



Social Outcomes Report (July 2020)

Introduction

Following the publication of Sport England's strategy we developed a collaborative work programme with an initial group of 14 NGBs to develop better evidence around the impact of sport on the five government outcomes (Physical wellbeing, mental wellbeing, individual development, social and community development and economic development). In early 2018 the group committed to a collective vision, objectives, key actions and timeline for delivery of this work. Over time the group has grown to include other NGBs and partners. Sport England, Ecorys and partners have collaborated effectively by sharing resources and expertise, and by developing insight, processes and approaches which have substantially improved our collective understanding of social outcomes impact and evaluation. This report summarises some of the progress made to date.

Executive Summary

This executive summary focuses on responses from two different groups of Core Market Partners (largely NGBs) - an Established Group and an Emerging Group. It covers headline findings and recommendations based on progress made in developing evaluations of social outcomes within activities and programmes.

Established group

- Progress data collection is either in progress or complete, initial findings or full reports are available. Some of these have been published
- Existing learnings whilst it is too early to draw overall conclusions across
 the portfolio, learnings are available across the areas of mental wellbeing,
 individual development, social and community development and
 economic development. Partners have evidenced improvements in all
 these areas, with mental wellbeing as a particularly common area of
 focus
- Organisational impact increased confidence and capacity to carry out evaluation work, best practice sharing, plans to expand social outcomes



work and positive impacts on their wider work were all reported by Partners

Emerging group

- Progress was varied in this group and ranged from not currently carrying out any work to having developed and integrated measures into their current monitoring activity
- Plans made most Partners had some kind of tentative plan in place, including: defining area of focus, developing suitable measures/toolkits and carrying out data collection in the near future
- Existing learning has so far identified improvements in individual development, mental wellbeing and reduced loneliness/isolation
- Barriers were identified as staff capacity and skills, data collection (knowledge and appropriateness of this) and engaging stakeholders
- Enablers Partners would like further support in this area, particularly with general approaches and expectations, opportunities to learn from other Partners' experiences and staff training to increase evaluation capacity

For the Partners in the Emerging group, most state that they want to engage and develop their social outcomes work. In order to achieve this, several actions have been suggested that could be taken. These recommendations could equally be applicable to members of the Established group, who may only be part way through their evaluation, that wish to change the methods of data collection they are using or are planning to carry out further social outcomes evaluation work. Suggested next steps include:

- Partners to make use of continued 1:1 support from Ecorys/Sport England to help with scope/focus of evaluations, particularly at the initial stages.
- Make available further information and training for Partners including
 information on general approaches and expectations, specific methods
 of data collection and implementation (including alternative qualitative
 measures which could be used), tool development and how to maximise
 response rates.



- Sharing of best practice from other Partners such as through a learning event where they share what they have learnt from their own evaluations with others.
- Identification of 'champions' from the established group who could help to share best practice and provide additional support
- Sharing of resources/measurement tools such as a bank could be created which allows Partners to see 'what has worked' in other evaluations and help provide ideas for them and the specific outcomes there are trying to measure.



Introduction

This report provides a summary of progress made by Core Market Partners' (largely NGBs) in developing evaluation approaches to measure the impact of their activities and programmes on social outcomes. It also aims to help support more robust evaluation, better evidence and culture change. The report largely draws on responses to the social outcomes section of the Core Market's Year End Reporting questions along with supplementary evidence provided on the outcomes of evaluation work undertaken to date.

The report focuses on Partners and responses from two different groups - an Established Group (Partners who have made significant progress on measuring and learning about social outcomes) and an Emerging Group (Partners who are new to learning about or evaluating social outcomes). In the social outcomes section of the Core Market Year End Reporting form, Partners self-selected which group they belonged to and answered the corresponding questions to that group.

The report begins by looking at the Established Group's responses, providing details of their progress to date, headline findings from their evaluation work and areas of organisational impact the work has had. It then goes on to look at the responses from the Emerging Group, again detailing the progress they have made to date, along with outlining the plans they have with regards to future work and highlighting the existing learning from within this group. A summary of the barriers and potential enablers to carrying out social outcomes work identified by the Emerging Group is also given. The report finishes with recommendations about how the social outcomes work could be developed to support Partners in the future.

Established Group

In total, 14 Partners classed themselves as being part of the Established group. Questions for this group centred around the progress they had made with their evaluations, the learnings they had identified and the impact that the work had had on their organisation.



Partners have generally made good progress with their social outcomes work. Broadly speaking, their progress can be split into the following areas:

- Data collection all Partners reported that some form of data collection
 was in progress or was complete. The majority of data collected was
 quantitative, with many Partners conducting longitudinal surveys
 (including some with comparator groups)
- Initial findings/reporting some Partners are at the stage where they have completed analysis of the data collected so far and are able to report their initial or headline findings
- Annual/published reporting others have completed annual reporting or finished specific evaluations and have published reports (e.g. British Cycling, British Triathlon, Chance to Shine, England Athletics, England Lacrosse, England Netball, Swim England, The Football Association and Royal Yachting Association)

Existing learnings

Partners are gathering evidence across a wide range of social outcomes, some of which are summarised below. Individual learnings from the Existing group can be found in the appendix

Mental wellbeing

- improvements in the various aspects of wellbeing were the most commonly monitored and reported on by projects. Notable outcomes in this area included:
 - Confidence 83% of Open Court participants have reported that tennis has had a positive impact on their sense of self-confidence (Lawn Tennis Association) and 1.88m young swimmers feel 3.3% more confident that they will achieve their goals than non-swimmers (Swim England). Feedback from Back to Netball participants has also mentioned increased confidence as a result of taking part in physical activity, for example, "I've lost weight, nearly all my baby weight now, so I feel much more confident and everyone's commented on how much happier I look!"
 - Happiness and life satisfaction children and young people in less advantaged socio-economic circumstances reported increases in life



- satisfaction and subjective health and well-being, following the OnBoard programme with 86% enjoying it and 81% feeling more confident (Royal Yachting Association)
- Friendships/social interaction 88% of participants stated they had made new friends as part of the Breeze programme (British Cycling), 87% of Street session participants agreed that they had made new friends (Chance to Shine) and 77% of Open Court survey participants said that tennis had a positive impact on their social support network (Lawn Tennis Association)
- Mental health 1.4million adults feel swimming has significantly reduced their anxiety or depression, with 490,000 people have reduced or no longer take medication for their mental health as a direct result of swimming (Swim England)

Individual development

- several Partners provided evidence on this outcome, some Partners reported on specific outcomes, while others reported improvements across multiple dimensions:

- Self-efficacy British Triathlon found there was notable increase in self-efficacy for women participating in Permitted Events between signing up, completing the event and post-event. There was also a statistically significant increase in self-efficacy for men from when they signed up to triathlon (GO TRI or Permitted Events) to 6-months post-event.
- Attendance the average school attendance for Junior NBA participants was 97.2% compared to 95.6% for the year overall, only a slight 1.6% difference but notable given how high the baseline is (England Basketball).
- Multiple elements 81% of participants think playing cricket at Street sessions had helped them develop as a person they have increased confidence, improved cricket skills, improved social & communication skills, gained teamwork skills, are making new friends and getting to know different people (Chance to Shine). Similarly, adults felt the Royal Yachting Association's OnBoard programme had contributed to children's and young people's wider personal and social development, including enhanced socialisation with peers and adults, responsibility, concentration on tasks and maturity. Young people themselves also reported multiple benefits including: being better able to work as a team with other people (82% agreement) being better able to do some things independently (76%) and learning something new that



might help my school work (68%). Participants in the SERVES programme (Lawn Tennis Association have seen a growth in resilience, commitment, achievement of goals and individual strengths.

Social and community development

- there were several instances of projects improving levels of social trust, and bringing people together in the community:
 - Community trust England Boxing have found that people with a background
 in boxing have higher levels of trust in their local community than national
 averages. Similarly, The Football Trust found that grassroots football players
 report significantly higher levels of trust compared with those who play other
 sports.
 - Connected communities as a result of taking part in Chance to Shine street sessions 84% of participants have met people from different backgrounds or areas than themselves, and 86% feel closer to their local community.

Economic contributions

- Partners have considered economic development in terms of the monetary value of the social outcomes. Notable examples are:
 - Social return on investment the SROI model showed that for every £1 invested in the BOSS project around £3.77 in social value was generated, of which £1.40 was added value attributable to the project (British Cycling)
 - Social wellbeing value of grassroots football has been calculated at £8.712billion per year (The Football Association)
 - Health care savings weekly swimming participation in England saves the
 NHS and the social care system more than £357 million a year. In addition,
 492,000 British adults with mental health conditions have reduced the
 number of visits to medical professionals regarding their mental health as a
 direct result of swimming (Swim England)

Most key findings were quantitative in nature. This could reflect the evaluation designs and the common use of the Sport England question bank. Whilst using standardised measures had worked well for most Partners, for others, there were questions about their effectiveness. For example England Netball have seen not seen significant changes in mental wellbeing or community cohesion scores over



time. Anecdotal participant feedback suggested otherwise meaning questions were raised over the appropriateness of current measures. As a result, England Netball plan to adopt more qualitative approaches in the future. This is an area that could be explored further. i.e. blended approaches, or making use of other research methods instead of, or to supplement existing social impacts evaluations. The main findings from evaluations of each Partner are summarised in the appendix.

Organisational impact

Partners were asked what impact the social outcomes work had had on their organisation. On the whole, they had found the work worthwhile and identified the following impacts:

- Increased confidence and capacity to carry out evaluation work this applied both to the evaluation lead themselves, but also to wider team members who now understand more about this area of work or may now be involved in it, too (for example through carrying out data collection)
- Best practice sharing at Swim England their learnings such as which research methodologies to use to capture social outcome insights, as well as how to best output and share the findings have been sought by a number of other sports organisations (Sport and Recreation Alliance, LGA, Badminton England, ECB, British Cycling and England Netball). In the future they would be happy to play a greater role in supporting other Partners to go on a similar journey and evidence their social value/impact
- Plans to expand social outcomes work to other programmes. Some
 Partners noted that they wished to measure impact in other areas,
 building on what they had learnt from the work they had undertaken so
 far, although some Partners did suggest that continued work could to
 some extent be conditional on continued support provided by Sport
 England
- Positive impacts on wider work Partners have been using findings and insight gained to: shape project delivery, evidence benefits of their sport when trying to diversify income streams, raise the profile of their sport and support conversations with other organisations they work with. British Triathlon for example have found it beneficial to evidence the positive impacts of participating in triathlon when trying to secure sponsorship and other external funding to diversify their income streams and believe



having more insight in this area in the future will allow them to strengthen their proposition even further

Emerging Group

In total, 23 Partners classified themselves as part of an Emerging Group who were new to social outcomes evaluation. However, within this group, there was a wide spectrum of activity that had taken place. Questions for this group focused on what the Partners currently do to address social outcomes and social value, whether they had started or had any plans to evaluate social outcomes and impact, whether there was anything that is currently stopping them carrying out social outcomes work and what support they would like from Sport England with regards to this.

Progress to date

Encouragingly, most Partners had given thought to or had some kind of plan for future social outcomes work, even if just tentative at this stage. These commonly included:

- Outlining areas of focus Partners detailed the areas they had started to look at already or were planning to focus on. These varied by organisation, but included: mental wellbeing, self-efficacy, individual development, life satisfaction and happiness, socialisation, community cohesion, employability, confidence and self-esteem
- Data collection work had recently started or they were planning to start/continue. This included: developing banks of case studies, carrying out interviews and focus groups and developing benchmarks to measure the future impact of targeted programmes against
- **Developing suitable toolkits/measures** to ensure appropriateness to their audience as well as the impact they were trying to measure
- Other plans that Partners mentioned included: developing Theories of Change, providing staff training (to help with data collection) and increasing respondent numbers



Existing learnings

Whilst many were still in the early stages of their social outcomes work, some Partners did report some initial findings from their evaluations. Initial findings included improvements in individual development and mental wellbeing and reduced loneliness/isolation. Some of these learnings from a few individual Partners are summarised in the 2nd table in the appendix.

Barriers to social outcomes work

Whilst many Partners were keen to carry out social outcomes work and could see the benefits of this, they identified several potential barriers to this (Table 5). These barriers fall under three main areas:

- Staff capacity including staff having the knowledge/skills, time and resources available to carry out evaluation work
- Data collection in terms knowing what measures to use and ensuring the appropriateness of tools/measures for specific audiences (such as those with learning difficulties, or Alzheimer type conditions)
- Engaging stakeholders such as volunteers, member bodies and participants with the research (in terms of helping to collect data and also take part in the research itself)

Potential enablers to social outcomes work

Underlining Partners' desire to carry out social outcomes work, enablers also formed part of many of the responses to this section of the narrative report. Several Partners stated they would welcome further information from Sport England to help them develop their social outcomes work. Useful areas of support were identified as:

- General approaches and expectations including measures to use protocols/standards, how to carry out data collection and how to amplify findings
- Learning from other Partners' experiences what others are doing and what has worked well. Best practice examples that could be shared with Partners to help them understand more about this work



Training – for staff as this could help increase their capacity to carry out insight work, particularly where there is limited experience within inhouse teams

Conclusions

The following conclusions can be drawn from the social outcomes work so far:

Established group

- Progress data collection is either in progress or complete, initial findings or full reports are available. Some of these have been published
- Existing learnings whilst it is too early to draw overall conclusions across
 the portfolio, learnings are available across the areas of mental wellbeing,
 individual development, social and community development and
 economic development. Partners have evidenced improvements in all
 these areas, with mental wellbeing as a particularly common area of
 focus
- Organisational impact increased confidence and capacity to carry out evaluation work, best practice sharing, plans to expand social outcomes work and positive impacts on their wider work were all reported by Partners

Emerging group

- Progress was varied in this group and ranged from not currently carrying out any work to having developed and integrated measures into their current monitoring activity
- Plans made most Partners had some kind of tentative plan in place, including: defining area of focus, developing suitable measures/toolkits and carrying out data collection in the near future
- Existing learning has so far identified improvements in individual development, mental wellbeing and reduced loneliness/isolation
- Barriers were identified as staff capacity and skills, data collection
 (knowledge and appropriateness of this) and engaging stakeholders



• Enablers - Partners would like further support in this area, particularly with general approaches and expectations, opportunities to learn from other Partners' experiences and staff training to increase evaluation capacity

Recommendations

For the Partners in the Emerging group, most want to engage and develop their social outcomes work. In order to help them with this, several actions could be taken. These recommendations could equally be applicable to members of the Established group, who may only be part way through their evaluation, that wish to change the methods of data collection they are using or are planning to carry out further social outcomes evaluation work. Suggested next steps are:

- Partners should make use of continued 1:1 support from Ecorys/Sport
 England to help with scope/focus of evaluations, particularly at the initial stages and where Partners have very little experience of carrying out evaluation work
- More information and training including information on general
 approaches and expectations, specific methods of data collection and
 implementation (including alternative qualitative measures which could
 be used), tool development and how to maximise response rates. This
 training could be in the form of thematic e-learning sessions
- Sharing of best practice for example through a learning event where partners can share what they have learnt from their own evaluations with others. These could be themed in terms of an outcome area, a particular methodology or the size/type of programme/intervention that is being focused on within the social outcomes work
- Identification of 'champions' from the Established group who could help share best practice as well as be part of a network helping other Partners who are still in the early stages of social outcomes work. Swim England, for example, have already offered to share their experiences with others
- Sharing of resources/measurement tools a bank could be created which allows Partners to see 'what has worked' in other evaluations and help provide ideas for them and the specific outcomes there are trying to



measure. This could also include final reports or other outputs such as example case studies to show Partners what could be produced and how findings could be/presented reported on.



Appendix

Existing learnings: Established group

Partner	Findings and learnings from the delivery of the evaluations (Established Group)	Area(s)
Badminton England	 Initial findings are: There is a strong correlation between participation in badminton and mental health and wellbeing (tracker survey data). Anecdotal evidence from case studies suggests that this is driven by the friendly, inclusive and sociable nature of the sport. 	Mental wellbeing
Basketball England	 Responses at the follow-up stage were generally less positive than the initial survey However, the average ratings for the happiness, life satisfaction and worthwhile life questions were all significantly higher than the active respondents to the Active Lives C&YP survey (overall 8.4 compared to 7.1). The individual development question came out slightly lower than the Active Lives active respondents, but still significantly higher than overall respondents (38% compared to 27.6%). The school attendance data showed the average attendance for Jr. NBA participants was 97.2% compared to 95.6% for the year overall, only a slight 1.6% difference but notable given how high the baseline is. 	 Mental wellbeing Social and community development
Bowls Development Alliance	 Findings include: Carers felt that the Just Bowl sessions increased resident's confidence and their functional ability. Initially residents were apprehensive about their ability to participate. However, participating in the sessions showed how residents were able to do more than they realised, and this subsequently improved their confidence. 	Physical wellbeingMental wellbeing



Partner	Findings and learnings from the delivery of the evaluations (Established Group)	Area(s)
	 Participant self-efficacy improved from baseline to follow up. The Just Bowl sessions created a social atmosphere in the care homes and provided residents with an opportunity to interact. 	Social and community development
British Cycling	 Cycle Nation project initial findings: There are increases in wellbeing scores (not statistically reliable at this stage) 9 weeks post-intervention. BOSS project headline findings: Participants reported positive impacts from participation in Breeze on their resilience and ability to achieve goals. 69% of women stated increased confidence. 88% highlighted they had made new friends as part of Breeze. Using the SROI model showed that for every £1 invested in the project around £3.77 in social value is generated, of which £1.40 is added value attributable to the project. 	 Physical Wellbeing Mental wellbeing Social and community development
British Triathlon	 Findings from the report include: Participants generally have a high level of self-efficacy when they register to take part in triathlon (86% agree or strongly agree with the statement 'I can achieve most of the goals I set myself.') The most notable change in self-efficacy was for women participating in Permitted Events. There was a statistically significant increase between signing up (Survey I) and completing the event (Survey 2) and was also highlighted at 9-months post-event There was also a statistically significant increase in self-efficacy for men from when they signed up to triathlon (GO TRI or Permitted Events) to 6-months post-event (Survey 4) The NGB found it beneficial to evidence the positive impacts of participating in triathlon when trying to secure sponsorship and other external funding to diversify our income streams. Having more insight in this area in the future will allow us to strengthen our proposition even further 	Individual development



Partner	Findings and learnings from the delivery of the evaluations (Established Group)	Area(s)
Chance to	Headline findings from the Chance to Shine 2020 Street Survey include:	Social
Shine	81% of participants think playing cricket at Street sessions had helped them develop as a	wellbeing
	person.	• Individual
	Street participants show higher level of resilience than the national average of children - 62%	development
	strongly agreed that if they find something difficult, they keep trying until they can do it (38% national average).	
	Street sessions create opportunities for participants to be more connected, more active and more confident	
England	The project evaluating the impact of the Run leader on sustaining participation found:	• Physical
Athletics	A positive correlation between Run Leader attributes of competence, autonomy and	Wellbeing
	relatedness, the environment the Run Leader creates and runner retention.	• Mental
	Runners engaged in the programme have an average life satisfaction and happiness of over	wellbeing
	7/10	
	Runner well-being has improved over time	
	The findings have further informed the delivery of Run Leader training and support that is	
	provided post qualification through mentoring	
England	Initial findings show:	Social and
Boxing	People with a background in boxing have higher levels of trust in their local community than	community
	national averages	development
	While it is possible to explain the potential income impacts of community boxing clubs, they are	
	much harder to quantify effectively, which presents a challenge to clubs and funders alike in	
	demonstrating the return on their collective investment	
England Golf	Improvements in life satisfaction, self-worth and golf self-efficacy were the most prominent	No details
	findings from the data collection	provided
England	The England Lacrosse Wellbeing survey suggests:	• Mental
Lacrosse		wellbeing



Partner	Findings and learnings from the delivery of the evaluations (Established Group)	Area(s)
	Being involved in a team sport, like lacrosse, appears to have a positive effect on wellbeing, with improvements observed in satisfaction, worthwhileness, happiness and anxiety	Individual development
England Netball	 Key findings from the Social Outcomes Report April 2020 include: There have not been significant changes in scores over time, leading to the Partner questioning whether the current questions asked to understand netball's impact on mental wellbeing and community cohesion are achieving what they hoped to. However, there are anecdotal stories of people's lives being improved as a result of playing netball. For example: "I wouldn't go out much; my confidence was rock bottom and I didn't do anything for myself [] Back to Netball has changed my life! I feel like I'm stepping out on my own, not as a mum, but as Gemma, and I've met so many friends who I know I can rely on. [] I've lost weight, nearly all my baby weight now, so I feel much more confident and everyone's commented on how much happier I look!" They are now considering different ways to collect this data, for example, following a smaller sample of people who are willing to answer more detailed questions and developing an improved qualitative data collection approach 	 Mental wellbeing •
Lawn Tennis Association	 Open Court programme survey findings included: 83% of respondents reported tennis had a positive impact on their sense of self confidence 77% said tennis had a positive impact on their social support network SERVES programme initial findings: A growth in resilience, commitment, achievement of goals and individual strengths from participating in the SERVES programme 	 Mental wellbeing Individual development Social and community development Economic development



Partner	Findings and learnings from the delivery of the evaluations (Established Group)	Area(s)
Royal Yachting Association	 Headline findings from the RYA's OnBoard programme include: Adults felt the programme had contributed to children's and young people's wider personal and social development, including enhanced socialisation with peers and adults, responsibility, concentration on tasks and maturity. Teachers, parents/carers and instructors also singled out benefits from the programme to these children's and young people's self-esteem, supportiveness and camaraderie Children and young people in less advantaged socio-economic circumstances reported increases in life satisfaction and subjective health and well-being, following the OnBoard programme Other questionnaire findings on the impacts of the OnBoard programme were: 'It showed me that I can do new things if I try' (88% strongly agreed or agreed); 'I am better able to work as a team with other people' (82% strongly agreed or agreed); 'I now feel more confident in myself' (81% strongly agreed or agreed); 'I am better able to do some things independently' (76% strongly agreed or agreed); and 'I learned something new that might help my school work' (68% strongly agreed or agreed) 	Mental wellbeing
Swim England	 Headline findings from the Value of Swimming report include: Weekly swimming participation in England saves the NHS and the social care system more than £357 million a year 1.4million adults feel swimming has significantly reduced their anxiety or depression 492,000 British adults with mental health conditions have reduced the number of visits to medical professionals regarding their mental health as a direct result of swimming 490,000 people have reduced or no longer take medication for their mental health as a direct result of swimming 1.88m young swimmers feel 3.3% more confident that they will achieve their goals than non-swimmers Swimmers are more likely to be socially connected and have more friends 	Mental wellbeing



Partner	Findings and learnings from the delivery of the evaluations (Established Group)	Area(s)
	Swimmers are 26.1% more likely to volunteer in general	
The Football Association	 Key findings have been regarding demographic breakdowns: Lower income groups experience some greater quality-of-life benefits from football compared with higher income groups in their health and confidence levels Female grassroots football players report the highest levels of self-confidence as a result of playing football (based on levels of agreement with the statement 'I am a confident person', 1 = disagree strongly to 5 = agree strongly) More generally: Grassroots football players report significantly higher levels of happiness, general health, confidence and trust compared with those who play no sport Grassroots football players report significantly higher levels of general health, confidence, and trust compared with those who play other sports Grassroots football players report a stronger belief that playing football has improved their 	Social and community development Economic development
	confidence, concentration, motivation, and social mixing, compared with individual and other team sports	
	Grassroots football has a social wellbeing value of £8.712billion per year	



Existing Learnings: Emerging Group

Partner	Key findings/learnings (Emerging Group)	
Boccia England	 Findings from the Boccia Skills Award student data analysis included improvements in individual development such as: When I do control my emotions I feel more confident and I am proud when people notice (Responsibility – 37% more young people answering yes at end timepoint) I have learned valuable skills through boccia club and it has helped me to be more confident in sharing ideas (Communications – 34% more young people answering yes at end timepoint) I believe I can achieve my goals if I keep going, adapt and keep practicing (Resilience – 31% more young people answering yes at end timepoint) 	
British Equestrian Federation	 Riding for the Disabled Association's Volunteer Leadership Academy: As part of their project planning, insight was gathered regarding the benefits of volunteering with the RDA, and the motivations of those volunteers They found evidence of volunteering being of benefit to tackle loneliness, boost mental health and wellbeing, improve physical health and build knowledge and skills 	
Table Tennis England	 Bat and Chat programme: Has been very successful in lowering isolation and allowing players to build a social network Many of the participants reported that they have made new friends, that they like being involved in a local community that the session provides and they love learning new skills Ping Pong Parlour: A number of case studies have been developed, highlighting the improved mental wellbeing of participants 	