

Sefton Voluntary Sector Sports Review 2016

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Project Background



**Tender application submitted to
'The Chest' NW Procurement Portal**

USP: Continued partnership support



Project Aspirations



Review of the voluntary sports club
landscape in Sefton

NGB 'State of Play' report



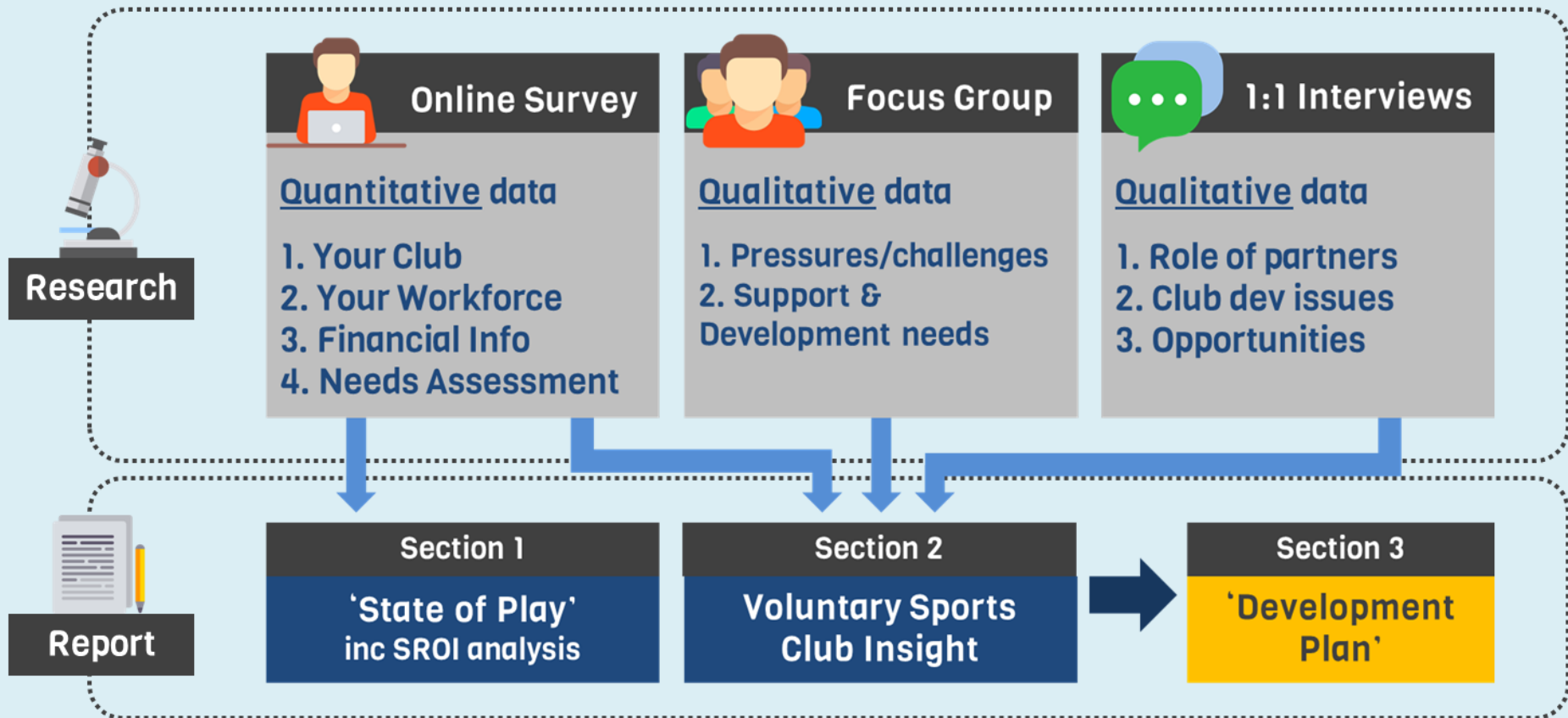
Q) What if voluntary sports clubs
didn't exist tomorrow? What 'hole'
would they leave behind





Our Approach

MSP Research & Insight team employed a 'Mixed methods approach'





SECTION 1

State of Play

There are **45,705** club members in Sefton¹



That same number of members could fill the size of Liverpool Football Club's home ground Anfield stadium.

¹ Merseyside Sports Partnership, (2016). State of Play survey.

There are **3,810** volunteers involved with Sports Clubs in Sefton¹



That same number of volunteers would provide enough marshals and stewards to enable **318** Parkrun events.

¹ Merseyside Sports Partnership, (2016). State of Play survey.

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There are **1,120** NGB level 2
& 3 coaches in Sefton¹



That same number of qualified coaches would
fill **66** community minibuses.

¹. Merseyside Sports Partnership, (2016). State of Play survey.

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The economic burden that physical
inactivity currently places onto the NHS
in Sefton is **£206,340** per year¹



This equates to **534** deaths per year related
to physical inactivity.

¹. Sefton Public Health Observatories, (2015). Hospital Admissions.

It would cost **£1.5 million** per year to employ workers to carry out the work of club volunteers in Sefton¹

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The value of volunteers contributions equals **£32,700** per week in Sefton.

1. Merseyside Sports Partnership, (2016). State of Play survey.

539 criminal offences were committed by young people in 2015-2016 in Sefton¹

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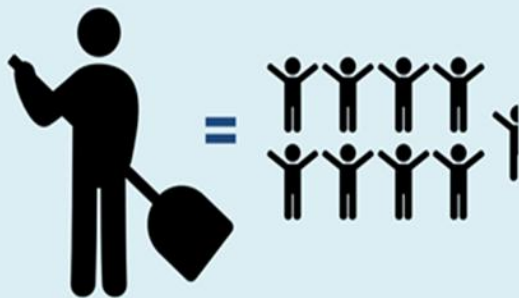


If the same amount of young people were involved in Sport and not engaged in anti-social activities, this would be a cost saving of **£8,000** per offence and **£4.3 million** in total¹.

1 Police UK, (2016). Detailed Statistics for South Sefton.

Each volunteer on average creates the capacity for **8.5** club members¹

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The **3,810** volunteers involved in sports clubs in Sefton could potentially enable **32,385** people to participate.² In reality this is more, with 45,705 club members in Sefton, each volunteer is currently enabling **12** people to participate in sport.

¹ Join In, (2015). Hidden Diamonds: Uncovering the True Value of Sport Volunteers.
² Merseyside Sports Partnership, (2016). State of Play survey.

Each volunteer generates **£12,574** worth of social value from enabling sports participation¹

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Based on **£36** to acquire a volunteer, the huge return on investment generated by each volunteer comes from the capacity they create for **8.5** people and the range of physical/mental health and wellbeing values that they may reap.^{2,3,4}

¹ Join In, (2015). Hidden Diamonds: Uncovering the True Value of Sport Volunteers.
² Fujiwara, Kerdna & Dolan, (2014). Measuring the Social Impact of Community Investment: A Guide to Using the Wellbeing Valuation Approach, HACT: Ideas and Innovation in Housing.
³ New Economy Manchester, (2015). Building an Evidence Base of Costs.
⁴ Mental Health Org, (2015). Mental Health Statistics: Common Mental Health Problems.



SECTION 2

Voluntary Sports Club Insight

#1

SUPPORT

#2

NETWORK

#3

COMMITTEES

#4

MEMBERSHIP

#5

VOLUNTEERS

#6

PARTICIPANTS

#7

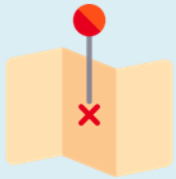
FUNDING

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COACHES

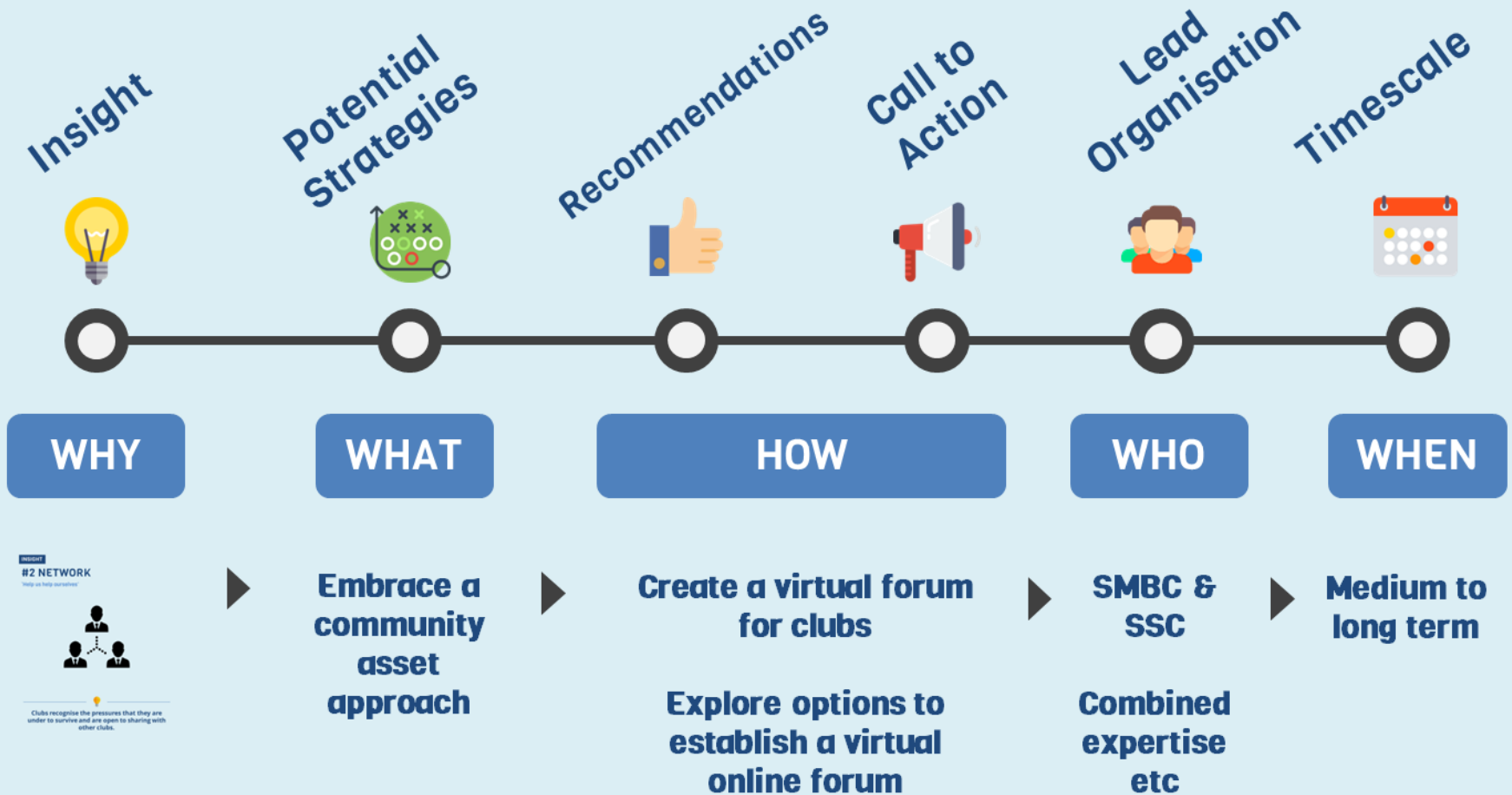
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TECHNOLOGY



SECTION 3

Development Plan





Impact & Outcomes



Support voluntary sector sports clubs to meet their objectives and to become increasingly self-reliant and sustainable



Increase the support available to Sefton sports clubs, via SSC by improving access to the wider CVS network and support structures



Attract additional investment to the Borough to support with the delivery of corporate priorities



Mitigate the impact of the Councils budget reduction process on voluntary sector sports clubs



Make recommendations for future service delivery that will result in lasting improvement to the sports club support infrastructure



Learnings

Project Management

- **Working group with CYP function**

State of Play Survey

- **Reduce number of Q's (almost 50 Q's)**
- **Timing with Playing Pitch**
- **Advertisement**

Focus Group

- **Opportunistic sample > Profile clubs by size**
- **Locations: North, Mid, South**

1:1 Partner Meetings

- **Alternative approach > round table with partners**

Report

- **Expand Development Plan > Targeted work with clubs**
- **GIS analysis**

