

Business Plan for Bonnyrigg Rose Community Football Club (SCIO) SC050923

(Please use this template in conjunction with the guide

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• Business Plan Contents

- Impact Summary ...
- 1. Organisational Details
- 2. Organisation Overview
- 3. Organisational Goals
- 4. What the organisation does
- 5. What makes us different.
- 6. Swot Analysis
- 7. Marketing
- 8.Client / Member base
- 9 Alternative providers
- 10.Pricing
- 11. Staff
- 12.Premises
- 13. Cash Flow
- 14. Best Value

Impact Summary

Based in the Midlothian town of Bonnyrigg our club was formed 130 years ago to provide youth football opportunities for boys in the local Community. In recent years the club has developed and adapted to meet the modern needs of a growing community and now provides inclusive football for over 700 players i.e. boys and girls, women, over 50's walking football activity and a team supporting children with neurodiversity challenges. The town of Bonnyrigg also hosts the professional senior team, Bonnyrigg Rose Athletic who are based at New Dundas Park. Although we both fly the flag for the locality – we are separate organisations.

Each week we welcome approx. 1k regular footballers and guests through our doors. We touch approx. 6.5 % of the local population each week through football and our support services. We have a waiting list of 250 players across the age groups. If we had the facilities and capacity to take those in too it would be 8% of the local population. In terms of SFA (Scottish Football Association) standards this is high number of engagement.

Our Weekly Activity Breakdown ...

- 700 football players
- 20 walking football players
- 15 young people with Neurodiverse issues for football fun
- 15 adults managing addiction recovery for football
- 15 isolated senior citizens for a lunch club
- 15 isolated youths for youth group
- 20 people via Health in Mind (counselling, art therapy, music therapy, cycling etc)
- 4 6 people supported each week for 121-person centred counselling.
- CAB drop in clinic (average 5 local people per week)
- Fitness classes (p/t sessions, yoga, etc.)
- 20 people each week visiting the food pantry.

The club's community programme focusses on;

- Positive Destinations
- Social Inclusion
- Positive Mental Health ...

This programme has been developed based on feedback and the needs of local people. The club along with the Councils Communities Team held a community celebration day at Lasswade High School in 2020 where approx. 2.5 - 3 k people attended. We gathered feedback using 'The Place Standards Conversation Toolkit' and used the information collated to develop our areas of focus; Inclusion for older people and inclusion / activities for teens. The Mental Health programme derived through need within the club initially, however we have now developed a programme that supports not only people in the local area, but across Midlothian. We're an outreach partner with Health and Mind And we're also the only football club in the country on the SFA'S Mental Health Panel. We're a trusted partner with Midlothian Council and have recently been asked to be a long term partner with CLLE as a result of the support we offer for youths in the area.

The last 6 years have seen many changes and developments for the club as we modernised the organisation.

We've achieved Platinum Mark status from the SFA. This is the highest accreditation possible in football terms . In 2020 the Club was awarded the SFA's National Award (sponsored by the Daily Mail / McDonalds) for 'Community Football Club of the Year ' in recognition of our community programme. We have been awarded SFA Disability Awareness Club and we have been recognised locally by achieving Lasswade Community Sports Hub Gold Award for services to the area too.

In a recent letter of support from the SFA for the clubs Asset Transfer Application – Jen Malone, Regional Partnership Manager for the SFA quoted -

"The club continues to lead the way on a number of fronts, including developing and nurturing positive collaborations to understand and meet community needs. This is particularly evident in the mental health work they do. Well trusted within the community, Bonnyrigg CFC are also always happy to share their knowledge and experience with other grassroots community clubs. This has included insights on club structures, developing player pathways and mental health programmes ". This letter is included as appendix 1.

The club was asked by UEFA if we would take part in a pilot project around 'Social Return on Investment'. We were delighted to get involved. The results were quite something. They were based on the membership at the time of 651 players. The overall impact of the clubs footballing activities equated to £3.95 million per year. £475 k for the economy , £2.25 million on the social impact and £1.22 million for health. This doesn't capture all the community activity - just football. Full report attached as appendix 2.

We achieved charity Status in 2016 and went on to achieve SCIO Status in 2021. The club has evolved to meet the needs of the community. The Asset Transfer has always been in our sights and been openly discussed with Midlothian Council since the initial stage of taking on the lease and we understand fully the responsibilities that's brings with it. We are happy to have a facility everyone can use, also we can use to support those most in need where we can.

We've invested heavily in the site, spending over 100k on the pavilion as well as the money we've invested for the pitch replacement project and ongoing maintenance. This is with a view to creating a legacy for future generations. The football facilities have been renewed as a result of a collaborative approach in gathering the necessary funds. Developer Contributions, Sports Scotland and our own contribution saw the Astro replacement take place in 2022. The site is protected by Fields in Trust, so this investment is a safe one.

Working with the Council is a natural way of working for the club. We facilitate a weekly youth group with CLLE. We've been asked if we will be a long term partner and have been invited to join in the development of the youth work/ strategy. We opened a foodbank on behalf of the Council for local people during Covid. We've successfully gained large and small grants from the council which has enabled us to deliver various projects supporting those who are most vulnerable. We're a trusted partner with the council and we're currently administering Cash Grants to those that are impacted by the cost of living crisis and In real need of support.

The Clubs efforts and successes have generated interest from senior members within various national organisations. We've had visits from Government Ministers, The Director of Public Health (Lothian), CEO and his Senior Team from LNER, ACC from Police Scotland and a Meeting with HRH The Duke of Cambridge. The club has also received a motion in parliament supporting the work we do around Mental Health.

The club now is associated and works with many local organisations and bodies on various projects at different times .

We work with Police Scotland (Communities Team), Fire Service, CAB (Outreach Partner), Midlothian Council - Trusted Partner, CLLE, Active Schools, Local High School , Local Midlothian Primary Schools, Faith Groups, Mums Walk, SFA, SPORTED, Sports Scotland , Scottish Football Partnership , SPFL Trust , Red Cross , Positive Mental Health Scotland, Learning Circles Scotland , Emotion All, Rebecca McKinney Counselling, Lynn Hogarth Counselling , Tiny Changes Health in Mind (We're on the advisory panel for outreach working), SFA - we're on the advisory panel for Mental Health, RUTS, MVA, Veterans, Lady Haig Poppy Factory , Poppy Scotland, Cyrenians and local Community Councils.

Whilst our recent growth has been significant our principles and values remain constant, being able provide a safe environment for the encouragement and promotion of football and good health within the local Community through the provision of youth teams for boys and girls that foster fair play, participation for all, irrespective of race, colour, religion, sex, sexuality or disability.

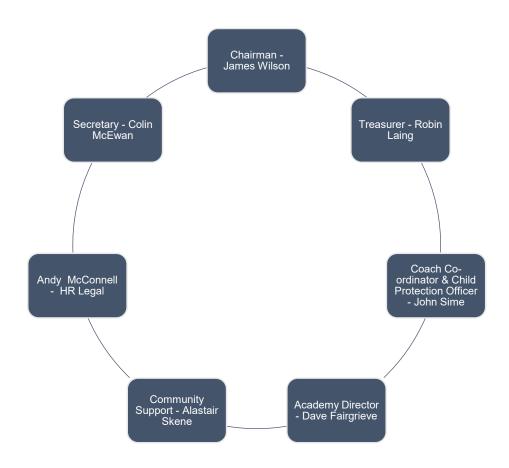
Our presence in the community through football allows us to foster partnerships with other likeminded organisations. By engaging in other non-footballing initiatives with our associate members we are harnessing the power of football to create a true community organisation.

1.Organisational Details

Bonnyrigg Rose Community Football Club
Address:
Polton hall Recreation Ground
Bonnyrigg
Midlothian
Eh19 2nu
Telephone number:
07834456625
Legal status:
SCIO
SC050923
Are you / will you be VAT registered:
NO
Do you have an online presence:
YES
www.bonnyriggrose.org.uk
FB – BONNYRIGG ROSE COMMUNITY FOOTBALL CLUB
TWITTER - BONNYRIGG ROSE CEC

2. Organisational Overview

Trustees



All Trustees have worked at a senior level within their own careers / businesses. Some are now retired and are sharing their skills and experience to ensure the success, sustainability and secure a future for the club. Some are still operating as Company Directors. Our most recent addition to the board is an HR Lawyer.

The club has approx. 120 volunteer coach members.

3. Organisational Goals

Engaging the Community through the power of football –

Clubs Vision

The organisation's purposes are to advance; and serve the Midlothian community by identifying and improving recreational, environmental, health and emotional opportunities for children, young people, adults and families. Working with voluntary and statutory professionals, local businesses and funders, to improve outcomes for the community of Bonnyrigg.

The Club will provide a safe, well maintained environment for all local people to access football / fitness facilities and provide football services to members .

The club will also continue to work with partners / other local tsi organisations in supporting those that are vulnerable within our community.

How will we do that?

To advance; and to identify opportunities within the local community to enable young people to achieve their full potential through any of the following - education, recreation, sport, volunteering opportunities.

To promote; develop and identify strategies to help to ensure the inclusion of senior citizens within the Bonnyrigg and Lasswade community.

To relieve and support people to pursue a better quality of life, by improving access to positive Mental Health

To strengthen the Bonnyrigg and Lasswade community by encouraging more active citizens, working together to tackle their problems, challenges and promoting a healthier and happier community.

To provide a united and effective voice in discussions with local authorities and other providers of services and/or businesses/others on issues that impact on the health, welfare or environment of the Bonnyrigg and Lasswade Community.

To Identify and apply to funding bodies for resources to support these aims.

The club has up until now had relative success in funding support for the community programme. Over the past 3 years we have received funds from The Robertson Trust , MVA TSI , The National Lottery , The Corra Foundation , Hugh Fraser Foundation Foundation Scotland , Co – Op, Development Trust, LNER , Scottish Football Partnership , SPFL Trust, Midlothian Council , Tiny Changes, Sported - All supporting the clubs Community Programme.

Growth Goals ...

- Retention in membership
- Continue to improve the quality of coaching/football.
- Continue to develop and improve the facilities.
- Continue to have the facility available for local people to access for community activity.
- Continue to support those most vulnerable.
- Continue to work with and develop new working relationships and support service delivery with local partners.
- Attract grant funding to further invest in improving the site / services.
- Scope a project around the feasibility for a new community Hub

Where do we see our organisation in 3-5 years' time?

- Culture shift in how football is coached within the club.
- Continue to grow the community programme to meet demand / needs.
- Have approximately (estimated current cost dependant) 300k in place for the resurfacing of the next astro pitch.
- Increase the number of community partners to ensure we are supporting those most in need within our community.
- In a position to drive a new community hub project if it's deemed there is a need.

4.What do we deliver?

Product/service	Features	Benefits
• FOOTBALL	Coaching and matches for approx. 700 children each week.	Health , exercise , social skills ,relationship development
• FOOTBALL	Neurodiversity Football	Inclusion , Health , exercise , social skills ,relationship development, peer support for families
• FOOTBALL	Walking Football	Inclusion , Health , exercise , social skills ,relationship development,
• FOOTBALL	Holiday Football Camps	Health , exercise , social skills ,relationship development,
• COMMUNITY	Inclusion for Senior Citizens and Young Adults.	Reduced isolation/ loneliness. Opportunities to foster new relationships, increased confidence,
• COMMUNITY	Positive Destinations	 Inclusion Increased confidence Experience gained in practical hospitality qualifications . experience towards (Duke of Edinburgh Award, Football coaching
• COMMUNITY	Mental Health	 Break the Stigma Educate and raise awareness. Offer training to local people. Offer peer support groups Partner with Health in mind - we support many activities 121 person centred support Lasswade high School -offer support at exam times. Positive impact on the demand for the local police

5. What makes us different?

'We're one but not the same' - the clubs ethos

We're a football club delivering grassroots football to over 700 children every week - but we don't stop there. We are supporting the needs of those most vulnerable in our local community. We have been recognised Nationally by the SFA for our contribution and commitment to the community.

There is no other local organisation offering the support or has the appetite not only to offer the football services, but to provide the support we offer to those within our community.

6. SWOT Analysis

What are the key strengths of your business:

Established / Trusted brand / Organsiation

Sustainable business model

Financially viable

Growth and investment generating services, jobs and a future.

Employs 11 local people

Many local partnerships with other trusted, recognised organisations.

Trusted partner with Midlothian Council

SFA sees the club as leading the way for a community football club model.

What are the key weaknesses of your business:

No permanent home - then the future of the club and all it brings is at risk

If the site (pitches / pavillion/ flat) is only a lease option - there will be no future investment from the council to make improvements as there are no funds (we've been advised there are no funds for investment).

What are the opportunities:

Continue to support the community where it needs support.

Continue to grow and Invest in quality football development

Access capital funding for site development.

Continued expansion of partnership working supporting those in need within the community.

If we grow - we will most likely employ more local people

What are the risks:

No home – The future of the club and all it does it at risk including employees and services.

No members or reduced membership - impact on income revenue stream

If the club has to pay a significant rental cost – this would be classed as a direct cost and we would not be in a position to claim gift aid on the amount.

e.g if the rental costs were 40k, the club would lose potentially 10k on gift aid. Also if we're paying a rental cost – we could not also save for a sinking fund which we've currently signed up to do.

7. Marketing

How do we know our service is current and needed?

Football is the most popular sport in the world – we know there's demand.

In a town that homes approx. 18k residents, Bonnyrigg Rose Community Football Club supports approx. 6.5 % of that population each week. If we had sufficient facilities to take on everyone on our waiting lists, it would be in the region of 8.0% of the local population. In terms of statistics, the SFA have confirmed this is at the higher end of the scale in terms of engagement.

We have recently introduced some new footballing services;

Fun / social aspect of the game as opposed to competitive matches for our coaches
. Football Camps catering for children with ASN. Futsal Fridays. A group that runs
for autistic children that are 16+ that offer not only football fun but workshops where
employability skills are scoped. All new activities are popular and well attended.

Our membership is the greatest it's ever been. We have a waiting list of approx. 250 across the age groups. With a planned additional 1k new houses being built in the area – it's likely there will be even more demand soon.

We grow our programme in line with our governing body, the SFA who often ask if we will pilot new concepts

The club is often asked to host visits with other Scottish Clubs to help them develop their strategies for change . We are doing something that's recognised as successful by the SFA .The SFA regards the club as one that's leading the way on the community model. This concept and change is being driven and supported by Scottish Government.

In terms of the community activity;

- Mental Health the club is the only football club on the SFA panel for Mental Health. We are also an outreach partner with Health in Mind. We are very aware of the needs locally. The number of people accessing 121 counselling support suggests the current needs too. We have a continuous need for support for individuals and for people who have experienced trauma in peer support groups. We receive referrals for 121 person centred support via GP'S, Mental Health Nurses, Social Workers, Health in Mind..
- Social inclusion we work with many local partners supporting those in need in our locality. We know there is a demand as they are making us aware. The Red Cross approached the club to see if we could support a lunch club as post covid, most activities for seniors have folded. CLLE asked if we could support children who attend the hub at Lasswade High School by running a youth group on a Friday to focus on supporting them. We know there's a need as others are telling us.
- Positive Destinations we have young adults who go on to coach with the support of the club. We have some young people working though their Duke Of Edinburgh Awards, gaining work experience for their sports science degrees, support the practicalities with Saltire Awards and practical tasks for catering qualifications.

8. Client / Member Base

Who is involved?

Grassroots Football is the core service we offer and demand has never been greater. Our waiting lists are evidence of this. The clubs Football Development Officer is investing in a programme that promotes a fun, consistent approach to coaching and a nurtured environment for the children joining the club. We will also continue to invest in footballing activities for those with ASN needs.

We want the quality of football development to be as is as positive as possible. The Players Pathway is an opportunity for progression to a professional level should someone have the necessary skills and talent to progress. Equally as important is the services and fun we offer children that are living with neurodiversity challenges.

The target audience for footballing activities led by the 120+ volunteer coaches are 5-18 year olds (we have over 100 girls) and adults alike in the capacity of walking football, veterans football and an addiction recovery football group. The club has a team in the autistic football league too.

Our community clients and guests

The club's community programme has been developed around need. The club hosted a community celebration day along with CLLE (Communities and Life Long Learning) at Lasswade high school. 2.5k-3 k people attended the day. It was a great success. The club received a grant via the Scottish Government from 'place standards conversation' budget to organise the day and part of that day was spent collating feedback on our area/ locality. We used the information to introduce the isolation and positive destinations focus. The survey information was used to update the local plan. We know there was a need for older people and teens based on that feedback. The mental health programme has grown organically.

9. Alternative Providers

In terms of football, each geographical area in Midlothian tends to support the grassroots needs for their local children. There are no other organisations currently able to offer what the club offers in the area we support.

Others Clubs in Midlothian for example are , Dalkeith Thistle, Arniston Rangers , Penicuk Athletic , Loanhead .

In terms of the community aspect of what support the club offers, given we are now approached by community partners to support their projects regularly it's clear there are no other organisations able to support the activities and services that the club currently does. This includes 121 person centred support, weekly lunch club, weekly youth groups and mental health peer support groups and other bespoke projects.

10. Staff

The Club employs 11 local people;

- 1 P/T Finance Manager
- 1 F/T Football Development Manager
- 5 P/T Caretakers
- 2 P/T Admin
- 1 P/T Community Support Officer
- 1 P/T Club Development Manager

11. Our Pricing

The facilities pricing structure is in line with the local authority.

The hall hire we have kept at an affordable rate to ensure the groups that access it can afford to do so.

The club has kept members fees at the same price for the last few years. We are very conscious of the cost of living crisis, so we try and make accessing what we do an option for everyone. The club has a bursary fund for those who are struggling to meet payments. We offer free activities for those children accessing the neurodiversity services we offer.

The clubs community programme is funded through grant funding and all funds awarded are ring fenced and monitored through the XERO accountancy system.

12. Premises

The club initially took a lease on the site with a view towards gaining the asset transfer. The pitches were in a state of disrepair and the pavilion facility was a mess. There had been no maintenance or investment for many years. The club agreed to tidy up and improve the facility so it was something that could be used for all. Having agreed to that initially, the council then advised they were closing the site down. The club at that stage met with council officials and agreed a lease could be put in place until an asset transfer application was complete to avoid closure of the site. The Clubs first asset transfer application was offered to the club for the fee of £1.00 , however was then withdrawn as the council realised the club was a charity and not a SCIO and they weren't comfortable with a charity being responsible for the asset. The club very quickly successfully changed status to a SCIO , however were asked to go through the application process for a second time.

All investment made was done so on the understanding we would be successful in gaining the asset.

The Poltonhall 3G pitches were recently regenerated at a cost circa 685k. The costs were met by developer contributions which were secured by a local councillor. 100k from Sports Scotland and the club saved 70k to add to the capital project. This development includes. 1 full size and 2 x 7 aside astro pitches (the site was extended as part of this project as the one pitch that was there was not sufficient) . There's also 2 grass pitches and a pavilion with a flat which historically the council's caretaker would have lived in (this is not part of the councils housing stock and has not been maintained for a long time and has been empty for over 3 years) . The facility is in the region of 50 + years old. The site was in very poor condition when the club took it over in 2016. As well as improvements to the pitches and pavilion the club has also invested in tractors/ machinery to maintain both the grass and astro pitches.

The club has invested over 100k in the pavilion updating and making the facility safe and usable. The changing rooms, main hall, wc's, kitchen, outside space all benefitting from the investment and making it a bit of a 'happier' place. The club built a log cabin during

covid. This space is used almost every day for counselling and therapy and the outside canopy which was built at the same time hosts the weekly food pantry that the club runs with the Cyrenians.

In an ideal world the Pavillion should be replaced with a new community hub that's efficient to run, purpose built to meet the needs of the local community. This is a project the club would like to scope in the future.

13. Profit and loss forecast cash flow

Please see attached cash flow . (Appendix 3)

The opening bank balance of £149479.76 is made up the following , Business Account - £23730.90, Poltonhall Sink Fund – £104429.35, Community Account – £10064.32 and Mental Health Account – £11255.19,

The Poltonhall Sinking Fund – Within our forecast we have increased our commitment in year 2 to £38k and £40k in year 3. We will make further as we review annually the potential cost of renewal circa 2031/ 2032.

Building and Pitch Improvements - Within our forecast and over and above what has spent this year to date we have allocated a further investment £20k in Year 1, £20k in Year 2 & £10k in Year 3 for Building and Pitch Improvements.

There are essential repairs required to the roof in the hallway in the pavilion as a result of ongoing leaks. The club has included this work within our forecasting. We will also need to allocate spend to get the flat to a standard where it's fit for purpose.

The club is sustainable. We do not rely on grant funding for day to day running.

14. Best Value

The club was approached by UEFA as part of a pilot exercise with a view to capturing the social return on investment. Appendix 2 . provides the full breakdown of that report , however the estimated annual financial benefits of the clubs footballing activities only is 3.95 million pounds.

The club has supported over 125 local people in receiving person centred counselling. This is specific support to suit their needs from local professionals. Some of those that have received support have advised that if they hadn't got help when they did they wouldn't be here. They were suicidal. Many that contact us are desperate for help. I don't think any price can be put on that. We're helping save lives. We've also trained over 100 local people in gaining the accreditation for Mental Health First CIPD (Including approx. 25 staff at Lasswade High School). We 've supported both men and women's peer support groups. Invaluable to those that access the support.

Every week approx. 15 seniors and 15 youths attend social activity that we organise, facilitate and support .They are all isolated and lonely individuals. I think it's very difficult to put a price on what this contact, social inclusion and acceptance does for them. It gives the opportunity of fostering new friendships and reduces loneliness.

The club has been successful in receiving grants to support the community activity. The Robertson Trust (twice), The National Lottery, LNER, MVA/TSI large grant, Scottish Government, to name a few of the larger funders we work with that have been comfortable in financially supporting our programmes. We've also received multiple grants from Midlothian Council(both large and small). We ran a foodbank during covid on behalf of the council and we're a trusted partner currently supporting lacer funding distribution for those in need of financial assistance. All these activities require governance and reporting updates.

We hold regular meetings / AGM where all progress is recorded.

We report annually to OSCR with regards to the clubs activity and outcomes . This information is available for all to access.

We report annually to the SFA with regards to the outcomes associated with footballing activity. This includes information associated with the level of coaching attainment within the clubs coaches, the number of coaches trained in first aid , child protection governance, disability activities etc.



17 October 2023

To Whom it may concern,

Letter of support - Bonnyrigg Rose Community Football Club

Bonnyrigg Rose Community Football Club are a Platinum Quality Mark Club, the highest accreditation level that can be awarded.

The club are a key partner regionally and nationally in supporting the Scottish FA's vision of harnessing the power of football to improve the wellbeing of Scotland's communities through lifelong participation.

The club continues to lead the way on a number of fronts, including developing and nurturing positive collaborations to understand and meet community needs. This is particularly evident in the mental health work they do. Well trusted within the community, Bonnyrigg CFC are also always happy to share their knowledge and experience with other grassroots community clubs. This has included insights on club structures, developing player pathways and mental health programmes.

If you would like any further <u>information</u> please do not hesitate to get in touch. Kind Regards,



Jennifer Malone

Regional Partnership Manager, South Fast

✓ Email: <u>Jennifer.malone@scottishfa.co.uk</u>

Mobile:

Appendix 2 SROI Full Report



UEFA GROW

Social Return on Investment Report

Bonnyrigg Rose CFC - Valuation Report

Measuring the value of football participation in Bonnyrigg Rose CFC 13/01/2022

Summary Findings









1.0 Introduction

Instinctively, beyond being a form of entertainment loved by millions throughout the world, we can feel that football has many benefits on and off the pitch. Identifying, proving and demonstrating the value of those benefits has not always been so easy. The UEFA GROW SROI Model has been developed in response to this challenge.

Launched in 2015, the UEFA GROW programme is the central business development platform to help national associations throughout Europe grow the game in a systematic and strategic manner. To help build a coherent business case for this development and help attract investment, it sponsored the development of a comprehensive, rigorous football specific SROI model to establish the impact that mass participation in football has across a spectrum of economic, health and social outcomes. In turn, this has enabled a monetary value to be placed on people's regular participation in the game at national, regional and club levels.

Supported by an Advisory Panel of academics from more than ten European Universities and a range of football industry and non-governmental body experts, a proof of concept was developed and tested with two national associations, Sweden and Romania, which differ significantly in terms of participation, facilities, data and the football workforce. It was critical for UEFA to develop a model that could be applied to all its members and the initial results more than satisfied expectations, with the President of the Swedish Football Association and UEFA's First Vice President Karl-Erik Nilsson stating that: "Despite taking a very conservative approach, in the economic, social and health aspects of the model, the monetary value of mass participation in football was staggering."

The model has since been rolled out and has now been completed or is at some stage of application in over 40 of UEFA's member associations. This has enabled football administrators to talk to governments about the proven benefits of the sport with the confidence of results being recognised by the academic world, the World Health Organisation, United Nations and the Council of Europe's Enlarged Participation Agreement on Sport (EPAS). This also allows football's commercial partners to highlight the benefits they bring to society by supporting the grassroots game.

With ever increasing datasets and evidence becoming available, following an extensive review, the model has now been refreshed and extended to cover a broader range of outcomes, with greater sensitivity to population variations and football delivery models. It has also been adapted to enable regional, local and club level assessments, right down to the impact and value of specific programmes of activity. Version 2 of the UEFA GROW SROI Model is now being applied at national levels and made available in an online format to regional and county associations as well as individual clubs and foundations.

2.0 Methodology

What is SROI?

Social Return on Investment ('SROI') is a form of cost benefit analysis that attempts to quantify the social change created by a programme, policy, investment or entity. It is a particularly useful form of analysis for not-for-profit organisations, which seek to generate positive social changes that are difficult to measure in traditional financial terms.

There is no right way to complete a SROI study, which is itself a branch of social value¹ assessment. Social valuing techniques have developed and been refined progressively over time and typically involve the following steps².

- 1. Establishing scope and identifying key stakeholders
- 2. Mapping outcomes
- 3. Evidencing outcomes and giving them a value
- 4. Establishing impact
- 5. Calculating the SROI
- 6. Reporting, using and embedding

A typical SROI study initially involves the determination of the changes sought by the programme, policy, investment or organisation, and then undertaking a structured approach to determining whether the identified benefits can be converted into financial terms for the purposes of valuation. SROI can be calculated for a single year or over the life of a project or programme, and it can be calculated summatively (i.e. at the end of a programme once outcomes have been realised) or formatively (i.e. as a programme is underway, or prior to it getting underway).

The output of a SROI exercise is usually presented in a ratio relative to costs. The overall "SROI ratio" demonstrates the unit benefits achieved for every Euro of investment society has made in the delivery of the programme, policy or organisation.

The UEFA GROW SROI Approach

In the UEFA GROW SROI Model, scope and stakeholders can be considered in terms of both territory and population. The model can be applied at the level of a country, or National Association, or footballing sub entities within that territory such as a region or county association, football club or defined football programme.

Within the defined setting the scope of the model is limited to the populations that are registered to play football with the National Association or on defined club programmes that involve 'regular' participation³.

Following a period of stakeholder consultation, outcomes were defined through the model development stage where high quality evidence of football's impact could be evidenced in relation to three overarching domains: Economic, Social and Health.

- In the Economic domain these include the value of facility development and football participation related expenditure by players.
- In the Social domain they include the value of impacts on crime, education, employment and volunteering.
- In the Health domain they include the value of impacts on Cardio-vascular diseases, cancers, mental health, ageing, subjective wellbeing and injury.

A variety of techniques are employed to establish related impacts and to value them. In the economic domain, facility valuation is based on the Gross Value Added (GVA) of the direct investment in construction of artificial pitches, which is discounted over the estimated lifetime of the facility to generate an annual value alongside direct spending associated with the hire of those facilities on an annual basis.

Player expenditure is based on the results of a survey distributed amongst active adult players and the parents of junior players, which considers club membership fees and subscriptions; spending on clothing and footwear used for football and on other equipment; expenditure on regular coaching sessions and tournaments; and finally spending on refreshments, hospitality any other spending directly associated with football participation.

¹ https://socialvalueint.org/social-value/what-is-social-value

² Social Value UK. 2012. A Guide to Social Return On Investment, http://www.socialvalueuk.org

³ Defined as at least one hour a week of training/matchplay over the course of a 9-month football season, academic year or equivalent period.

In the social domain, calculations related to reductions in crime and NEET⁴ status are based on the risk of players in the population groups facing these outcomes and the associated cost to society as well as the effect of involvement in team sports like football in reducing that risk. The reduced risk associated with playing football provides a basis from which to calculate the reduced cost to society. Deadweight⁵ is accounted for through a discount based on the proportion of the population that would be likely to be involved in an alternative team sport if they did not play football. The education contribution is based on academic assessments of the impact of involvement in team sports like football on people's educational performance. We then use OECD studies to calculate the likely effect of a lift in educational performance on a country's GDP⁶. The value of volunteering is assessed based on the number and role of football volunteers and the equivalent salary associated with the tasks and number of hours given up⁷.

In the health domain calculations for CVD, Diabetes, Cancer and Mental Health are based on the risk of players in the population groups facing these conditions and the associated cost, as well as the effect of regular involvement in sports involving moderate to vigorous physical activity, such as football, in reducing that risk. We then use the reduction in risk as a basis from which to calculate the reduced cost to society. Deadweight is accounted for through a discount based on the proportion of the population that would be likely to be involved in similar forms of physical activity if they did not play football. The calculation for subjective wellbeing uses findings from academic research that assigned a monetary value on the basis of people's 'willingness to pay' for an equivalent boost to their sense of wellbeing to that driven by team sports participation, including football. The negative impacts of football related injury are also considered based on cost and prevalence studies of football injuries.

In a number of cases, where football clubs are delivering 'targeted' football programmes that are designed to work with specific groups in order to address particular health or social conditions such as EuroFIT⁸, the model benefits from existing assessments of likely impact and value where football is delivered in line with defined programme designs.

In the final analysis the lowest point of all these assessments of value are brought together to provide an overall annualised, 'at least', valuation of regular, registered football participation at the level of the country, region, club or programme. The results can also be considered in terms of the economic, social and health contributions, in many cases including an estimate of the number of negative outcomes that football helps to prevent.

⁴ Not in Education, employment or training

⁵ The impact that might have happened anyway

 $^{^{\}rm 6}$ A new approach based on increased lifetime earnings is currently being explored

⁷ Consideration is now being given to the wider benefits associated with skill acquisition, social capital and integration

⁸ http://eurofitfp7.eu

4.0 Social Benefits

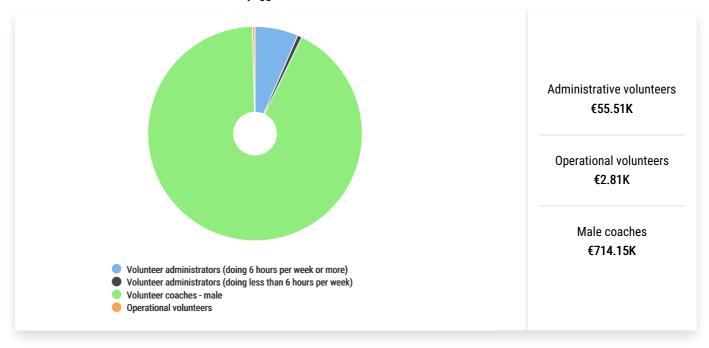


Football participation leads to a range of social benefits and prevention of social problems, resulting in personal developments, improved economic performance and savings to society.



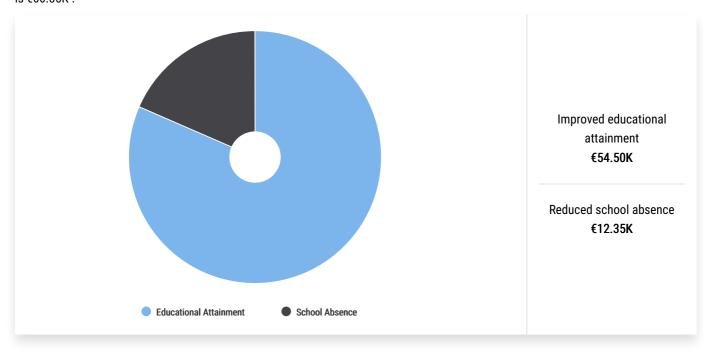
Volunteers

It is estimated that the 122 volunteers in Bonnyrigg Rose CFC deliver contributions with a combined value of €772.47K.



Educational benefit

In the area of education it is estimated that, as a result of football participation, the number of people who are absent from school reduced by 2. Together with improvements in educational performance, it is estimated that the combined value of educational impacts is €66.85K .

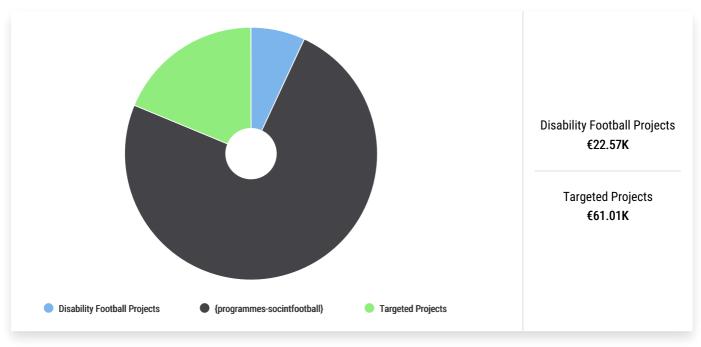


Social capital

As a result of football participation, it is estimated that individual players' social capital will have been boosted to the value of €1.09M during the reporting period.

Social targeted projects and participation programmes

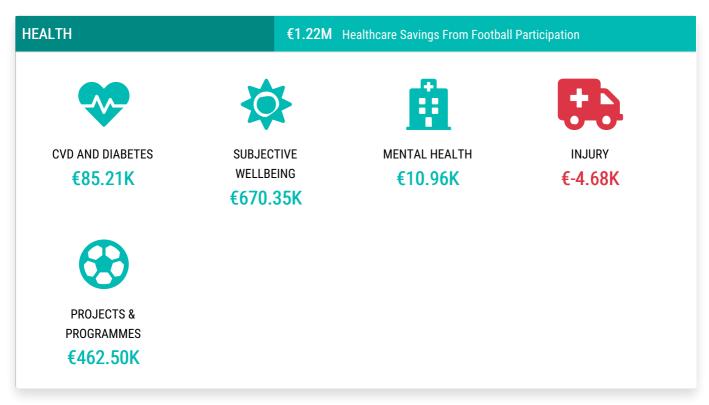
In the report period Bonnyrigg Rose CFC ran social targeted projects and participation programmes that generated a combined social value of €61.01K.



5.0 Health Savings and Value

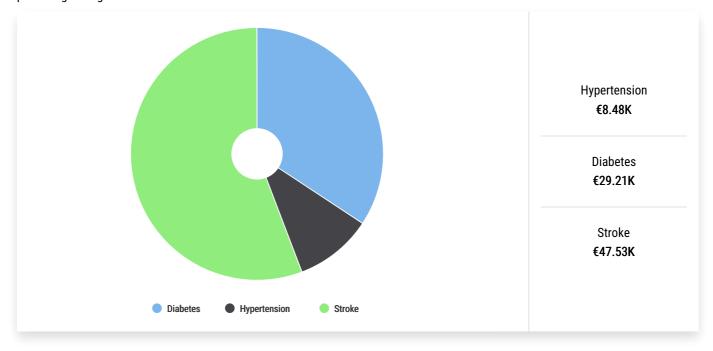


Football participation leads to significant reductions in the number of incidents of non-communicable diseases, resulting in savings for healthcare systems as well as an uplift in the wellbeing of individuals and society.



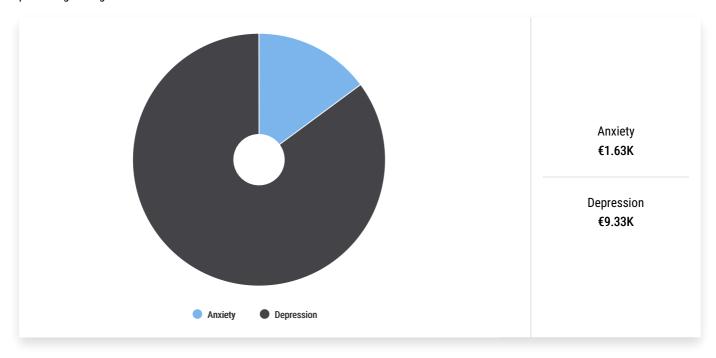
CVD and Diabetes

It is estimated that a total of 9 incidence of Cardiovascular disease and Diabetes will have been prevented in the reporting period, producing savings of €85.21K.



Mental Health and Wellbeing

It is estimated that a total of 3 incidence of Depression, Anxiety and Schizophrenia will have been prevented in the reporting period, producing savings of €10.96K.



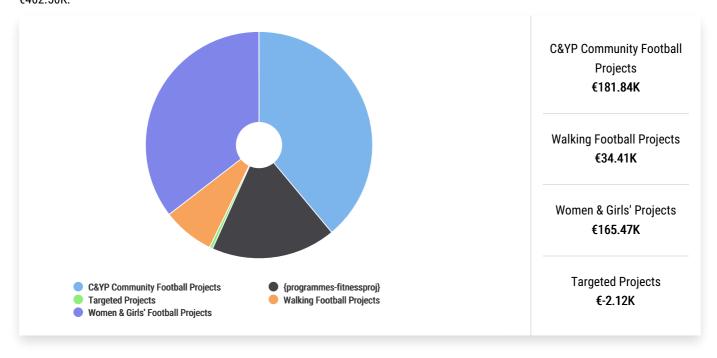
Individual players' wellbeing will also have been boosted to the value of €670.35K during the reporting period.

Injury

More negatively, the cost to the healthcare system of injuries sustained through participation in football is estimated to have been €4.68K during the reporting period.

Health targeted projects and participation programmes

In the report period Bonnyrigg Rose CFC ran health targeted projects and participation programmes that generated a combined value of €462.50K.



6.0 Economic Value



Football participation leads to significant levels of investment and consumer spending, which make an important contribution to the economy.

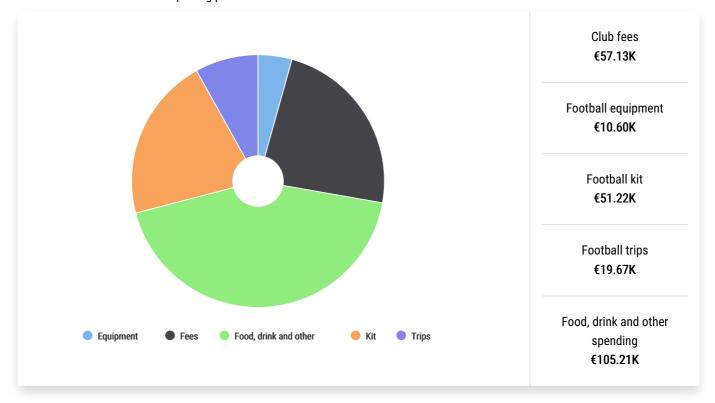


Facility elements

The contribution made by investment in and usage of 0 pitches by Bonnyrigg Rose CFC amounted to €231.43K in the reporting period.

Spending elements

The contribution that comes from spending on football participation by players and the parents of youth players in Bonnyrigg Rose CFC amounted to €243.84K in the reporting period.



Project Team

Substance

The UEFA GROW SROI Model is managed and maintained by Substance (<u>www.substance.net</u>), a UK based research and development company, which specialises in the assessment of the social impact and benefit of sport and other activities.

Advisory Panel

The core team is supported by an Advisory Panel of academic and industry experts whose role is to:

- To review progress with model development
- · Review progress to date and reflections on key learning from the roll out of the model
- · Review revisions to model structures and parameters
- Review data sources included in the modelling and identify alternate or proxy data sources where critical gaps are identified
- · Challenge or endorse and support the technical credentials of the project deliverables
- Advise on future research to address gaps in insight or data.

Alongside football representatives the current advisory panel includes the following academics:

- Professor Paul Downward, University of Loughborough
- · Professor Louise Mansfield, Brunel University
- Ilya Solntsev, Plekhanov Russian University of Economics
- Professor Peter Krustrup, University of Southern Denmark
- · Professor Pamela Wicker, Universitat Bielefeld
- Christian Pfeifer, IZA Institute of Labor Economics
- · Professor Rosie Meek, Royal Holloway, London University



Bonnyrigg Rose Community Football Club Ist Aug 2023 - July 31st 2024 (YEAR 1)

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Commonweal Com	(a) (a)	Forecast	Total												
More than the control of the control	Opening Bank Balance														
Number N	Opening bank balance	143,473.70	143,473.70	143,000.41	133,104.33	131,310.23	147,500.51	143,232.73	145,750.07	130,477.33	147,504.05	143,131.31	140,033.13	143,120.47	
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Chemated constance (mon chit Asia) 0.00 500.00 500.00	Ad Hoc Donations from Team Accounts	0.00	1,000.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1,000.00
SA CROSS Finding	Holiday Camps, Futsal and Festivals	0.00	325.10	0.00	399.51	320.00	320.00	320.00	2,250.00	0.00	2,250.00	0.00	2,100.00	2,250.00	10,534.61
## SACKINS Indiang ## Color 0.00	Charitable Donations (non Gift Aid)	0.00	500.00	0.00	0.00	500.00	0.00	0.00	500.00	0.00	0.00	500.00	0.00	0.00	2,000.00
Tran MT Sponourship	SFA	0.00	950.00	0.00	2,150.00	950.00	0.00	0.00	950.00	0.00	0.00	950.00	0.00	0.00	5,950.00
Ambrettaing Pithodes Banners 0.00	SFA DCMS Funding	0.00	0.00	9,516.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	9,516.38
Profess Standard	Team Kit Sponsorship	0.00	0.00	0.00	0.00	1,250.00	0.00	0.00	1,250.00	0.00	0.00	1,250.00	0.00	1,250.00	5,000.00
Beomyright and Servervoor Trust	Advertising Pitchside Banners	0.00	0.00	0.00	0.00	0.00	1,500.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1,500.00
Scottable Perferenting Frost	Police Scotland	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2,000.00	0.00	0.00	0.00	0.00	2,000.00
Go Go Much Hunding	Bonnyrigg and Sherwood Trust	0.00	0.00	0.00	0.00	0.00	2,500.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2,500.00
Much Funding 0.00 0.00 17000 25000 0.00 0.00 0.00 0.00 0.00 0.00	Scottish Football Partnership Trust	0.00	0.00	0.00	6,344.25	0.00	0.00	1,500.00	0.00	0.00	0.00	0.00	0.00	0.00	7,844.25
Separatrips	Co Op	0.00	0.00	0.00	0.00	900.00	0.00	0.00	0.00	0.00	0.00	900.00	0.00	0.00	1,800.00
Community Payer Sponsorship Computing Player Sponsorship	Match Funding					0.00	0.00	0.00		500.00	0.00	0.00	0.00	0.00	1,700.00
Note Note Note Note 149,479.76 2,676.43 2,526.443 4,555.71 5,253.33 2,556.33 2,556.33 2,553.33	Sponsorships														
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Available Contemple Cont	Robertson Trust														
Albertsing and Marketing		149,479.76	26,764.36	32,614.39	45,957.10	25,253.33	25,653.33	46,928.33	29,058.33	26,608.33	26,358.33	27,708.33	26,208.33	48,608.33	387,720.82
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Employees NI and PAYE															
Event Expenses															
Furniture and Fixtures Building Pitch Improvements	· · ·														
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Toftware and consumables 0.00 129.98 193.58 129.98 310.00 310															
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Emotion All 0.00 0.00 0.00 250.00 0.00 0.00 250.00 0.00	Age Group Costs														
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SWF 0.00 400.00 0.00 0.00 0.00 0.00 0.00 0	Positive Mental Health Scotland	0.00	0.00	0.00	500.00	0.00	0.00	500.00	0.00	0.00	500.00	0.00	0.00	0.00	1,500.00
SYFA 0.00 99.00 0.00 0.00 0.00 0.00 0.00 0.	RJM Sports	0.00	5,694.00	8,432.25	8,150.25	2,700.00	2,700.00	2,700.00	2,700.00	2,700.00	2,700.00	2,700.00	2,700.00	2,700.00	46,576.50
Thomas Munro 0.00 175.00 577.50 0.00 0.00 250.00 0.00 0.00 250.00 0.00	SWF	0.00	400.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	400.00
Laura Watt 0.00 350.00 150.00 0.00 0.00 0.00 0.00 0.00 0.	SYFA	0.00	99.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	500.00	599.00
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Online Football Equipment Orders 0.00 2,641.75 335.25 0.00 0.00 0.00 0.00 0.00 0.00 0.00	PPE Industrial Supplies														
Lacer Fund 0.00 0.00 250.00 250.00 1,000.00 1,000.00 1,000.00 1,000.00 800.00 0.00 0.00 0.00 6,800.00 Poltonhall Recreation Ground 0.00 3,000.00 <t< td=""><td>Rebecca McKinney</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></t<>	Rebecca McKinney														
Poltonhall Recreation Ground 0.00 3,000	Online Football Equipment Orders														3,977.00
TOTAL £ 0.00 30,637.71 39,055.85 33,603.82 28,871.05 30,321.05 40,371.05 28,371.05 29,121.05 29,171.05 26,821.05 27,121.05 38,571.05 382,036.83 Income less expenditure 149,479.76 -3,873.35 -6,441.46 12,353.28 -3,617.72 -4,667.72 6,557.28 687.28 -2,512.72 -2,812.72 887.28 -912.72 10,037.28 5,683.99	Lacer Fund														
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	TOTAL £	0.00	30,637.71	39,055.85	33,603.82	28,871.05	30,321.05	40,371.05	28,371.05	29,121.05	29,171.05	26,821.05	27,121.05	38,571.05	382,036.83
Closing bank balance 149,479.76 145,606.41 139,164.95 151,518.23 147,900.51 143,232.79 149,790.07 150,477.35 147,964.63 145,151.91 146,039.19 145,126.47 155,163.75	Income less expenditure	149,479.76	-3,873.35	-6,441.46	12,353.28	-3,617.72	-4,667.72	6,557.28	687.28	-2,512.72	-2,812.72	887.28	-912.72	10,037.28	5,683.99
Closing bank balance 149,479.76 145,606.41 139,164.95 151,518.23 147,900.51 143,232.79 149,790.07 150,477.35 147,964.63 145,151.91 146,039.19 145,126.47 155,163.75															-
	Closing bank balance	149,479.76	145,606.41	139,164.95	151,518.23	147,900.51	143,232.79	149,790.07	150,477.35	147,964.63	145,151.91	146,039.19	145,126.47	155,163.75	



Bonnyrigg Rose Community Football Club 1st Aug 2024 - July 31st 2025 (YEAR 2)
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Bonnyrigg Rose Community Football Club 1st Aug 2025 - July 31st 2026 (YEAR 3)
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159,770.92 156,612.42 164,603.43 162,064.93 158,026.43 168,437.93 166,929.43 164,270.93 160,612.43 158,753.93 151,295.43 162,986.93