on holistic strategies to improve people's health, education, employment opportunities and other social concerns.⁷³

SUSTAINABLE DEVELOPMENT GOALS



Given the alignment of many of the outcomes being delivered through the work of EFL Clubs and CCOs and the UN SDGs, it is possible to map the value of the outcomes achieved and presented in earlier parts of this section to four key goals as outlined below.



The value of contributions to UN SDG 3 - Good Health and Wellbeing.



The value of contributions to UN SDG 4 Quality Education.



The value of contributions to UN SDG 8 Decent Work and Economic Growth.



The value of contributions to UN SDG 11 Sustainable Cities and Communities.

73. <https://sdgs.un.org/goals>

Much of the work being led by EFL Clubs and their CCOs is well aligned with the UN SDGs as described below:



SDG 1: No Poverty – many Clubs and CCOs support or host foodbanks, clothes recycling centres and other similar initiatives.



SDG 2: Zero Hunger – in addition to their support for foodbanks, many CCOs deliver holiday activity and food programmes in recognition of the lack of access to school meals at these crucial times.



SDG 3: Good Health and Well-being – all CCOs run a wide range of physical activity projects and many also deliver targeted mental health programmes.



SDG 4: Quality Education – all CCOs deliver in schools and many also run adult education programmes.



SDG 5: Gender Equality – Clubs and CCOs are increasingly investing in women and girls' football projects and programmes, including the Girls Cup and regional talent programmes. EFL's 'Together' strategy also focuses on gender equality.



SDG 8: Decent Work and Economic Growth – EFL Clubs and CCOs are significant local employers and many CCOs deliver a range of work readiness and skills development programmes



SDG 10: Reduced Inequalities and SDG 11: Sustainable Cities and Communities – many EFL Clubs and CCOs deliver community outcomes that relate to social integration and cohesion.



SDG 13: Climate Action – EFL Clubs are increasingly conscious of their environmental responsibilities as reflected in the emergence of the EFL's Green Clubs initiative.



SDG 17: Partnerships for the Goals – all EFL Clubs and CCOs maintain a wide range of networks and partnerships to support and inform their community projects and initiatives.



Conclusions

6.1 Summary of findings

This report has focused on identifying, measuring and valuing the impacts of EFL Clubs in their communities over three seasons from May 2019 to June 2022. Focusing on the last of these seasons, a range of key findings have been identified as set out below. Where possible, these have been compared with findings from the EFL's last major report into the community impacts of Clubs in their communities, which focused on the 2018/19 season.

EFL Clubs' communities

In 2021/22 over **47.6 million** people lived within 15 miles of an EFL Club and over **40.4 million** lived within 10 miles. This means **80%** of the population of England and Wales lived within 15 miles of an EFL Club during the season and **68%** lived within 10 miles.

Many of the communities surrounding EFL Clubs share challenges resulting from deprivation and other inequalities linked to income, health and education.



Income, funding and expenditure

EFL Clubs and CCOs collectively generated **£101,117,368** in income and funding for community investment in 2021/22. This is a **42%** increase on the **£71,412,684** that was generated in 2018/19. Expenditure during the season is estimated at **£84,938,589**: a **43%** increase on the **£59,544,636** of expenditure reported in 2018/19.

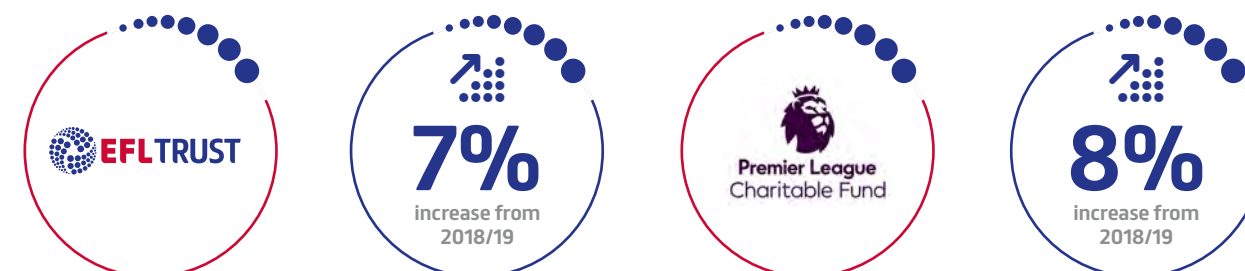


The EFL Trust generated and invested **£17,466,862** in the community work of Clubs and CCOs in 2021/22.

7% increase on the **£16,301,470** invested in 2018/19.

The PLCF invested **£13,755,053** to support projects run by EFL Clubs and CCOs in 2021/22.

8% increase on the **£12,769,152** invested in 2018/19.



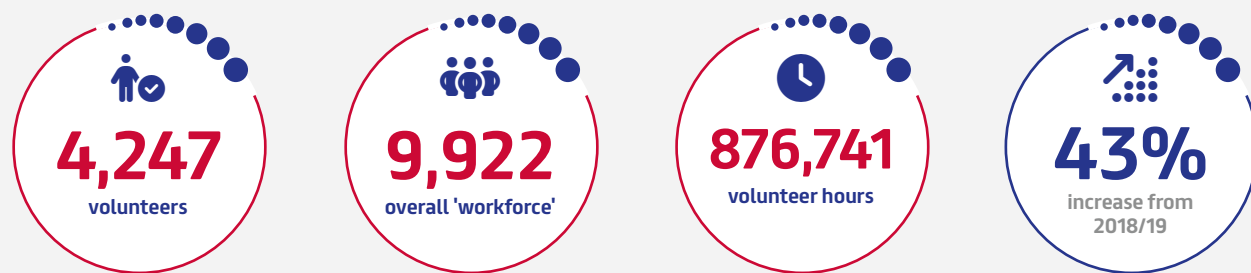
Staff, volunteers, in-kind support and facilities

EFL Clubs and CCOs collectively established and maintained **6,774** partnerships to help support their communities in 2021/22.

EFL CCOs employed **4,449** staff to support the delivery of community projects and initiatives in 2021/22: a **57%** increase on the **2,827** CCO staff reported in 2018/19. EFL Clubs also deployed a further **1,226** staff to support local communities, bringing the total number of staff to **5,675**. Collectively, the staff provided **5,284,044** hours of support across the season: an **8%** increase on the **4,891,365** hours of support provided in 2018/19.



EFL Clubs and CCOs also deployed a further **4,247** volunteers to support community activities in 2021/22: taking the overall 'workforce' to **9,922**. These volunteers collectively provided **876,741** hours of support for communities across the season: a **43%** increase on the **611,471** hours provided in 2018/19.



EFL Clubs provided a range of in-kind support for their communities in 2021/22, including **404,578** match tickets and **40,791** other goods (including balls, Club shirts, merchandising and various other items).

Clubs and CCOs also made available **1,686** facilities of various types to support their communities. Collectively, these generated **£5,097,622** of income for further investment: a **9%** increase on the **£4,688,160** generated in 2018/19.



In addition, EFL Clubs and CCOs provided **120,098** hours of free or subsidised usage of community facilities in 2021/22: equivalent to **£5,911,461** of additional in-kind support. This was more than double the **£2,391,234** of free or subsidised usage of community facilities provided in 2018/19.

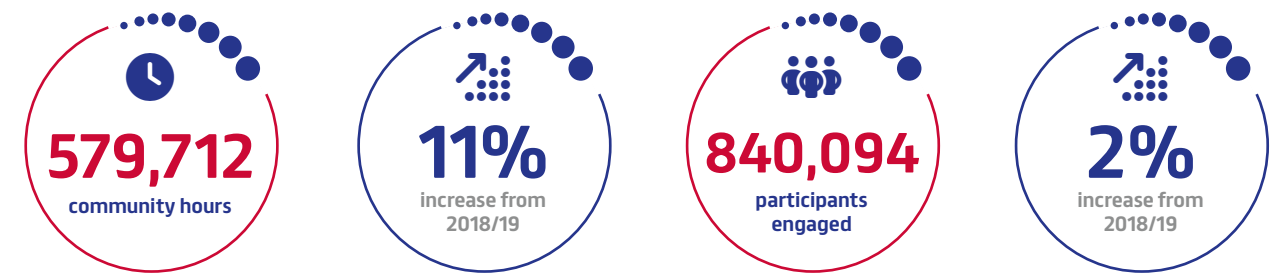
The total value of all types of in-kind support provided by EFL Clubs and CCOs in 2021/22 was **£40,848,263**, taking the total amount of income and in-kind support raised in the season to **£141,965,631** (or close to £2M per Club).



Community delivery

In 2021/22, EFL Clubs and CCOs delivered **579,712** hours of community sessions and events: an **11%** increase on the **522,936** hours delivered in 2018/19.

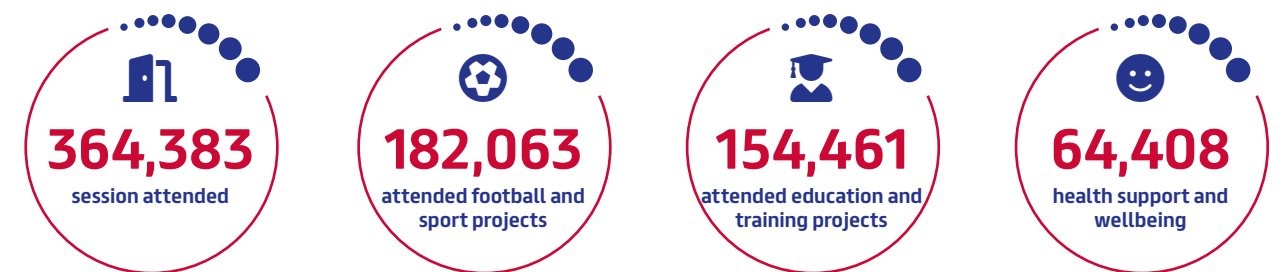
Through these sessions, **840,094** community participants were engaged: a **2%** increase on the **825,013** participants engaged in 2018/19.



EFL players made **12,864** appearances through player engagements in 2021/22, with an estimated value of **£7,499,712**. While the number of player engagements has fallen since 2018/19 (due to the COVID-19 pandemic) the estimated value of those appearances has increased by **26%** from **£5,962,250**.



In 2021/22, **43% (364,383)** of the people attending EFL Club and CCO sessions and events participated in community engagement and development projects; **22% (182,063)** attended football and sport participation projects; **18% (154,461)** attended sessions focused on education, training and employment; and **8% (64,408)** engaged in health support and wellbeing sessions. The remaining participants engaged in COVID-19-related sessions and events and other types of provision.



Impacts and outcomes

This report presents the first attempt to aggregate information from all EFL Clubs and CCOs on the outcomes for participants that their community-focused sessions and events have helped to deliver.



In 2021/22, **81%** of the participants who were measured for outcomes relating to physical health achieved at least one positive outcome.

In the same season, **77%** of participants who were measured for outcomes relating to mental health and wellbeing achieved at least one positive outcome.

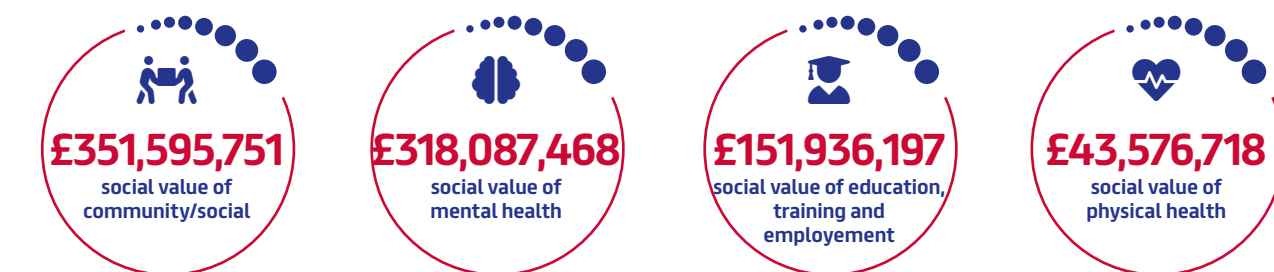
Similarly, **81%** of participants measured for social/community outcomes in 2021/22 achieved at least one positive outcome, while the same was true of **41%** of participants measured for an education, training or employment outcome.

The social value of outcomes and impacts

This report also presents the first attempt to place a social value on outcomes and impacts delivered by EFL Clubs and CCOs.

In 2021/22, it is estimated that EFL Clubs and CCOs generated a total of **£865,196,135** of social value across through their full range of projects and programmes.

Broken down by theme/policy domain:



41% (£351,595,751) of the social value came from community and social outcomes.

37% (£318,087,468) came from outcomes relating to mental health and wellbeing.

18% (£151,936,197) came from education, training and employment outcomes.

5% (£43,576,718) came from outcomes relating to physical health.

6.2 Conclusion



This report has established that over the past three seasons EFL Clubs have responded to the needs of their communities at an unprecedented scale.

More funding has been raised and invested than ever before, more partnerships have been developed, larger numbers of staff and volunteers have been deployed, and more facilities have been made available. This has helped Clubs and CCOs to grow the delivery of their core projects and initiatives focused on football and sport participation; community engagement; health and wellbeing; and education, training and employment. It has also helped them to support their communities through the COVID-19 pandemic: the largest public health crisis of the last century which disproportionately hit many of the very communities that EFL Clubs call home.

This report has not only measured the increasing scale of EFL Clubs' and CCOs' activities in their communities. It has also analysed the impact and social value of Clubs' and CCOs' work, something that will be developed further over the 2022/23 season and beyond. The importance of measuring the impact of Clubs in their communities cannot be overstated. It allows Clubs and CCOs to understand the efficacy of the projects and initiatives they run in helping communities to overcome the inequalities and disadvantages they routinely experience. It also helps the EFL, EFL Trust and individual Clubs to make the case for further investment to commissioners, funders and policy makers: ensuring Clubs can continue to play their vital roles as catalysts for positive social change.

communities in new and enhanced ways not touched upon in this report. In the context of high inflation, a deep cost-of-living crisis and increasing concerns about fuel and food poverty, Clubs and CCOs are directing more of their efforts than ever to supporting the most vulnerable in their communities with basic needs. Community 'warm hubs', foodbanks and other related services are being rolled out across the EFL network, providing essential support for those who need it most. This demonstrates EFL Clubs' flexibility and responsiveness to their communities' needs, underpinned as ever by their collective view that the challenges experienced by communities are always and everywhere Clubs' challenges too. Ultimately, this supports the League's priority to make Clubs financially sustainable operations, to ensure that they can continue to be a force for good in their communities for generations to come.

At the time of writing (mid-way through the 2022/23 season), Clubs and CCOs are already supporting their

