THE SOCIAL AND ECONOMIC VALUE OF ADULT GRASSROOTS FOOTBALL **IN ENGLAND**

JULY 2019

The Football Association [The FA] is the not-for-profit governing body of football in England. It is responsible for promoting and developing every level of the game, from grassroots through to the professional game, and generates revenue to support the investment of well over £180m into English football each year.

The FA invests approximately £1 million pounds per week into grassroots football. For the first time in its history, The FA has sought to understand the social and economic value of adult grassroots football. In grassroots football, no-one is paid to play and no-one pays to watch.

There are over 12 million people who play football in England – with over eight million adults (18+) playing the game.¹

The FA's report shows the contribution of adult grassroots football to the nation's economy and to the wellbeing of society. Approximately 9,000 respondents provides a nationally-representative sample that allows for robust statistical analysis. This is the largest study of this type to date for a National Governing Body in the United Kingdom.

All the key findings below are true for both male and female adult participants, unless specifically stated.



1

The value of regular grassroots football in England.²

PER PERSON PER YEAR

The average annual personal spend of regular grassroots footballers on football.5

The health benefits of playing regular grassroots football produce cost savings to the NHS through reduced GP visits only.⁷

THIS COMPRISES

Direct economic value of

2.050... PER VEAR

Social wellbeing value of PER VEAR⁴

The tax contribution to the Exchequer is

IGHER HAPPINESS LEVELS



ECONOMIC IMPACTS:

OTHER SOCIAL OUTCOMES:

Grassroots football players report significantly higher levels of happiness, general health, confidence and trust compared with those who play no sport.

IGHER GENERAL HEALTH LEVELS



Grassroots football players report significantly higher levels of general health, confidence, and trust compared with those who play other sports.

IMPROVED CONFIDENCE



Grassroots football players report a stronger belief that playing football has improved their confidence, concentration, motivation, and social mixing, compared with individual and other team sports.

EFMAI FS. HIGHER SELF-CONFIDENCE



Female grassroots football players report the highest levels of self-confidence as a result of playing football.

ALITY OF LIFE BENEFITS



Lower income groups experience some greater quality-of-life benefits from football compared with higher income groups, specifically in their health and confidence levels.

11-A-SIDE: HIGHER HEALTH 2 HADDINESS



11-a-side footballers report higher levels of health and happiness compared to other tupes of football.

IN SUMMARY, PLAYING GRASSROOTS FOOTBALL IS ASSOCIATED WITH POSITIVE QUALITY OF LIFE BENEFITS TO ALL LAYERS OF SOCIETY, AND IN SOME CASES THESE BENEFITS ARE HIGHER FOR THOSE FROM SOCIALLY-DISADVANTAGED GROUPS.

For enquiries, please contact: publicaffairs@TheFA.com

- Annual figures from FA Tracker survey based on those playing football in any format, and for any frequency of time
- These figures are based on the value of regular football (playing in the past month), against reference group of rest of population, including those who play other sports and those who play no sports, and include both the male and female game. The stated value includes estimated impact of football on a person's wellbeing in equivalent monetary terms, through market prices paid and wellbeing benefits. This value does not include wider multiplier effects on the economy or transfers back to the Exchequer in the form of taxes or Exchequer savings. Note, figure rounded to 3 decimal places from total figure of £10,769,270,352.
- For all regular grassroots footballers in England this is measured through the average annual personal spend of regular grassroots footballers (£326 per person per year). This is estimated using the Wellbeing Valuation method,
- measured as the equivalent amount of income a person would need to make up for the wellbeing theu gain from playing regular football.
- This includes equipment, football club membership fees, training courses, football pitch rentals and socialising.
- Given that VAT (20%) is paid on the expenditures in (3), the tax contributions to the Exchequer amount to £409,926,222 per year.
- The predicted savings to the NHS are made through reduction in costs based on reduced visits to GP. Note this is a partial value which does not include savings to other areas of the Exchequer such as hospitals and social care.
- Both team sports and individual.
- Reporting a stronger positive association between plauing football and health, confidence and trust compared to higher income groups. Income groups based on household income level (lower income group classed as having household income below the sample median).