

# FOOTBALL COOPERATIVE

A community football health intervention for Men.

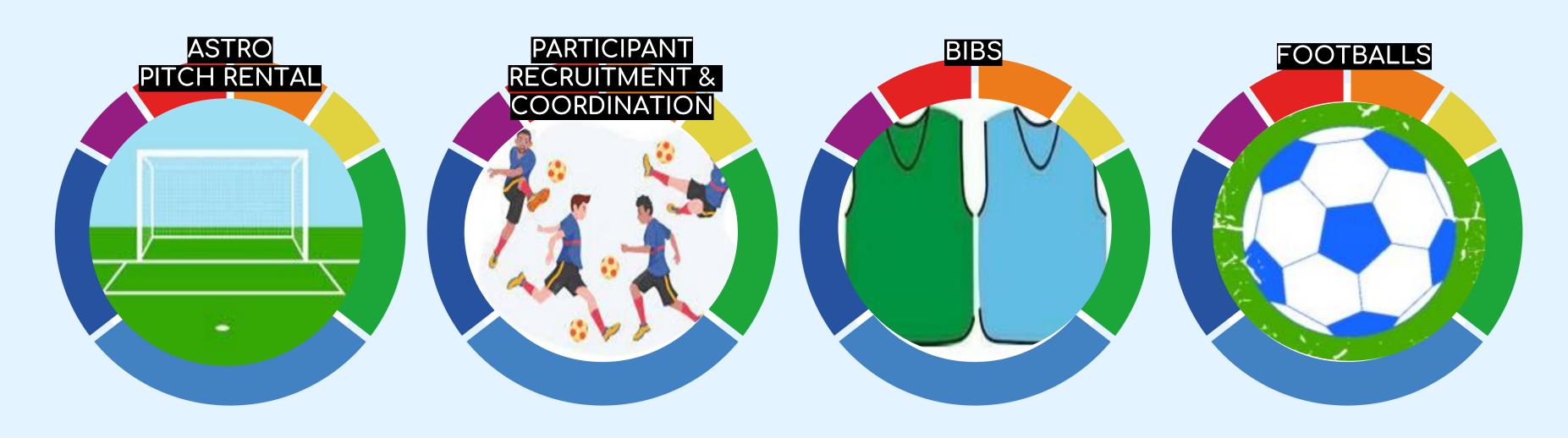




Football Cooperative is a mens health intervention with the <u>mission</u> to place recreational football as a hook to bring men together and through this community deliver positive health outcomes.



# Weekly Recreational Football Games Year Round

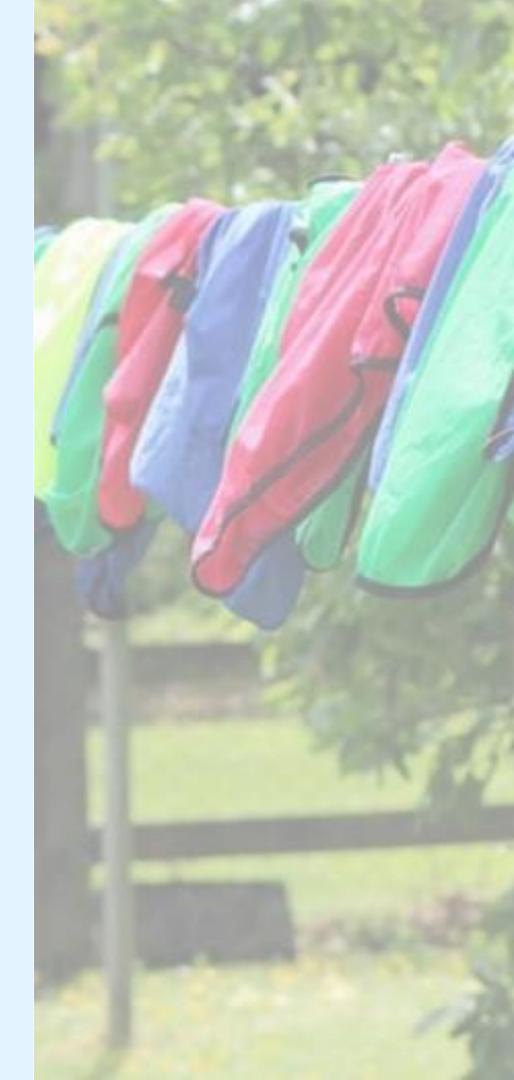


We remove barriers to participation. Our focus is to facilitate increased physical activity. Consolidated game fees and resources across our network of sites deliver sustainability.

### There is no substitute for exercise.

- Physical activity can help us live longer, reduce periods of ill health in our lives and increase the all-important "healthspan".
- Regular exercise has a direct beneficial effect on the heart, inducing adaptive changes at a cellular level. This and similar adaptive processes in the lungs and muscles all contribute to improved physical fitness.
- The mental health benefits of exercise in general exercise is a proven mood-booster and a great way to raise those 'feel good' endorphin levels.
- Strong evidence supports how exercise can be used as medicine to treat symptoms of loneliness and social isolation.





# **Prevention & Early Intervention**

Football Cooperative is an early intervention and health promotion programme through a gendered lens.

Acute & specialist health services

General hospitals

Primary care community health services

Informal community care

Early intervention / Education / Health promotion / Self care

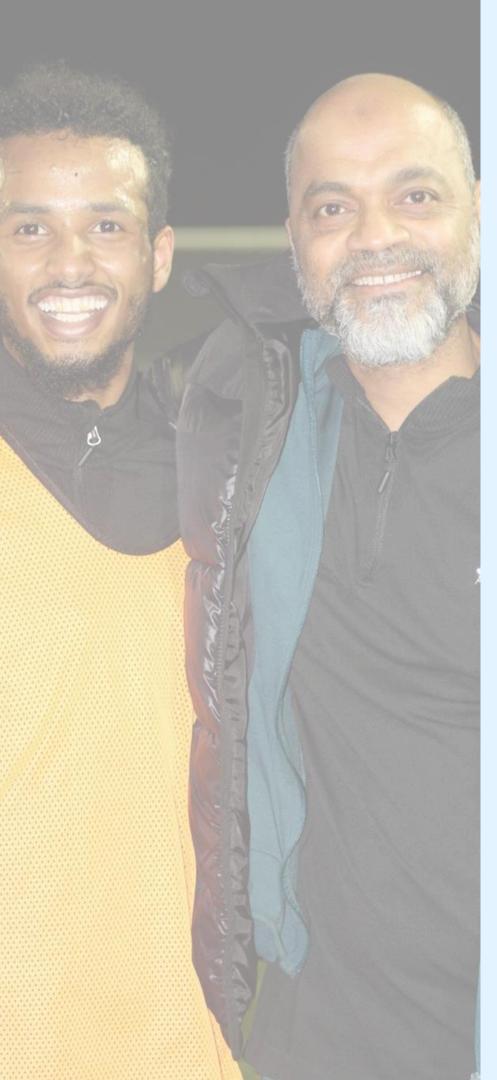






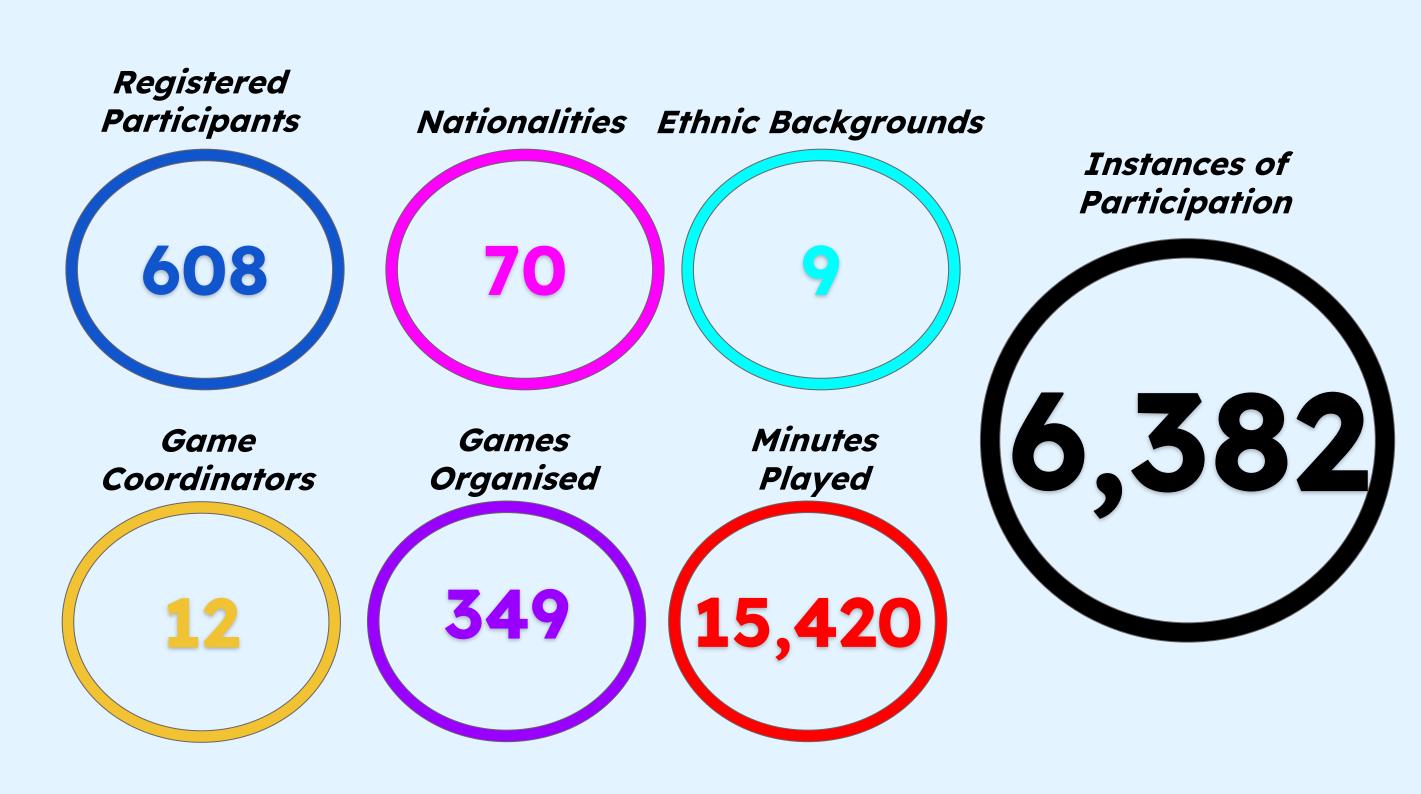
# We are big on Impact.





### PARTICIPANTS & PARTICIPATION

For year January to December 2023



## PhD Research

Commenced May 2021

Research to investigate the Football Cooperative social intervention using a Social Return on Investment (SROI) framework.

#### **Study objectives:**

- Establish SROI framework; how, who, when, what, how much
- <u>Deliver the intervention and assess up to 12 months post baseline;</u> assess all inputs, outputs and outcomes.
- <u>Calculate the SROI</u> of the intervention and adjudicate on the feasibility of replicating it across multiple sites.











# Using a Social Return on Investment (SROI) framework to calculate feasibility and social value



Steve Daly, Dr. Paula Carroll, Dr, Tom Egan, Prof. Michael Harrison and Dr. Noel Richardson

Department of Health Sciences

# SROI Principles & Methodology

Be Responsive Involve Stakeholde rs



Verify the Result

**Step 1:** Develop Stakeholder Map & select Participants for Research

**Step 2:** Consult Stakeholders to Inform Outcome Measures

**Step 3:** Validate Theories of Change (TOC) for Each Stakeholder Group

**Step 4:** Measure Outcomes at Defined Points for Each Stakeholder Group

**Step 5/6:** Rank & Value Outcomes for each Stakeholder Group

Step 7: Calculate the SROI

Understand what Changes



Value the Things that Matter

Be Transparent

> Do Not Overclaim

Only Include what is Material

### **SROI** Timeline

#### **April 2021**

Step 1: Develop stakeholder map & select stakeholders for research.

#### June 2022

Step 4: Measure outcomes for CP & SO stakeholder groups
Step 5 & 6: Value and rank outcomes for CP and SO.

#### May 2021

Step 4: Measure outcomes for Participant stakeholders

Baseline 3 Months 6 Months 12 Months

15 May 2021

#### RECREATIONAL FOOTBALL PARTICIPATION

14 May 2022

#### May 2021

Step 2: Consult stakeholders to inform outcome measures.

#### May 2022

Step 3: Validate ToC's for each stakeholder group.

<u>Step 4:</u> Measure outcomes for VC stakeholders.

<u>Step 5 & 6:</u> Value and rank outcomes for Participant and VC.

#### June 2022 - November 2023

Step 7: Calculate the SROI of FC games for each stakeholder group. Each step/decision to be documented and rationalised with best practice.

Stakeholder	Outcome	Total Benefit
		(current year cash flow)
Participants	Improved Physical Health	153,999
	Decline in Physical Health	- 22,523
	Improved Mental Health	116,019
	Decline in Mental Health	0
	Improved Social Health	82,221
	Decline in Social Health	-13,705
	Increased Injuries	- 100,042
Valuatoor	Improved self esteem	19,346
Volunteer Coordinators	Improved social connection	24,284
Community	Reduced stress	21,988
	Satisfaction of having a Secure and Reliable Tenant	1,521
Partners  Significant Others	Improved self esteem	2,288
	Improved family dynamic/relationship	24,482
	Improved family physical health	53,433
	Improved mental health	32,636
Total value of Benefits		381,366
Total value of Inputs		21,668
Social Return on Investment		€17.60



INTERNATIONAL

### Statement of Report Assurance

Social Value International certifies that the report

An SROI Evaluation Analysis of Football Cooperative, a community based 'pick-up' recreational football initiative for men in Ireland

satisfies the requirements of the assurance process.

The assurance process seeks to assess whether or not a report demonstrates a satisfactory understanding of, and is consistent with, the Principles of Social Value. Reports are independently reviewed by qualified assessors and must demonstrate compliance with the Social Value report assurance standard in order to be certified. The Social Value report assurance standard can be downloaded from the website socialvalueint.org.

Assurance here is against the Principles of Social Value only and does not include verification of stakeholder engagement, report data and calculations.

Awarded 05/02/2024

Su Congrute

Signed

Mr Ben Carpenter Chief Executive Officer Social Value International



Social Value UK carries out the assurance service on behalf of Social Value International. Social Value International is the global network focused on social impact and social value. We are the global network for those with a professional interest in social impact and social value. We work with our members to increase the accounting, measuring and managing of social value from the perspective of those affected by an againstation's activities, through the standardised application of the Principles of Social Value. We believe in a world where a broader definition of value will change decision making and ultimately decrease inequality and environmental degradation.

Disclaimer: Social Value International will not be responsible for any actions that an organisation takes based upon a report that has been submitted for assurance. An assured report does not grant Accredited Practitioner status to the author/authors of the report unless it is part of a full application for Accredited Practitioner status.



## Feasibility for Scale

- The SROI for Football Cooperative supports its' feasibility for scale-up.
- All four stakeholder groups reported benefits.
- Real world research is challenging.
- The ratio of €17.60 compares favourably with other health promotion SROI evaluations.
- SROI evaluates social return and feasibility.





# Do it once. Do it right.



# PhD Research

Commenced September 2022

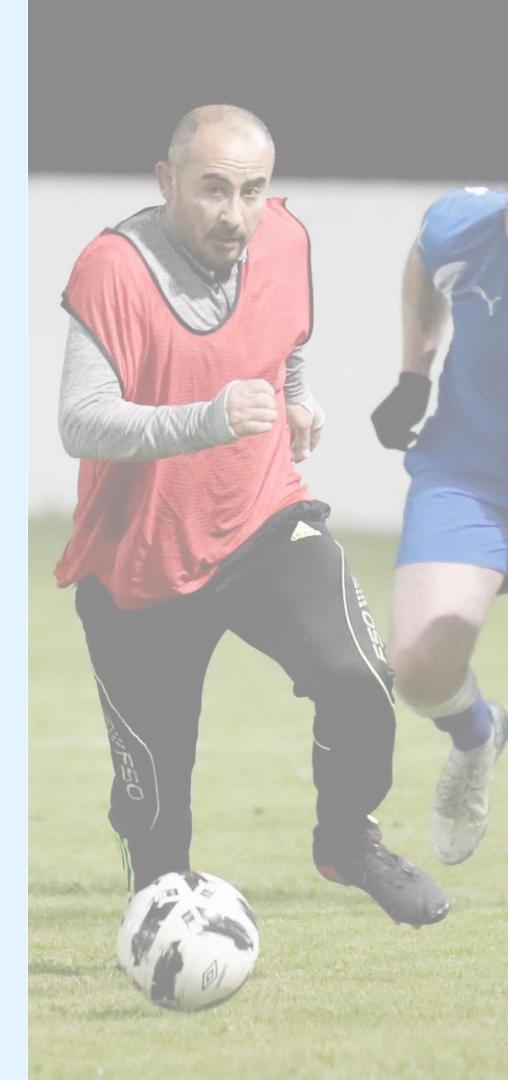
Research to develop an implementation strategy for scale up of Football Cooperative nationally and internationally.

#### **Study objectives:**

- Engage in qualitative research to inform the development of a model for replication at scale.
- Conduct environmental and situational analysis at prospective sites for replication.
- Draft an implementation strategy for replication and assess it via a modified Delphi study to be reviewed by a panel of experts.
- Develop the final implementation strategy and replicate it at multiple sites.







## Implementation is a science

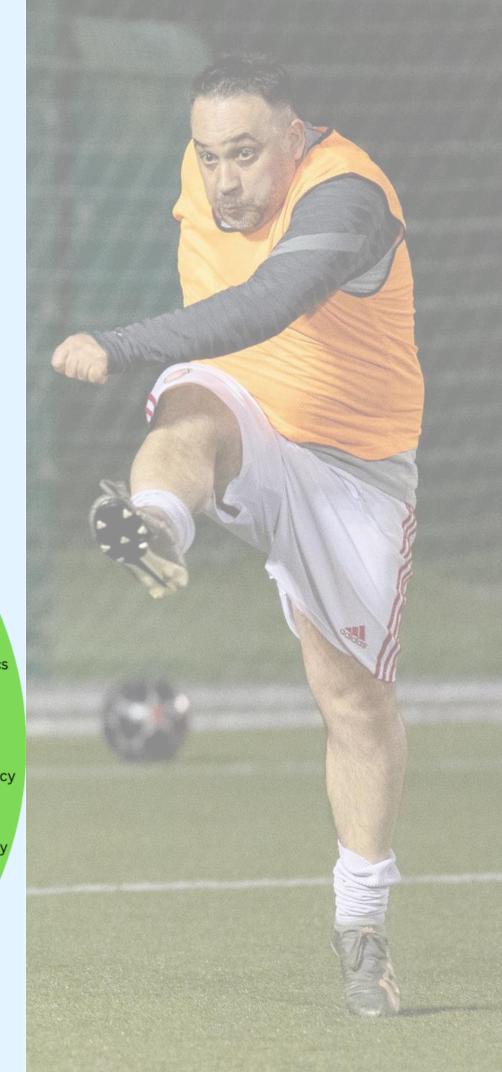
Consolidated Framework for Implementation Research will aid the development of the Implementation Process for scaling Football Cooperative nationally and internationally.

Data collected at various levels through the Consolidated Framework has supported the development of Ecological model to focus data collection from:

- Individual Level Participants
- Provider Level Coordinators
- Organisational Level Founder
- Community/Systems Level –
   Policy Makers/Funders







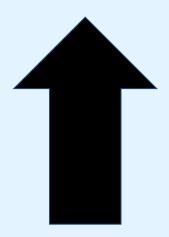


# Our Vision for Scaling our Impact.

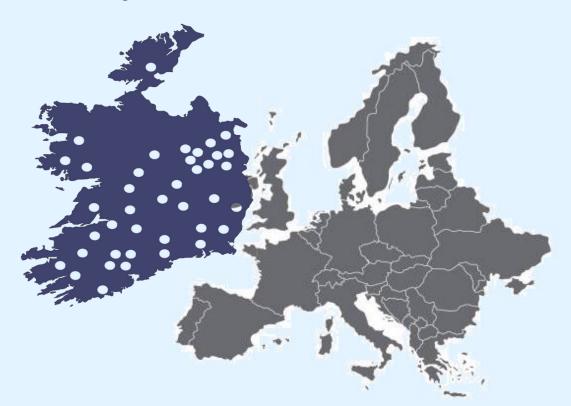




## Impact Scaling Strategy

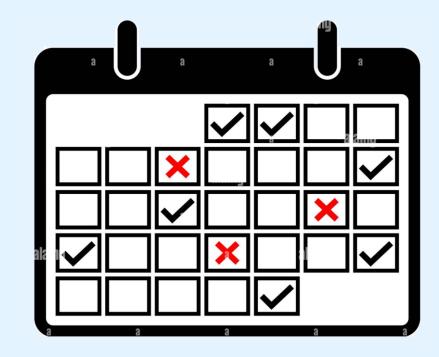


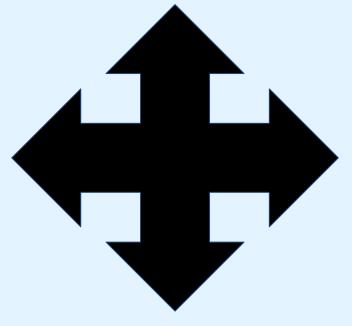
**Scale Up** to multiple more communities across Ireland and Europe.





**Scale Deep** at a site level to grow more opportunities across the week for participants to play





**Scale Outwards** to introduce programmes that activate men from social, economic, cultural, educational disadvantaged backgrounds into our football community.





# This works!

Help us get
more men
active, healthier
and connected
within their
communities.









