



# Measuring community impact:

SPFL associated trusts and clubs (ATCs)



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# Glossary and data notes

The majority of terms used throughout the report are explained the first time that they occur as are the data sources. However, a few of the more frequent terms and those around which it is best to clarify distinctions in order to avoid confusion are outlined below.

## Glossary/terms used

### ATCs

SPFL associated trusts and clubs.

### Engagement hours

The programmes/activities delivered by ATCs usually involve a number of sessions in which people take part. The length (time) and number of sessions varies from programme to programme. This aspect of programme delivery is seen as engagement and usually takes place with groups of people. Engagement only ever sums to a total of 100%.

### Participants

Individuals take part in programmes/activities, however as people can take part in more than one activity and a programme can be delivered in more than one environment this means that they can be counted more than once – ‘totals’ can legitimately, therefore, exceed 100%.

### Participation (hours)

This is a measure of the time associated with people taking part in activities. As programmes often involve large numbers of people the multiplication of engagement hours by the number of participants can result in large numbers of participation hours.

A worked example of the maths involved is shown in ‘Understanding the numbers’ (page 3). This is particularly important given the sheer scale of the numbers and multipliers involved in the data.

## Data notes

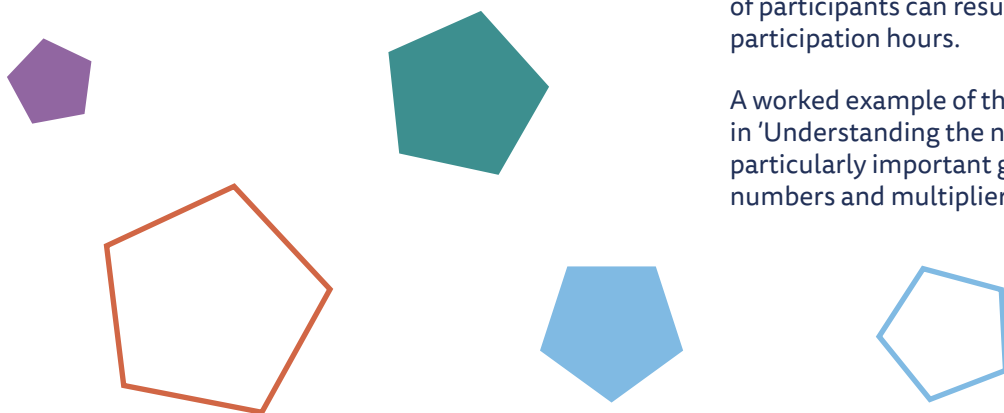
**Sample size** - In 2019/20 there were 42 clubs in the SPFL Premiership, Championship, League 1 and League 2. The research eventually achieved a good response rate and the majority of findings that follow are based upon the returns from 39 clubs and ATCs (92.9%) that replied to the surveys. In some instances, however, the charitable arm of the club (the ATC) had only been in existence for a short period of time. Consequently, some ATCs had delivered a very small number of projects at the time of this study.

33 ATCs provided data sets for relatively large numbers of projects. Six either had no or very limited data; it is anticipated that these will grow to deliver more over the coming years. Two of the remaining three submitted data too late to be included within the final report. One ATC chose not to be included in the study.

**Factoring up for non-response** – In addition to the data provided throughout the report, which has been based on returns from the respondent ATCs, a series of key statistics have been factored up to take account of the three additional ATCs, thereby indicating the possible scale had all 42 replied. Factoring up has only been used in the conclusions on page VII and has therefore been based on a multiplier of 1.077 (42/39).

**Rounding of data** - on a small number of occasions in the report there are minor variations in data/totals (+/- 1) that one might expect to be identical; these are due to rounding up or down and are not significant.

**Further information** - in respect of data geography, data sources, the Scottish Index of Multiple Deprivation plus physical activity and inactivity data are provided in the appendices.



# Purpose

The SPFL Trust is a charity, registered in Scotland (SC041121). We work with ATCs across the country, helping them to deliver change that improves people's lives.

We believe in the power of Scottish football to improve wellbeing in communities.

We are aware of the importance of ATC-delivered community programmes and keen, through this research process, to improve the consistency with which their impact is measured and assessed. It is widely recognised that a sound, reliable basis for the analysis of the contribution of ATCs to local communities and a wider national agenda is essential to optimise their benefits and to determine and calculate their value.

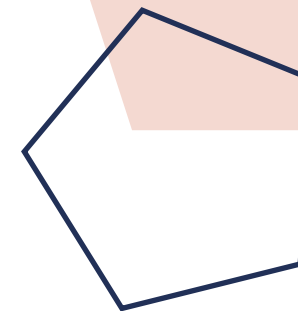
This evaluation of the social and community impact of ATCs was commissioned by the SPFL Trust and delivered by specialist sport and leisure management consultancy Knight, Kavanagh and Page.

While ATCs often evaluate their work and have a perspective on the scale and reach of their own services it is also clear that approaches can vary from one to the next. Consequently, prior to this study, it had not been possible to determine the aggregate impact of the SPFL Trust and ATCs collectively on the population of Scotland.

Initial pilot work was followed by a data collection exercise involving all ATCs. The data collected reflected findings in relation to the period from 01.07.2019 to 30.06.2020. It comprises an overview survey for those ATCs taking part in the study and an individual submission for each project with which ATCs were associated during the study period. This was further supplemented by demographic profiles for the catchment zones of individual ATCs and the network as a whole.

**The results will help ATCs, and the SPFL Trust to increase their:**

- ◆ Profile - when/by presenting projects and their impacts
- ◆ Influence - strengthening individual and collective case making, bids for resources
- ◆ Lobbying, seeking sponsorship etc.
- ◆ Sustainability - by illustrating sound business principles and value for money



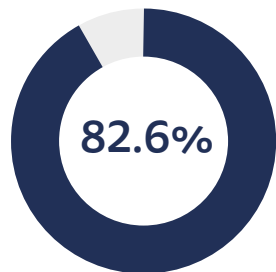
# Executive summary

ATCs are placed at the very heart of communities and positioned to help address a wide range of social needs, engaging with groups that traditional programmes fail to reach. Initiatives they deliver impact upon all parts of local communities, irrespective of age, gender, ethnicity, personal health and socio-economic status.

## Key indicators include:

### 4.49 million

attendances by people at SPFL league and cup games (2018/19) - many of these are made by the same people attending numerous games throughout the season.



### 4.52 million

(82.6% of Scotland's population) people live within ten miles of an SPFL ground<sup>1</sup>.

## ATCs therefore ideally placed to work with people living in areas where:

### 93%

of the country's most deprived population groups live<sup>2</sup>.

Earnings are frequently below average.

A large proportion of the country's

### 213,200

claimants for Universal Credit live.

People are more likely to have lower physical activity rates and to be overweight or obese.

<sup>1</sup>The two figures are not directly related – see appendix 3 and endnotes for further explanation.

<sup>2</sup>Based on the two most deprived population cohorts according to the Scottish Indices of Deprivation (2019)- Ministry of Housing, Communities and Local Government.

## Inputs (sample size = 33 ATCs)

### Account finances and balances

(Source: ATC accounts data)

ATC income (based on financial accounts data) is £8,980,277 p.a.

Expenditure totalled £8,759,118 p.a.

**£2,532,265**

(28.9%) of this expenditure is directly linked to community and charitable activities.

**£6,226,853**

(71.1%) is spent on support costs.

Although the annual net income was only £221,159, pre-existing funds were £4,904,528.

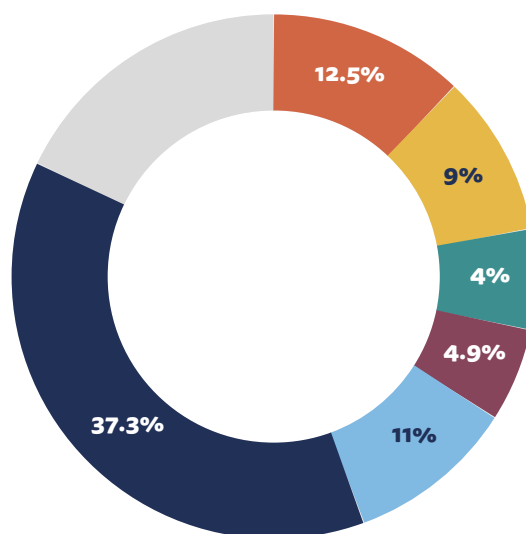
Consequently, funds available to carry forward were £5,125,687.

### Funding providers

A total of

**£8,240,772**

was generated from a wide range of sources, including, for example:



Local government: **£1,033,614**

Charitable institutions: **£745,365**

The SPFL Trust: **£329,647**

Private partners and sponsors: **£406,129**

The general public via courses etc: **£907,104**

**£3,070,518** generated by the ATCs themselves

**£5,006,032** was directed at the projects covered by this study.

### Staff and facilities

**2,471**

people work either directly or indirectly on ATC delivered projects.

**718**

of these are employed by ATCs and clubs.

**1,449**

are community volunteers, fans or supporters.

**957,390**

hours (equivalent to 25,530 person-weeks) of community related work are delivered by this workforce each year.

### Clubs and players

In addition to affiliation with a club's name and heritage, ATCs often benefit from 'in-kind' support (such as pitches, training spaces, meeting rooms, office space) and player time.

# Outputs and outcomes

## People

110,164 people took part in a wide range of activities; many participating in more than one setting and/or in more than one type of activity:

- 105,747 were engaged in sport and participation;
- 35,855 in education, training and employability projects;
- 2,908 in diversionary activities;
- 97,541 in physical health initiatives;
- 34,640 in mental health and wellbeing; and
- 11,563 in initiatives with 'other' key purposes

## Engagement - group activity

91,153 hours of group activity were delivered, comprising:

- 41,530 hours of sport and participation;
- 7,721 on education, training and employability schemes;
- 1,238 on diversionary activities;
- 27,699 directed at physical health;
- 11,352 of mental health and wellbeing support; and
- 1,613 for 'other' purposes.

## Overall participation – individual hours

Taking into account the overall number of sessions delivered, session duration and the number attending, ATCs delivered 2,402,776 person hours of participation<sup>3</sup> comprising:

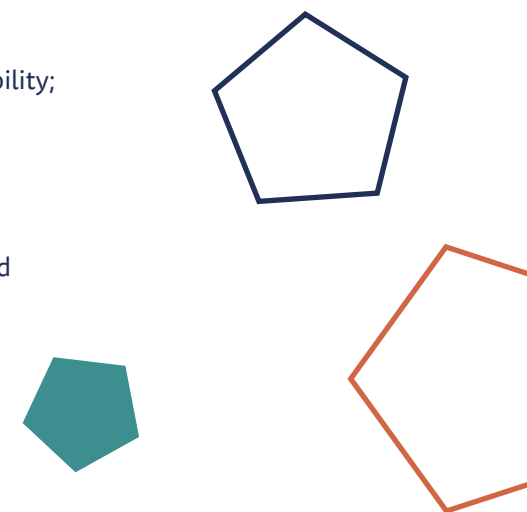
- 1,044,082 on sport and participation;
- 177,178 on education, training and employability;
- 16,360 on diversionary activities;
- 772,532 on physical health;
- 318,881 on mental health and wellbeing; and
- 73,743 on 'other' initiatives.

## Project funding

In all, £5,006,032 was spent directly on projects, comprising:

- £1,844,068 on sport and participation;
- £731,060 on education, training and employability;
- £66,934 on diversionary activities;
- £1,222,163 for physical health;
- £836,470 for mental health and wellbeing; and
- £305,337 for 'other' purposes.

<sup>3</sup> The relationship of projects is, however, too complex to simply multiply the numbers shown above – a detailed explanation is provided in the full report's methodology section.





## Facilities

Access to ATC facilities often removes (or alleviates) a cost burden that might otherwise prevent activity from taking place. The study recorded 250 facilities (pitches, sports halls, meeting rooms etc.) that are used by ATCs for community related activities; there were:

- ◆ 31,889 occasions on which facilities were let/used;
- ◆ 17,728 (55.6%) times where the 'let' was subsidised or free;
- ◆ 636,804 attendances<sup>4</sup> (making use of facilities);
- ◆ 363,249 (57%) of which involved free or subsidised access;
- ◆ £824,831 is generated as income for clubs and/or ATCs; and
- ◆ £573,537 is the equivalent value of the subsidised/free access provided to the ATC and or local communities.

Clubs also provide a range of additional facilities whereby an ATC will receive free access to, or pay a 'reduced' fee for, an agreed period of time - often the full year. The impact of these subsidies is a further £913,677. It includes office space (£161,443), meeting rooms (£26,580), match tickets (£370,041) and a range of other resources (£355,613)<sup>5</sup>. The overall capitalised social value of all club related subsidies is therefore £1,487,214.

## Covid

As with many other organisations, the pandemic has significantly disrupted ATC operations and affected staffing, activities and priorities in response to changing community needs.

**Employees** – the number of permanent full-time staff fell by 64.2% from 137 to 49. Furthermore, part time and occasional staff numbers fell by 33.1% from 2,293 to 1,533. Volunteers from the local community, partner organisations and fans/supporters of the club made a significant contribution with 1,286 assisting through part-time and occasional work.

**Facilities** – use of pitches, sports halls and meeting rooms for community activity largely ceased during the pandemic.

**Funding providers and income generation** – ATCs reported a marked decline in 'normal,' funding routes around March 2020. However, there were various emergency covid funding grants, furlough support and a number of private and corporate sponsors. The SPFL Trust, for example, provided a grant of £10,000 to every ATC to help meet their needs during this period<sup>6</sup>.

**Covid related activities** – between the 1st March and 30th June 2020 ATCs delivered a total of 193,908 individual/family support initiatives; comprising:

- ◆ 99,302 food-related initiatives including hot meals and food hampers;
- ◆ 57,832 mental health interventions including on-line 'team talk' support groups;
- ◆ 21,855 befriending including home visits, telephone calls, on-line support etc;
- ◆ 3,060 instances of transportation support for medical purposes, shopping etc;
- ◆ 8,447 education packs for home schooling; and
- ◆ 3,412 other forms of support, such as reminiscence resource packs.

## Innovations

In addition to physical deliverables, such as food related initiatives, transportation, home visits and education packs, ATCs also offered direct support via telephone calls and on-line help groups initiatives.

Other, less direct routes included, for example, one ATC delivering football challenges for young people with disabilities and football memories videos for people with dementia. Both were delivered on a weekly basis and involved one new video for each project from 1st March 2020 onwards.

<sup>4</sup> Based on the estimated number of users for each facility, see main report for detailed assumptions

<sup>5</sup> Around £243,000 of this comprised 'bundled' support in the form of executive management and administrative assistance together with match tickets, signed merchandise and stadium tours.

<sup>6</sup> A number of ATCs reported receiving this funding outside the study period e.g.: in July 2020



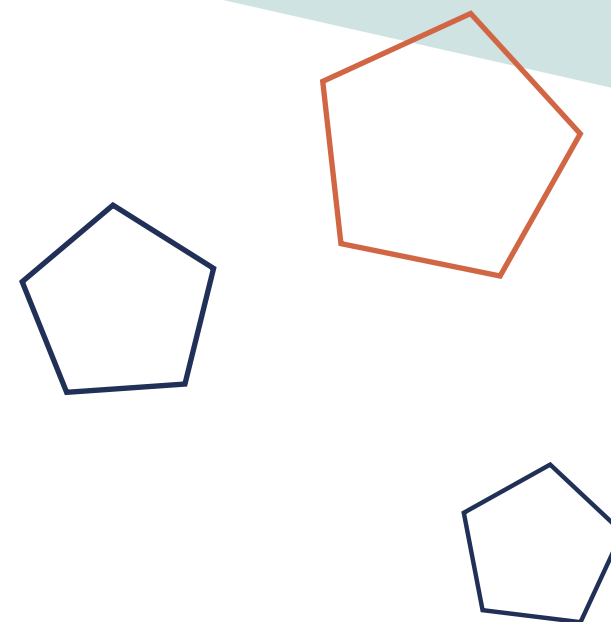
## Key findings

The figures shown throughout the report are based on data gathered from 39 of the SPFL Trust's 42 ATCs. However, the following table illustrates the likely scale, for a series of key variables, had all 42 ATCs replied.

Study data (39 ATCs)		Data grossed up for non-response (42 ATCs)
110,164	Participants	118,638
514	Initiatives	554
3,579	Programmes	3,854
70,438	Sessions/lessons offered	75,856
63,394	Uptake of sessions/lessons	68,270
91,153	Hours of engagement for individual and group activity	98,165
2,402,776	Hours of individual participation	2,587,605
£5,006,032	Expenditure on projects/programmes	£5,391,112
21.8	Average number of hours per person	21.8
£2.08	Average cost per hour of participation per person	£2.08

## Conclusions

The SPFL Trust and ATCs represent an existing network that successfully engages with a diverse mix of people who live within many of the country's most deprived areas. They sit close by more than four in five of the nation's population and, based on the data and case studies, appear to deliver a wide range of cost-effective programmes which, even more importantly, support and change people's lives for the better.



# 1 Background and methodology

There were just under 4.49 million attendances at Scottish Professional Football League (SPFL) games in 2018/19<sup>7</sup> and a similar number of people 4.52 million (83%) live within 10 miles of an SPFL ground. These two figures, although not directly related to one another, illustrate just how well located ATCs are to engage with local communities. Furthermore, the profile and influence of SPFL clubs and therefore ATCs enables allows them to engage with people that other organisations often find hard to reach.

The KKP study draws together a substantial body of evidence and a consistent set of metrics designed to measure the impact of community intervention. This has enabled us to start to gauge the overall level and value on the community of work delivered. The evidence confirms its key strengths and ability to promote community engagement, improve physical and mental health and wellbeing, enable education, increase employability, promote inclusivity, encourage sport and participation and assist in diversionary initiatives.

The value of the work undertaken by individual ATCs has been measured and the types of activities delivered grouped and their impacts examined for the period from the 1st August 2019 to 30th July 2020. It is recognised that this was an atypical season due to the advent of the coronavirus pandemic and its impact on 'normal' activities and levels of participation. However, the study has also sought to illustrate the role played by clubs and ATCs in supporting local communities during the pandemic.

## Pilot project

A Project Steering Group (PSG) which included six ATCs<sup>8</sup>, was established by the SPFL Trust. Four pilot ATCs<sup>9</sup> (Aberdeen, Celtic, Montrose and Morton) were selected to test the proposed research methodology. They were chosen to reflect differing scales, characteristics, locations and divisions. The adoption of a process involving the PSG and pilot ATCs enabled the views of CEOs, heads of ATCs and key staff to be considered fully.

<sup>7</sup> This figure has been presented as the 'normal' full year attendance, the numbers for 2019/20 were suppressed as a result of the season being curtailed and matches being played without supporters present (see appendix 3).

<sup>8</sup> Aberdeen, Albion, Arbroath, Celtic, Montrose and Morton.

<sup>9</sup> Celtic, Montrose and Morton.

## Data collection and analysis

Draft questionnaires were drawn up by KKP working closely with the PSG and tested with the four pilot ATCs. Key data sources and approaches to gather the necessary data were agreed and it was determined that the data to be gathered would comprise:

### ◆ Project surveys – classifying initiatives by their:

- Main purpose
- The location in which they are delivered
- Type and scale of engagement (number of participants/participant hours, activity duration, etc.)
- Cost/value of provision
- Financial support, the funding underpinning specific projects
- Annual accounts – for the same timeframe as the above data

◆ **Manager/player engagement data** – covering social inclusion, anti-racism, health, education, girls/women's and disability football, soccer schools and matchday activities

◆ **Population profile** - for each ATC catchment zone (self-defined) covering census, health, deprivation, crime, benefits dependency and physical activity/inactivity data

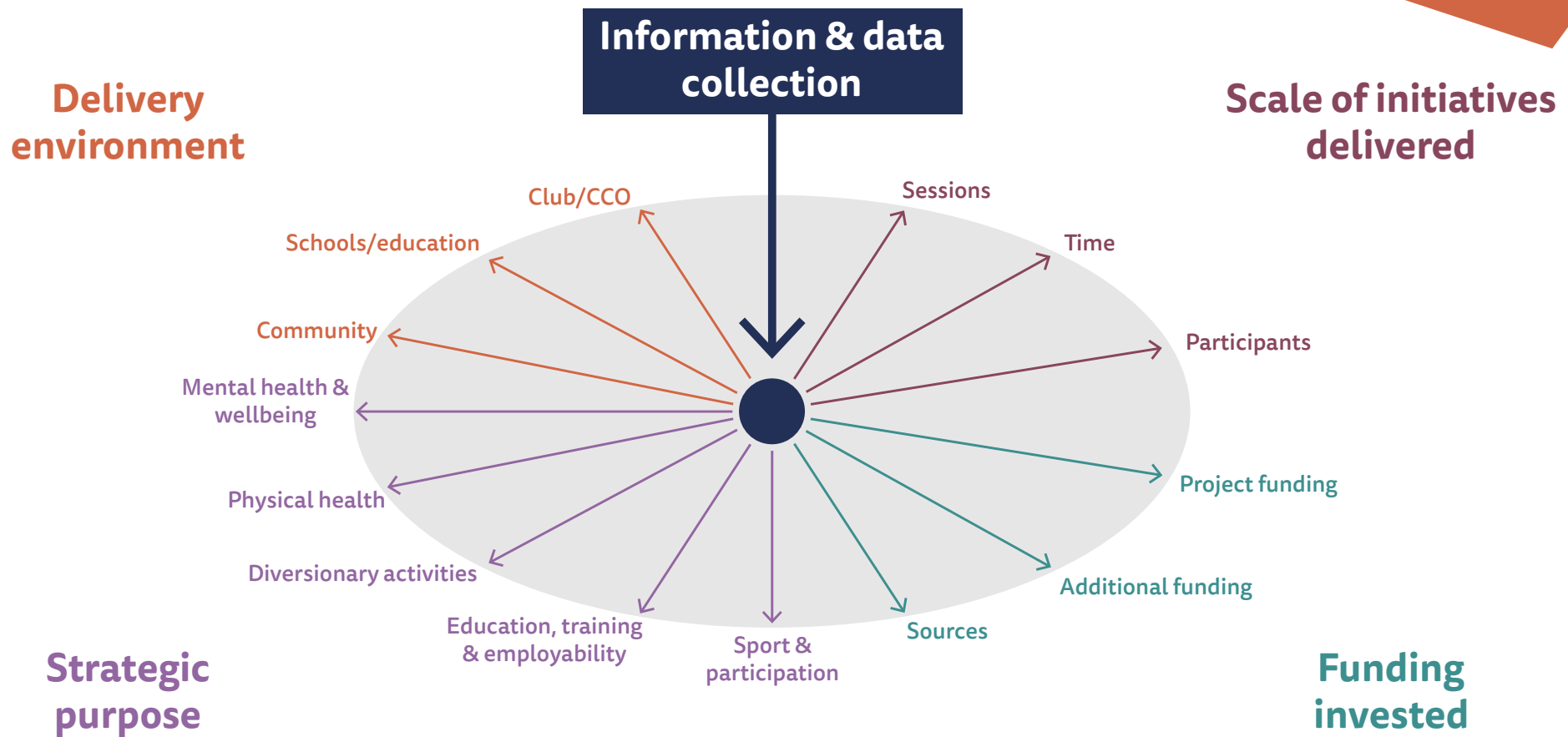
Having confirmed the approach the completion of the pilot project was signalled when the approach to data collection was recognised as effective and the ATCs and the SPFL Trust confirmed that the preliminary report met their needs. This was followed by a roll-out to all ATCs.

## Research considerations

The data collection and analysis process has been designed to examine community engagement in terms of who, what, why, where, when and how?

## Structuring of data

Data provided by ATCs was structured and cross-tabulated to enable analysis in a variety of contexts.



## Understanding the numbers

It is essential to understand what the numbers cited in this study mean. They are large and the research process has generated more than four million cells of data. It is important, therefore, to appreciate how the maths and multipliers work, as shown below.

Engagement (what is delivered)	Participation (what people do)
<p>For example</p> <p>If one ATC programme runs for;</p> <p>1 hour per session (60 minutes); and</p> <p>2 sessions are run on each week of the school year (39 weeks)</p> <p>This adds up to 78 sessions in total (2 x 39)</p> <p>Therefore if 78 hours are delivered in each of 10 schools</p> <p>This adds up to 780 hours of engagement (78 x 10)</p>	<p>If the programme at each of the 10 schools is attended by 30 participants this adds up to a total of 300 participants (10 schools x 30 children)</p> <p>This then adds up to 2,340 hours of individual participation per school (30 pupils x 78 hours of engagement) and;</p> <p>23,400 hours of individual participation (10 schools x 30 pupils x 78 hours of engagement)</p> <p>If repeated in the same form across all 42 ATCs this would add up to</p> <p>982,800 individual participant hours<sup>10</sup></p>

## Avoiding errors / ensuring accuracy

Participant and session numbers for some initiatives are so substantial that the key issue is to avoid 'data inflation', particularly for participation. This was critical to credibility. Care and accuracy were continually stressed when ATCs completed data and automated warnings were developed to highlight potential concerns. Individual discussions were held with each ATC.

The scale of ATC engagement and the multipliers involved in moving from a single session to aggregate totals for all participants is almost exponential (as shown above). Consequently, while the numbers are significant and impressive, it is important not to simply take them at face value; then it is essential to interpret them in the context of the degree of difficulty associated with the issue being addressed/group being engaged with and impact being delivered.

## Outputs

The result is the first comprehensive overview of SPFL Trust and ATC involvement in and impact on communities and the country as a whole<sup>11</sup>. In addition to a national report and dataset, outputs include evidence for individual ATCs. **A complementary series of individual ATC reports have been prepared; each containing:**

- ◆ An executive summary
- ◆ Catchment profile – age structure, total population, projected population, deprivation measures and maps, ethnic composition, income, benefits dependency, crime rates, health indicators and activity rates
- ◆ Survey findings related to participation, engagement, purpose, environment and funding

<sup>10</sup> It should be noted that data was not multiplied up from one ATC to create a total for all ATCs - the example shown above simply illustrates how rapidly the numbers can grow.

<sup>11</sup> Data has been drawn from a number of ATC sources, consequently there are minor variations at times, checks have been included within data processing to ensure that wherever possible these fall within +/-1% margins.

## 2 Demographic context

### Population catchment

Football clubs are one of the main focal points for many urban communities throughout the country.

**3.7 million people**

**68% of the population of Scotland**

live within five miles of an SPFL ground;

**4.5 million**

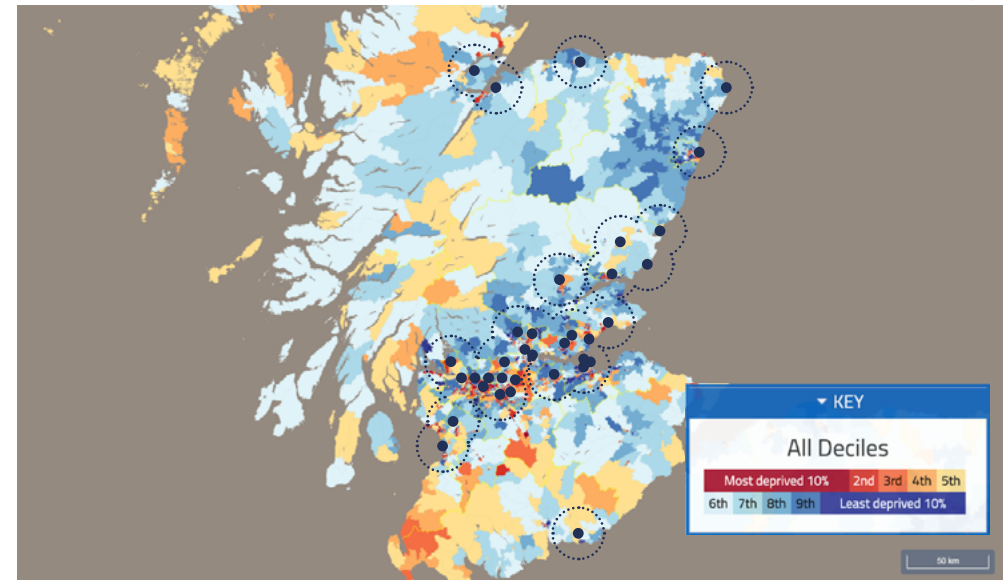
**82.6% or eight in ten**

live within 10 miles and at 15 miles this figure rises to

**4.9 million**

**89.8% or nine in ten**

This, inevitably, reflects a large majority of the country's population as clubs tend to be located in densely populated urban areas. ATCs are, thus, ideally placed to engage with a large proportion of the population<sup>12</sup>.



Scottish Index of Multiple Deprivation (SIMD) 2020

In order to analyse the demography surrounding ATCs nationally, a radial catchment of 10 miles was adopted as a reasonable area for such purposes. Consequently, at a national scale data has been aggregated for each of these catchment zones across the country and an overall dataset produced to act as a national ATC catchment area<sup>13</sup>.

<sup>12</sup> Population estimates based on a best fit of data zones – the median population by data zone is c.750 people.

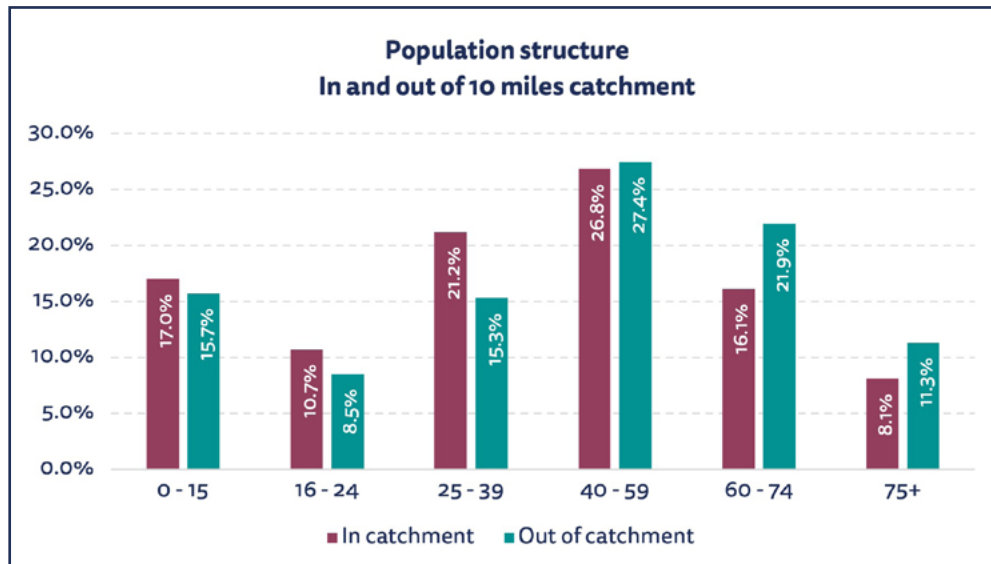
<sup>13</sup> This was based on an estimate by the ATC of c.90%

# Population characteristics<sup>14</sup>

## Age structure

The overall ATC catchment zone contains a higher proportion of the nation's children, young people and those aged 25 to 39 years.

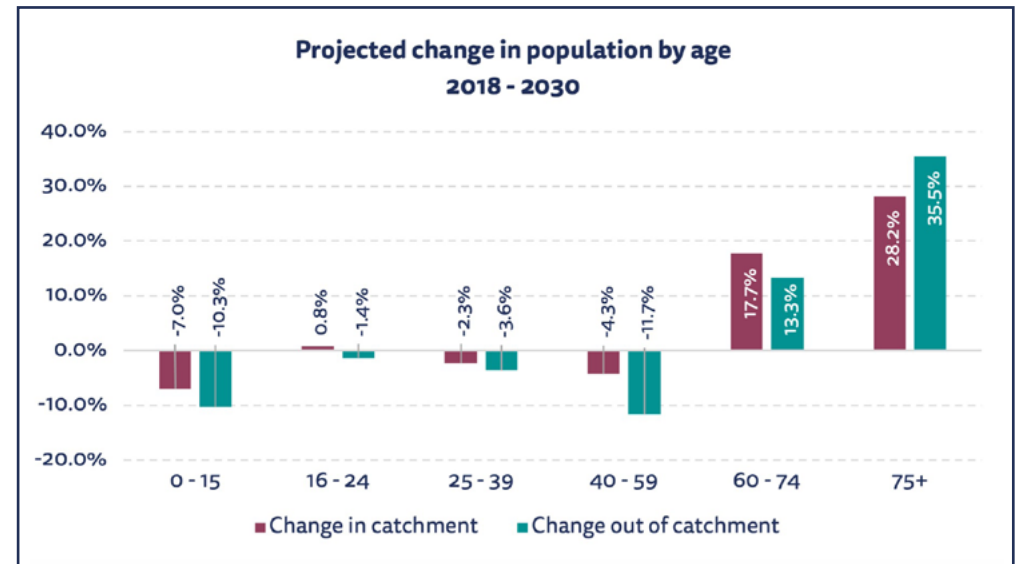
As the age profile rises, the proportion of people in the catchment area reduces relative to that in the rest of the country.



## Projected population<sup>15</sup>

An approximate apportionment of projected change in population points towards a general loss in population in age groups below 60 years and increases thereafter.

There will obviously be areas where this is not the case but as an overall pattern it appears to reflect national trends both within and outside the 10 miles catchment.



<sup>14</sup> The data within this section provides a brief overview of the catchment analysis, see appendices for further details, data sources, definitions and relevant notes.

<sup>15</sup> Apportionment based on the proportion of an area's current population falling within the catchment zone and applied to nationally approved population projections.

## Deprivation

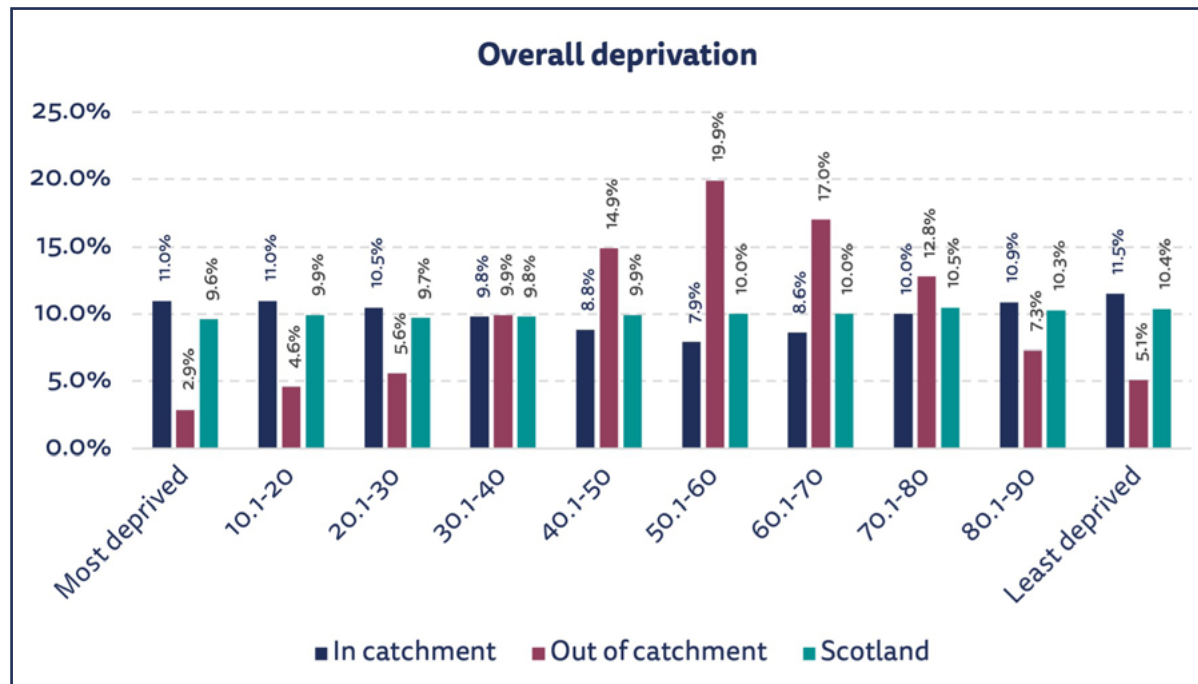
The Scottish Index of Multiple Deprivation (SIMD) is the Government's official measure of area-based deprivation. A series of 37 indicators are grouped into seven domains by type of deprivation for each of the country's 6,796 data zones. These zones are then ranked from most to least deprived, whereby 1 is the most deprived area. In order to make the findings more manageable the data zones are often grouped into deciles (tenths) and reported on as being in the least or most deprived group or cohort. As deprived areas often, but not always, exhibit high population density, it is consistent that the majority of people live close by a club and for the majority of the country's deprivation to be similarly situated<sup>16</sup>.

The main indicator to differ from this pattern is the one related to geographic access to services and telecommunications; this tends to be at its worst in more remote and rural areas.

## Overall deprivation

More than one in five (22%) people living within the collective ATCs' catchment area fall into the two most deprived groups in terms of overall deprivation. Outside the catchment area the figure drops to a third of this rate (7.5%).

It should be noted that one in five people (22.4%) within the catchment area also fall into the two least deprived deciles. By contrast, only 12.4% of those living outside the 10 miles catchment area are in these groups.



<sup>16</sup> See Appendix 3 for more complete explanation

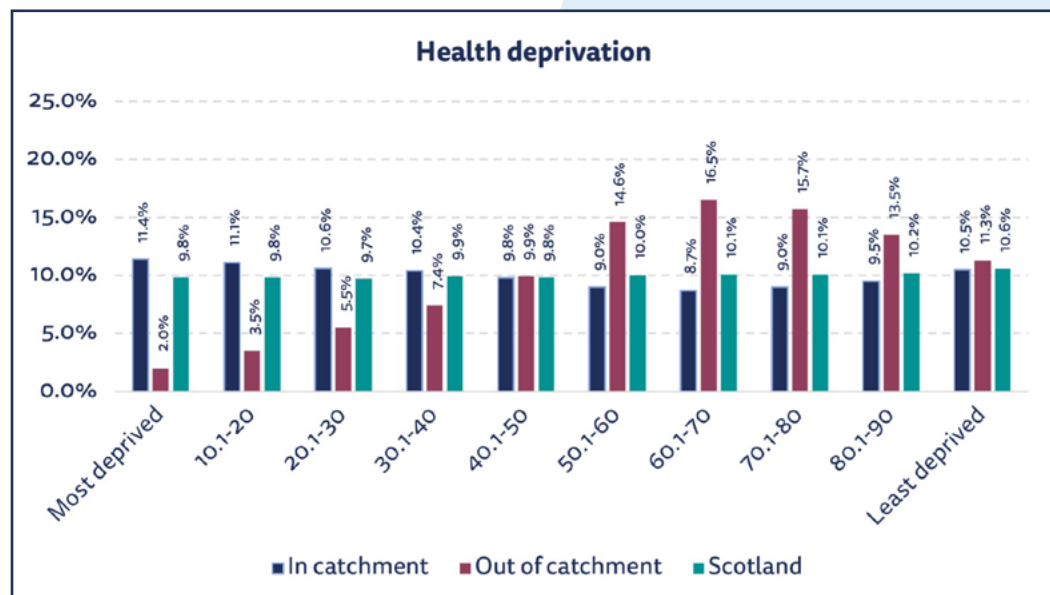


## Health deprivation

Similarly, more than one in five (22.5%) people living within the catchment fall into the two most deprived groups for health deprivation. Outside the catchment this figure drops to one quarter of this rate (5.5%).

One in five (20%) people living within the catchment area fall into the two least deprived deciles for health deprivation.

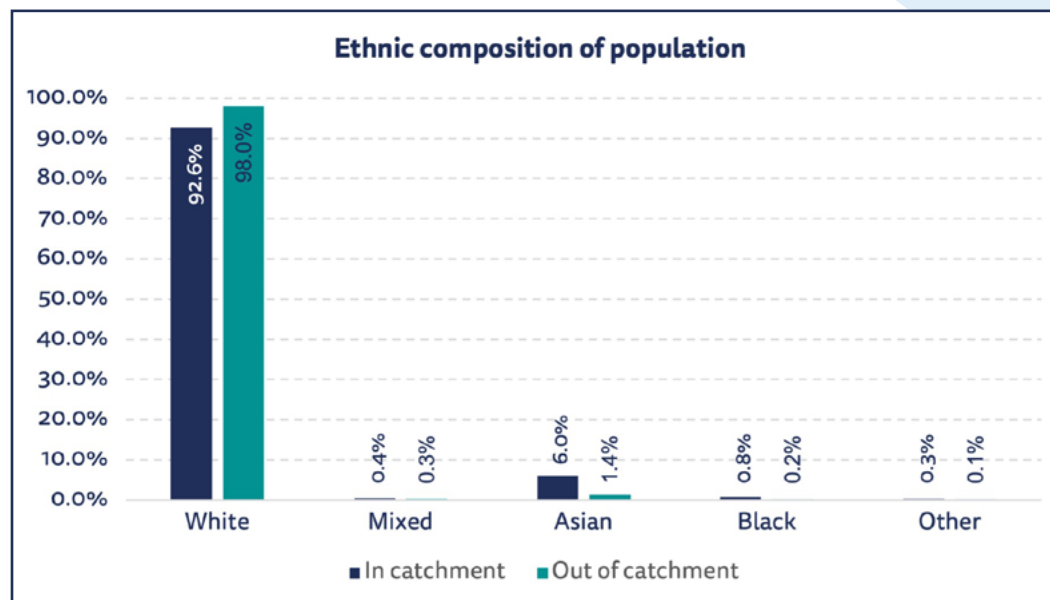
However, in contrast to overall deprivation, outside the 10 miles catchment area, the numbers appear to differ markedly with one in four (24.8%) falling into the two least deprived deciles.



## Ethnicity

92.6% of the population within the catchment area classify themselves as White, 6% describe themselves as Asian and the remaining 1.4% classified themselves as being in a range of Black, Mixed and other groups.

Outside the 10 miles catchment 98% of people described themselves as 'White', 1.4% identified as Asian and 0.6% categorised themselves as belonging to other ethnic groups.





## Income and benefits dependency

The norm/median figure for full-time earnings across Scotland is £30,940 p.a. As with all other such data this will contain significant differences for individuals. However, even at the norm for each local authority the figures range from £26,910 in Dumfries and Galloway and £28,642 in Moray to £37,768 in East Dunbartonshire and £42,390 in East Renfrewshire (the comparative figure for Great Britain is £30,520).

213,205 people living in Scotland were claiming Universal Credit (March 2021). This represents 8.1% of all claimants across Great Britain; this is marginally lower than the country's share of the GB population as a whole (8.4%).



## Crime

There were 497,178 recorded crimes (246,516) and offences (250,662) in Scotland in the year 2019/2020. This translates to a crime rate of 45.1 per 1,000 persons and an offences rate of 45.9 per 1,000 (an overall rate of 91.0 per thousand).

The crime rate ranged from 23.2 in East Renfrewshire and 25.9 in Aberdeen to 64.5 in Dundee City and 68 in Glasgow City.

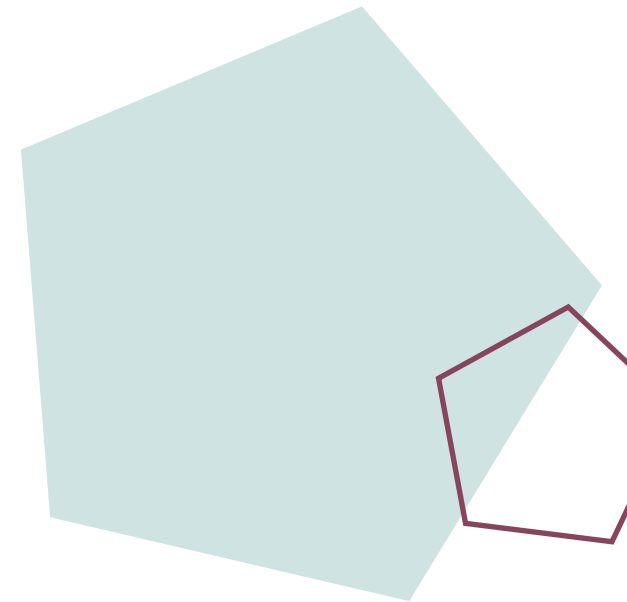
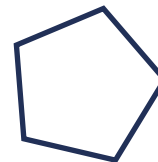
The rate for offences ranged from 18.9 in East Renfrewshire and 20.3 in East Dunbartonshire to 69.1 in Dundee City and 83.1 in Dumfries and Galloway.



## Life expectancy<sup>17</sup>

Male life expectancy across Scotland is 77.2 years. At local authority level this ranges from 73.6 years in Glasgow City to 80.5 years in East Dunbartonshire.

Female life expectancy across Scotland is 81.1 years. At local authority level this ranges from 78.5 years in Glasgow City to 84 years in East Renfrewshire.



<sup>17</sup> Data only relates to the 28 local authorities, at least part of which, falls within the defined catchment zone – it therefore excludes Comhairle nan Eilean Siar, Orkney, The Scottish Borders and Shetland, National level data is, however, for all of Scotland.



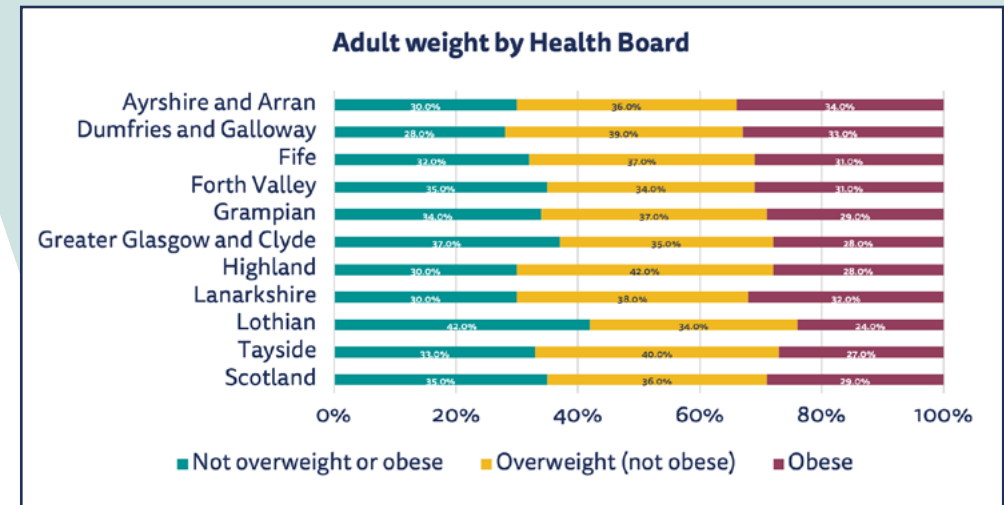
## Weight and obesity<sup>18 19</sup>

Data on the weight of children are available at local authority level and show that:

- 84.1% of young children (aged 4-5 years) are of a clinically healthy weight across Scotland as a whole. This ranges from 78.8% in Clackmannanshire to 89.4% in East Dunbartonshire
- Very few children (0.3%) are clinically underweight. The main issue, in overall numbers, is that of children who are either overweight or obese
- 15.6% (1 in 6) four to five year olds in Scotland are either overweight or obese. The figure ranges from 21% in Clackmannanshire and 19.9% for Argyll and Bute (1 in 5) down to 11.4% in East Renfrewshire and 10.4% in East Dunbartonshire (1 in 10)
- The obesity rate for young children is 6.6% for Scotland and ranges from 10% in Clackmannanshire and 9.6% for Inverclyde down to 4.4% in East Renfrewshire and 3.1% in East Dunbartonshire – this is less than one third of the highest local authority figure

Data on the weight of adults are only available for health board (HB) areas; they show that:

- While around 84% of young children are neither overweight nor obese the rate among adults drops to 35% at a national level. The rates for HBs range from a high of 42% for Lothian to 28% in Dumfries and Galloway
- Consequently, almost two thirds (65%) of Scotland's adult population are either overweight or obese. The HB rate ranges from a low of 58% in Lothian to a high of 72% for Dumfries and Galloway
- Three in 10 (29%) of adults in Scotland are deemed to be obese. Rates range from a low of 24% (1 in 4) for Lothian to a high of 34% (1 in 3) in Ayrshire and Arran
- Adult obesity rates are four times greater than the rates for young children



<sup>18</sup> Data only relates to the 28 local authorities, at least part of which, falls within the defined catchment zone – it therefore excludes Comhairle nan Eilean Siar, Orkney, The Scottish Borders and Shetland. National level data is, however, for all of Scotland.

<sup>19</sup> Scottish Health Survey 2019 – based on body mass index whereby 25+ is overweight and 30+ is obese



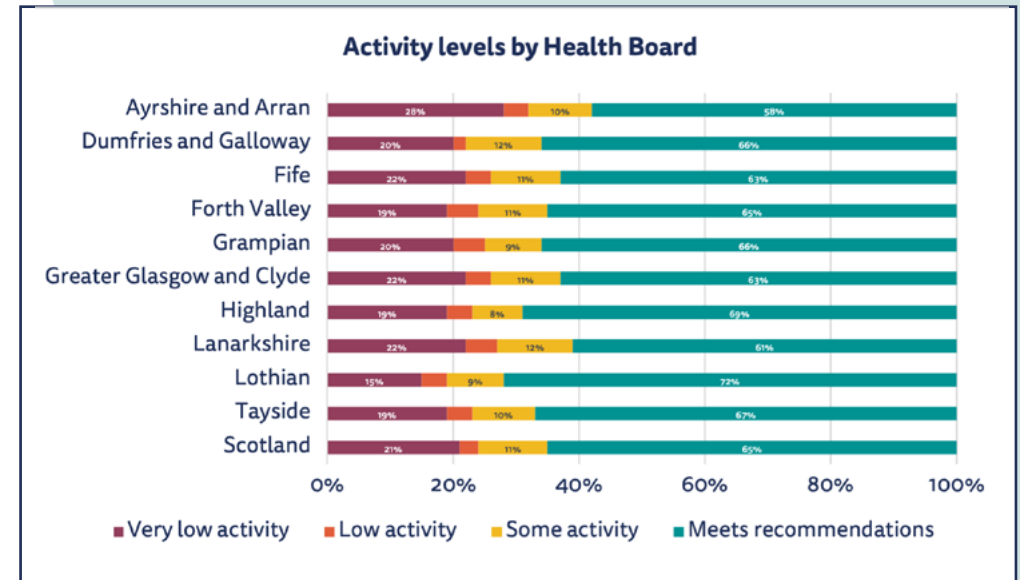
## Physical activity and inactivity

The geography of physical activity and health data is relatively complex across Scotland. While some data is available at a local authority level, in many parts of the country comparative data is limited to those areas covered by health boards<sup>20</sup> (see appendices for map).

Physical inactivity places a direct cost on NHS Scotland of £91m<sup>21</sup> per annum. At a national level 65% of the country's adult population meets recommended levels of activity<sup>22</sup>. At health board level this ranges from a low of 59% to a high of 73%<sup>23</sup>.

However, data also indicates that more than 1 in 3 people fail to reach recommended levels of activity and that 1 in 5 (21%) exhibit very low rates of activity (fewer than 30 minutes per week). This reaches a high of 28% in the Ayrshire and Arran area and a low of 15% in Lothian.

The available data only allows for a broad-brush view of activity patterns and there are, no doubt, starker levels of variation at lower levels, by age, income and across specific groups. Nevertheless, the data is indicative of a significant issue even at a national level.



<sup>20</sup> Four Health Board areas fall outside the catchment: Orkney, the Shetlands, Borders and the Western Isles (at HB level the area has not adopted its Gaelic equivalent).

<sup>21</sup> Scottish Health Survey 2017.

<sup>22</sup> See appendices for detailed definition.

<sup>23</sup> Data has been subjected to rounding to overall total of 100%.

# Case study

## Tackling social isolation

### Festive Friends 2019

Christmas can be a magical time of year for some, but for others experiencing social isolation it can be quite the opposite.

Placed at the very heart of communities, SPFL clubs are able to tackle this by bringing Christmas magic, and importantly companionship to older people who may otherwise face the Christmas period alone. Festive Friends is a project created by the SPFL Trust to engage socially-isolated elderly people at Christmas and bring them together.

Trusted to support their communities, ATCs work closely with local partners such as social work departments and third sector organisations to identify older people in need and then put on Festive Friends events to bring people together.

In 2019, Festive Friends participants received transport, a traditional Christmas dinner, entertainment, wonderful Christmas gifts and most importantly this was all in great company. All the Festive Friends events receive funding from the SPFL Trust to make this important initiative possible.



There were 36 Festive Friends events, with six clubs opening their doors on Christmas Day. This means that together clubs were able to reach 1473 participants - the oldest participant was 99 years old. The positive impact was clear with a number of participants expressing their joy and the importance of being able to meet others and have some company at Christmas.

Peggy Kyle, 82, attended Arbroath FC's Festive Friends event in 2019 with her two friends. For them it's a chance to reconnect with their community and socialise. The event brought Peggy back to her childhood when she used to help to sell programmes at her local club. She said: "It shows how much we all love the club and today's event gives me a chance, even at my age, to come along, reminisce and enjoy this wee club that I love."

In 2019 her whole family got behind the Festive Friends initiative with her grandson and son volunteering at the club - that's three generations involved in the Gayfield community.

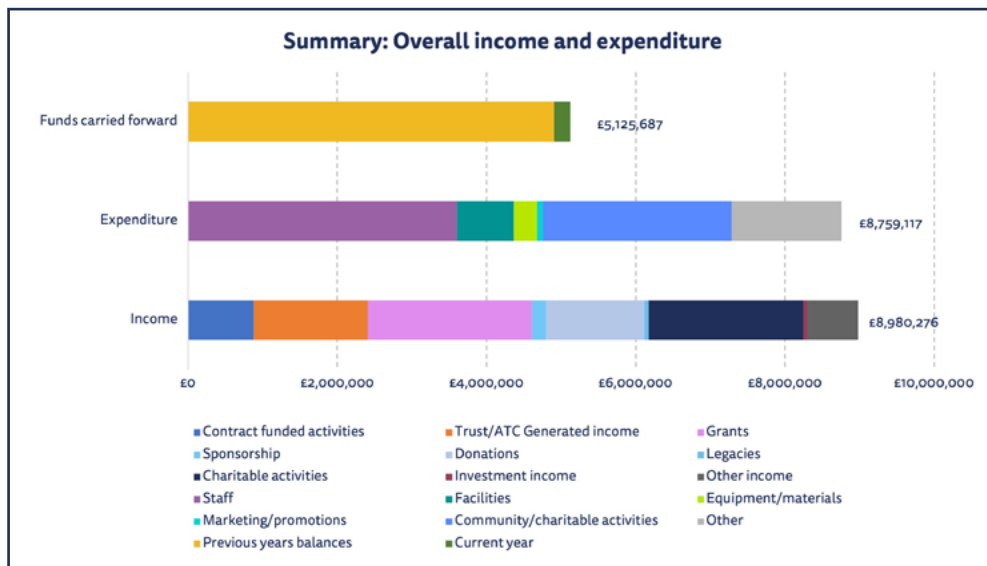


# 3 Resource allocation

## Business principles

ATCs prepare business plans, set targets, review performance. The financial data returned by ATCs<sup>24</sup>, shows a healthy picture in overall terms:

- 🟡 Total income of ATCs (during the year) was £8,980,276<sup>25</sup>
- 🟡 £2,073,538 (23.1%) of all income was associated with charitable activities
- 🟡 £1,376,025 (15.3%) of all income came from donations and legacies
- 🟡 Expenditure totalled £8,759,117 p.a.
- 🟡 The net-balance was £221,159
- 🟡 Funds brought forward from previous years were £4,904,528
- 🟡 The overall balance to carry forward was, therefore, £5,125,687



## Impacts

The breakdown of funding and key impacts are as follows:

- 🟡 £2,532,265 (28.9%) of the expenditure was allocated to community related initiatives
- 🟡 The balance; £6,226,853 (71.1%) was directed to support costs
- 🟡 110,164 unique participants<sup>26</sup> were involved in programmes which provided 91,153 hours of engagement for 'groups'<sup>27</sup> of people
- 🟡 The potential offer<sup>28</sup> available was therefore 2,705,332 participant hours, of which 2,402,776 (88.8%) hours of individual participation<sup>29</sup> were taken up
- 🟡 This represents an average of 21.8 hours per participant

<sup>24</sup> This was provided for the same 12 months period as the project data.

<sup>25</sup> KKP is not an accountancy firm and as such the comments raised and based upon the tables reflect an informed but non-expert understanding of the data contained in annual accounts and/or equivalent data for the timeframe of this study and has been provided by individual ATCs.

<sup>26</sup> Unique participants reflects the numbers of people in relation to given projects. As some people take part in more than one activity there is a legitimate degree of double counting. The same applies to the environments in which projects are delivered (if two environments are used to deliver a programme the participants will be counted in both environments). Finance and time are, however, regarded as finite elements and are never double counted. Consequently, if a project is delivered in two or more environments costs and time are apportioned accordingly.

<sup>27</sup> 'Groups' is used as a catchall term as a large majority of programmes/projects are delivered to classes/groups rather than on a one to one basis.

<sup>28</sup> The 'offer' reflects the potential number of hours for participants if they all take part in every lesson/session - 'uptake' reflects the actual number of hours taken up by participants.

<sup>29</sup> If 30 pupils take part in a lesson for one hour this may be regarded as one hour of engagement and 30 hours of individual participation (participation by individuals).



## Programme funding, income, donations etc.

Income is supplemented by facilities access, volunteer activity and other non-financial contributions. The main income sources tend to be grants, national programmes donations, legacies and transactions<sup>30</sup>.

The total project specific income of ATCs (during the year) was

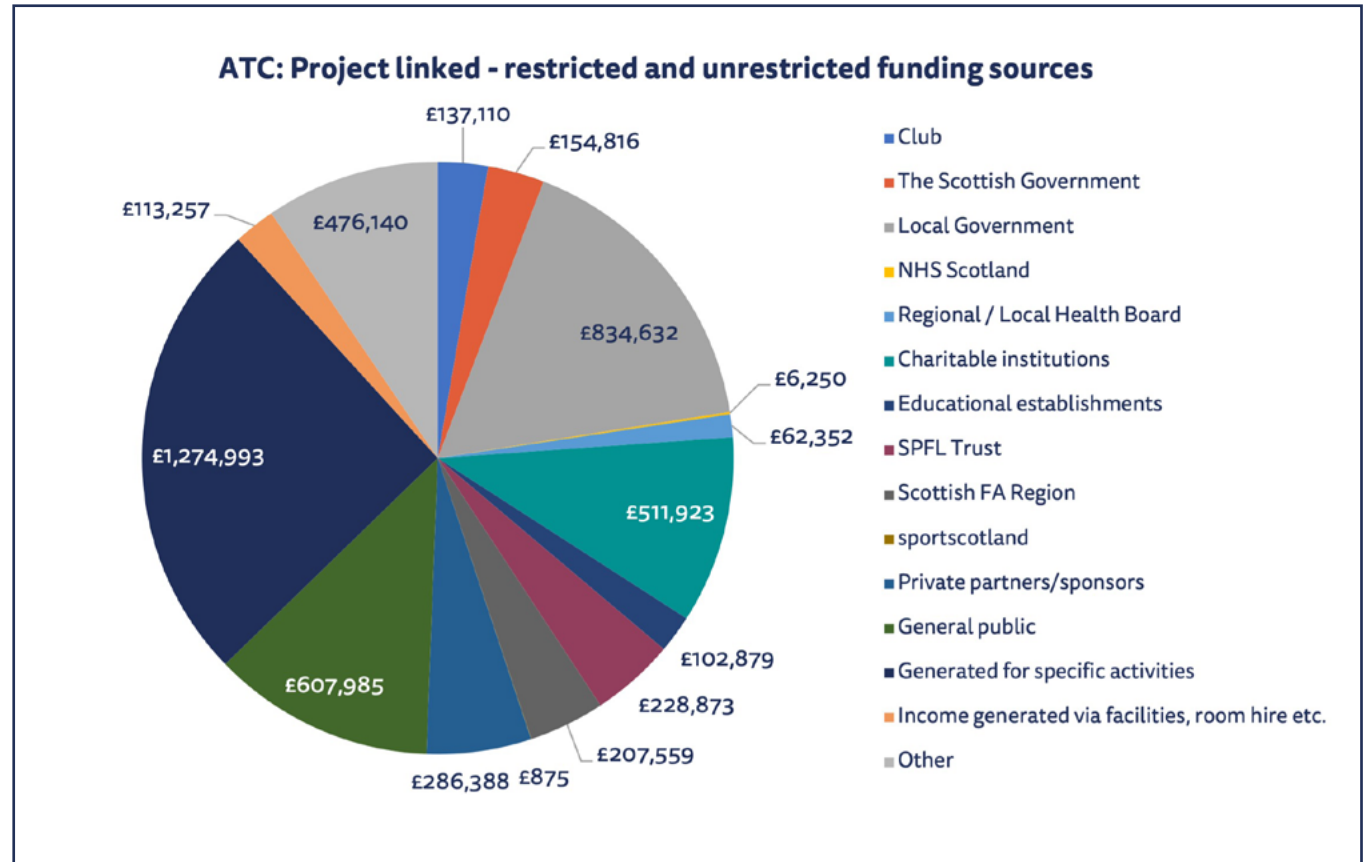
**£5,006,032<sup>31</sup>**

**£2,338,334**

(46.7%) of this income was unrestricted<sup>32</sup> - spent on initiatives that accord with policies established by the ATC

**£2,667,699**

(53.3%) was restricted – spending normally allocated to national programmes, linked to specific target groups and/or outcomes. These projects will also accord with ATC policies



<sup>30</sup> Income derived from activities for which a fee is charged

<sup>31</sup> KKP is not an accountancy firm and as such the comments raised and based upon the tables reflect an informed but non-expert understanding of the data contained in annual accounts and/or equivalent data for the timeframe of this study and has been provided by individual ATCs.

<sup>32</sup> The allocation of funds (often) makes it possible to link them to programmes/outputs under the headings of restricted and unrestricted funding.



## People: staff, players, coaches and volunteers as a resource

ATC community/charitable work is delivered by a combination of paid ATC staff, volunteers, supporters and members of the local community supplemented by input from players, coaches and the club manager. The investment of time spent on community-facing and charitable work is as follows:

957,390 hours (127,652 days, 25,530 person weeks) per annum in total<sup>33</sup> (see table below).

In a typical year 137 people work full-time, 41 do reduced hours, 609 are employed part time and 1,684 provide occasional/sessional support.

### The largest groups are the:

**379**

local community volunteers who work part time.

**739**

local community volunteers who provide occasional/sessional support.

**299**

fans/supporters of the club who also provide occasional/sessional support.

In total these groups contribute around **436,113** (45.6%) hours per annum.

This is equivalent to **58,148** days or 11,630 person weeks.

Staff, players, coaches and volunteers helping to deliver community related projects

Employed by in a normal year...	Full time	Reduced hours	Part time	Occasional / sessional	Total
In a normal year (pre-COVID)	120	38	85	199	442
Employed by the ATC for specific projects	7	0	28	44	79
Club staff	6	2	15	75	98
Club coaches	1	0	65	33	99
Partner organisations	2	1	4	38	45
Volunteers from partner organisations	1	0	1	74	76
Volunteers from the local community	0	0	379	739	1,118
Fans/supporters of the club	0	0	32	299	331
Other	0	0	0	183	183
<b>Total</b>	<b>137</b>	<b>41</b>	<b>609</b>	<b>1,684</b>	<b>2,471</b>

<sup>33</sup> Full time = 37.5 hours per week, Reduced (hours) = 17-37 hours and Part time = 16 hours or fewer Occasional /sessional = an average of 3 hours or fewer per week.

For the calculation of hours per annum reduced hours have been taken as a mid-point at 25.5 hours per week and part time has been taken as three hours per day, five days a week – 15 hours.

## Facilities as additional resources

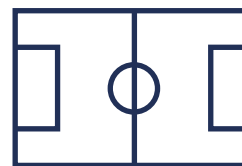
The picture with regard to ATC facilities is relatively complex:

- ◆ A number of ATCs have their own grass/football turf pitches, others have access to club facilities (some pay for access while it is gifted to others) and some hire external venues
- ◆ Facilities provided by ATCs for community use free of charge, or at a subsidised rate, have a financial value/community benefit
- ◆ Facilities hired out commercially can accrue monies used to maintain the facility itself, cross-subsidise other activities or support the ATC. Their wider social values include the provision of focal points for community building initiatives and in the diversionary nature of activities that can also help build personal responsibility

Access to facilities can remove (or reduce) a cost burden that might otherwise limit activities from taking place. They can also, by virtue of the association with the professional club, add kudos to an activity or event. **Club facilities of which ATCs make use typically include:**

- ◆ Training spaces and meeting rooms – usually boxes within the stadium;
- ◆ Presentation and conference facilities – larger club suites, even the boardroom; and
- ◆ Pitches – often training facilities but also the club pitch and stand(s) for community finals and charity events

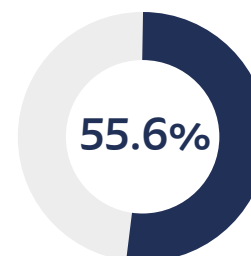
The study recorded:



**250**  
facilities used by ATCs.

**31,889**

occasions on which facilities were let/used.

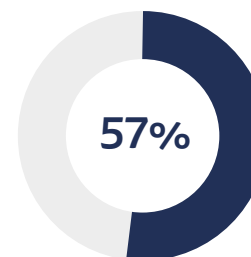


**17,728**  
(55.6%) times where the 'let' was subsidised or free.

There were an estimated

**636,804**

attendances by people making use of the facilities.



**363,249**  
(57%) of these attendances involved free or subsidised access.

<sup>34</sup> Based on the estimated number of users for each facility, for example; in many cases this will be the same people using a pitch or meeting room each week, the assumptions are as follows:

## Numbers per session



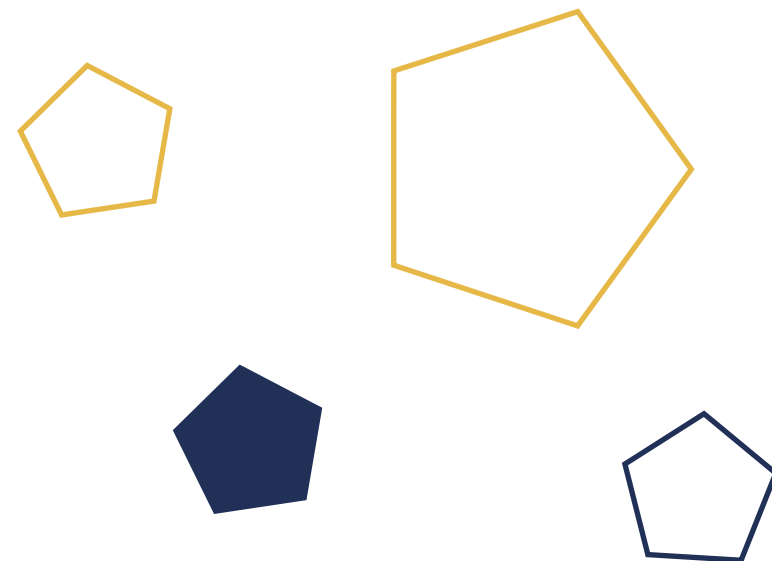
The ATCs have access to a range of full size 3G, half size 3G, 5/7 a side 3G, full size grass pitch, less than full size grass, indoor sports hall and meeting rooms that can be used to generate up to £1,398,368 p.a. However, ATCs/local communities are given access to a number of these facilities at subsidised rates. Consequently, while the facilities generate an income of £824,831 p.a. the capitalised social value of the subsidised access is around £573,537 p.a. (41% of the potential income).

The largest subsidies are often seen in relation to full size 3G pitches. They were used 11,595 times during the study year, at varying chargeable rates per ATC. Consequently, while such pitches generated an overall income of £524,131 this was around 61.2% of their potential (full fee) income generation and the subsidy value was thus £332,965. This represented 58.1% of the total value of subsidised access to facilities that are available to the local community.

Access to facilities and fees charged

Access to:	Number of facilities	Number of lets per annum			Maximum potential income
		Full price	Subsidised	Total	
Full size 3G	43	4,866	6,729	11,595	£857,096
Half size 3G	18	87	1,363	1,450	£67,283
5/7 a side 3G	42	3,550	2,343	5,893	£152,436
Full size grass pitch	22	117	379	496	£24,302
Less than full size grass	12	235	40	275	£4,968
Indoor sports hall	57	4,274	1,082	5,356	£99,392
Meeting rooms	23	569	3,462	4,031	£78,524
Other	0	463	2,330	2,793	£114,367
<b>Total</b>	<b>250</b>	<b>14,161</b>	<b>17,728</b>	<b>31,889</b>	<b>£1,398,368</b>

Access to:	Percentage of lets p.a.		Share and value of subsidy		Maximum potential income
	Full price	Subsidised	£	%	
Full size 3G	15.3%	21.1%	£332,965	58.1%	£524,131
Half size 3G	0.3%	4.3%	£39,468	6.9%	£27,815
5/7 a side 3G	11.1%	7.3%	£39,482	6.9%	£112,955
Full size grass pitch	0.4%	1.2%	£9,076	1.6%	£15,226
Less than full size grass	0.7%	0.1%	£528	0.1%	£4,440
Indoor sports hall	13.4%	3.4%	£31,911	5.6%	£67,481
Meeting rooms	1.8%	10.9%	£48,682	8.5%	£29,842
Other	1.5%	7.3%	£71,425	12.5%	£42,942
<b>Total</b>	<b>44.4%</b>	<b>55.6%</b>	<b>£573,537</b>	<b>100%</b>	<b>£824,831</b>
			41.0%	-	59.0%



Clubs also provide a range of other facilities, often at heavily subsidised rates, whereby an ATC will receive free access to a facility or pay a 'reduced' fee for an agreed period of time - often the full year. The impact of these subsidies, in addition to those outlined above, are as shown below:

Office space

**£161,443**

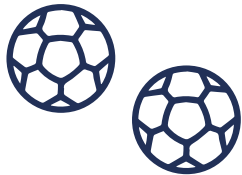


Meeting rooms<sup>35</sup>

**£26,580**

Match tickets

**£370,041**



Other<sup>36</sup>

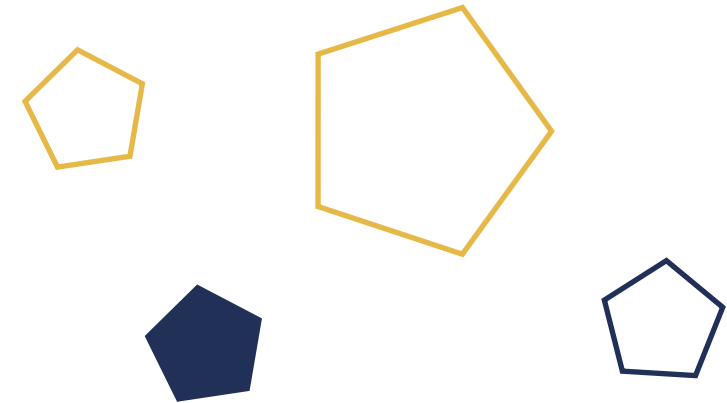
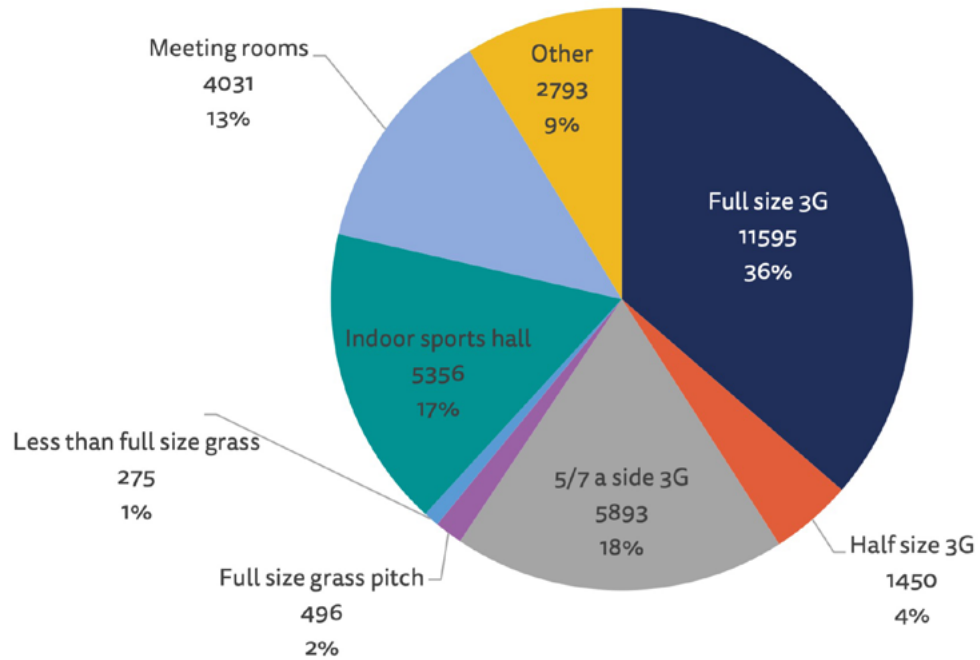
**£355,613**

The overall capitalised social value of all club-related subsidies is therefore £1,487,214.

<sup>35</sup> Additional office space to that included in table shown above

<sup>36</sup> Around £243,000 of this comprised 'bundled' support in the form of executive management and administrative assistance together with match tickets, signed merchandise and stadium tours.

**Facilities: Number of 'lets' per annum**



# Case study



## Award winning education programme

### Education Trails, Montrose FC Community Trust

When it comes to education, a captivating environment is essential. This is the premise of Montrose FC Community Trust's flagship education programme, Education Trails. This pioneering project received the SPFL Trust Community project of the year in 2017 and continues to go from strength to strength.

The programme brings young people into Links Park Stadium to learn about health and science and strengthen numeracy and literacy skills. Education Trails is delivered in partnership with the Montrose Primary School Cluster, reaching 1000 children a year.

Each initiative is aligned with the Curriculum for Excellence, and delivers key age and stage- appropriate experiences and outcomes:

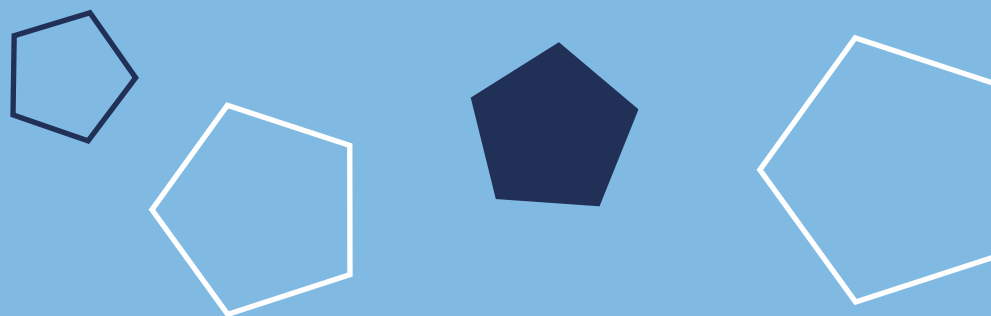
The 'Links Park Health Trail' takes P1 pupils on an exploration of the Stadium, where they undertake a range of fun activities. You may be familiar with the story of the 'Very Hungry Caterpillar' – but at Links Park, it's the story of the 'Very Hungry Footballer' with participants supporting him to make healthy food choices. The young people also learn about dental health, through the story of 'Monty Mole's Troublesome Tooth.'

Focussing on maths skills, the 'Links Park Numeracy Trail' is designed for P3 pupils who take part in tasks such as the 'Squad Numbers Challenge' in the changing rooms and 'Money Management' tasks in the club shop.

P5 pupils have the opportunity to take part in the 'Links Park Literacy Trail' where they can participate in our extremely popular 'Press Conference' workshop. Pitch-side, pupils assume the role of the 'Match Commentator'. All of these activities help pupils develop their confidence and literacy skills.

The 'Links Park Science Trail' encourages pupils to engage with biology, chemistry and physics, for example: the 'Health & Fitness' workshop investigates the body's response to competitive football, and students examine the laws of physics at play during the game, looking at different types of footwear and gloves, and why footballers select specific types when training and competing.

Pupil, parent and teacher evaluations all provide clear evidence that the programmes are supporting schools in raising the attainment and achievement of pupils within the aforementioned subject areas.



# 4 Clubs and players

## Clubs

Although most direct community engagement comes via community trusts, clubs also play direct and indirect roles in the generation and delivery of positive impacts within their communities.



### Opening doors

Probably the most significant contribution; one with substantial value but which incurs no direct cost, is the association of ATCs with clubs and their brand. This immediately differentiates how the ATC is viewed by local people. Relative to other organisations, it can, for example:

- ◆ Generate higher interest levels from, young people via the association with professional sports clubs, staff and players
- ◆ Remove barriers for people who might otherwise view an initiative to be the promotion of a mainstream/government offer they might not have previously considered
- ◆ Help the ATC to engage those from difficult-to-reach groups. This might include encouraging supporters, such as older men to adopt healthier lifestyles and/or making them more likely to engage with other people, thereby improving physical health and mental wellbeing by helping to tackle isolation or loneliness
- ◆ Attract people who might otherwise perceive they have no common ground
- ◆ Promote diversionary activities to engage with groups that others find hard to reach
- ◆ Promote discussion of difficult topics such as issues related to disaffected youth, anti-social behaviour, social inclusion, academic attainment, personal ambition etc



### Support for ATCs

It is relatively uncommon for a club to provide direct financial support to ATCs. However, some clubs provide free or subsidised access to office space, meeting rooms and matchday tickets. This is often further supplemented by access to pitches, other sports facilities and function rooms for larger events

Access to these facilities would otherwise result in the ATC incurring significant costs; clubs can therefore provide important financial buffers for ATC work in the community. The value of this type of support is, through this study, estimated to be in the order of £1,487,214 (see p14 – 17 for details)





## The club as a facilitator

Some programmes are quite common to clubs while others relate to specific local and regional environments, sponsorship arrangements and opportunities as they arise. Examples of individual club initiatives which either generate income for ATC work in the community, raise funds for charity or simply underpin engagement with local people include:

- ◆ Opportunities for commercial and/or partners and charitable organisations
- ◆ Mental health campaigns e.g.: interviews and videos articles throughout the year
- ◆ Providing children with the opportunity to be mascot for the day
- ◆ Bucket collections prior to home games
- ◆ Health scans, checks for Covid, distribution of the vaccines etc. via mobile Public Health Scotland facilities at the ground
- ◆ Care home, hospital activities and hospice visits
- ◆ School visits / roadshows involving hundreds of pupils per time
- ◆ Soccer camps, often at half term or over the summer holidays, including player visits
- ◆ Charity raffles and events utilising tickets and hospitality to raise funds



## Commercial crossover

The spectrum from community to commercial is sometimes indistinct. For example, renting out facilities such as pitches may be viewed commercially. However, if income generated is reinvested in local initiatives it often has a community benefit. Even entirely commercial ventures such as the unsubsidised letting of pitches or running football teams can have positive social impacts. These include, for example, the diversionary benefits for individuals and the wider community of time spent on positive activities and the community building aspects of bringing people together who might otherwise never consider common interests. Similarly, subsidised access can help generate income that is necessary for the continuation of the ATC while concurrently imparting a financial benefit to the local community.

It would be naive to suggest that such engagement by clubs is entirely altruistic in nature; it helps to improve community relations and can help to build a fan/ supporter base for the future. Nevertheless, even an entirely commercial venture such as a nursery on club premises, being charged market rates may be argued to have a community benefit, as the facility might not otherwise exist and families might not have access to the options it provides. However, for the purposes of this exercise when assessing community benefit the line has been drawn so as to exclude such non-sporting commercial initiatives.

## Managers, coaches and player time

Arguably, any club's greatest asset, after their name and heritage, is its players. SPFL clubs and players themselves all consider it important for players to 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 of whom can play significant roles, often in different parts of the community.

Club professional playing, management and coaching teams are uniquely and ideally placed to engage with members of the local community that few others can reach. This applies at all playing levels from junior to senior and can be beneficial not only to the community but also for the personal development of players themselves:

- ◆ It can help to ensure players do not become detached from people's day to day lives
- ◆ It promotes corporate social responsibility by giving back to the community
- ◆ It means that supporters and the community are treated as part of the club itself - quite simply it is the right thing to do

The 'normal' picture sees around 3,384 engagements in a typical year and while, during the pandemic, activities such as matchday experiences, soccer schools and education initiatives ceased, others such as fundraising, the promotion of ATC initiatives and work for foodbanks came to the fore. However, despite increases in certain areas the overall total number of engagements fell over the year by around 71% to 982.

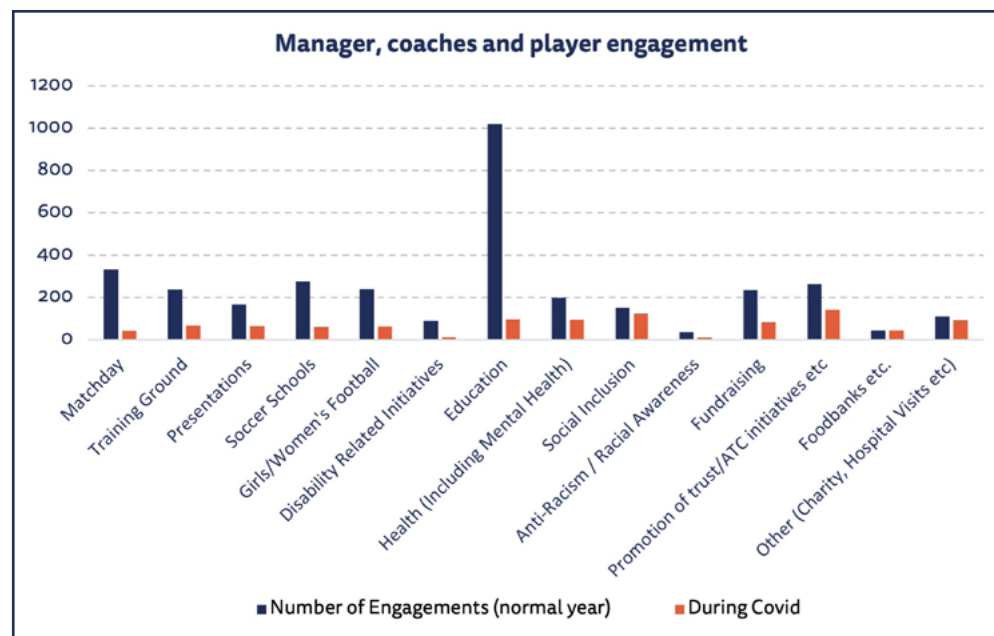
### Monetisation - placing a value on player, coach and manager time

While it is generally accepted that the real value of player, coach and manager engagement lies in the effect that it can have on people's lives, it is nevertheless important, for this study and other activities, to quantify / monetise the value of that time.

Valuation of player time may be measured in a variety of ways. These range from an equivalent based on the salaries of respective players to a flat rate. While it is logical to place a value against such time it is also prudent not to over-inflate the numbers or their value.

Visits recorded are for a broad range of players and purposes, from those in the senior first-team to senior women and junior players. This is further complicated by the nature/purpose of the visit and its perceived value<sup>37</sup> to/by the recipient. Other variables include, for example, whether a player attends alone, with ATC staff, with club/player liaison officers or a media team.

The value of player, coach and manager engagement time has, therefore, been set at the same rate across all four SPFL divisions and all levels of player. An average figure of £100 per occasion<sup>38</sup> has been applied to monetise the value of each visit/engagement. This was reduced by 50% for matchday and training ground-based activities.



<sup>37</sup> Value is a subjective measure and can vary from person to person, consequently, it not as simple as cost.

<sup>38</sup> The figure of £100 was agreed jointly by the SPFL Trust and the PSG as being a fair representation of the value/cost of the time across all levels of players involved and all three divisions.

Data for the 2019/20 season, for all SPFL clubs, has been grouped and categorised by 14 different activity types. The financial measure noted was then applied to produce a 'monetised value' for the overall time spent on community engagement by players. The resultant headline figures across all SPFL clubs, on this basis, show that:

- There were **3,384** instances of player engagement with local communities.
- The value of player time given over to community engagement (at no charge) was **£309,950**.

The breakdown by grouped activity type is shown below

Player, manager and coach time / visits			Value / monetisation	
569	16.8%	Matchday & training ground initiatives	£28,450	9.2%
602	17.8%	Soccer schools, girls, women's & disability football	£60,200	19.4%
1,215	35.9%	Education & health initiatives	£121,500	39.2%
183	5.4%	Social inclusion & anti racism	£18,300	5.9%
276	8.2%	Presentations, charitable activities, hospital visits	£27,600	8.9%
539	15.9%	Fundraising, foodbanks, promotion of ATC initiatives	£53,900	17.4%
<b>3,384</b>	<b>100%</b>	<b>Total</b>	<b>£309,950</b>	<b>100%</b>

# Case study



## Supporting positive futures

### Developing CashBack off the Bench, five SPFL clubs

Football can be a powerful tool when it comes to reaching young people, breaking down barriers, and opening the doors for conversation about difficult topics such as racism, homophobia and offending behaviour.

In 2020 the SPFL Trust developed a steering group with ATCs to develop CashBack off the Bench. The programme is now available at five ATCs. These are:



This new programme has a focus on creating positive futures for young people aged 16-24 who may be at risk of offending behaviour, and need support to put their best foot forward.

The programme had successfully acquired funding from CashBack for Communities, a Scottish Government programme which uses the funds recovered from criminals under the Proceeds of Crime Act (POCA). Relevant projects work to expand young people's horizons and increase the opportunities they have to develop their interests and skills.

From early on in development it was clear to the steering group that CashBack off the Bench must equip participants with new skills and qualifications. Employability is a new area of focus for the SPFL Trust, so the first step in developing this programme was to become an accredited SQA Centre. This involved a thorough and precise process to ensure that SPFL Trust systems, governance and staff can operate and successfully maintain SQA Centre Accreditation.

The project steering group also developed a relationship with the SFA, so that participants have the opportunity to complete the first 1.1 coaching badge, because we know that many young people are passionate about a career in football.

As well as giving young people the opportunity for young people to gain new qualifications, Off the Bench also focuses on education and reducing risk-taking behaviour.

The steering group had the ambition to network with the right organisations who could come together and support young people. This has included:

**Police Scotland** – who provide plain clothes police officers throughout the duration of the programme, and provide information to tackle sectarianism and football-related offenses

**Scottish Fire and Rescue Service** - who facilitate information sessions on fire safety and pyrotechnics

**Local drugs and alcohol organisations** - who provide drugs and alcohol awareness sessions

**Show Racism the Red Card** - who facilitate sessions on the impact of racism

**SAMH** - who provide mental health information sessions

**SCVO** – who offered a guaranteed interview and Kickstart for all young people

**Leap Scotland** - who provide LGBTQI+ equality training

# 5 Outputs/outcomes

Initiatives were grouped by various criteria, the main ones being purpose and environment:

**Purpose** - why the initiative was developed, its key driver(s); the main themes were:



**Environment** - the type of location in which it was delivered; the options were:



**Numeric variations**

At several points within the report there are instances where data (correctly) sums to more than 100%. Some people will have taken part in activities in more than one environment and for more than one purpose. Consequently, while the total number of people cannot exceed 100% summing the numbers for each environment may add up to more than the total number for all people.

This made it possible to create a matrix that illustrates the purpose of the activity placed against the setting in which it was delivered – leading to a total of 24 typologies (a – x).

Matrix: Key outcomes and project environments

Main purpose/ targeted outcome	Environment/setting of project delivery			
	Local community	Education/ school	ATC premises	Other
Sport & participation	A	B	C	D
Education, training & employability	E	F	G	H
Diversionary activity	I	J	K	L
Physical health	M	N	O	P
Mental health & wellbeing	Q	R	S	T
Other	U	V	W	X

For example, if the primary driver for a project is to address education and employability and it is delivered in a local school and on club premises, the project would be categorised under F and G. Project spend/investment, the number of participants and hours of participation have also been examined under these 24 groupings. Six key measures were then applied to the data:

- ◆ Participant numbers
- ◆ Overall spend (£)
- ◆ Engagement hours
- ◆ Spend per person (£)
- ◆ Individual participation hours
- ◆ Spend per participant hour (£)

For example, if John takes part in a project for two hours, one of which is in a school and one at a club, he is recorded as having spent one hour in each. Therefore, because it occurs in two separate environments, John’s participation is noted twice. However, in any overall total for participants he is only counted once.

## Key outcomes and impacts

### Engagement

ATCs deliver

**91,153**

hours of engagement to 110,164 people

A large majority of programmes are delivered to groups of people, consequently, the impact is to generate a potential total of

**2,705,332**

hours of participation for individuals<sup>39</sup>

**2,402,776**

(88.8%) hours of this potential were taken up

### Activities

**514**

different initiatives/projects are delivered;

These comprise

**3,579**

programmes; and

Deliver a total of

**70,438**

sessions for participation.

### Financial support

Project specific income for ATC initiatives was

**£5,006,032**

This represents average spending of

**£45.44**

per participant

This is an average of

**£2.08**

for each individual participant hour

### Participants

**64**

projects are directed at males, 43 at females and 407 are for both

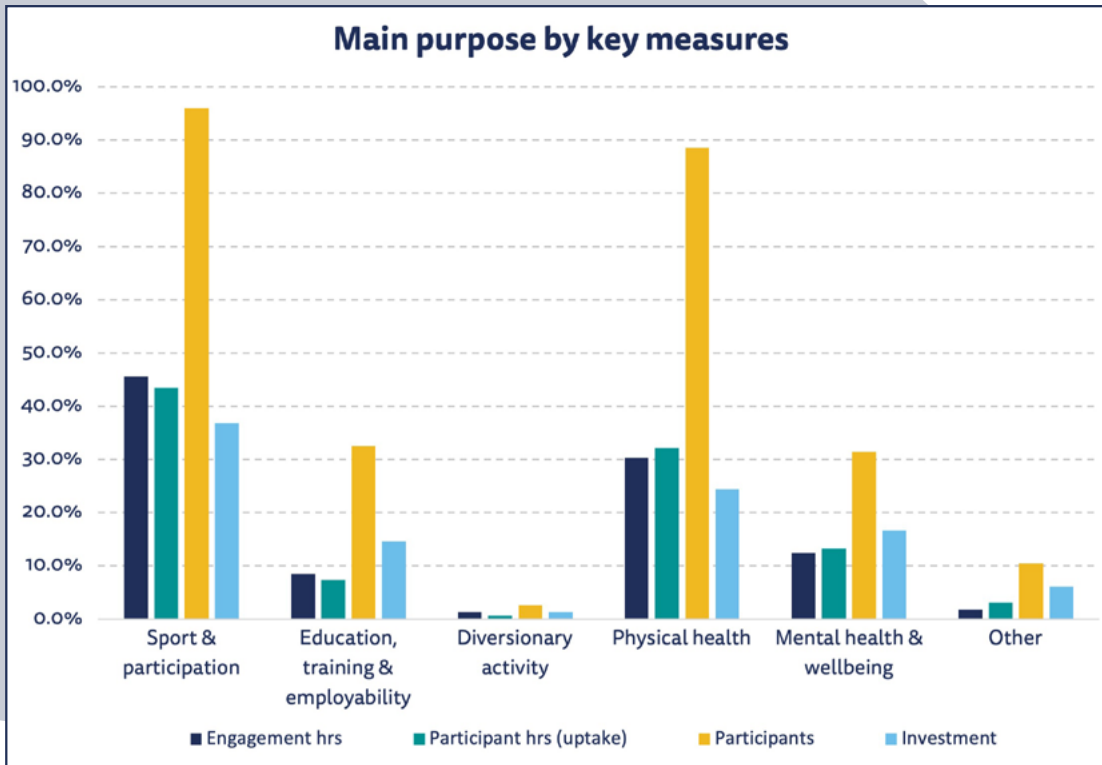
**53**

initiatives are for pre-school age children, 262 for primary school pupils and 138 for those attending secondary school

**89**

projects are for 16-24 year olds, 147 for those aged 25-59 years and 148 for people aged 60+ years

<sup>39</sup> Participation figures, in particular, are boosted by specific types of activity, for example the hours and numbers related to educational projects



## Purpose

Initiatives are grouped in relation to five key objectives/main drivers plus another catch-all category for anything falling outside of these parameters, as outlined below

### Sport and participation are the primary drivers for:

£1,844,068 (36.8%) of investment, 105,747 (96%) of participants, 41,530 (45.6%) hours of engagement and 1,044,082 (43.5%) hours of participation by individuals

This represents £17.44 spend per participant and £1.77 per participant hour

### Education, training and employability are the primary drivers for:

£731,060 (14.6%) of investment, 35,855 (32.5%) of participants, 7,721 (8.5%) hours of engagement and 177,178 (7.4%) hours of participation by individuals

This represents £20.39 spend per participant and £4.13 per participant hour

### Diversionary activities are the primary drivers for:

£66,934 (1.3%) of investment, 2,908 (2.6%) of participants, 1,238 (1.4%) hours of engagement and 16,360 (0.7%) hours of participation by individuals

This represents £23.02 spend per participant and £4.09 per participant hour

### Physical health is the primary driver for:

£1,222,163 (24.4%) of investment, 97,541 (88.5%) of participants, 27,699 (30.4%) hours of engagement and 772,532 (32.2%) hours of participation by individuals

This represents £12.53 spend per participant and £1.58 per participant hour

### Mental health and wellbeing are the primary drivers for:

£836,470 (16.7%) of investment, 34,640 (31.4%) of participants, 11,352 (12.5%) hours of engagement and 318,881 (13.3%) hours of participation by individuals

This represents £24.15 spend per participant and £2.62 per participant hour.

### Other initiatives are the primary drivers for:

£305,337 (6.1%) of investment, 11,563 (10.5%) of participants, 1,613 (1.8%) hours of engagement and 73,743 (3.1%) hours of participation by individuals

This represents £26.41 spend per participant and £4.14 per participant hour

The 'other' initiatives include, for example, The Lions' View Sensory Room at Celtic F.C., the Diversity Wins initiative at Rangers F.C. and ActiveAte at St Johnstone F.C.:

When viewed by activity/purpose, the highest spend (36.8%) is on sport and participation initiatives. Similarly, sport and participation delivers the highest proportion of hours for engagement (45.6%) and participation (43.5%). Figures are further bolstered by the fact that 96% of participants were involved in a sport and participation initiative at some point during the year. The cost per participant hour was also the second lowest at £1.77.

This combination of high uptake numbers and a relatively low cost per participant hour may suggest that the greatest value for money is to be gained through activities directed at sport and participation. Such an appraisal, however, fails to recognise formally the complexity of social cost and benefit. Some apparently costlier projects will achieve, arguably, more significant impacts in respect of individuals and the wider community. It is, thus, important that ATCs continue to deliver programmes directed at the needs of all parts of the community.



A more detailed summary of the different settings in which the key drivers are delivered is shown below. It highlights the manner in which various environments and activities work together to meet a range of needs. Whether, for example, an initiative is directed at education, training and employability and is delivered on ATC premises or it has been designed to deliver a diversionary activity within the local community (see appendices for further details).

Key targets: impact and spend

Main purpose/ targeted outcome	Environment/setting of project delivery			
	In the local community	In educational settings	In ATC settings	In other settings
<b>Sport &amp; participation</b>				
Investment/spend	£673,643	£238,011	£907,542	£24,872
Participants	36,400	34,543	34,399	405
Programme/engagement hours	14,134	8,214	18,821	361
Participant hours - uptake	418,891	182,648	437,914	4,629
<b>Education, training &amp; employability</b>				
Investment/spend	£146,590	£179,179	£383,871	£21,420
Participants	9,555	17,179	8,362	759
Programme/engagement hours	1,049	2,973	3,644	55
Participant hours - uptake	49,216	67,556	55,532	4,874
<b>Diversionary activity</b>				
Investment/spend	£27,254	£13,993	£10,723	£14,966
Participants	386	1,268	634	620
Programme/engagement hours	296	470	195	278
Participant hours - uptake	5,567	4,129	3,455	3,210

Main purpose/ targeted outcome	Environment/setting of project delivery			
	In the local community	In educational settings	In ATC settings	In other settings
<b>Physical health</b>				
Investment/spend	£335,695	£274,529	£598,895	£13,044
Participants	28,727	37,048	31,017	749
Programme/engagement hours	7,226	7,180	12,968	325
Participant hours - uptake	203,881	286,807	279,849	1,996
<b>Mental health &amp; wellbeing</b>				
Investment/spend	£211,482	£246,616	£357,160	£21,213
Participants	6,957	17,738	9,565	380
Programme/engagement hours	5,296	3,114	2,883	59
Participant hours - uptake	50,986	203,769	62,618	1,508
<b>Other initiatives</b>				
Investment/spend	£142,453	£27,106	£121,524	£14,254
Participants	3,640	2,125	5,670	128
Programme/engagement hours	589	156	839	30
Participant hours - uptake	46,249	7,171	19,844	480
<b>All</b>				
Investment/spend	£1,537,118	£979,432	£2,379,714	£109,768
Participants	85,665	109,901	89,647	3,041
Programme/engagement hours	28,589	22,106	39,350	1,108
Participant hours - uptake	774,790	752,080	859,210	16,697



# Environment

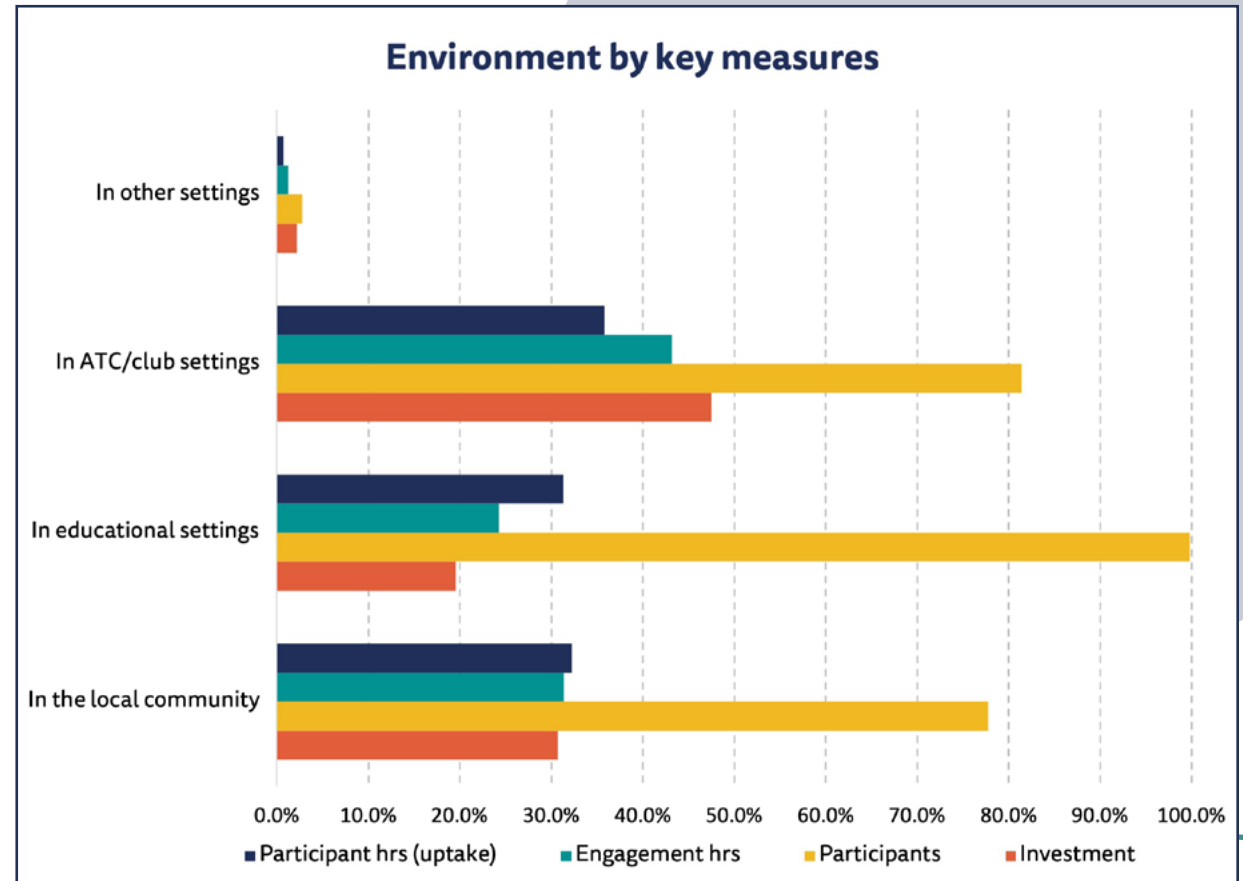
The main environments/settings in which initiatives are delivered are:

**Community settings...** provided the environment for 28,589 hours of engagement by 85,665 participants and generated 774,790 hours of participation by individuals. The expenditure in community settings was £1,537,118 at a rate of £17.94 per person and £1.98 per participant hour.

**Education premises...** provided the environment for 22,106 hours of engagement by 109,901 participants and generated 752,080 hours of participation by individuals. The expenditure in educational settings was £979,432 at a rate of £8.91 per person and £1.30 per participant hour.

**ATC premises...** provided the settings for 39,350 hours of engagement by 89,647 participants and generated 859,210 hours of participation by individuals. The expenditure in ATC premises was £2,379,714 at a rate of £26.55 per person and £2.77 per participant hour.

**Other settings...** provided locations for 1,108 hours of engagement by 3,041 participants and generated 16,697 hours of participation by individuals. The expenditure in other settings was £109,768 at a rate of £36.10 per person and £6.57 per participant hour.



When viewed by environment, the majority of spend (47.5%) takes place in club and ATC premises. This is followed by initiatives delivered in local community settings (30.7%). The highest number of participants is, however, to be found at initiatives delivered in education / school premises settings.

The lowest spend per participant hour (£1.30) is for initiatives delivered on education / school premises.

The combination of lower spend, higher numbers and a lower cost per participant hour may suggest that the greatest value for money is to be gained through activities delivered in educational settings. This is, however, an over-simplistic appraisal of cost and benefit as it fails to consider the full impact of initiatives, both on individuals and communities.

Some projects which, conversely, appear to be 'more expensive' will in fact achieve much greater and long-lasting returns in respect of individual and community impact and from a wider perspective should possibly be regarded as the 'biggest potential gains.' It is important, therefore, that ATCs continue to deliver a wide range of programmes directed at meeting a varied range of needs across all parts of the communities being served.

*Impact and spend by delivery environment:*

	The local community	Educational settings	ATC settings	Other	All
<b>Sport &amp; participation</b>					
Investment/spend	£1,537,118	£979,432	£2,379,714	£109,768	£5,006,032
Participants	85,665	109,901	89,647	3,041	110,164
Programme/engagement hours	28,589	22,106	39,350	1,108	91,153
Participant hours - uptake	774,790	752,080	859,210	16,697	2,402,776
Spend per participant	£17.94	£8.91	£26.55	£36.10	£45.44
£ per participant hour	£1.98	£1.30	£2.77	£6.57	£2.08
<b>Community &amp; social participation</b>					
Investment/spend	30.7%	19.6%	47.5%	2.2%	100%
Participants	77.8%	99.8%	81.4%	2.8%	X
Programme/engagement hours	31.4%	24.3%	43.2%	1.2%	100%
Participant hours - uptake	32.2%	31.3%	35.8%	0.7%	100%
Spend per participant	0.39	0.20	0.58	0.79	1.00
£ per participant hour	0.95	0.63	1.33	3.16	1.00

X – not relevant as many people take part in more than one activity

## Participants by purpose and environment

110,164 people have taken part in activities (see note at foot of page).

The following analysis presents a breakdown of purpose (why) and environment (where)

### Sport and participation

- a. 33% of people took part in community settings;
- b. 31.4% in educational environments;
- c. 31.2% in ATC premises; and
- d. 0.4% in other settings.

### Education, training and employability

- e. 8.7% of people took part in community settings;
- f. 15.6% in educational environments;
- g. 7.6% in ATC premises; and
- h. 0.7% in other settings.

### Diversions activities

- i. 0.4% of people took part in community settings;
- j. 1.2% in educational environments;
- k. 0.6% in ATC premises; and
- l. 0.6% in other settings.

### Physical health

- m. 26.1% of people took part in community settings;
- n. 33.6% in educational environments;
- o. 28.2% in ATC premises; and
- p. 0.7% in other settings.

### Mental health and wellbeing

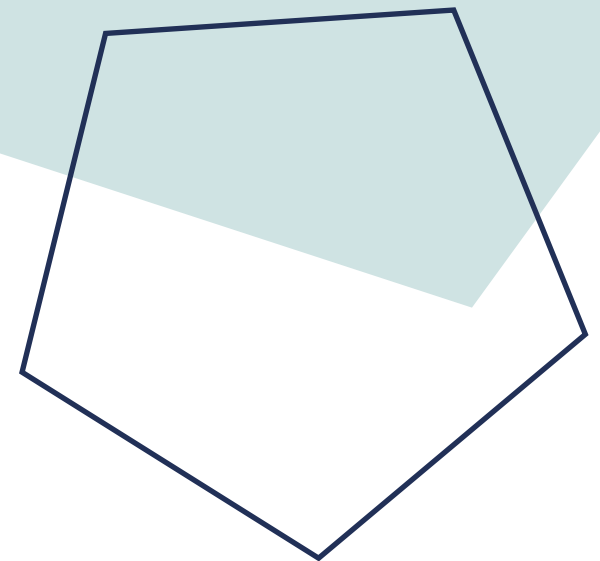
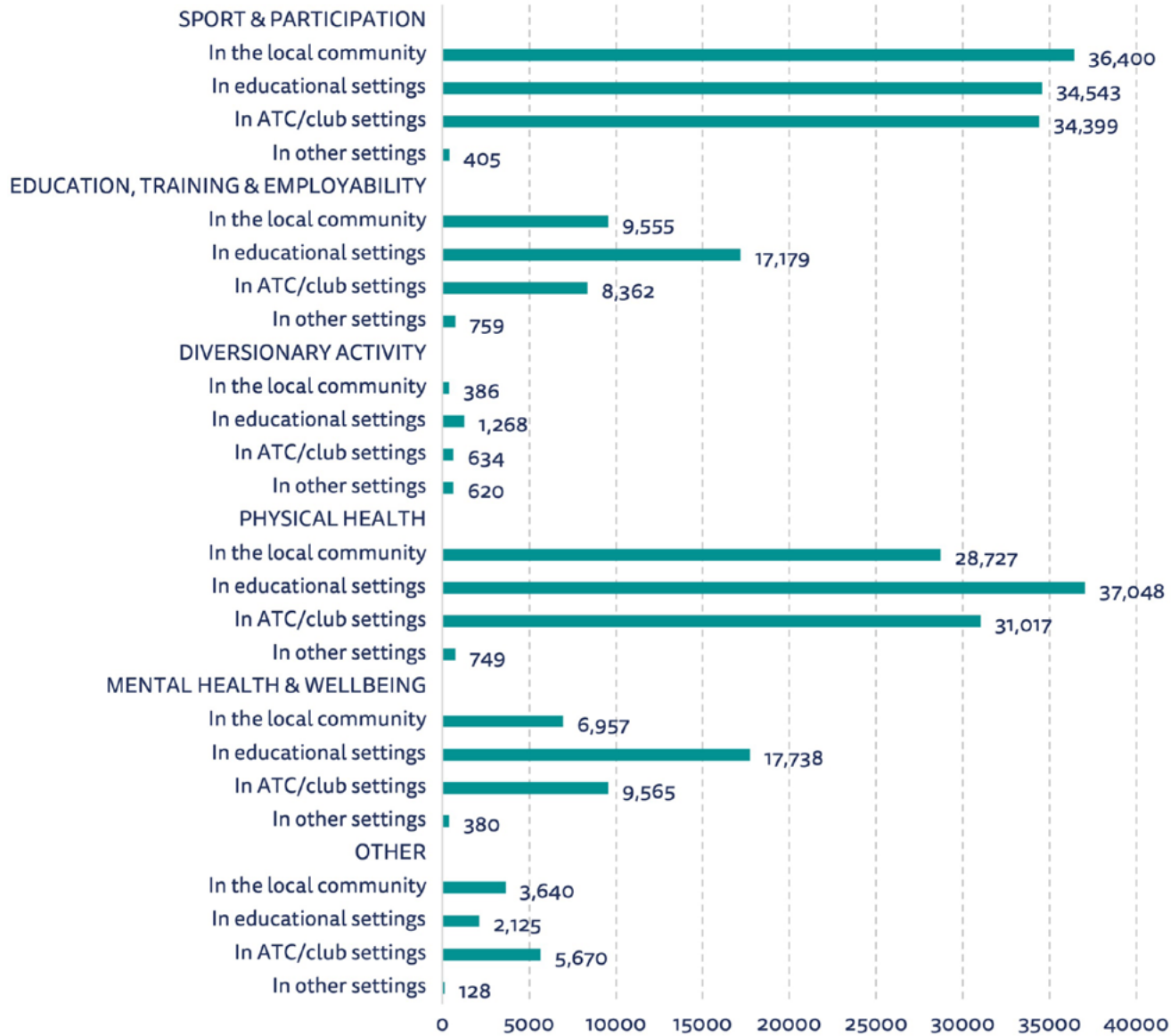
- q. 6.3% of people took part in community settings;
- r. 16.1% in educational environments;
- s. 8.7% in ATC premises; and
- t. 0.3% in other settings.

### Other initiatives

- u. 3.3% of people took part in community settings;
- v. 1.9% in educational environments;
- w. 5.1% in ATC premises; and
- x. 0.1% in other settings.

*NOTE: As participants can take part in more than one activity for the same purpose and/or participate in more than one environment participant numbers can sum to more than the overall total number of participants - in effect people can legitimately be counted more than once.*

## Participants by purpose and environment



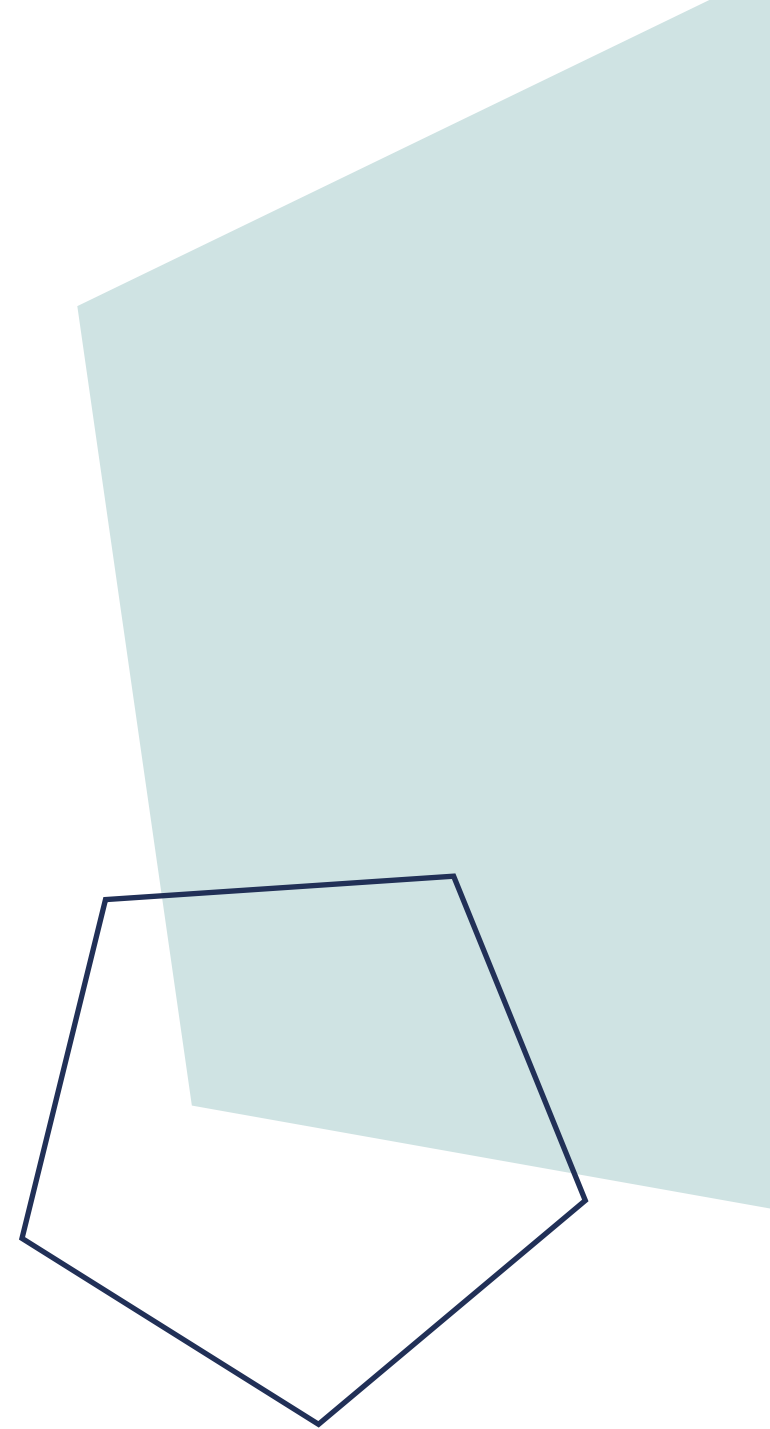
## Team sports

A third perspective is to look at 'team' and 'non-team' sports. A considerable amount of the 'offer' delivered by some ATCs involves team sports, often in the form of football for men, women, youths, boys and girls. These projects tend to be (but are not always) characterised by a/an:

- ◆ High number of engagement hours relative to the number of participants (2.4 hrs per participant for team sports, 0.5 hours for non-team sports) this is a factor of 4.7: 1
- ◆ A high ratio of hours per participant (2.5:1) when compared to non-team sports
- ◆ Lower cost per participant hour

	Team sports		'Other activities'	
	The local community	Educational settings	ATC settings	Other
Investment/spend	£1,089,152	21.8%	£3,916,880	78.2%
Participants	18,289	16.6%	91,875	83.4%
Programme/engagement hour <sup>40</sup>	43,921	48.2%	47,240	51.8%
Engagement hours per participant	2.4	(4.7)	0.5	(1.0)
Participant hours - offer	879,576	32.5%	1,825,755	67.5%
Participant hours - uptake	791,055	32.9%	1,611,724	67.1%
Hours per participant (and ratio)	43.3	2.5	17.5	1.0
Spend per participant	£59.55	-	£42.63	-
Spend per participant hour	£1.38	-	£2.43	-

<sup>40</sup> Minor rounding error due to summation of team/non team sports from data for individual ATCs



# Case study



**RANGERS  
CHARITY  
FOUNDATION**

## Promoting LGBTQI+ equality

### Diversity Wins, Rangers Charity Foundation

Football can be a force for positive change, and in recent years clubs have been doing more and more to promote LGBTQI+ equality, and raise awareness of the issues this community can face, all part of an effort to make sure that everyone feels safe and respected at their local ground.

Rangers Charity Foundation has played a vital role in educating young people in their local community, through their groundbreaking equality and inclusion programme Diversity Wins.

This vital programme launched in 2018 and was the first of its kind in the UK. The project content focuses on interactive anti-sectarianism and LGBTQI+ awareness sessions and is delivered out of the Ibrox Community Hub to primary 7 pupils. This environment helps to engage young people through their shared love of football.

Partnerships have played a key role in the success of this programme, with this initiative launching with the support of Glasgow City Council's Employment and Skills Partnership team in line with Scottish Government's commitment that all Scottish schools are to formally recognise the issues faced by the LGBTQI+ community.

Workshops have been designed to break down barriers between young people from different backgrounds, promote anti-bullying and motivate pupils to share the messages they have learned with families and friends.

Each workshop combines classroom-based activities with a 45-minute physical activity session. The education doesn't end there, the programme also provides specialist teacher training on the same topics, ensuring teachers can build upon the messages delivered during the sessions, and open the conversation with their peers and colleagues.

In the 2019-20 period Diversity Wins reached 700 primary school children in the Glasgow area.

# 6 Covid

As with many other organisations, the coronavirus pandemic has significantly disrupted the manner in which ATCs operate. It has affected staffing, activities, priorities and how they might change the services they offer in response to the changing needs of local communities. The following provides a brief overview of the changes that occurred during this time.

## Staffing

**Permanent employees** - the number of full-time staff was reduced by 64.2% (from 137 to 49) as people were furloughed; a similar picture was seen for those working reduced hours (from 41 to 19) and part time (from 609 to 343).

A large number of **other people** support ATCs' work; the picture here was more complex, with the largest numbers working part-time or being employed occasionally to 'help out'. The largest contribution (1,286) came from volunteers and fans/supporters.

*Revised staff numbers employed by.... during Covid*

	Full time	Reduced hours	Part time	Occasional/seasonal	Total
ATC (general)	39	16	29	38	122
ATC for specific projects	3	0	21	18	42
Club staff	5	2	8	53	68
Club coaches	0	0	45	10	55
Partner organisations	2	1	11	6	20
Volunteers (partner organisations)	0	0	1	112	113
Volunteers (local community)	0	0	216	634	850
Fans/supporters of the club	0	0	12	311	323
Other	0	0	0	8	8
<b>Total</b>	<b>49</b>	<b>19</b>	<b>343</b>	<b>1,190</b>	<b>1,601</b>

## Facilities

The use of full size 3G, half size 3G, 5/7 a side 3G, full size grass pitch, less than full size grass, indoor sports halls and meeting rooms for community activity and by local teams and groups largely ceased throughout the pandemic

- ◆ **Funding providers and income generation** - Funding for 12 months (1 July 2019 to 30 June 2020) from a range of sources totalled £8,240,772. This fell under three main banners:
- ◆ **Funding providers** - the SPFL Trust provided each ATC with a grant of £10,000 to help meet additional needs due to covid. Other funding providers included parent clubs, Government, SPFL Trust, charitable institutions and private sponsors;
- ◆ **Income generation** - public via courses etc. and funds generated by the ATCs; and
- ◆ **Other funding sources**

However, several ATCs reported a marked decline (even stopping) of these funds around March 2020. The overall level of funding, from the same range of sources, for the four months from 1st March to 30th June was £3,279,866. A further £754,464 was provided in the form of Emergency Covid Funding via various grants and furlough support; thereby bringing the overall total back up to £4,034,330.



## Additional Covid related activities<sup>41</sup>

ATCs, volunteers and clubs – including their managers, coaches and players were involved in a wide range and large number of initiatives to help support their local communities during the pandemic.

During the period from 1 March to 30 June 2020, they provided/delivered a total of 193,908 individual/family support initiatives; comprising:

**99,302**

food-related initiatives including hot meals and food hampers;

**57,832**

mental health interventions including on-line 'team talk' support groups;

**21,855**

befriending measures including home visits, telephone calls, on-line support etc;

**3,060**

instances of transportation support for medical purposes, shopping etc;

**8,447**

education packs for home schooling; and

**3,412**

other forms of support, such as reminiscence resource packs.

This work has continued since July and by the time of individual ATC surveys had seen a further:

**315,143**

individual/family support initiatives; comprising a further:

**174,310**

food-related initiatives;

**47,752**

mental health interventions;

**5,953**

befriending measures;

**3,359**

instances of transportation support;

**76,928**

education packs; and

**6,841**

other forms of support

**Innovations** – in addition to physical deliverables, such as food-related initiatives, transportation, home visits and education packs, ATCs also offered direct support via telephone calls and on-line help groups initiatives.

Other, less direct routes included, for example, one ATC delivering football challenges for young people with disabilities and football-memories videos for people with dementia. Both were delivered on a weekly basis and involved one new video for each project from 1st March 2020 onwards.

<sup>41</sup> For further details contact individual ATCs

# Case study



## Ready to Respond

### Supporting communities during a pandemic, Stenhousemuir FC

During the initial Covid-19 lockdown crisis in Spring 2020, ATCs stepped up to support those in real need. Providing practical support and friendship, they were able to provide a vital lifeline for those who needed it most.

Bringing together club staff, and volunteers from the local community, Stenhousemuir FC were one of many clubs who acted quickly to support families in crisis. Their focus was offering practical support, making sure the most vulnerable had access to healthy meals.

Word of their efforts spread rapidly, and the club was to gather resources and mobilise a group of staff and volunteers with huge success. At the height of the pandemic Stenhousemuir FC was able to offer an outstanding 5000 hot meals to 350 families in the area. This equated to delivering over 200 meals daily.

Hazel Mackie, a volunteer involved in this stellar effort, had just retired when the pandemic hit. Having previously been employed by a local council, she knew about the important work that Stenhousemuir FC were involved in, so she reached out. Soon after she began volunteering, which was a brilliant opportunity for her to give

back in her local community and connect with others during a challenging period. Hazel and other volunteers very quickly realised that the impact of their support went further than just the meal provided. They were also reaching people who were feeling lonely and benefited greatly from some socially distanced interaction.

“  
Some of the people I see are very isolated. One woman hadn't seen anyone for 14 weeks. Although she had family, getting to see someone face to face is completely different. Meals are lovely to get, but somebody being at your door and knowing that someone is coming is so important. It gets people up in the morning.”

- Hazel

# 7 Summary and conclusions

## Context and overview

Collection of data for the study involved extensive discussion with key staff at ATCs, throughout this process several key points emerged to support the project:

- ◆ The value of numbers is widely recognised and acknowledged as is the benefit of clubs and ATCs adopting consistent project definitions, data collection methods and metrics
- ◆ ATCs do not just want participant counts. They recognise the difference between numbers, value and other outcomes
- ◆ All parties recognise that there is a need to get data collection and analysis processes right now
- ◆ There is a consensus about the need for meaningful statistics to support a narrative, thereby ensuring that the numbers benefit from a real-life context – both are required

The real value, however, lies in individual ATCs doing the above and in collectively gathering data and assembling a national backdrop to contextualise and bring more value to their own information. The more that ATCs collect consistent data (at the same level of reliable detail) and share it to form a national context the more powerful the national dataset will become – with ultimate concomitant benefits to the ATCs themselves.

The majority of ATC income, which allows them to generate such an impressive community impact comes via programmes commissioned by a wide mix of funding agencies including the SPFL Trust and various national and government agencies.

The effectiveness of ATC initiatives is further enhanced by the association with ‘parent’ professional clubs and access to players. The unique ability to open doors and engage with many groups and communities is often a critical local USP for ATCs.

Players themselves take part in a wide range of engagement. Some initiatives make limited time and emotional demands on them, such as pre-match and training groundwork. Other types of engagement, such as visits to hospices, hospitals, schools and work on social inclusion and anti-racism can be more demanding in a variety of ways.

In addition to work with charitable associations and targeted initiatives, many clubs provide access to facilities such as meeting rooms, function suites, offices and training/stadia pitches free of charge or at reduced rates to the ATC and community. This brings obvious cost benefits but is also enhanced by its association with clubs/stadia themselves.

## The reach and value of ATCs

As noted earlier, 4.52 million (82.6%) people live within ten miles of an SPFL ground and are, therefore, well placed to be included in/benefit from ATC initiatives. The population within this catchment is often characterised by (relatively) low earnings and high deprivation rates. People within this area are also more likely to be physically inactive and overweight or obese.

Against this backdrop of proximity and need, ATCs engage successfully with a wide range of people of all ages and types. This is substantially assisted by their close affiliation with SPFL clubs due to the general associative benefits that this brings, and the doors they are able to open as a result of leveraging clubs’ names, heritage and local standing. The numeric scale of the impact, alongside ATC ability to engage with hard-to-reach groups at, what appear to be, cost effective and value for money margins suggests an actual (in some instances) and potential (in others) opportunity to create highly effective community engagement routes.

## Summary

The following headline figures provide a compelling story around the value of community investment and engagement via football clubs and their ATCs.

### Participants

- ◆ 110,164 people take part in ATC activities. Many initiatives have more than one purpose and are delivered in more than one environment. As a result, some measures sum to more than 100%
- ◆ Sport & participation (105,747 96%) accounts for the largest number of participants; it must be noted, however, that many of these people also take part in other initiatives, for example, physical health activities (97,541 88.5%)
- ◆ Educational settings are the environments in which work is undertaken with the largest number of participants (109,901 99.8%), however, many of these people take part in more than one activity in such settings

### Engagement

- ◆ 91,153 hours (100%) of sessions/lessons are delivered via numerous ATC initiatives
- ◆ Sport & participation has the highest number (41,530 45.6%). The second highest is for initiatives associated with physical health (27,699 30.4%)
- ◆ The location in which hours are delivered ranges across the three main environments – ATC premises (43.2%), the community (31.4%) and in educational settings (24.3%)

### Participation (uptake)

- ◆ 2,402,776 hours (100%) of (individual) participation are generated by participants
- ◆ Sport & participation; 1,044,082 (43.5%) accounts for the majority of participant hours, followed by physical health (772,532 32.2%)
- ◆ The ATC (859,210 35.8%) is the main setting in which the largest number of individual hours are taken up, followed closed by local community (32.2%)

<sup>42</sup> See earlier notes on multiplier effects – page 31

<sup>43</sup> Legitimate double counting – see endnotes

## Overall spend on programmes

- ◆ £5,006,032 funding (100%) is spent on projects covered by this study
- ◆ At £1,844,068 (36.8%) sport & participation accounts for the largest share of this spend, followed by initiatives associated with physical health; £1,222,163 (24.4%)
- ◆ The main environment for programme spend is ATC settings; £2,379,714 (47.5%) followed by the local community; £1,537,118 (30.7%)

### Spend per-person<sup>43</sup>

- ◆ £45.44 is the overall average spend per person
- ◆ £26.41 is the individual high (by purpose) and is directed at other initiatives (falling outside the main groupings), the next highest figure is £24.15 spent on mental health & wellbeing
- ◆ The lowest spend per person is £12.53 on physical health initiatives, followed by £17.44 on sport & participation
- ◆ £36.10 is the highest spend by environment and takes place in settings other than the main three groupings, the next highest figure is £26.55 and is linked to ATC settings
- ◆ The lowest spend by environment occurs in educational settings (£8.91)

### Spend per participant hour

- ◆ £2.08 is the average spend, per person per hour, across all activities and environments
- ◆ £4.14 is the highest figure for spend by purpose and is associated with other initiatives
- ◆ £1.58 is the lowest figure and is associated with physical health
- ◆ £6.57 is the highest figure for spend by the environment in which a programme is delivered and is linked to other premises
- ◆ £1.30 is the lowest figure and is linked to activities taking place in educational settings

## Key findings

The figures shown throughout the report are based on data gathered from 39 of the SPFL Trust's 42 ATCs. However, the following table illustrates the likely scale, for a series of key variables, had all 42 ATCs replied.

Study data (39 ATCs)		Data grossed up for non-response (42 ATCs)
110,164	Participants	118,638
514	Initiatives	554
3,579	Programmes	3,854
70,438	Sessions/lessons offered	75,856
63,394	Uptake of sessions/lessons	68,270
91,153	Hours of engagement for individual and group activity	98,165
2,402,776	Hours of individual participation	2,587,605
£5,006,032	Expenditure on projects/programmes	£5,391,112
21.8	Average number of hours per person	21.8
£2.08	Average cost per hour of participation per person	£2.08

## Conclusions

ATCs and the SPFL Trust individually and collectively have a direct and considerable impact on the lives and wellbeing of the more than one hundred thousand with whom they engage directly and more widely their families and the communities in which they live.

ATCs have a proven ability, at a cost-effective level of resource input, to engage with a diverse mix of groups, involve them in personal development and cohesive community-orientated programmes. Furthermore, they are ideally placed to support many of Scotland's most deprived communities.

This comprehensive national dataset measures the work done by the SPFL Trust and ATC network confirms the scale, number of people and volumes of time deployed in the promotion and provision of initiatives directed at sport and participation, education, training and employability, diversionary activities, physical health, mental health and wellbeing, and in meeting a range of other local needs.

This information it contains will help the SPFL, the SPFL Trust, and ATCs to better measure and assess what they do. It will also help to illustrate and reinforce their case for resources to help deliver the wide range of projects and engagement they deliver to support local communities.

# Appendix 1: Key data

Key measures: Actual share and proportion by purpose

	Engagement hrs	Participant hrs	Participants	Investment	Spend per participant	Spend per participant hour
Sport & participation	41,530	1,044,082	105,747	£1,844,068	£17.44	£1.77
Education, training & employability	7,721	177,178	35,855	£731,060	£20.39	£4.13
Diversionsary activity	1,238	16,360	2,908	£66,934	£23.02	£4.09
Physical health	27,699	772,532	97,541	£1,222,163	£12.53	£1.58
Mental health & wellbeing	11,352	318,881	34,640	£836,470	£24.15	£2.62
Other	1,613	73,743	11,563	£305,337	£26.41	£4.14
<b>Total</b>	<b>91,153</b>	<b>2,402,776</b>	<b>110,164</b>	<b>£5,006,032</b>	<b>£45.44</b>	<b>£2.08</b>
	%	%	%	%	Index	Index
Sport & participation	45.6%	43.5%	96.0%	36.8%	0.38	0.85
Education, training & employability	8.5%	7.4%	32.5%	14.6%	0.45	1.98
Diversionsary activity	1.4%	0.7%	2.6%	1.3%	0.51	1.96
Physical health	30.4%	32.2%	88.5%	24.4%	0.28	0.76
Mental health & wellbeing	12.5%	13.3%	31.4%	16.7%	0.53	1.26
Other	1.8%	3.1%	10.5%	6.1%	0.58	1.99
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>X</b>	<b>100%</b>	<b>1.00</b>	<b>1.00</b>

X - not relevant as many people take part in more than one activity

Main purpose / targeted outcome	Environment/setting of project delivery				
	In the local community	In educational settings	In ATC settings	In other settings	In all settings
<b>Sport &amp; participation</b>					
Investment/spend	13.5%	4.8%	18.1%	0.5%	36.8%
Participants	33.0%	31.4%	31.2%	0.4%	96.0%
Programme/ engagement hours	15.5%	9.0%	20.6%	0.4%	45.6%
Participant hours - uptake	17.4%	7.6%	18.2%	0.2%	43.5%
<b>Education, training &amp; employability</b>					
Investment/spend	2.9%	3.6%	7.7%	0.4%	14.6%
Participants	8.7%	15.6%	7.6%	0.7%	32.5%
Programme/ engagement hours	1.2%	3.3%	4.0%	0.1%	8.5%
Participant hours - uptake	2.0%	2.8%	2.3%	0.2%	7.4%
<b>Diversions activity</b>					
Investment/spend	0.5%	0.3%	0.2%	0.3%	1.3%
Participants	0.4%	1.2%	0.6%	0.6%	2.6%
Programme/ engagement hours	0.3%	0.5%	0.2%	0.3%	1.4%
Participant hours - uptake	0.2%	0.2%	0.1%	0.1%	0.7%
<b>Physical health</b>					
Investment/spend	6.7%	5.5%	12.0%	0.3%	24.4%
Participants	26.1%	33.6%	28.2%	0.7%	88.5%
Programme/ engagement hours	7.9%	7.9%	14.2%	0.4%	30.4%
Participant hours - uptake	8.5%	11.9%	11.6%	0.1%	32.2%

Main purpose / targeted outcome	Environment/setting of project delivery				
	In the local community	In educational settings	In ATC settings	In other settings	In all settings
<b>Mental health &amp; wellbeing</b>					
Investment/spend	4.2%	4.9%	7.1%	0.4%	16.7%
Participants	6.3%	16.1%	8.7%	0.3%	31.4%
Programme/ engagement hours	5.8%	3.4%	3.2%	0.1%	12.5%
Participant hours - uptake	2.1%	8.5%	2.6%	0.1%	13.3%
<b>Other</b>					
Investment/spend	2.8%	0.5%	2.4%	0.3%	6.1%
Participants	3.3%	1.9%	5.1%	0.1%	10.5%
Programme/ engagement hours	0.6%	0.2%	0.9%	0.0%	1.8%
Participant hours - uptake	1.9%	0.3%	0.8%	0.0%	3.1%
<b>All</b>					
Investment/spend	30.7%	19.6%	47.5%	2.2%	100%
Participants	77.8%	99.8%	81.4%	2.8%	100%
Programme/ engagement hours	31.4%	24.3%	43.2%	1.2%	100%
Participant hours - uptake	32.2%	31.3%	35.8%	0.7%	100%

NOTE: As participants can take part in more than one activity for the same purpose and/or participate in more than one environment participant numbers can sum to more than the overall total number of participants - in effect people can legitimately be counted more than once.



Main purpose / targeted outcome	Environment/setting of project delivery				
	In the local community	In educational settings	In ATC settings	In other settings	In all settings
<b>Sport &amp; participation</b>					
Investment/spend	36.5%	12.9%	49.2%	1.3%	100%
Participants	34.4%	32.7%	32.5%	0.4%	100%
Programme/engagement hours	34.0%	19.8%	45.3%	0.9%	100%
Participant hours - uptake	40.1%	17.5%	41.9%	0.4%	100%
<b>Education, training &amp; employability</b>					
Investment/spend	20.1%	24.5%	52.5%	2.9%	100%
Participants	26.6%	47.9%	23.3%	2.1%	100%
Programme/engagement hours	13.6%	38.5%	47.2%	0.7%	100%
Participant hours - uptake	27.8%	38.1%	31.3%	2.8%	100%
<b>Diversions activity</b>					
Investment/spend	40.7%	20.9%	16.0%	22.4%	100%
Participants	13.3%	43.6%	21.8%	21.3%	100%
Programme/engagement hours	23.9%	38.0%	15.8%	22.4%	100%
Participant hours - uptake	34.0%	25.2%	21.1%	19.6%	100%
<b>Physical health</b>					
Investment/spend	27.5%	22.5%	49.0%	1.1%	100%
Participants	29.5%	38.0%	31.8%	0.8%	100%
Programme/engagement hours	26.1%	25.9%	46.8%	1.2%	100%
Participant hours - uptake	26.4%	37.1%	36.2%	0.3%	100%

Main purpose / targeted outcome	Environment/setting of project delivery				
	In the local community	In educational settings	In ATC settings	In other settings	In all settings
<b>Mental health &amp; wellbeing</b>					
Investment/spend	25.3%	29.5%	42.7%	2.5%	100%
Participants	20.1%	51.2%	27.6%	1.1%	100%
Programme/engagement hours	46.7%	27.4%	25.4%	0.5%	100%
Participant hours - uptake	16.0%	63.9%	19.6%	0.5%	100%
<b>Other</b>					
Investment/spend	46.7%	8.9%	39.8%	4.7%	100%
Participants	31.5%	18.4%	49.0%	1.1%	100%
Programme/engagement hours	36.5%	9.7%	52.0%	1.9%	100%
Participant hours - uptake	62.7%	9.7%	26.9%	0.7%	100%
<b>All</b>					
Investment/spend	30.7%	19.6%	47.5%	2.2%	100%
Participants	77.8%	99.8%	81.4%	2.8%	X
Programme/engagement hours	31.4%	24.3%	43.2%	1.2%	100%
Participant hours - uptake	32.2%	31.3%	35.8%	0.7%	100%

X – not relevant as many people take part in more than one activity

NOTE: As participants can take part in more than one activity for the same purpose and/or participate in more than one environment participant numbers can sum to more than the overall total number of participants - in effect people can legitimately be counted more than once.

Main purpose / targeted outcome	Environment/setting of project delivery				
	In the local community	In educational settings	In ATC settings	In other settings	In all settings
<b>Sport &amp; participation</b>					
Investment/spend	43.8%	24.3%	38.1%	22.7%	36.8%
Participants	42.5%	31.4%	38.4%	13.3%	96.0%
Programme/ engagement hours	49.4%	37.2%	47.8%	32.6%	45.6%
Participant hours - uptake	54.1%	24.3%	51.0%	27.7%	43.5%
<b>Education, training &amp; employability</b>					
Investment/spend	9.5%	18.3%	16.1%	19.5%	14.6%
Participants	11.2%	15.6%	9.3%	25.0%	32.5%
Programme/ engagement hours	3.7%	13.4%	9.3%	5.0%	8.5%
Participant hours - uptake	6.4%	9.0%	6.5%	29.2%	7.4%
<b>Diversions activity</b>					
Investment/spend	1.8%	1.4%	0.5%	13.6%	1.3%
Participants	0.5%	1.2%	0.7%	20.4%	2.6%
Programme/ engagement hours	1.0%	2.1%	0.5%	25.0%	1.4%
Participant hours - uptake	0.7%	0.5%	0.4%	19.2%	0.7%
<b>Physical health</b>					
Investment/spend	21.8%	28.0%	25.2%	11.9%	24.4%
Participants	33.5%	33.7%	34.6%	24.6%	88.5%
Programme/ engagement hours	25.3%	32.5%	33.0%	29.3%	30.4%
Participant hours - uptake	26.3%	38.1%	32.6%	12.0%	32.2%

Main purpose / targeted outcome	Environment/setting of project delivery				
	In the local community	In educational settings	In ATC settings	In other settings	In all settings
<b>Mental health &amp; wellbeing</b>					
Investment/spend	13.8%	25.2%	15.0%	19.3%	16.7%
Participants	8.1%	16.1%	10.7%	12.5%	31.4%
Programme/ engagement hours	18.5%	14.1%	7.3%	5.3%	12.5%
Participant hours - uptake	6.6%	27.1%	7.3%	9.0%	13.3%
<b>Other</b>					
Investment/spend	9.3%	2.8%	5.1%	13.0%	6.1%
Participants	4.2%	1.9%	6.3%	4.2%	10.5%
Programme/ engagement hours	2.1%	0.7%	2.1%	2.7%	1.8%
Participant hours - uptake	6.0%	1.0%	2.3%	2.9%	3.1%
<b>All</b>					
Investment/spend	100%	100%	100%	100%	100%
Participants	100%	100%	100%	100%	X
Programme/ engagement hours	100%	100%	100%	100%	100%
Participant hours - uptake	100%	100%	100%	100%	100%

X – not relevant as many people take part in more than one activity

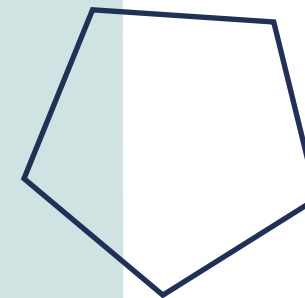
NOTE: As participants can take part in more than one activity for the same purpose and/or participate in more than one environment participant numbers can sum to more than the overall total number of participants - in effect people can legitimately be counted more than once.

Employed by in a normal year...	Full time	Reduced hours	Part time	Occasional / sessional	Total
In a normal year (pre COVID)	37	7	14	77	135
Employed by the ATC for specific projects	3	0	4	18	25
Club staff	1	1	9	58	69
Club coaches	0	0	56	3	59
Partner organisations	0	0	2	25	27
Volunteers from partner organisations	0	0	0	23	23
Volunteers from the local community	0	0	197	160	357
Fans/supporters of the club	0	0	1	249	250
Other	0	0	0	72	72
<b>Total</b>	<b>41</b>	<b>8</b>	<b>283</b>	<b>685</b>	<b>1,017</b>

Access to:	Number of facilities	Number of lets per annum			Total
		Full price	Subsidised	Total	
Full size 3G	12	194	1,072	1,266	£138,647
Half size 3G	9	27	522	549	£26,244
5/7 a side 3G	14	117	662	779	£23,418
Full size grass pitch	6	80	210	290	£13,047
Less than full size grass	8	230	0	230	£3,611
Indoor sports hall	22	315	208	523	£21,692
Meeting rooms	17	310	3,344	3,654	£66,530
Other	0	120	640	760	£30,120
<b>Total</b>	<b>88</b>	<b>1,393</b>	<b>6,658</b>	<b>8,051</b>	<b>£323,308</b>
Access to:	Percentage of lets p.a.		Share and value of subsidy		Overall income
	Full price	Subsidised	£	%	
Full size 3G	2.4%	13.3%	£70,264	39.88%	£68,383
Half size 3G	0.3%	6.5%	£18,192	10.32%	£8,052
5/7 a side 3G	1.5%	8.2%	£10,098	5.73%	£13,320
Full size grass pitch	1.0%	2.6%	£5,769	3.27%	£7,278
Less than full size grass	2.9%	0.0%	£0	0.00%	£3,611
Indoor sports hall	3.9%	2.6%	£13,368	7.59%	£8,324
Meeting rooms	3.9%	41.5%	£46,752	26.53%	£19,778
Other	1.5%	7.9%	£11,760	6.67%	£18,360
<b>Total</b>	<b>17.3%</b>	<b>82.7%</b>	<b>£176,203</b>	<b>100%</b>	<b>£147,106</b>
			54.5%	-	45.5%



	<b>Income</b>	<b>Expenditure</b>	<b>Funds carried forward</b>
Contract funded activities	£113,442	-	-
Trust/ATC Generated income	£434,976	-	-
Grants	£1,013,982	-	-
Sponsorship	£39,141	-	-
Donations	£490,687	-	-
Legacies	£500	-	-
Charitable activities	£1,397,696	-	-
Investment income	£966	-	-
Other income	£553,395	-	-
Staff	-	£1,638,315	-
Facilities	-	£267,475	-
Equipment/materials	-	£73,642	-
Marketing/promotions	-	£26,159	-
Community/charitable activities	-	£1,576,003	-
Other	-	£759,760	-
Previous years balances	-	-	£2,683,674
Current year	-	-	-£296,568
<b>Total</b>	<b>£4,044,785</b>	<b>£4,341,353</b>	<b>£2,387,10</b>



## Appendix 2: Demographics

### Population by age:

Age Band	Scotland		In Catchment		Out	
0 - 15	918,857	16.8%	769,303	17.0%	149,554	15.7%
16 - 24	566,149	10.3%	485,236	10.7%	80,913	8.5%
25 - 39	1,106,152	20.2%	960,873	21.2%	145,279	15.3%
40 - 59	1,473,186	26.9%	1,212,519	26.8%	260,667	27.4%
60 - 74	938,235	17.1%	729,931	16.1%	208,304	21.9%
75+	473,448	8.6%	365,813	8.1%	107,635	11.3%
Total	5,476,027	100.0%	4,523,675	100.0%	952,352	100.0%
	100.0%	-	82.6%	-	17.4%	-

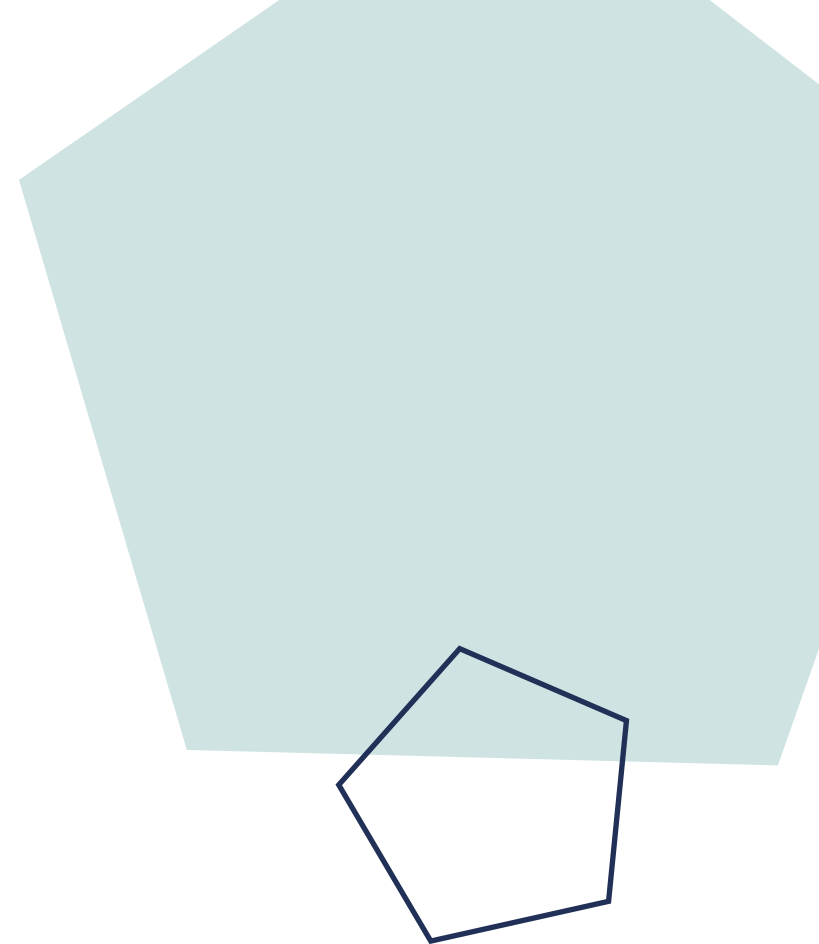
Source: National Records of Scotland Population Estimates 2019

## Population projection (2018 – 2030)

Age Band	Scotland			
	2018	2030	Change	
0 - 15	918,857	850,099	-69,403	-7.5%
16 - 24	566,149	584,334	2,907	0.5%
25 - 39	1,106,152	1,064,797	-26,798	-2.5%
40 - 59	1,473,186	1,399,976	-83,180	-5.6%
60 - 74	938,235	1,060,630	152,946	16.9%
75+	473,448	589,674	134,938	29.7%
<b>Total</b>	<b>5,476,027</b>	<b>5,549,510</b>	<b>111,410</b>	<b>2.0%</b>

Age Band	In catchment			
	2018	2030	Change	
0 - 15	759,496	706,509	-52,987	-7.0%
16 - 24	493,067	497,200	4,133	0.8%
25 - 39	938,429	917,219	-21,210	-2.3%
40 - 59	1,216,933	1,164,809	-52,124	-4.3%
60 - 74	727,069	856,058	128,989	17.7%
75+	364,478	467,375	102,897	28.2%
<b>Total</b>	<b>4,499,472</b>	<b>4,609,170</b>	<b>109,698</b>	<b>2.4%</b>

Age Band	Out of catchment			
	2018	2030	Change	
0 - 15	160,006	143,590	-16,416	-10.3%
16 - 24	88,360	87,134	-1,226	-1.4%
25 - 39	153,166	147,578	-5,588	-3.6%
40 - 59	266,223	235,167	-31,056	-11.7%
60 - 74	180,615	204,572	23,957	13.3%
75+	90,258	122,299	32,041	35.5%
<b>Total</b>	<b>938,628</b>	<b>940,340</b>	<b>1,712</b>	<b>0.2%</b>





## Multiple deprivation

Decile	IMD Rank %	Scotland		In catchment		Out of catchment	
1	Most deprived	520,000	9.6%	492,535	11.0%	27,465	2.9%
2	10.1-20	537,575	9.9%	494,711	11.0%	42,864	4.6%
3	20.1-30	525,036	9.7%	472,517	10.5%	52,519	5.6%
4	30.1-40	531,131	9.8%	438,025	9.8%	93,106	9.9%
5	40.1-50	536,004	9.9%	396,326	8.8%	139,678	14.9%
6	50.1-60	540,543	10.0%	353,334	7.9%	187,209	19.9%
7	60.1-70	545,189	10.0%	385,472	8.6%	159,717	17.0%
8	70.1-80	567,348	10.5%	447,570	10.0%	119,778	12.8%
9	80.1-90	559,244	10.3%	490,342	10.9%	68,902	7.3%
10	Least deprived	562,730	10.4%	515,191	11.5%	47,539	5.1%
	<b>Total</b>	<b>5,424,800</b>	<b>100.0%</b>	<b>4,486,023</b>	<b>100.0%</b>	<b>938,777</b>	<b>100.0%</b>
	<b>In lowest 20%</b>	<b>1,057,575</b>	<b>19.5%</b>	<b>987,246</b>	<b>22.0%</b>	<b>70,329</b>	<b>7.5%</b>

Source: National Records of Scotland SMID 2020

## Health deprivation

Decile	IMD Rank %	Scotland		In catchment		Out of catchment	
1	Most deprived	531,201	9.8%	512,336	11.4%	18,865	2.0%
2	10.1-20	531,236	9.8%	498,356	11.1%	32,880	3.5%
3	20.1-30	525,947	9.7%	474,092	10.6%	51,855	5.5%
4	30.1-40	535,056	9.9%	465,928	10.4%	69,128	7.4%
5	40.1-50	532,613	9.8%	439,299	9.8%	93,314	9.9%
6	50.1-60	540,504	10.0%	403,117	9.0%	137,387	14.6%
7	60.1-70	545,857	10.1%	391,192	8.7%	154,665	16.5%
8	70.1-80	550,550	10.1%	402,907	9.0%	147,643	15.7%
9	80.1-90	554,521	10.2%	427,596	9.5%	126,925	13.5%
10	Least deprived	577,315	10.6%	471,200	10.5%	106,115	11.3%
	<b>Total</b>	<b>5,424,800</b>	<b>100.0%</b>	<b>4,486,023</b>	<b>100.0%</b>	<b>938,777</b>	<b>100.0%</b>
	<b>In lowest 20%</b>	<b>1,062,437</b>	<b>19.6%</b>	<b>1,010,692</b>	<b>22.5%</b>	<b>51,745</b>	<b>5.5%</b>

Source: National Records of Scotland SMID 2020

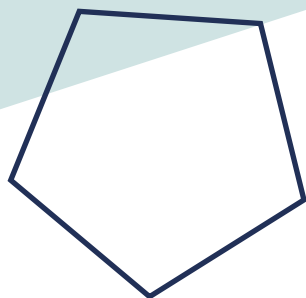
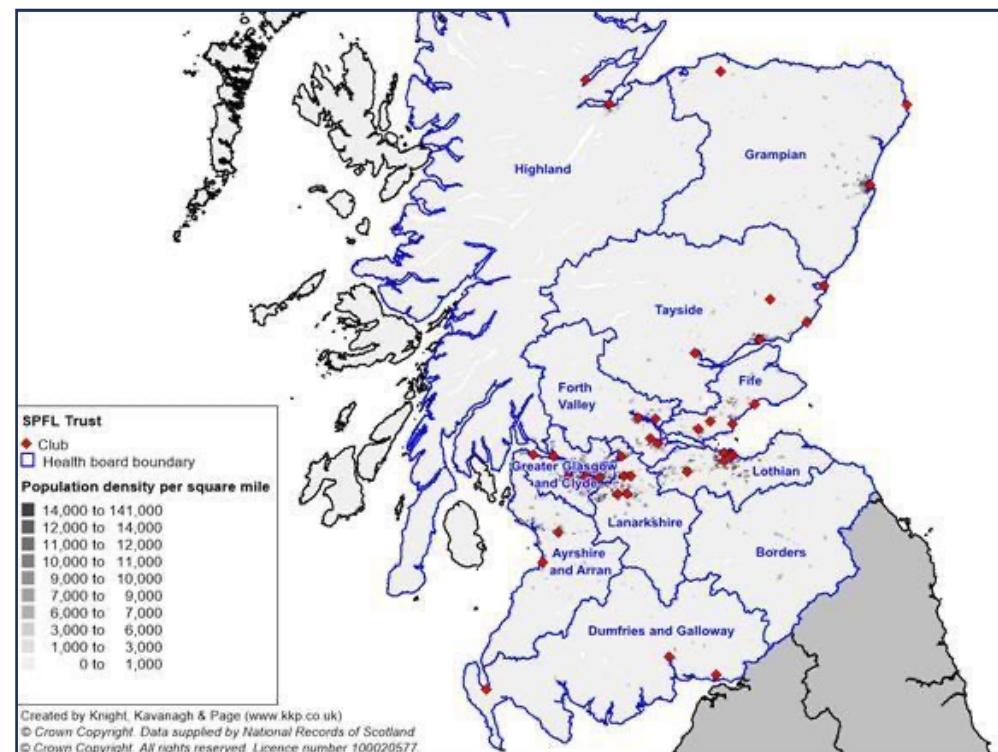
## Ethnicity

IMD Rank %	Scotland		In catchment		Out of catchment	
White	5,084,407	93.5%	4,165,301	92.6%	919,106	98.0%
Mixed	19,815	0.4%	17,095	0.4%	2,720	0.3%
Asian	281,356	5.2%	268,026	6.0%	13,330	1.4%
Black	36,178	0.7%	34,458	0.8%	1,720	0.2%
Other	14,325	0.3%	13,472	0.3%	853	0.1%
<b>Total</b>	<b>5,436,081</b>	<b>100.0%</b>	<b>4,498,352</b>	<b>100.0%</b>	<b>937,729</b>	<b>100.0%</b>

Source: National Records of Scotland 2011 Census - Ethnicity

# Appendix 3: Data geography, sources, definitions and notes

Wherever possible data contained in the profile is based on the ATC defined catchment area and has been built up from smaller ‘parcels’ known as data zones. However, not all data is either gathered or accurate at such low levels. Where this is the case, alternative datasets are used based on the smallest geographic unit available – this can be the corresponding local authority for some data and the area covered by a health board for other data.



Data/measure	Source/definition
Population – total/age structure	National Records of Scotland Population Estimates 2019
Projected population	National Records of Scotland Population Projections 2018-2043
Deprivation	National Records of Scotland SMID 2020
Ethnicity	National Records of Scotland 2011 Census - Ethnicity
Crime	Scottish Government - Crime 2019-20
Income	Based on a median (mid-point) figure from Nomis/ONS data (2020)
Benefits dependency	Universal credit data (March 2021)
Overweight and obesity	Scottish Health Survey 2019 on body mass index whereby overweight is a BMI of 25+ and obese is a BMI of 30+
Life expectancy	National Records of Scotland Life Expectancy 2017-2019

**The Scottish Index of Multiple Deprivation** is the Scottish Government's official measure of area based deprivation. It is based on 37 indicators across seven domains; current income, employment, housing, health, education, skills & training and geographic access to services & telecommunications.

The indicators are grouped geographically into 6,796 data zones with around 750 living within each. The zones are ranked from most to least deprived, whereby 1 is the most deprived data zone in the country for a given domain. In order to make the data more manageable it is often grouped into deciles or tenths and then reported on as being in the least or most deprived group or cohort.

The result is a comprehensive national picture of relative area deprivation. The most deprived areas often exhibit high population density but this is not always the case. As football clubs are located in the most densely populated parts of the country, it is therefore to be expected that the majority of people live close by a club and for the majority of the country's deprivation to be similarly situated.

The main deprivation indicator to differ from this pattern is that of geographic access to services and telecommunications; this tends to be at its worst in more remote and rural areas.

**Physical activity and inactivity** - The Scottish Health Survey 2019 recommended: 150 minutes of moderate activity or 75 minutes of vigorous activity per week (or an equivalent combination of both). Other bands (in terms of moderate activity) were defined as: some activity: 60-149 minutes/week, low: 30-59 minutes/week and very low: less than 30 minutes/week.

**Legitimate double counting** - Time and investment are finite resources and can only therefore add up to an overall total of 100%. However, a programme/ initiative may, for example, have two or three parts and therefore take place in several environments or have more than one main objective. While funding can be split between environments and apportioned by purpose participants cannot, consequently in such circumstances data is legitimately counted in each setting and participant totals can sum to more than 100%.

**Catchment population -v- Attendances at grounds** – The two figures are very close and should not be confused or conflated. They reflect different aspects of football's economic and social importance and reach

**Catchment population 4,523,675** (Source: NRS Population Estimates 2019). This is based on a count of everyone who lives in Scotland and is within ten miles of a professional football club. This, inevitably, reflects a large majority of the country's population as clubs are located in densely populated urban areas. It is a particularly important figure as it illustrates the potential reach of football into local communities and through sporting and non-sporting activities to the majority of the country's population.

**Attendances 4,486,145 rising to 4,902,673 with SPFL Cup matches** (Source Cinch Scottish Football website: [SPFL attendances up again | SPFL](#))

Football matches attendances are often made by season ticket holders and regular supporters who will visit home and, at times, away grounds on numerous occasions throughout any given season - it is not intended as a count of the number of individuals who attend. This is a very different yet at the same time very important figure. It helps to illustrate the scale of the likely economic and social impact that football has on communities throughout the country.



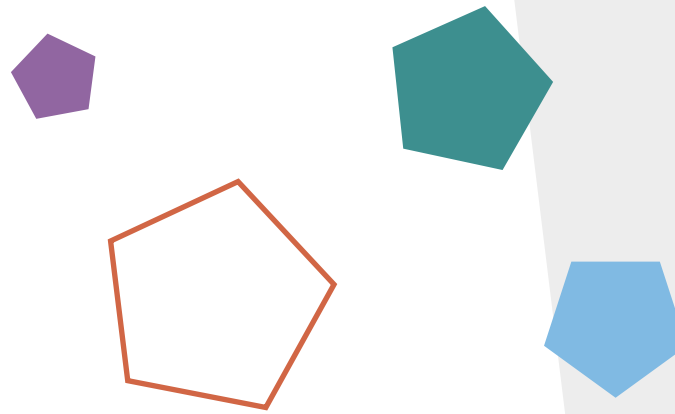
**Scottish Professional  
Football League Trust**

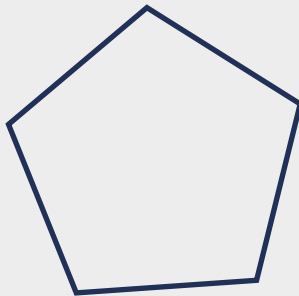
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## Measuring community impact:

SPFL Associated Trusts and Clubs (ATCs)