



# MEASURING THE IMPACT OF EFL CLUBS IN THE COMMUNITY

INSIGHT AND IMPACT REPORT 2020



# KEY FINDINGS

The English Football League (EFL) is pleased to present a summary of the results from its recent study, which measures the impact of EFL Clubs in their respective communities.

The culmination of a study commissioned by the EFL to understand what Clubs do on a national scale, the 'Measuring the Impact of EFL Clubs in the Community' report allows the League to show how the work undertaken by its Clubs continues to have a clear and lasting positive impact.

This summary brings together the key statistics from the national report to demonstrate how the hours committed by volunteers, players and staff - through a diverse range of programmes - provide an incredible breadth and depth of community support.

To read the full report visit [www.efl.com/efl-trust](http://www.efl.com/efl-trust) and for further information on the project email [policy@efl.com](mailto:policy@efl.com).



## NUMBER OF PEOPLE LIVING WITHIN 10 MILES OF AN EFL CLUB



36.6 MILLION

## PEOPLE TAKING PART IN EFL CLUB ACTIVITIES



886,581

## HOURS OF EFL CLUB PARTICIPATION BY INDIVIDUALS



41,457,743

## FUNDING SPENT ON EFL CLUB COMMUNITY/SOCIAL PROJECTS



£62,844 816

The above figures are factored up to include all EFL Clubs and CCOs.

# BACKGROUND

Professional football Clubs engaging the communities that gave birth to them is nothing new. Many Clubs originated from local entities such as working men's clubs, church organisations or prominent local industries. These links have grown and strengthened over the years. The purpose of the commissioned study was to measure the present-day social impact and economic benefits of Clubs in their communities.

## History

For many years, Clubs operated independently when it came to community-facing work. However, in 1986 a collective approach was first launched. In that year, the Football League and the Professional Footballers' Association (PFA) started a pilot 'Football in the Community' scheme with six Clubs in the north west of England.

The pilot was successful and Football in the Community (FITC) schemes were soon rolled out at all Clubs, providing employment for former players, with activity mostly based around football courses in school holidays.

The 1990s saw FITC schemes diversify and start using football to combat anti-social behaviour, such as alcohol and drug misuse. Later in the decade, government started to use the power of sport to deliver its social agenda. In response, and partly to access public sector funding, Clubs began to remodel their FITC schemes into charitable entities.

This remodelling was given huge impetus when Football League Trust was formed in 2008. At that point only about 20% of Club Community Organisations (CCOs) were charities.

This has since risen to 99%. CCOs have steadily expanded their scope and output. This growth has been based on the ever-growing realisation that the parent professional football Clubs are particularly well-placed to enable positive community and individual change.

They are part of the fabric of the communities they serve.

## Study

Despite the national network which now exists, until now, only individual Clubs and CCOs have undertaken their own studies to measure their effectiveness. All perfectly valid, but as there's a national network, what's the national picture?

To answer this question the EFL commissioned an independent national study to supply tangible answers. The study was conducted by specialist sport and leisure management consultancy Knight, Kavanagh and Page (KKP) in 2019 in conjunction with the EFL Trust.

The study was conducted in three stages:

**Stage One:** An analysis of work already undertaken by Clubs/CCOs.

**Stage Two:** Site visits to eight Clubs/CCOs to understand work being delivered and to test survey forms to capture the most appropriate data.

**Stage Three:** Roll-out surveys to all EFL Clubs and CCOs to classify all their key projects, their purpose, where they are delivered, the type and scale of engagement and the cost/value of the provision.

## Results

The resulting study has provided the first comprehensive overview of Club-based involvement in - and impact on - local communities and collectively, the nation.



# INPUTS & INCOME

From a sample size of 45 Clubs and 67 CCOs

## INCOME



£71,412,684

CCO per annum income (based on financial accounts data).

£59,544,636

(85.3%) of this is directly linked to community engagement.

## STAFF & FACILITIES



3,562

people work either directly or indirectly on CCO-delivered projects.

2,827

people employed by CCOs.

4,891,365

hours (equivalent to 130,436 person weeks) of community-related work are delivered by this workforce per annum.

## FUNDING



£16,301,470

EFL Trust funding of CCOs in 2018/19.

## CLUBS & PLAYERS



29,687

=the number of occasions when players were involved in community initiatives (health, education, social inclusion, anti-racism, promotion of women, girls and disability football etc.).

£5.96m

=the estimated value of this involvement.



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# TONY WALKS BACK TO REGAIN HIS SELF-ESTEEM

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Recent studies show that 42% of those over the age of 55 are inactive and would like opportunities to meet peers to feel less isolated, live well and do things they enjoy.

Tony Ward, who is retired and in his mid-60s, found himself very lonely after going through a divorce late in life. He credits Derby County Community Trust's Health and Wellbeing programmes such as Walking Football and Extra-Time Hubs for turning his life around.



After a period of what he describes as 'lonely depression', Tony realised he needed to change something. As a lifelong Derby County supporter, the work of Derby County Community Trust really appealed to him.

He had played five-a-side football until the age of 59, and walking football sessions at the Club caught his eye. After signing up to them, he hasn't looked back. He says he was **immediately struck by the friendliness and camaraderie of the people in the group** and instantly looked forward to weekly sessions, as his fitness improved dramatically.

Tony finds it difficult to express just how exciting it was to pull on that Derby County shirt for the first time whilst representing his boyhood Club in Walking Football tournaments. More recently, he has become a popular figure at the **Rams' EFL Trust Extra-Time Hubs**, encouraging others who were once in his position to come together in a comfortable, welcoming environment and meet new people.

The project harnesses the unique power of football Clubs in their communities to engage retired and semi-retired people and provide a range of activities that could benefit their physical and mental health.

Tony said: "I had retired from a very fulfilling job in education and I thought my life would involve the normal things that retirement brings. However, things didn't work out as I anticipated.

An unexpected relationship breakdown turned my life upside down.

"After I got involved in walking football sessions at Derby County Community Trust, they decided to put a team together to compete in the tournament and **I was lucky enough to be invited to play**. It is difficult to express how exciting it was to pull on that Derby County shirt for the first time. We didn't win the tournament but we enjoyed every minute and, looking back, I can see that many long lasting friendships had been forged."

EFL Trust Extra Time Hubs are currently running at **12 Clubs across the country**, thanks to Sport England's Active Aging fund from the National Lottery. EFL Trust's ambition is to help create a national movement of Hubs to make a positive difference to thousands living their later years in EFL communities.

To find out more:

[DERBYCOUNTYCOMMUNITYTRUST.COM](http://DERBYCOUNTYCOMMUNITYTRUST.COM)

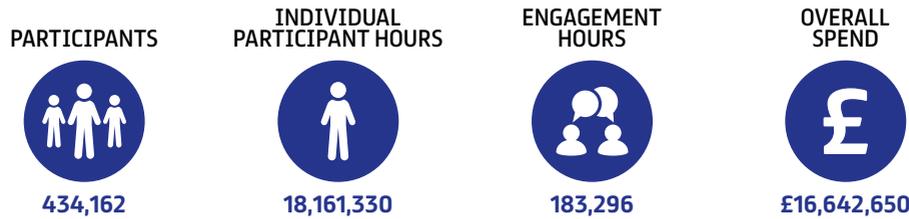
# HEADLINE FIGURES

From a sample size of 45 Clubs and 67 CCOs.

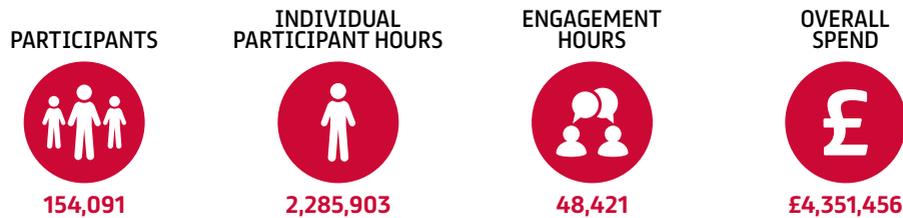
Across the four keys areas of project delivery:

Sport and Participation,  
Health and Wellbeing,  
Education and Employability  
and Community Engagement.

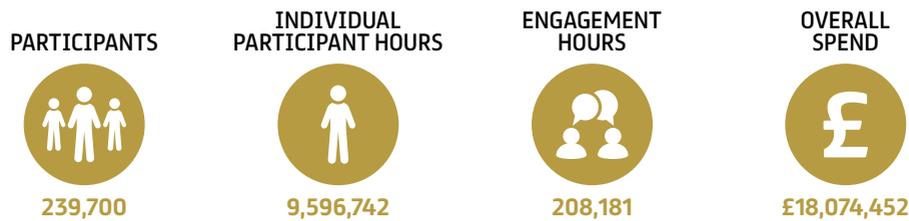
## SPORT/PHYSICAL ACTIVITY



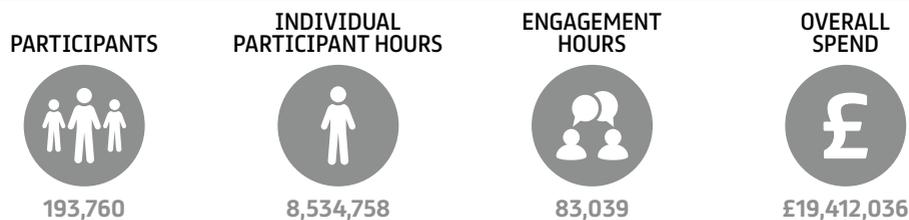
## HEALTH & WELLBEING



## EDUCATION/EMPLOYABILITY



## COMMUNITY ENGAGEMENT



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# TREVOR'S STORY

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Stevenage FC Foundation's Introduction to Exercises classes are designed for people with long-term medical conditions (both physical and mental) and are adaptable to any ability. They aim to help people start or get back into exercise.

The sessions are mainly circuit-based, but also incorporate other activities like Soccercise, Pilates and Boxercise and also have a strong element of social support, with the group regularly opening up and sharing their experiences and struggles with their health.



Trevor Prowse, who was **overweight and suffered from severe anxiety**, never thought he would be able to do everyday activities like playing with his grandchild or talking to a stranger on the phone.

It wasn't until he was referred by his GP to **Stevenage FC Foundation** that his life turned around.

Stevenage FC Healthy Lifestyles Officer Hannah Marsh recalls: "When I first met Trevor, he told me our meeting was the first time he had left his house in a week due to his anxiety being that severe. He was very unsure about taking part in any exercise.

"He agreed to try our **'Introduction to Exercise'** class and despite his apprehensions, he took part, thoroughly enjoyed himself and hasn't looked back since."

In the two years that Trevor has been involved, he has lost

a remarkable six stone and his blood pressure has dropped significantly, to the point where he no longer has to take medication.

Talking about his experiences, he said: "I started suffering with severe anxiety from my early 20s, so really, I have suffered for over 30 years. Taking that huge step to take part in the sessions at Stevenage FC Foundation was such a life-changing decision for me."

"It's made a huge difference and has physically and mentally changed my life. I'm doing things now I never dreamed of!"

The 58-year-old credits the sessions for not only helping him physically, but mentally, as he no longer dreads meeting new people and looks forward to classes each week.

He added: "Stevenage FC Foundation and the course they run are all superb and I would recommend getting involved

to absolutely anyone. There are people there of all ages, all levels of fitness and everybody is there for their own reason - I consider the people in my class as not just friends, but even family now.

**"The sessions have allowed me to realise that there are people who will help you if you are struggling - you just have to open up."**

"Something may seem daunting at first but once you get over that barrier in yourself and try it, it may just be one of the best things you ever do."

To find out more:  
[STEVENAGEFCFOUNDATION.COM](http://STEVENAGEFCFOUNDATION.COM)



For more information on anything within this leaflet, please contact the EFL.

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