

Substance Misuse Football

Sportivate Project

Case Study - April 2015



The Project

The aim of the project was to use engagement in sport to reduce participant's substance misuse; through encouraging the young men to socialise together without the need for recreational drug use and to reintroduce positive structured activity into their week. In April 2014 a partnership was formed between Shropshire Council's Young People's Substance Misuse Team, Oswestry Boys and Girls Football Club and Shropshire Council's Sports Development Team, who together organised a football project for young men aged 14 – 25 years old.

Participants

- 6 young men who were receiving support for substance misuse identified football as an activity they would like to take part in to avoid meeting to use drugs
- All participants were either heavily involved with cannabis use, the criminal justice system or known to social care and the family solutions team
- They were also all excluded from mainstream education, unemployed and came from low income families

They took part in 6 weeks of football sessions; covering fun drills, lots of game play and coaching. The project was funded through Sportivate; a legacy project from London 2012, funded through Sport England; it's purpose is to give young people 11-25 years the chance to discover a sport they love. Sportivate funding covered cost of facility hire, equipment purchase and a coaching qualification - subsidising the project so participants paid 50p a session to take part.

Due to the barriers experienced by the young men it was deemed unsuitable for the participants to join one of Oswestry Football Club's team. Following the end of the 6 week Sportivate project, new funding was secured through Sport England's Satellite Clubs; outposts of community sports clubs designed to help young people take the next step into community sport.



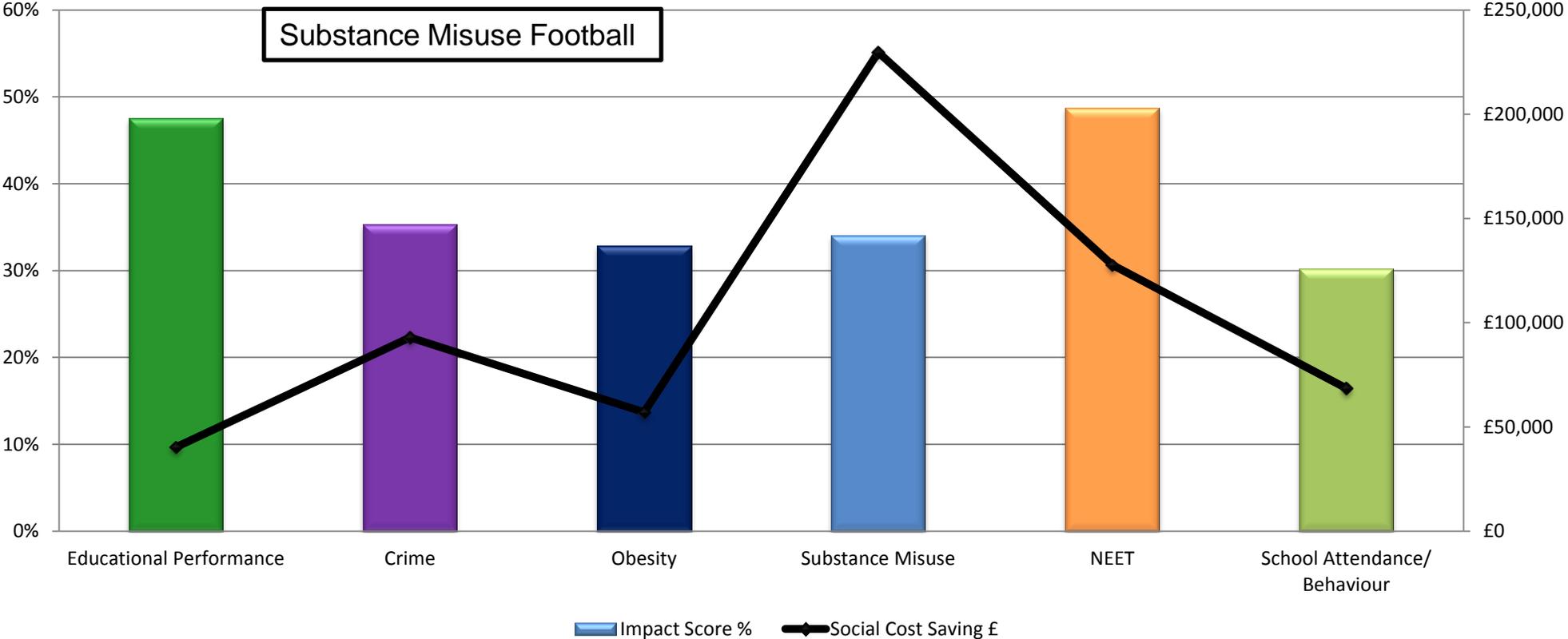


During the period from June 2014 - March 2015 the potential cost saving to society created by Substance Misuse Football project is £616,218 for a total delivery cost of £1,445.

The chart below illustrates outcomes of the project in terms of impact scores (bar charts) and the social cost savings (line graph) against each social policy area. Various information about the project's delivery are inputted into the Sportworks Tool including the participant's self-reported changes and those reported by their social worker.

The cost savings on the right-hand-side are calculated using a body of research regarding what works in sport development and represents the amount of behaviour change. The behaviour change experienced by participants due to their involvement with the project will have some protective influence against negative consequences for the majority of their lives, and is valued at £616,218 over their lifetime.

Impact Scores (as seen on the left-hand-side) of 30% or more are desirable because research indicates these projects have a higher than average impact on participants – all of the impact scores are above 30% for this project.



Impact Scores and Social Cost Savings

Social policy area	Impact Score	Risk Score	Protection Score	Confidence	Recorded Cost	Projected Social Cost Saving
Educational Performance	42.774	70.159	44.045	22.70%	£ 2,000.00	£ 41,552.83
NEET	48.798	68.585	52.772	24.40%	£ 1,395.00	£ 127,736.96
Crime	35.279	54.931	53.438	29.50%	£ 1,395.00	£ 92,918.20
Substance Misuse	33.963	54.931	54.227	29.50%	£ 1,395.00	£ 229,650.08

For the first 10 months of delivery (June 2014 – March 2015), the impact of Substance Misuse Football is £616,218 in social cost savings over the participant's lifetimes for a total delivery cost of £1,445.

The highest social cost saving of £229,650 was in relation to substance misuse, demonstrating participant's behaviour change through the intervention towards substance abuse which have a cost to society (the cost per drug user incurred by health and social care sectors alone due to drug related death and crime is estimated to be between £11,800 and £44,000 per annum). A social cost saving in relation to NEET of over £120,000 was also produced

As can be seen on the previous page, the project is having a better than average impact in multiple areas. The table above displays the areas where the project is having the biggest impact (see impact scores above). Participants likelihood of experiencing negative consequences in terms of educational performance has reduced from 7/10 chance to 4/10 chance. Their likelihood of being NEET has reduced from a 7/10 chance to 5/10 chance, of crime from 5/10 to 4/10 and of substance misuse from 5/10 to a 3/10 chance. The likelihood of them missing school has reduced from a 5/10 chance to 3/10 (based on the risk and impact scores above).

Evaluation of the project



Using Sportworks we have been able to prove that the project has had a positive effect on participant's substance misuse. Further insight from participants supports this data, reporting that the project '*Keeps me off drugs*', another reported '*Used to be in jail and an alcoholic, the project keeps me away from both*' and '*I've now been put on a training course*'.

Participants hadn't been engaged in sport on a regularly basis for many years. Participants were from low income families therefore couldn't afford sports kit, transport or session fees, even after encouragement to join in the local sports club they were reluctant too because of their levels of social exclusion and their lack of engagement with structured activities made regularly committing to a sports club not feasible. Through using Sportivate and Satellite Club funding, the project aimed to bring these young men closer to taking part in a community sports club or similar environment, so sports participation would be part of their everyday lives.

Using the 'Improving Impact' tool as part of Sportworks, this provides an insight into how variables of a project contribute to outcomes in the different social policy areas, this insight is based on extensive research into what works in sports development.

To improve this impact further, the project should involve more partners linked to substance misuse, change the time of sessions to between 6pm -12pm and include group work. We will consider adjusting the delivery of the project to improve the positive impact on participants.

The project is having a positive impact against all themes; the main aim of the intervention was engagement in sport to reduce substance misuse but the project also intended to have an all round constructive influence on participants through their engagement with structured activity. Such interventions demonstrate the power of sport; when the right environment is created the chance of long-term positive outcomes are increased. This evidence also advocates the use of sport for such groups of young people because the social cost savings created are far more than the financial inputs.

We have used the Sportworks Impact Measurement Tool, owned by Sportworks to demonstrate the impact of our sport for development work, in a format that is consistent and comparable with other agencies that aim to change young lives through sport. For more information about the Sportworks Tool, please visit <http://www.sported.org.uk/sportworks>.

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