

SportVB™

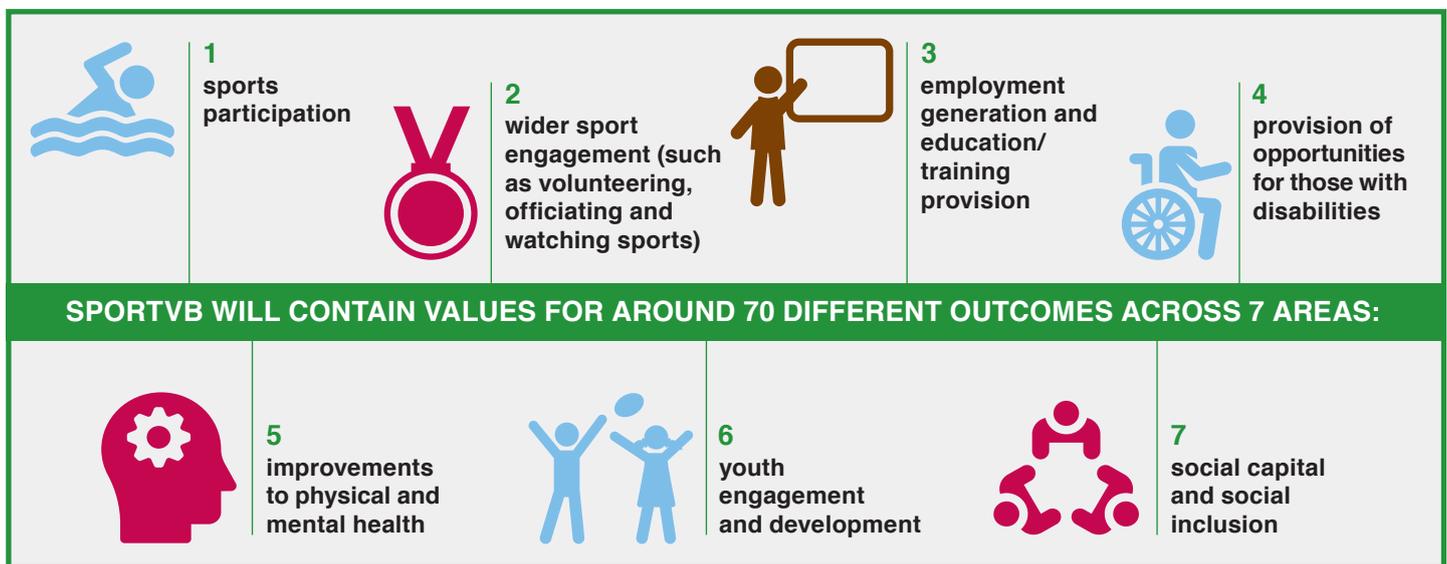
Showcasing the value of Sport

The value of sport goes beyond the game on the pitch or the battle on the court. Sports have long been a means to bring people together and sports clubs frequently act as change makers in their local community, actively generating value for society through their work in their communities.

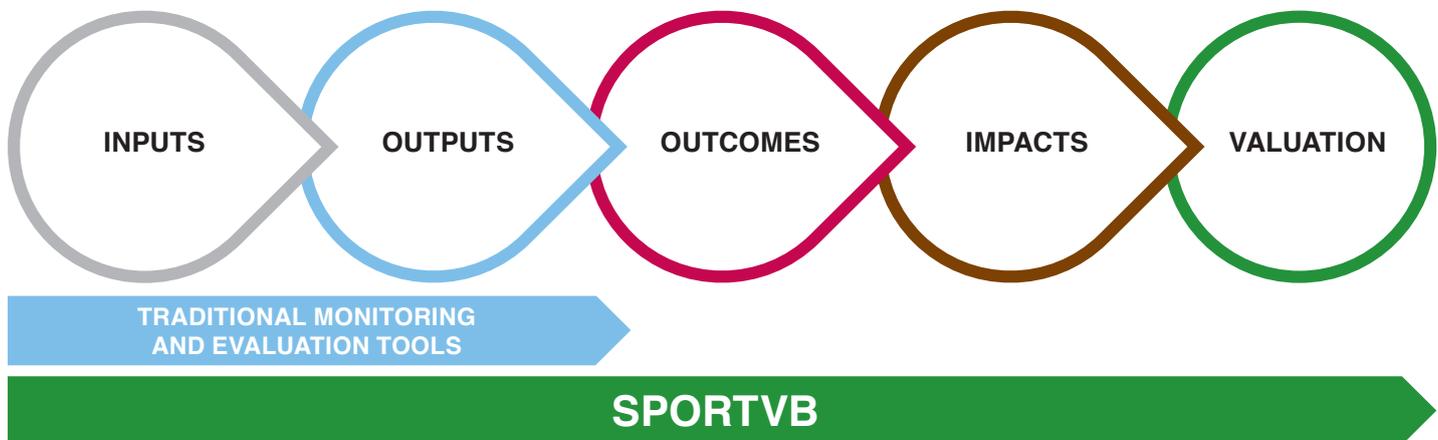
With this in mind, leading social value research consultancy, Simetrica, has teamed up with The Harlequins Foundation, Everton FC and Everton in the Community to proudly launch a new tool, the Sport Value Bank (SportVB), to help support clubs seeking to express their value to society more effectively and robustly.

What is the SportVB?

SportVB is an online Social Value Bank for the sports sector which will work through an easy-to-use online portal, allowing organisations to assess and record their social impact. It is a collection of social values and a value calculator that can be used by any organisation in the sports sector to assess the social value generated by their activities. It is the first social value model in sports that employs best-practice methods for valuing social impact as set out by the UK HM Treasury Green Book and the Organisation for Economic Cooperation and Development guidelines. This ensures that sports clubs and organisations can call on and use the very best robust evidence about their social impact.



SportVB takes monitoring and evaluation several stages beyond traditional tools in sports that record the monetary investment or measure the numbers of beneficiaries from programmes. SportVB focuses on outcomes and their impacts on quality of life. It then allows organisations to value those impacts in a robust and consistent manner.



Developed by Simetrica® and The Harlequins Foundation®

In conjunction with Everton FC® and Everton in the Community®

SIMETRICA



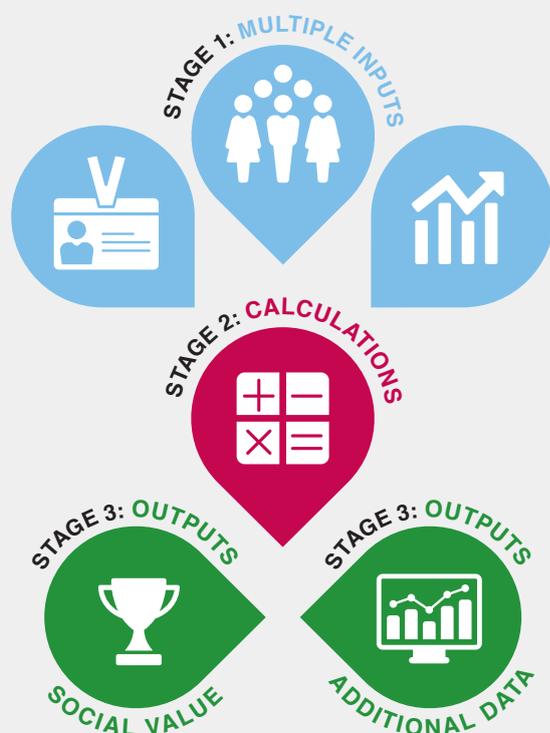
What is Social Value Measurement?

Social value measurement is concerned with assessing whether an intervention or action is in society's best interests – any intervention that creates social value.

In order to measure an organisation's social value, we need to understand how an intervention or action impacts on the quality of life or wellbeing of people in society. People's wellbeing is affected by a range of factors such as their economic circumstances, the environment and social issues such as education, health, employment and crime. We need to account for the impact of all of these outcomes on people's wellbeing to understand social value. We also need to account for the knock-on or spill over effects that affect government, such as reduced costs or increased tax revenues. These are known as the secondary benefits. Social value is, therefore, a holistic assessment of the total impact of an intervention.

How will SportVB work?

The online SportVB tool will allow organisations to record a range of different data for specific projects such as inputs (e.g. staff costs), outputs (e.g. number of participants) and outcomes (e.g. number of participants recording an improvement in their self-esteem). Based on this information the tool will then calculate the social value of the project using the pre-estimated social values and provide a range of additional data to understand the source of that social value. Clubs can then use these values in their public relations work with stakeholders, sponsors and local partners to communicate their value rigorously and with clarity and impact.



How are the values calculated?

All of the values in SportVB are calculated using best-practice guidance and methodology as set out by the UK (HM Treasury Green Book (2018)) and other governments globally. SportVB is the only social value measurement tool in sports that is aligned to this best practice. The values in SportVB are derived using a range of methods including the cutting-edge wellbeing valuation approach and stated preference valuation methods and the values will be differentiated based upon gender and age to account for differences in participants and beneficiaries. By using best-practice methodology, we ensure that values are consistent and robust and will allow for more granular analysis and an improved targeting of interventions. SportVB also measures the so-called secondary benefits of outcomes, such as cost savings to Government via reduced welfare payments or increased tax revenue. These are valued using Government data sources.

What data do I need to use SportVB?

SportVB is designed to build upon your existing monitoring and evaluation processes and to provide extra value to your organisation, rather than extra work. To effectively value social impact, we need to have a clear understanding of the number of participants involved in your activities and, wherever possible, evidence of the changes that those participants undergo as a result of the programme. You will also need to provide data on the programme or project such as when it was conducted and the costs of running it. From there SportVB will calculate the overall net social value to society.

Cost

A 12 month licence for the SportVB will be granted to organisations based on their annual turnover. Organisations under a certain threshold will be granted an annual licence free of charge on a case-by-case basis.

Annual Turnover	Licence Fee
<£250k	Free
£250k-£499K	£5,000
£500k-£1m	£8,000
£1m+	£12,000

Further information

Please contact Marc Leckie:
E sportvaluebank@quins.co.uk
T 020 8410 6000

Developed by Simetrica® and The Harlequins Foundation®



In conjunction with Everton FC® and Everton in the Community®

