Social Impact and Valuation Report

2023/24

substance.

Foreword and Acknowledgements

Substance, a specialist in understanding and assessing the social impact of sport and physical activity, began working with the Scottish Rugby Union in July 2023 to help them demonstrate the impact and value of their work.

During this time, we have been struck by the enthusiasm and unceasing efforts to better understand and improve the quality and impact of the game in Scotland. This commitment appears to extend beyond the core executive team and through the clubs, players, volunteers and wider rugby community that we encountered.

In the first instance this has helped us to access extensive and high-quality data and insights relating to the rugby landscape in Scotland, which is reflected in the powerful findings about the reach and value of the game presented in this report. Equally, and perhaps more importantly, it generates confidence that the findings will be used to inform new policies and programmes that ensure rugby reaches into and delivers the greatest possible benefits for all of Scotland's communities.

In this report we are pleased to share the findings from this work which we are confident represent a minimum value that can grow based on further evaluation and service enhancements.

Tim Crabbe
Chief Executive, Substance

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Executive Summary

To showcase the benefits of rugby within Scotland, Substance has prepared a Social Return on Investment (SROI) report relating to participation in domestic, grassroots rugby across the country for the annual period from ***1st April 2023 – 31st March 2024***.

Social Return on Investment ('SROI') is a form of cost benefit analysis and branch of social value[1] assessment that attempts to quantify the social change created by a programme, policy, investment or entity. Studies typically begin with the determination of the changes sought or generated by the programme, policy, investment or organisation, followed by a structured approach to determining whether any identified benefits can be attributed to the work under consideration and converted into financial terms. Following the development of a theory of change, outcomes were identified and valued that delivered economic, social and health benefits where high-quality evidence of participation and the associated benefits of sport and physical activity could be demonstrated.

Whilst the assessment was focused on the value of participation in rugby in Scotland as a whole, data was drawn from a wide range of sources including over 1,600 individual players, parents, volunteers and match officials alongside more than 60% of member clubs. Survey findings demonstrated high levels of commitment to the game in terms of both the pleasure it brings but also dedication to its values and hours of effort committed to playing, volunteering and supporting it from all sections of society.

The headline assessment of the value of participation in rugby in Scotland for the reporting period is **£159,162,140**. This was made up of £13.46 million of value from economic benefits, £41.2 million of value from social benefits and £103.31 million of value from health and wellbeing benefits. The most significant contributions came from an equivalent value of volunteering effort valued at £31 million and £92 million from the subjective wellbeing benefits derived from being part of the rugby community.

Whilst the subjective wellbeing valuation represents over half of the overall value, this aligns well with the findings from a variety of other sport related SROI studies[2]. It also reflects the main driver for people's engagement in sport which is to pursue a purposeful pastime that is enjoyable and provides opportunities for social engagement. These and wider benefits were also balanced by the identification of over half a million pounds worth of *costs* to the healthcare system from injuries sustained through participation in the game.

Based on overall annual expenditure of **£20.6m** it was possible to identify a **SROI ratio of £1:7.71**, meaning that for every £1 spent on supporting the game, £7.71 of social

[1] https://socialvalueint.org/social-value/what-is-social-value/
[2] https://www.shu.ac.uk/sport-physical-activity-research-centre/sport-industry/projects/social-roi-sport

value is generated. This equates to an average social value of more than £3,000 per player.

Whilst the overall valuation was less than that from the recent study completed for the Irish Rugby Football Union it was based on smaller numbers of players and volunteers and also reflects the lower recorded rates of physical inactivity in Scotland. The lower the physical inactivity rate, the higher the discount applied for 'deadweight', or what might have happened anyway. Encouragingly, on a more directly comparative basis, the per player value is much more closely aligned with that recorded in a study for the Scottish Football Association in 2019[3]. Furthermore, studies that have considered the full range of sports at the national level have tended to identify lower SROI ratios of between £3-4 for every £1 invested[4] than those recorded in this study and others focused on the benefits of rugby.

It should also be stated that these valuations represent a conservative estimate, based on assumptions that generate an 'at least' value. The approach taken, which builds up from data gathered at the level of individual players and clubs, will support the generation of increasingly accurate reports at regional, club and programme levels that are sensitive to local conditions and also the measured outcomes associated with defined participation programmes.

[3] https://www.scottishfa.co.uk/media/4961/sfa-uefa-grow-pp-screens-mar19-web.pdf
[4] See https://www.sport.wales/content-vault/social-return-on-investment-in-sport and https://www.sportengland.org/guidance-and-support/measuring-impact?section=social_and_economic_value_of_community_sport

1.0 Introduction

As the governing body for rugby in Scotland, Scottish Rugby Union, often referred to as Scottish Rugby or SRU, continually work hard to grow the game and inspire the country of Scotland through the game and wider benefits of rugby. Based within Scotland's largest stadium, Murrayfield, SRU are proud to represent Scotland on the global stage whilst displaying their key values of Respect, Leadership, Achievement, Engagement and Enjoyment.

In order to showcase the benefits of rugby within Scotland and the work of SRU, Substance has prepared a Social Return on Investment (SROI) report relating to participation in domestic, grassroots rugby across the country for the annual period from ***1st April 2023 – 31st March 2024***. The study is based on a standard methodology utilised by various UK based and European sporting organisations and supported by academics from established universities as well as sporting and non-governmental bodies.

The methodology has been adapted to consider Rugby Union participation specifically, with a similar approach being taken for a study conducted in 2022/23 with the Irish Rugby Football Union (IRFU).

The remainder of this report is focused on providing more details of the approach taken and presenting the results of this assessment.

2.0 Methodology

In order to provide an accurate valuation for the Scottish Rugby Union, Substance has prepared a Social Return on Investment (SROI) calculation relating to participation across the playing, volunteering and coaching dimensions of the game as well as other relevant projects and programmes.

Social Return on Investment ('SROI') is a form of cost benefit analysis and branch of social value[5] assessment 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.

Social valuing techniques have developed and been refined progressively over time and involve the following steps[6].

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.

Studies typically begin with the determination of the changes sought or generated by the programme, policy, investment or organisation, followed by a structured approach to determining whether any identified benefits can be attributed to the work under consideration and converted into financial terms. 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., once outcomes have been realised) or formatively (i.e. as work is underway, or prior to it getting underway).

The following set of outcomes were identified and valued where high-quality evidence of participation and the associated benefits of sport and physical activity could be demonstrated.

[5] https://socialvalueint.org/social-value/what-is-social-value/

[6] Social Value UK (2012) *A Guide to Social Return On Investment*, http://www.socialvalueuk.org

Table 1: Measured Outcomes		
Economic	**Social**	**Health**
Employment	Reduced crime	Reduced hypertension
Facility value	Improved educational attainment	Reduced heart disease
Participant spending	Improved school attendance	Reduced strokes
	Reduced NEET	Reduced type 2 diabetes
		Reduced colon cancer
		Reduced dementia
		Reduced osteoporosis
		Reduced schizophrenia
		Reduced anxiety
		Reduced depression
		Improved subjective wellbeing
		Sports injury costs

For those programmes, where we were confident that regular opportunities to play rugby or engage in other physical activities[7] involving moderate to vigorous physical activity of the type associated with playing rugby were provided, a variety of techniques were employed to establish related impacts and to value them. In the economic domain, facility valuation is based on the use of the Gross Value Added (GVA)[8] approach to assess the added value of direct investment in construction, which is discounted over the estimated lifetime of the facilities to generate an annual value. This is considered alongside a market approach[9] assessment of direct spending on or a proxy value for the usage of facilities hired or made available for programme delivery on an annual basis.

In the social and health domains, using a 'risk and protective factors' model[10] for crime reduction, NEET status, absence from school and a range of health conditions including cardiovascular diseases, cancers, ageing and mental health conditions, the risk of participants in relevant population groups facing these outcomes; the associated cost to society of negative outcomes; as well as the effect of participation in rugby and/or

[7] Participation thresholds are applied to ensure that only those participants engaged in sufficient levels of activity to achieve associated benefits are included in subsequent valuations (See Appendix 1)

[8] https://www.investopedia.com/terms/g/gross-value-added.asp

[9] https://www.investopedia.com/terms/m/market-approach.asp

[10] https://sk.sagepub.com/reference/substance/n306.xml

physical activity in reducing that risk[11] is considered in order to calculate a per capita saving which is then multiplied by the number of participants to create an overall annual valuation. A discount, based on physical activity levels across the general population, was applied to account for deadweight on the basis of the proportion of rugby players that might reasonably be assumed to remain physically active in the absence of rugby.

Impacts on educational attainment are based on a 'lifetime earnings' approach that considers the effect of participation in team sports on academic performance and uses the differential between lifetime earnings potential across different levels of academic qualification to identify a monetary value for that impact.

The approach to the calculation for subjective wellbeing employs a 'compensating variation' or 'willingness to pay' approach that has its roots in microeconomic theory and explains how much money individuals might be willing to forego in order to be able to continue participating in rugby while maintaining the same level of wellbeing. The approach built on analysis conducted by Professor Paul Downward for the Irish Rugby Football Union and considered the variation in responses to questions relating to how satisfied respondents are with their life (Wellbeing). These scores (which were marginally higher than those scored by respondents in Ireland) were weighted in relation to the proportion of respondents drawn from different income bands in order to impute a monetary value for the uplift in wellbeing experienced amongst rugby players. Finally, a discount was applied to account for deadweight on the basis of the proportion of rugby players that might reasonably be assumed to remain physically active in the absence of rugby.

The negative impacts of sports related injury are also considered, based on prevalence of injuries whilst playing rugby and associated treatment costs for defined injuries.

Those programmes that were less focused on rugby participation and opportunities to become more physically active were considered using an evaluative approach to SROI and based on the measurement of defined outcomes during the reporting period that participation led to. A fuller explanation of these methods and associated data sources and assumptions is provided at Appendix 1.

[11] See for example https://www.aomrc.org.uk/wp-content/uploads/2016/05/Exercise_the_Miracle_Cure_0215.pdf

3.0 Theory of Change

Figure 1: ToC Map

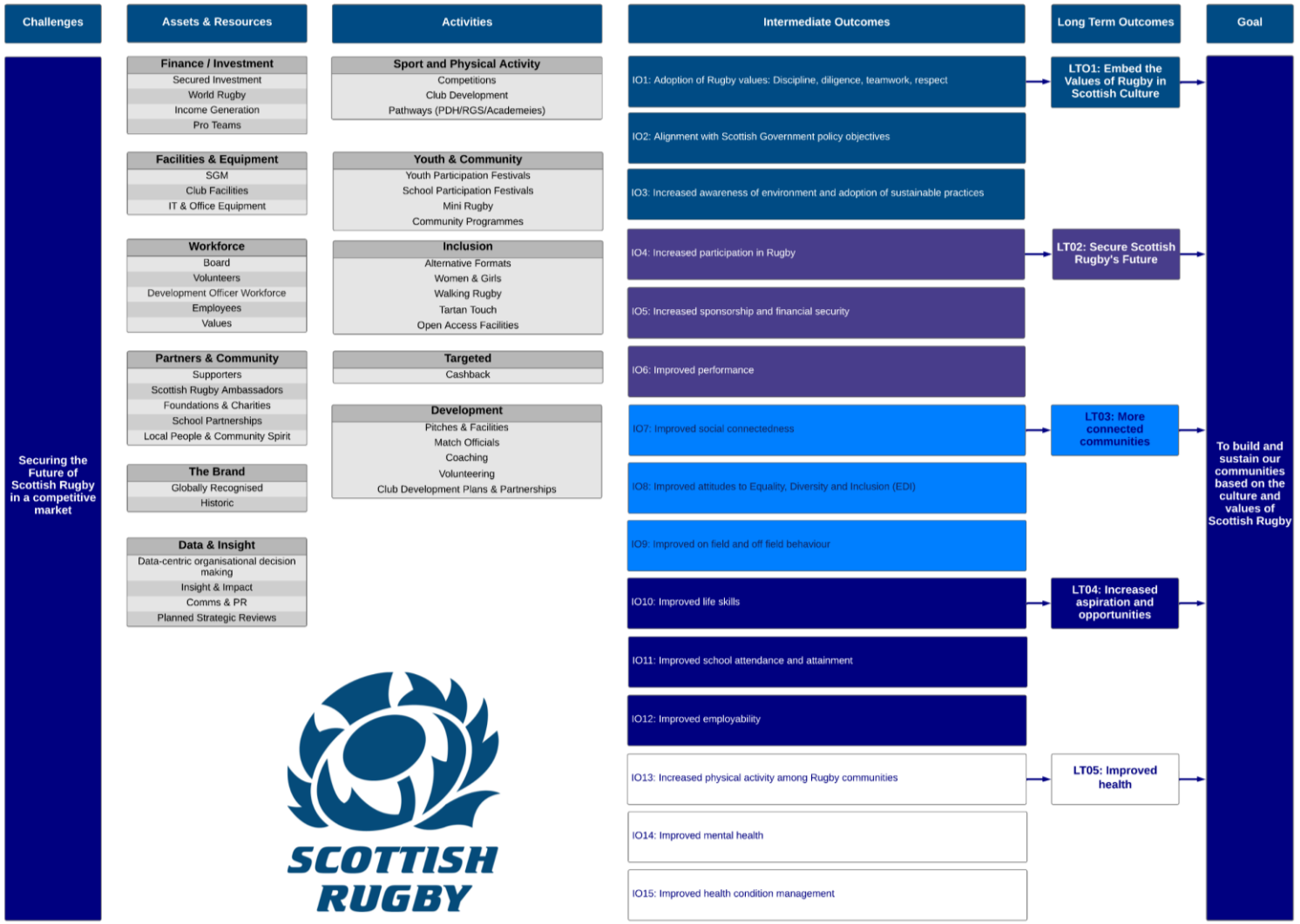


Table 2: ToC Evidence and Assumptions	
Evidence	**Assumptions**
A growing body of evidence shows that the type of activities and opportunities to engage in sport and physical activity that SRU provides, help to build the key emotional and social skills that contribute to positive social outcomes in later life. Through their involvement, a broad and diverse range of participants gain access to a number of inter-related connections and pathways that facilitate increased physical literacy and commitment to rugby values; easier access to sport; increased confidence, personal and social development; improved physical and mental health; ultimately leading to positive behaviour change and increased opportunities. Early Intervention Foundation (2015) *Social and Emotional Learning: Skills for life and work*, EIF; Academy of Medical Royal Colleges (2015) The miracle cure and the role of the doctor in promoting it Bailey, R. et al (2012) 'Physical Activity as an Investment in Personal and Social Change: The Human Capital Model', *Journal of Physical Activity and Health*, 9, 1053-1055 Eather, N., Wade, L., Pankowiak, A. & Eime, R. (2023) The impact of sports participation on mental health and social outcomes in adults: a systematic review and the 'Mental health through Sport' conceptual model, *Systematic Reviews* 12, 102 Sport Scotland (2019) *Sport for Life: A Vision for Sport in Scotland*, https://sportforlife.org.uk/documents/Sport-for-Life-Full-Document.pdf	The following assumptions have been made about Scottish Rugby, how the game is delivered and accessed for the purposes of this Theory of Change: • The game of rugby competes with other sports for the interest and attention of its participants. • The culture and values of Scottish Rugby are shared by its member clubs and key stakeholders. • Scottish Rugby's assets and resources are distributed across the clubs and regions. • The content is relevant for the annual period April 2023-March 2024.

4.0 Survey Findings

A variety of techniques have been employed within the SRU study to establish related impacts and subsequently value them. Primary research was conducted through two main surveys, one focused on individual respondents drawn from players, parents of players and volunteers and another which went directly to member clubs.

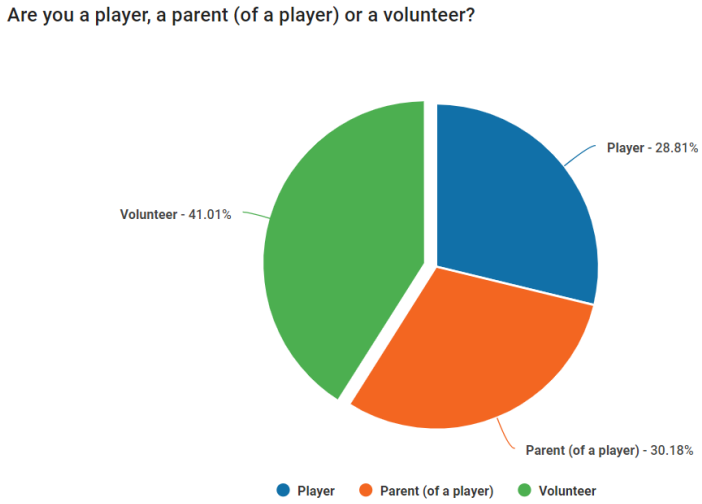
The individual survey assesses wide ranging aspects of rugby in Scotland including questions around involvement within the game, participation, social media, transport and levels of wellbeing. Participation-related expenditure is also considered through the use of consumer spending based questions in the survey, including spending on kit, equipment and food and drink, subscription, competition and travel fees. Additional value created in the supply chain is represented through the application of sector specific multipliers drawn from the Sport Satellite Accounts which identify, for example, the knock-on impact of spending on food and drink or kit and equipment in the retail, distribution and manufacturing sectors.

Rugby club representatives in Scotland were also invited to complete an additional survey with the purpose of attaining information on areas such as levels of membership and volunteering, volunteering roles and time spent within these roles, expenditure and charitable activities as well some overall club-focused ratings. The following section presents the summarised results drawn from the surveys.

4.1 Individual Survey

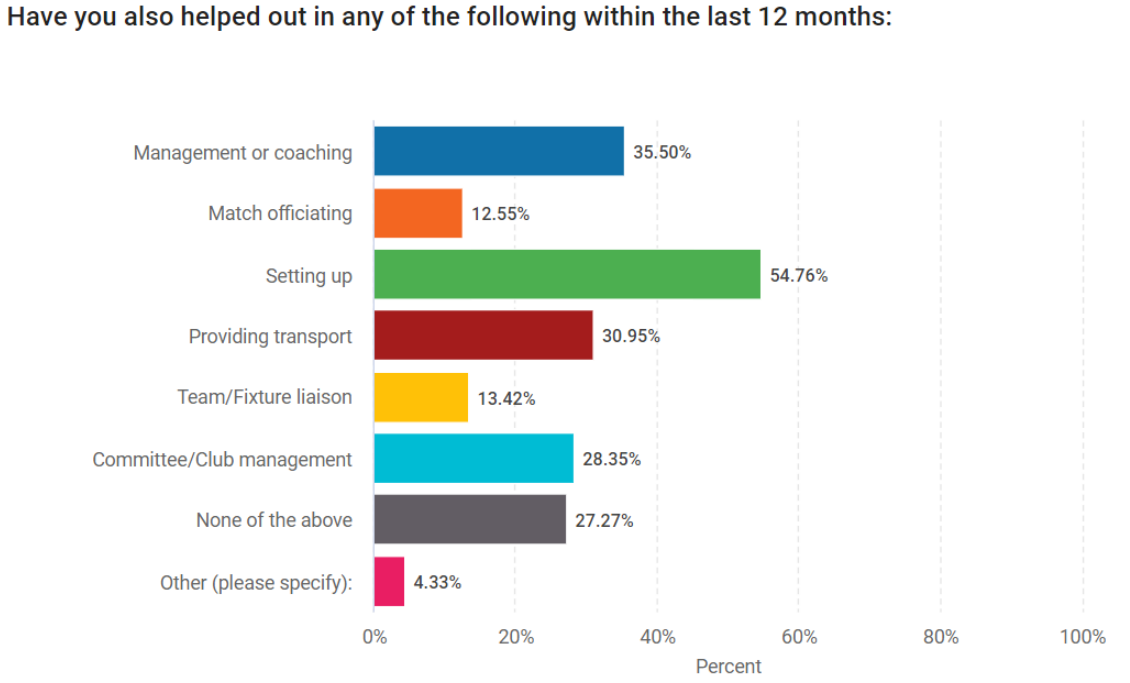
Of the 1,607 individuals surveyed, the spread of respondents drawn from participation in male rugby (60%), female rugby (16%) and mixed rugby (24%) reflects participation rates across different aspects of the game well. Volunteers, including coaches, match officials and club administrators, accounted for 659 (41%) of the 1,607 responses, with a further 463 coming from current players (29%) and 485 (30%) from parents of players.

Figure 2: Individual Survey Results



Participation in different rugby formats was well represented, with 90% of respondents playing the game in training sessions, 85% within organised Scottish Rugby approved competitions, 50% by means of non-Scottish Rugby organised formats and 35% in organised participation festivals. As well as playing the game, the participants also helped in the following areas – setting up (55%), managing or coaching (35%), committee/club management (28%) and involvement in match officiating (13%), displaying the strong sense of belonging and engagement in the game and participants' willingness to help sustain and grow the game. On average those who assisted spend between 20 – 40 hours a month doing so, with nearly 10% dedicating as much as 100 hours a month. On average, those who volunteer said they do so 3-4 times per month for 9 months of the year, revealing how much time is given up in each instance.

Figure 3: Individual Survey Results Continued



As expected, with the geographic spread across Scotland's rugby landscape, survey responses revealed a relatively high average distance for participants to travel from home to matches at 33 miles, with respondents stating mileage anywhere from 5 up to 100+ miles. In turn, 82% of players/parents/volunteers highlighted their use of a car as the primary mode of transport with the remaining 18% being comprised of walking, cycling, public transport and shared cars.

When reviewing the respondents' wider demographic and socioeconomic circumstances as well as wellbeing factors, the following results were observed. Of those who completed the survey, the most featured age ranges were 45-54 (29%), 35-44 (27%), 25-35 (13%) and 55-64 (11%), with U16 and 16-18's only accounting for 8% of responses. In order to achieve a wider spread and younger demographic representation, there may be some attention paid as to how to further engage this audience. The most frequent annual income categories (per individual rather than

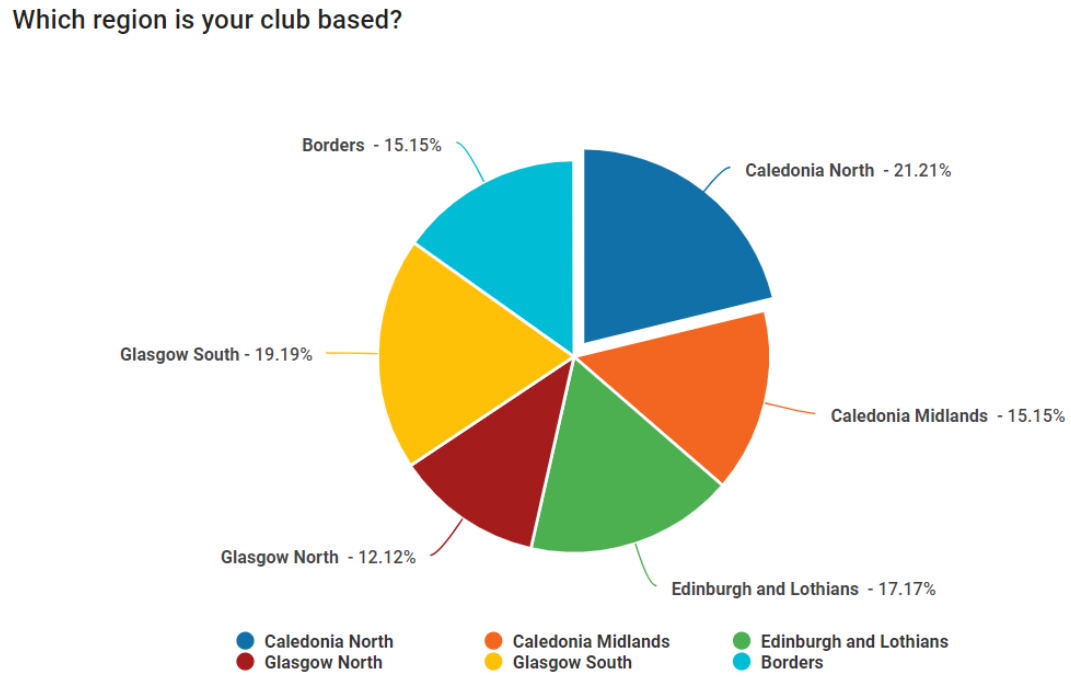
household) were as follows, £20-30k (16%), £30-40k (15%), £40-50k (15%), £50-75k (14%) with those who prefer not to say (14%).

Various wellbeing-related questions were also presented, including two focused on having physical or mental health conditions that may affect respondents' ability to do normal daily tasks and/or take part in sport and exercise, with the large majority responding no to both (82%+). Over 70% also indicated that they were: *satisfied with [their] life,* that *the things they do in life are worthwhile* and that they *felt happy 'yesterday',* with the average score (on a scale of 1 – 10 where 10 is very anxious) for *how anxious they felt 'yesterday'* being 3. These findings show that those involved with rugby (and likely sport as a whole) have purpose and happiness in their day-to-day lives.

4.2 Club Survey

Of the 169 Scottish Rugby member clubs, 101 (60%) responded to the club survey, providing crucial data and additional metrics when assessing the Social Return on Investment.

Figure 4: Club Survey Results



Respondents were asked to provide ratings against three key club areas (on a scale of 1-10, where 1 is poor and 10 is excellent) including *Breadth and depth of Rugby provisions* which was rated at an average of 6, *Role in the local community* at 7 and *Financial sustainability* at 6 – showing general contentment from clubs with further room for improvement through development. A total number of 38,116 members were reported across the 101 clubs, as well as 5,824 volunteers. Of the 5,824 volunteers, 1,227 were classified as being involved in 'administrative roles', 2,421 as 'coaches and match

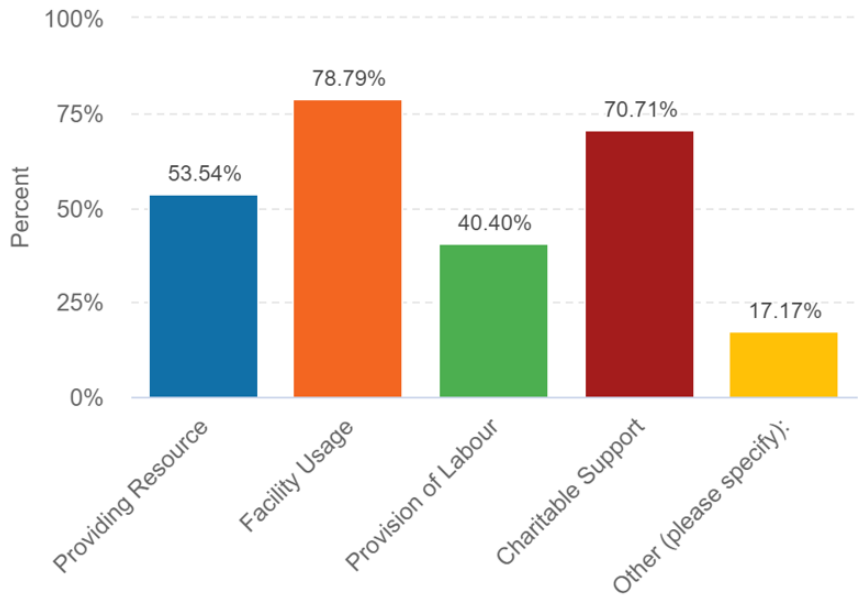
officials' and 2,176 as 'operational' and 'other'. In support of the number of hours reported by individual survey respondents, across all the volunteer categories, it was reported that over 55% dedicated six or more hours per week to their duties.

Focusing on the financial aspects of those clubs that were surveyed, the annual expenditure recorded across the 101 clubs totalled ***£11.37m***, with 80% of the clubs stating their support for charities and the contribution of a collective ***£861,250.***

To ensure all 169 clubs were fairly represented in the final SROI valuations a weighting model was developed to enable accurate extrapolation of the findings to the full set of clubs. The modelling framework was based on bandings provided by SRU which centred largely around the proportion of respondents from clubs of different scale and the scale of those clubs that did not respond. From this extrapolation it is estimated that there are a total of 53,400 members and 8,159 volunteers. Total annual expenditure across these clubs is estimated to be ***£15.9m*** and charitable giving ***£1.2m***.

Clubs were also asked in which ways they support local groups and organisations, with 54% of respondents stating they do so by providing resources; 79% through facility usage; 40% through the provision of labour; and 71% through charitable support. Others also stated that they provide support to specific charities in their areas. Please see figure 5 below:

Figure 5: Club Survey Results Continued

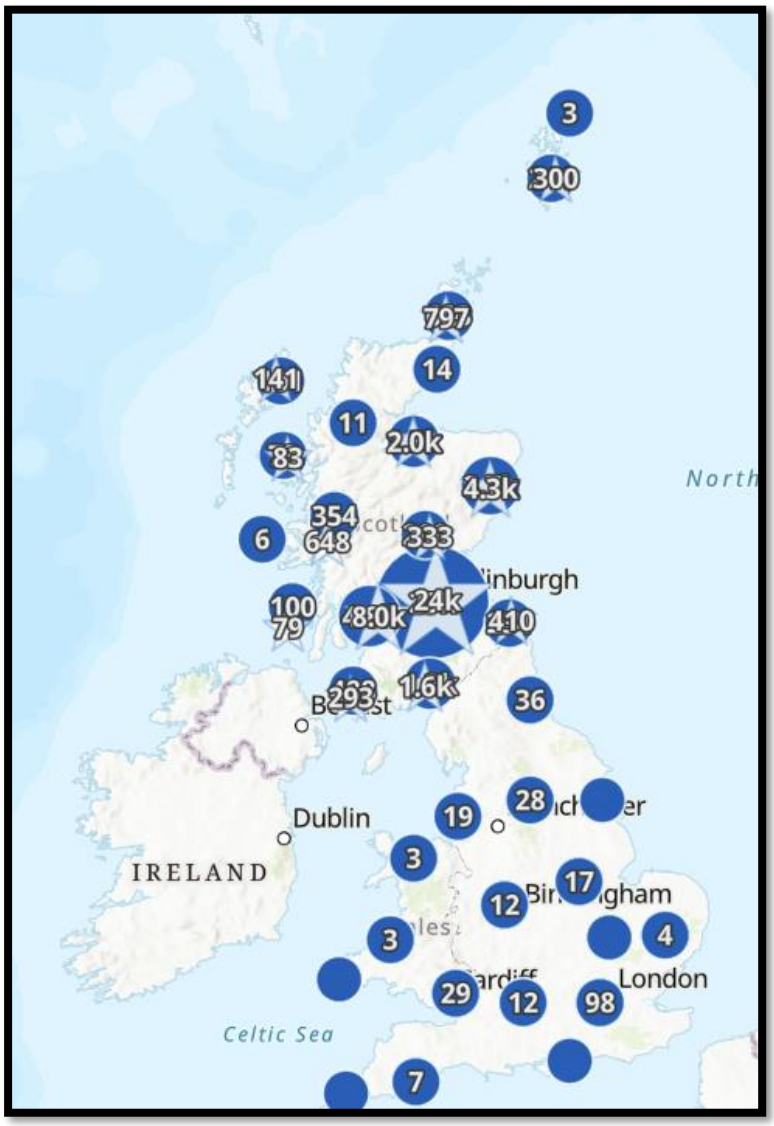


5.0 Impact

5.1 Mapping

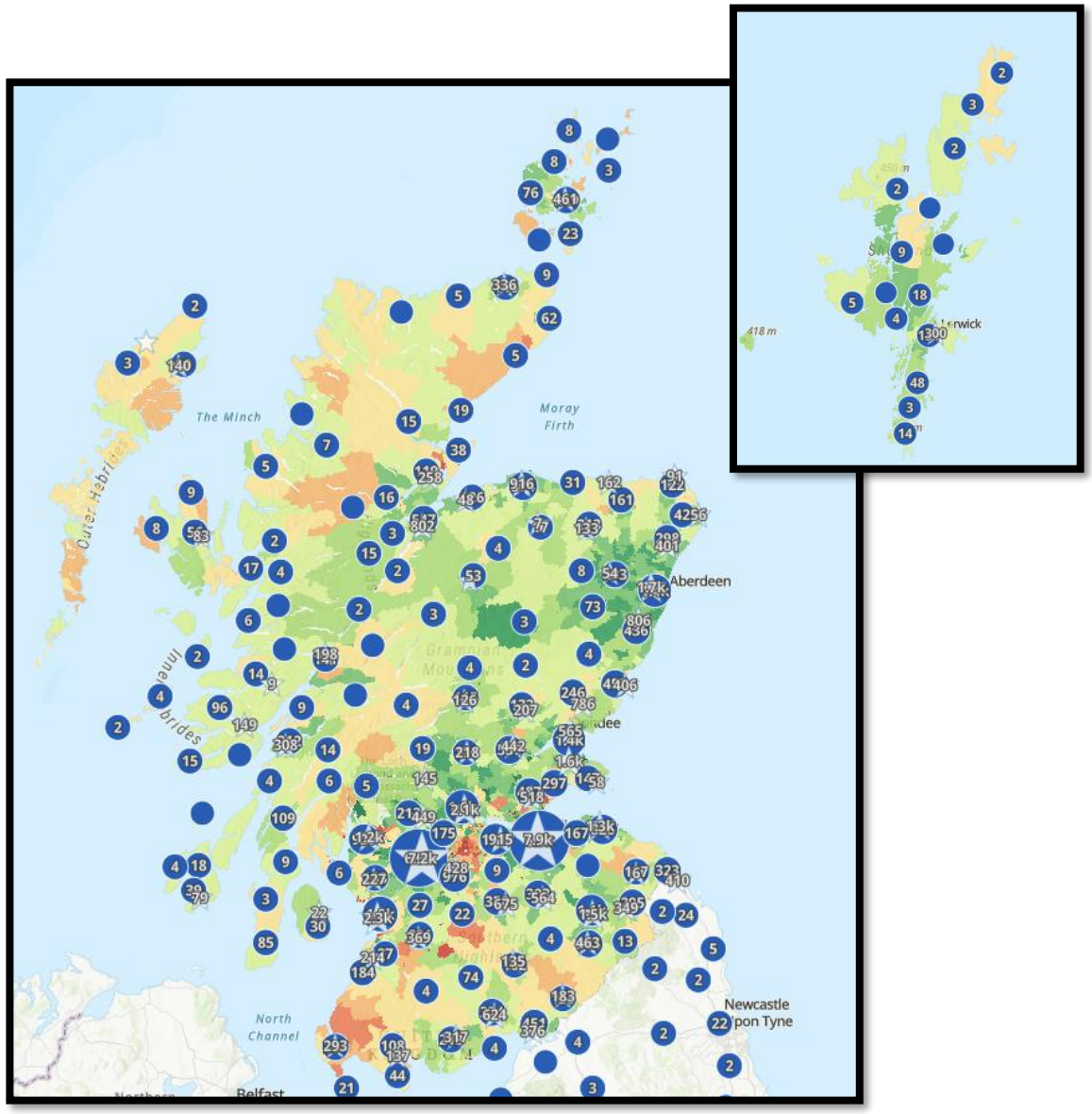
As part of the evaluation exercise we were able to map the location and concentrations of rugby players and clubs across Scotland (and the UK due to wide range of data made available) as represented in the maps below.

Figure 6: Mapping by Participants and Clubs



We were further able to map the players and clubs against the Scottish-specific Index of Multiple Deprivation to reveal the concentrations of players in relation to different levels of deprivation and the game's ability to attract players from different social backgrounds, as revealed in the maps below.

Figure 7: IMD (Index of Multiple Deprivation) Layering



A wider range of dynamic maps are also available at finer levels of granularity both in terms of location but also individual indices of deprivation such as health, education and crime.

Table 3 below also displays the counts of players (whose postcodes were available through SRU registration systems) and the percentages relating to how many of these players live in differing areas of deprivation rankings.

Table 3: Indices of Deprivation

Deprivation Ranking	*Count (of available postcode data)*	*%*
0%-10% (Most Deprived)	1232	3.4%
11%-20%	1608	4.4%
21%-30%	2128	5.8%

31%-40%	2839	7.8%
41%-50%	3401	9.3%
51%-60%	4483	12.2%
61%-70%	5039	13.8%
71%-80%	5312	14.5%
81-90%	4804	13.1%
91%-100% (Least Deprived)	5795	15.8%

5.2 Case Studies

Please see Figures 8 and 9 below showcasing two case studies from Garioch RFC and Murrayfield Wandereds, displaying real-life examples of the true impact Rugby Union has across Scotland those involved with the game across the Rugby community.

Figure 8: Garioch RFC Mums that play!

There has long persisted a myth that motherhood and sport are incompatible. Whilst it cannot be denied that it's a tough gig, an increasing number of women are proving that motherhood and sport can go hand-in-hand. A great example of this comes through **Garioch RFC.** The clubs and their partners have embraced equity, supporting mothers to continue and thrive in the rugby community.

Sammy Ross, Sam Sutherland, Jess Silcocks and Chloe Matthews from Garioch RFC provide insight into the many challenges when it comes to returning to rugby after pregnancy, including the mental and physical changes, as well as childcare.

"The club is such a welcoming, family-orientated place but there's been wee things I've been able to change and make things a bit easier for us mums. Prior to getting pregnant I didn't realise these things were missing. With backing from the committee, the club now has highchairs, better changing facilities including hooks on the back of the doors for hanging up the all-important baby bag, and they even have baby bouncers in the gym, meaning the players can complete weight training whilst their child is safely entertained."

One of the key motivators for the Garioch mum's and their return to rugby is being a role model to their children, and the women had some final words of wisdom to share for any expectant rugby-mum's, parents who are considering getting into the game, and food for thought for other club's across the country:

"Make your club as accessible as possible for parents. It's important that the clubhouse is a welcoming, supportive environment, equipped to support families. It's not just about supporting players who are parents, it's about supporters and partners too. The thought of getting back to rugby after you've had your baby is hard, but honestly, just do it"

Figure 9: Murrayfield Wanderers School of Rugby

Murrayfield Wanderers works alongside the Wester Hailes High School and Tynecastle High School and their cluster of feeder primary schools to provide young people in areas of social and economic deprivation an opportunity to get involved with rugby.

The MWFC Youth Rugby Development Programme uses rugby, and its core values, as a vessel to not only improve the lives of the young people from a physical point of view but also to build confidence and personal qualities by using rugby as the 'hook' for positive engagement.

According to the Scottish Index of Multiple deprivation (SIMD), the two main hubs where the MWFC development programme operates, Wester Hailes and Tynecastle, are in the 10% most deprived areas of Scotland, with some areas in the 5% most deprived. Crime is particularly prevalent in both areas according to the SIMD crime index.

Since 2018, MWFC has teamed up with the 'CashBack for Communities' foundation to offer the 'School of Rugby' programme in these target schools. Stage 5 funding was awarded to the programme in 2020 which contributes towards the employment of a full-time rugby development officer and a part time assistant development officer. Stage 6 cashback funding was awarded to Wester Hailes High School in 2023 which saw a £90,000 investment over the course 3 years, through curricular and extra-curricular delivery through School of Rugby and events such as the Cashback Community Rugby (CCR) event.

The programme is available to all young people who attend the schools but with a referral system to try and introduce young people who staff feel will benefit the most. These children would typically be at a higher risk of exclusion from school or have poor school attendance and attainment or be seen to have the potential for gaining significant health and wellbeing-based benefits.

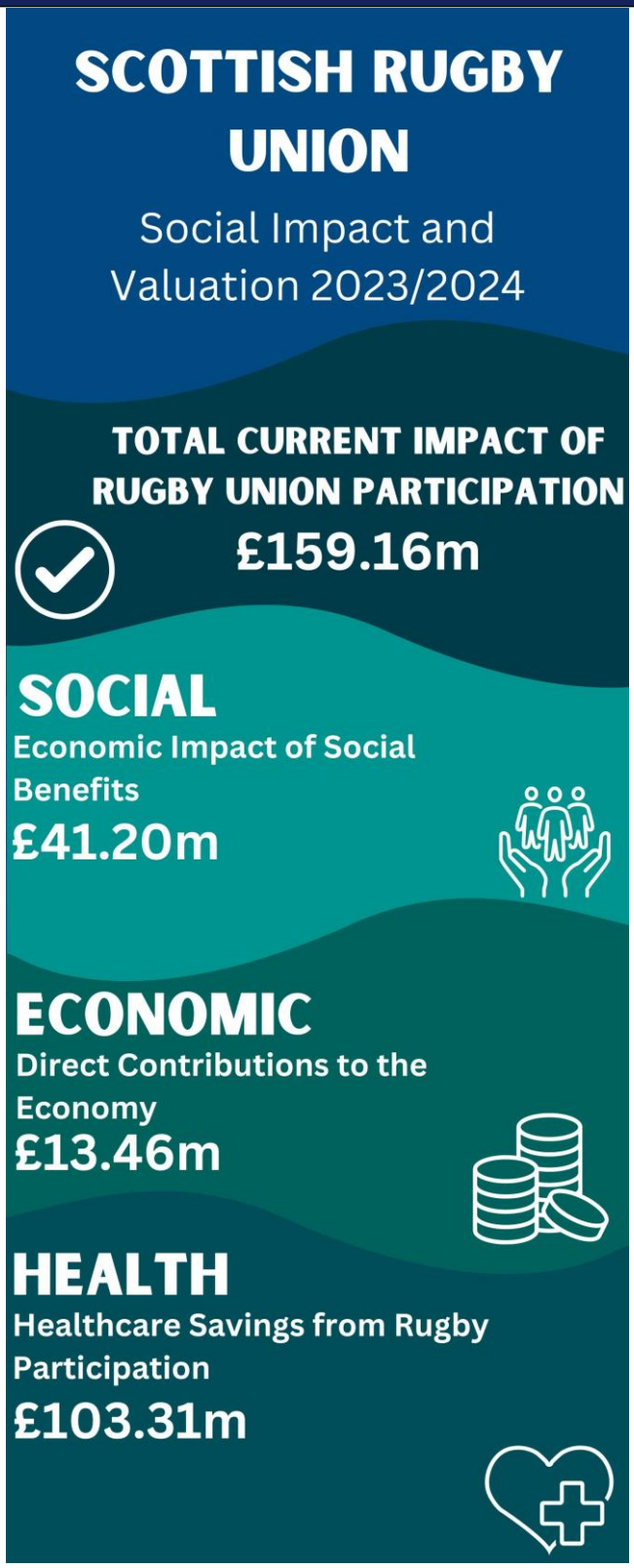
Rugby opportunities have increased dramatically for those involved, including paths through to club rugby and gaining coaching skills to allow those involved to coach rugby in their own communities.

MWFC look forward to building on the successes and foundations established in the 2023-24 season and continuing to make the development rugby programme a fully equal, diverse and inclusive programme.

6.0 Summary Findings

The headline valuation for the Scottish Rugby Union for the reporting period between 1st April 2023 – 31st March 2024 is **£159,162,140**.

Figure 10: SRU SROI Infographic



Impact Per Player

Based on the findings presented in this report, the annual social value of participation in Rugby Union is an average of ***£3,083.89*** per player based on **51,610 registered players** at the time of data extraction (this value includes value attributed to facility investments and volunteering).

6.1 Social Benefits

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

Volunteers

Based on the estimation of volunteer numbers and hours derived from the club survey it is estimated that 8,159 volunteers in Scotland deliver contributions with a combined value of ***£30.95m***. These are broken down into the following categories and values:

Volunteer Administators (doing 6+ hours per week) - £11.16m
Volunteer Administators (doing less than 6 hours per week) - £2.99m
Volunteer Coaches - £11.53m
Operational Volunteers - £5.26m

Crime

It is estimated that a total of 2 incidences of juvenile crime convictions were prevented as a result of Rugby Union participation in the reporting period, resulting in a combined saving of ***£52.58k***.

Educational Benefit

In the area of education it is estimated that, as a result of Rugby Union participation, the number of people who were absent from school reduced by 202 and the number who were prevented from becoming NEET is 47. Together with improvements in educational performance, it is estimated that the combined value of educational impacts is ***£3.86m***.

Targeted Projects and Participation Programmes (Social)

In the report period school and community based participation programmes targeted at children and young people generated a range of social and health benefits valued at ***£6.33m***.

6.2 Health Savings and Value

Rugby Union 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 players' individual subjective wellbeing.

CVD and Type 2 Diabetes

It is estimated that a total of 633 cases of Type 2 Diabetes will have been prevented in the reporting period, producing healthcare savings of £2.65m. It is further estimated that 740 cases of hypertension with savings of £2.70m, 119 cases of ischemic heart disease with over £219k of savings and 33 strokes with savings of £1.35m will have been prevented. In total it is estimated that the savings associated with the prevention of CVD and Type 2 Diabetes total ***£6.92m***.

Cancer

It is estimated that a total of 4 incidences of cancer will have been prevented in the reporting period, with healthcare savings of ***£232.19k***.

Ageing

It is estimated that a total of 4 incidences of Osteoporosis and 74 incidences of Dementia will have been prevented as a result of Rugby Union participation, producing healthcare savings of ***£1.87m***.

Mental Health and Wellbeing

It is estimated that a total of 306 incidences of Depression, Anxiety and Schizophrenia will have been prevented in the reporting period, producing savings of ***£975.21k***.

Injury

The cost ***to*** the healthcare system of injuries sustained through participation in Rugby Union is estimated to have been ***£519.27k*** during the reporting period. In order to calculate the cost to the healthcare system, data was provided by SRU across the following 8 injury types: Cartilage, Cuts, Concussion, Dislocations, Fractures, Loss of Consciousness, Sprains/Strains and Tendon/Ligament injuries. Information was also given on whether treatment for these injuries was provided pitchside or required hospital treatment.

Subjective Wellbeing

Unsurprisingly, given people's engagement with the game freely as a source of entertainment and leisure pursuit, the largest single element of value related to participation in Rugby Union was related to improvements in Subjective Wellbeing, which totalled ***£92.57m***

Targeted Projects and Participation Programmes (Health)

In the report period, school and community based participation programmes targeted at children and young people generated a range of social, economic and health benefits valued at ***£1.27m***.

6.3 Economic Value

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

Spending Elements

The contribution that comes from spending on Rugby Union participation by players and the parents of youth players in Scotland and the effect on associated supply chains amounted to ***£5.96m*** in the reporting period. This value is broken up into the following sub-categories including Kit (£3.12m), Food & Drink (£1.11m), Trips & Tournaments (£1.02m), Equipment (£414.92k) and Fees (£290.37k)

Facility (Pitch) Elements

Based on responses to the SRU facility audit and subsequent GVA modelling, the contribution made by investment in and usage of 416 rugby pitches across Scotland amounted to ***£7.5m Gross Value Added***.

Club Charitable Expenditure

When modelled across the 155 Member Clubs, the total level of club-based charitable giving amounted to ***£1.2m***.

SROI Ratio

In order to facilitate the generation of a SROI ratio, an annual expenditure of ***£20.6m*** was identified – split between Clubs at £15.9m and SRU at £8.5m (totalling £24.4m), with SRU's £3.8m which goes directly to clubs deducted to avoid any investment double counting.

Based on an overall social return of ***£159.16m*** this equates to a SROI ratio of ***£1:7.71***

Appendix 1: Assumptions and Data Sources

For the purposes of this report, we have made the following assumptions.

Basis Period
Valuations are based on the 12-month period from **1st April 2023 – 31st March 2024.**

Population
The population for the study included participants across Scottish Rugby Union attendance records and could be identified or verifiably estimated. We have assumed as a basis that, **prior to any discounts being applied** (see below), all Rugby players included in participation related valuations engage in sufficient levels of moderate to vigorous physical activity to meet outcome requirements.

Deadweight, Discounts and Thresholds
'Deadweight' (what would have happened anyway) is accounted for through a discount based on the proportion of participants that would be likely to be involved in other equivalent physical activities if they did not engage in Rugby. The assumption made is that, without this engagement, the proportion of participants meeting physical activity guidelines would match that for the relevant population group in the country at large. A value is therefore only included for the proportion of participants that would otherwise be defined as 'inactive'.

Amongst those participants in other participation programmes, an additional discount is applied based on thresholds for the number of sessions attended, as illustrated in the Table below.

Table 4: Participation Programme Discounts

Participation Programme Thresholds and Discounts	
Number of sessions attended	**Additional discount**
Less than 10 sessions	100%
Between 10 and 15 sessions	50%
Between 16 and 20 sessions	25%
More than 21 sessions	0%

Further details on data, sources and terms can be found in the accompanying Technical Appendix document.