

THE SOCIAL AND ECONOMIC VALUE OF ADULT GRASSROOTS FOOTBALL IN ENGLAND



JULY 2019 **FOR ALL**

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.

9 KEY FINDINGS:

ECONOMIC IMPACTS:



THIS COMPRISES



OTHER SOCIAL OUTCOMES:



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.

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- 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 they 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 playing 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).