



The Social and economic value of Sevenoaks Town FC

Jul 2024



Overall, our club generates £2.2M in social value every year



641 youth players



221 volunteers and paid staff





55 adult players

Engagement with Sevenoaks Town FC provides a range of benefits to different individuals

115K	Hours of social interaction
£93K	Player wellbeing value
£779K	Value generated from club volunteering hours



This translates to value generated for society

	£1.4M	Total economic value
	£113K	Total health value
	£32K	Total social value
	£646K	Total wellbeing value





Sevenoaks Town FC

Club Vision

Build a new fit for purpose club house to bring the club together. Work closely with local community groups, develop our wellbeing strategy improve our on field support to our volunteer managers and coaches

Chairman's Preface: (Paul Lansdale)

We are a grassroots football club running 70 teams including girls and ladies teams, disability teams and wellbeing teams. We also run a Saturday morning club for beginners, this attracts circa 300 children every year. We also strive to support the local community at every opportunity.



Our Teams, Players, Volunteers, Staff and Community engagement.



YOUTH PLAYERS

62

Registered youth teams

104

Girls

922

Boys



ADULT PLAYERS

3

Registered adult Teams

20

Men

35

Women

16

Adult players living with disability



WORKFORCE

221

Members of the workforce

187

Club volunteers

34

Paid Staff

OUR IMPACT



**641 youth players,
generating £462K
value**

YOUTH PLAYERS



**55 adult players,
generating £166K
value**

ADULT PLAYERS



**221 members of the
workforce, generating
£1.6M value**

WORKFORCE



Our club also provides football for 641 youth players, across 62 teams



YOUTH PLAYERS



Registered male youth



Registered female youth



Youth teams



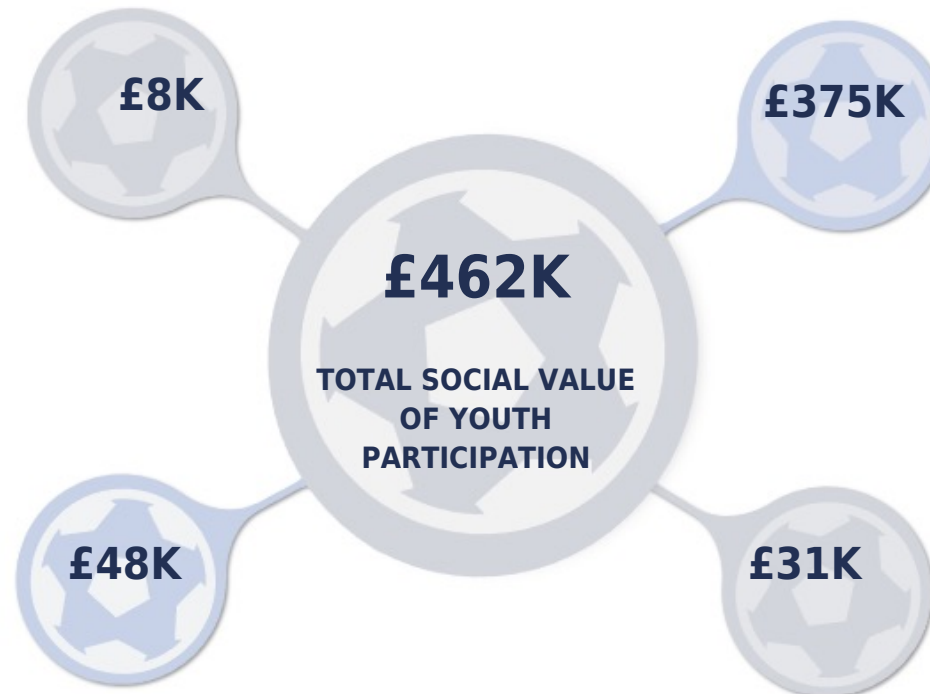
Recreational female youth



Recreational male youth

Our youth players create a combined social and economic value of £462K from health savings, youth spending, and reduced crime rates

£8K saving from **reduction in depression and anxiety** in youth participants



£374,625 directly contributed to the economy through youth participant spend

£48,410 saving from reduction in youth obesity cases

£31,143 total savings associated with a reduction in juvenile crimes and the number of young people not in education, employment or training



Our club also provides football for 55 adult players, across 3 teams



Adult players



Adult teams



Adult disability participants



Registered adult male
players

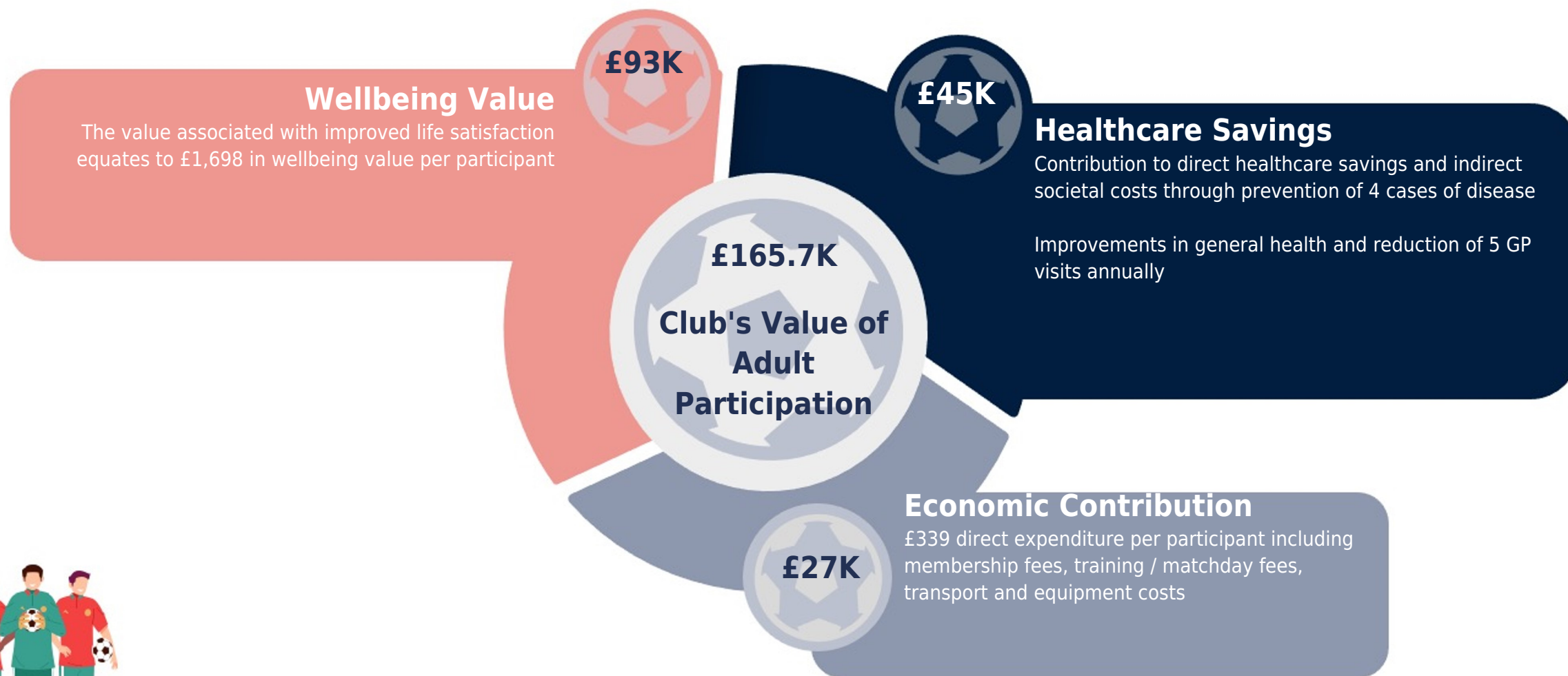


Registered adult female
players

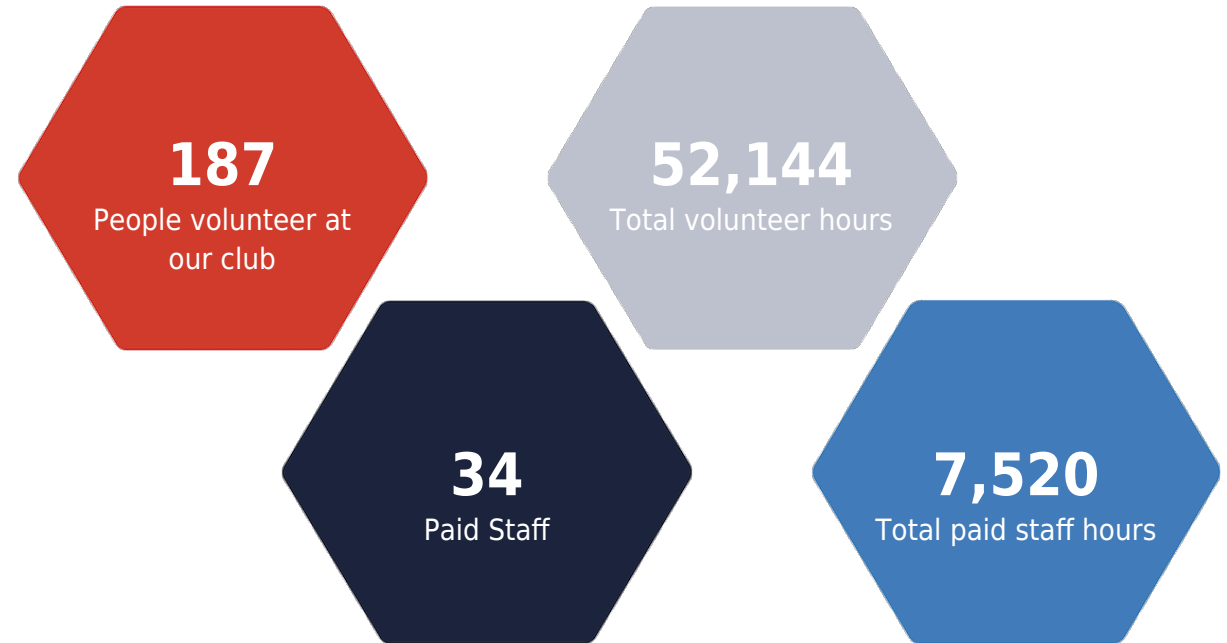


Walking football participants

Combining these benefits for adult players contributes £165.7K in social impact for the local community



To deliver these benefits to participants and the community, Sevenoaks Town FC relies on the support of 187 volunteers



Volunteers see improved wellbeing and sense of community from their club

Volunteering benefits peoples' wellbeing in a variety of ways:

9% higher satisfaction with their lives for volunteers than those who don't volunteer

People who volunteer are **8% happier** than those who don't volunteer

4x higher social trust levels for people who volunteer in sport compared to those who do not volunteer in sport

52K positive social interaction hours are generated by volunteers at our club

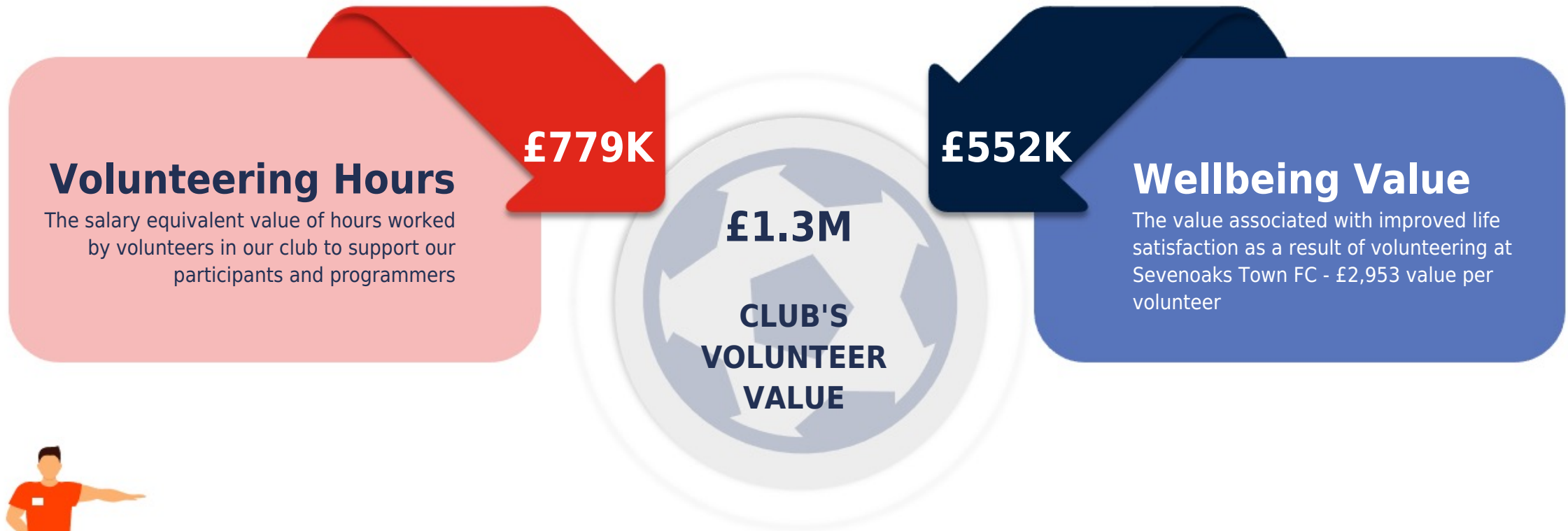
8% higher confidence in people that volunteer than those who do not volunteer

Resilience, leadership and communication¹ are employability skills developed by volunteering

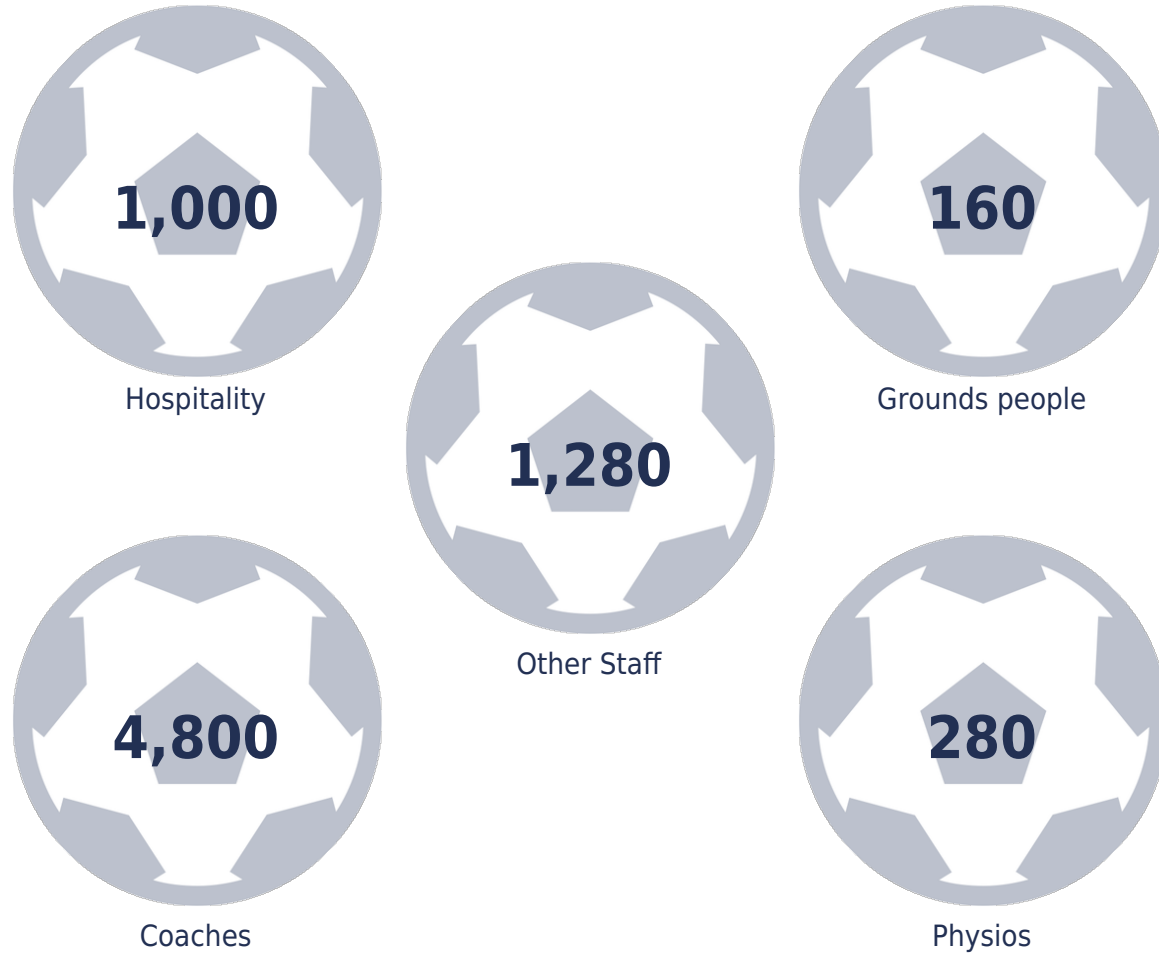
People who volunteer are **15% more connected** to their local community than those who do not volunteer



The time provided by volunteers and the improvement in their wellbeing has an associated value of £1.3M



Our paid staff members also contribute a total of 7,520 hours resulting in £259K in economic value to the local community



We run 0 community programmes for 0 local people using our grounds and facilities



Our club provides a range of benefits for the local community



0

Students enrolled in
education programmes



£3K

Charitable money fundraised



£0K

Income from facilities



Our vision is Sevenoaks Town FC



YOUTH PLAYERS

375K

Economic Value
(direct spend)



ADULT PLAYERS

27K

Economic Value
(direct spend)



VOLUNTEERS

779K

Direct Value Add



PAID EMPLOYEES

259K

Direct Value Add

Club ambitions

OUR PURPOSE Strengthening Community | Nurturing Growth | Committed to Excellence
Our roots are throughout the Sevenoaks community, developed over many years, creating a sense of belonging amongst players, coaches and supporters. We promote football for all. Come to play. Come to coach. Come to watch. At Sevenoaks Town FC, regardless how you find us, there will be a warm welcome waiting for you. You will find an environment where players grow and flourish from their first kick of a ball. Building friendships, making memories and learning skills that will last a lifetime. Our growth in the community and on the pitch is thanks to a commitment to excellence that runs through everything we do.

How will we achieve this?

We have created a new on field phase lead group of coaches to assist with the key transitions between each age group. Oversee the timeline and decision-making processes. Troubleshoot "football" issues - e.g. player selection, playing time, etc. The new club house will enable us to provide space for community groups to meet.

Appendix

Special Thanks

The Club Programme

The socio-economic model was developed by Portas Consulting to quantify the economic, health and social benefits associated with regular football participation in children aged 5-18 and adults aged 19+. The socioeconomic model and underlying analysis build on methods initially developed at a national level for The FA’s report on ‘The Social and Economic Value of Grassroots Football in England’ and is based on an extensive literature review. In line with previous academic and government studies, all monetary values are based on primary analysis or academic research that control for socio-demographic factors. For additional information on methodology and assumptions, please see further technical information on Club Portal



Sevenoaks Town FC

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Technical Information

The Football Association (The FA) is the not-for-profit governing body of football in England. It is responsible for promoting and developing every aspect of the game, from grassroots to professional. This work was commissioned as part of the Club Programme to provide the evidence of how football clubs in England can act as a vehicle through which societal challenges can be acknowledged addressed and improved. The FA hopes this report is useful to researchers, academics, government officials and any members of the public who may be interested in the benefits of grassroots football FOR ALL.



ENGLAND
FOOTBALL