



Selston FC – Social Value Impact Report

£516,000+ Annual Social Value Delivered

£4.91 returned for every £1 invested in the club

Selston FC is a high-impact community asset, delivering significant health, wellbeing, and social outcomes for over 200 local participants each year.

Overview

Selston FC is a community-driven grassroots football club providing structured, inclusive, and positive sporting opportunities for local people of all ages. The club currently supports both junior and senior football, playing a vital role in promoting health, wellbeing, and community cohesion.

Club Profile

Selston FC is a well-established grassroots football club delivering structured football provision across both junior and senior levels:

- **Junior Teams:** 13
- **Junior Players:** 160
- **Senior Teams:** 2
- **Senior Players:** 50–55
- **Total Participants:** Approximately 210
- **Volunteers/Coaches:** 40 (estimated)
- **Season Length:** 40 weeks per year

- **Annual Operating Cost:** Approximately £105,000
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Social Value Contribution

Using recognised UK benchmarks, including methodologies aligned with Sport England and HM Treasury wellbeing valuations, Selston FC generates significant social value through participation, volunteering, and community engagement.

1. Health & Wellbeing Impact

Regular participation in football contributes to improved physical health, mental wellbeing, and reduced risk of long-term health conditions.

- **210 participants x £1,500 per year**
- **Total Value:** £315,000

2. Volunteer Contribution

Volunteers are the backbone of Selston FC, dedicating time to coaching, organising fixtures, and supporting players.

- **40 volunteers x 3 hours/week x 40 weeks = 4,800 hours**
- **4,800 hours x £20/hour**
- **Total Value:** £96,000

3. Community & Social Impact

The club provides a safe, structured environment for young people, helping to build confidence, reduce anti-social behaviour, and strengthen community connections.

- **210 participants x £500 per year (conservative estimate)**
 - **Total Value:** £105,000
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Total Annual Social Value

- Health & Wellbeing: £315,000
- Volunteering: £96,000
- Community Impact: £105,000

Total Social Value: £516,000 per year

Social Return on Investment (SROI)

Based on an estimated annual operating cost of £105,000:

- **£516,000 ÷ £105,000 = £4.91**

For every £1 invested in Selston FC, £4.91 of social value is generated

Why This Matters

Selston FC is more than a football club—it is a critical community asset. The club delivers:

- Improved physical and mental health outcomes
- Positive pathways and structured activity for young people
- Stronger community cohesion and local pride
- Significant volunteer-led value

Disruptions to facilities, access, or provision do not just impact football—they directly affect the delivery of nearly half a million pounds of annual social value to the local community.

Conclusion

Selston FC represents a high-impact, low-cost community investment. Protecting and supporting the club's infrastructure and access to facilities is essential to sustaining its contribution to local health, wellbeing, and social development.

Prepared as an indicative social value assessment using recognised UK sport and wellbeing valuation frameworks.