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STATE OF PLAY

THE MADE BY SPORT
IMPACT & INSIGHTS INDICATOR

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SPORT FOR GOOD

Made by Sport, the national UK charity, believes that sport has a unique ability to tackle the issues faced by young people today.

But despite sport's proven ability to improve mental health, enhance life skills and build stronger communities, it is woefully undervalued and underfunded.

With this report we hope to provide regular insights into issues facing young people and evidence about how successful sport is in tackling them.

This summary of our findings will be reviewed regularly and will continue to inform our campaigning and grant-giving.



YOUNG PEOPLE TODAY

Made by Sport set about with the intention of painting a landscape of the scale of issues facing young people today. The picture is disheartening - issues facing young people before the pandemic have been exacerbated, and new ones have come to the forefront of their daily lives.

HERE'S A SNAPSHOT OF WHAT WE FOUND...

Almost half of young people do not feel prepared to enter the workforce, With a quarter of their teachers agreeing that they do not have the requisite soft skills to do well after school such as teamwork, communication and confidence

The proportion of young adults aged 16-24 receiving benefits rose by two-thirds from 9%-15% between Feb 2020-21

Anti-social behaviour and knife crime offences committed by 10-17 year olds increased 70% between 2011 and 2017

Around 50% of young people are expected to be living in poverty this year

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YOUNG PEOPLE TODAY

THE PANDEMIC HAS EXACERBATED PRE-EXISTING PROBLEMS...



Image credit: Wimborne Amateur Boxing Club

83% of young people said the pandemic affected their mental health, reporting issues with sleep, panic attacks and urges to self-harm, while 67% of young people believe that the pandemic will have a long-term negative impact on their mental health

Young people spend more than a third of their leisure time using devices and less than half of that time socialising

Young people's employment has been worst affected by the pandemic. Under-25s account for three in five jobs lost, while youth unemployment is due to climb further still, even as the economy recovers

YOUNG PEOPLE TODAY

SOCIAL INEQUALITY IS RIFE, AND THOSE DIVISIONS PLAY OUT IN SPORT

A low-ability child from a high-income family is 35% more likely to be a high earner than a high-ability child from a low-income family

Children are more than three times as likely to suffer from mental health disorders if they are from the bottom 40% income households than the top 20%

The Chief Medical Officer's guidelines is that children do 60 minutes of exercise every day, but 39% of children in the least affluent families do fewer than 30 minutes

64% of 35,000 beneficiaries across eight leading sports for development interventions were from the 30% most deprived areas in England

While 77% of children can swim unaided by the time they leave primary school, that figure drops to 42% for children from the least affluent families

THE SECTOR

We found that of the 150,000 sports clubs in the UK, half are either unaffiliated clubs or registered charities and half of those registered charities have an annual income of less than £10,000.

These are the small, community-led organisations working the hardest to reach young people, achieving more than just sport, with small amounts of funding.

OUR GRANTS

We funded over 1,500 clubs and organisations in 2021. We found that...

- Each of these small clubs works with an average of around 150 young people
- Over 60% of them are run entirely by volunteers
- Only 2% are entirely run by paid staff
- Over half of the grants Made by Sport distributed were to organisations working with at least one under-represented group
- The shift in social outcomes funded mirrored the changing needs of young people as we moved through different stages of the pandemic:
 - In June 2021 over a third of grants awarded were for Improving Mental Health and Wellbeing
 - By the end of 2021, 41% of the grants given were for Developing Life Skills for Education, Employability and Social Inclusion



IMPACT OF THE PANDEMIC

Our research showed that 25% of clubs thought they would have to close their doors after the first lockdown.

A number of funds, including Clubs in Crisis, were set up to prevent this happening and by October 2021, 97% of clubs surveyed had in fact managed to re-open their doors.

BUT OF THESE CLUBS, ALMOST HALF STATED THAT FUNDING WAS THEIR BIGGEST CHALLENGE MOVING FORWARDS, SPECIFICALLY FOR:

- Delivery costs
- Equipment
- Staff and volunteer training

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ACHIEVING SOCIAL OUTCOMES

For the purposes of our campaigning and grant-making, we group the many social outcomes that sport can achieve into three areas - improving mental health and wellbeing, developing life skills for education, employability and social inclusion, and building stronger communities.



IMPROVING MENTAL HEALTH AND WELLBEING

Physically active children have a 25% decreased risk of anxiety and are 20% less likely to suffer from a mental health disorder

76% of parents surveyed were concerned about their children experiencing mental health issues, and 79% believe that sport can have a positive impact on the mental health of young people

Young people were asked what activities were most helpful for their mental health during lockdown. The second most popular answer, after talking to friends, was exercise

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ACHIEVING SOCIAL OUTCOMES

DEVELOPING LIFE SKILLS FOR EDUCATION,
EMPLOYABILITY AND SOCIAL INCLUSION

Young people who are physically active are...

7x

MORE LIKELY TO
REPORT HIGH
TEAMWORK SKILLS

6.5x

MORE LIKELY TO
REPORT HIGH
RESILIENCE SKILLS

5.4x

MORE LIKELY TO REPORT
STRONG COMMUNICATION
SKILLS & MORE LIKELY TO
REPORT HIGH LEVELS OF
CONFIDENCE

59% of 8,500 participants across seven sports for good initiatives progressed to education, training or employment opportunities within 12 months

84% of the uk population believe that participation in local sports activities or clubs can teach valuable life lessons

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ACHIEVING SOCIAL OUTCOMES

BUILDING STRONGER COMMUNITIES

There is strong evidence that sports participation improves positive social behaviour and reduces crime and anti-social behaviour, particularly for young men

Including evidence of lower levels - for sports participants compared with non-participants - of re-offending, drunk driving, use of illegal drugs, crime and suspensions at school, property crime, shoplifting and juvenile crime

60% of parents surveyed were concerned about their children getting involved in crime and anti-social behaviour

67% believe that sport can help to reduce that likelihood

SOCIAL RETURN ON INVESTMENT

**FOR EVERY £1 INVESTED
IN SPORT FOR GOOD, AN
AVERAGE OF £6 IS RETURNED
IN SOCIAL VALUE.**

In December 2021, Made by Sport conducted research into the Social Return on Investment (or SROI) of sport for good.

SROI is a research methodology that places a monetary value on the social change created by the activities of an organisation.

Social value accounts for a broad range of value generated. This includes but isn't limited to;

- Cost savings to society because of improved health or reduced crime
- Increased economic productivity
- Representative values of increased self-esteem or wellbeing

THE FUNDING CHALLENGE

CHARITABLE FUNDING

In 2019 total grant making by all charitable foundations was £6.5bn. Among the top 300 foundations in the UK ranked by giving that year, who account for just under half of this total (£2.9bn) **just five** were primarily focused on sport and recreation-based interventions.

PUBLIC FUNDING

The UK public contributed £22.9bn to charity in 2019, but, consistent with previous years, 'sports and recreation' was the least popular cause for UK donors to give to - just **2% of individuals** - with the least amount of donations overall (1%) and the smallest median donations of all categories at £5.

CORPORATE FUNDING

Our 2021 research showed that despite significant investment into sport sponsorship, and into other charitable activities, **only 0.5% of CSR activity at FTSE 100 firms target sport for good charities.**

GOVERNMENT FUNDING

Only 15% of community sport is paid for by government. The amount budgeted to be spent on sport and recreation (including leisure centres and sports pitches) by English councils in 2019/20 was **70% lower than in 2009/10.**

SUMMARY

Made by Sport believes that sporting programmes offer the best solution to the social issues facing young people.

But many businesses have found it challenging to support the large number of disparate and often disorganised groups, to measure impact, and to create a sustainable and compelling programme for staff and customers to engage in, whilst successfully leveraging their brand. This does not have to be the case.

Made by Sport urges businesses to invest in community sports programmes.

That investment can help young people to build better futures so they can provide a valuable contribution to society that goes way beyond sporting endeavour.



APPENDIX

In addition to Made by Sport's own research, data and statements included in this report are drawn from a number of sources, including:

The Institute of Fiscal Studies
The Sport for Development Coalition
NHS
UK Government
The Princes Trust
Young Minds
The Resolution Foundation
Sport England
The Chief Medical Officer
Portas Consulting
DCMS
CAF UK Giving
The Institute of Fiscal Studies
The Association of Charitable Foundations
The Office for National Statistics

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