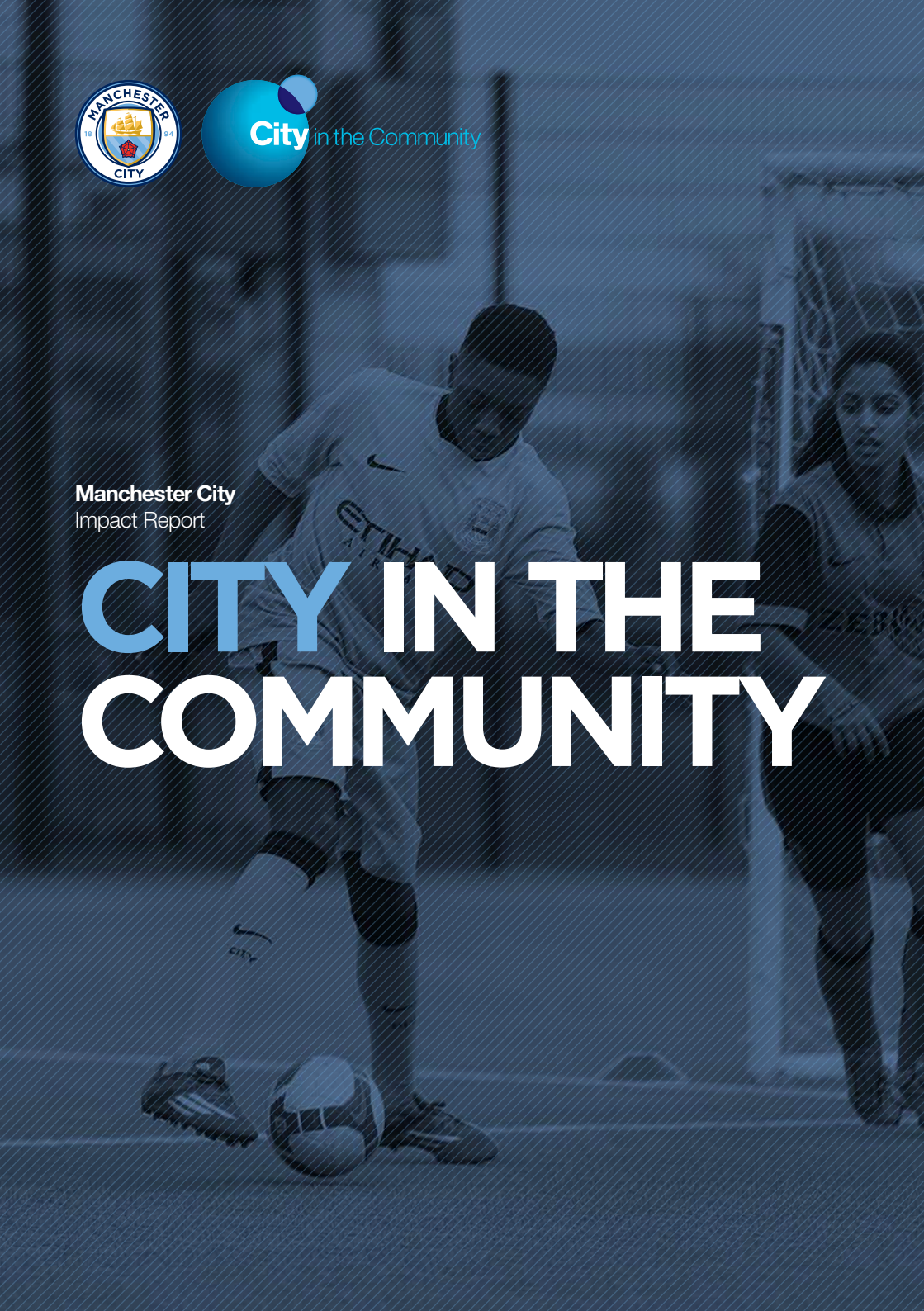




Manchester City
Impact Report

CITY IN THE COMMUNITY



**Message from
the Head of City
in the Community**

Manchester in the late 1800s was a city facing many challenges: gangs, poverty, homelessness, unemployment. The vicar of St Mark's church in East Manchester was called to tackle this. His solution was to create a football club – that football club was Manchester City.



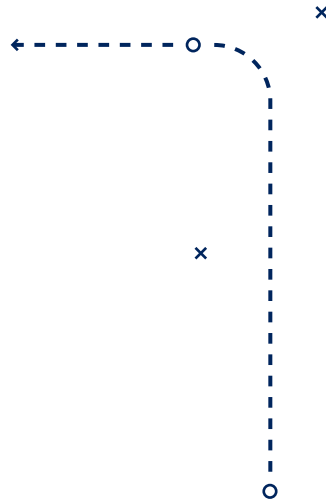
That founding principle of social responsibility has only grown in the last 130 years – as football has flourished to become one of the world's most popular sports, so has its ability to unite, to engage and to make change.

This year we celebrate 30 years since City in the Community (CITC) was founded. When we began, CITC had one employee and we were only one of six community programmes run by football clubs. Today, I am immensely proud to say that we have over 70 employees working with 40,000 people in Greater Manchester.

There is an incredible amount of passion for CITC, from our partners, our funders and from the residents of Manchester. Our fans are famously proud of and engaged with the Club's community work, and contribute to it in myriad ways. It is important that we do more than just report on our work to all those that support us; we must also prove the difference CITC's work makes and the positive impact it has on Greater Manchester.

The numbers in this report speak for themselves, but one of the very special parts of this research for me has been hearing stories from participants. Stories are not something that we can report in a quantitative way, but often they are what mean the most.

Mike Green
Head of City in the Community



40k

number of people reached within Great Manchester

70

EMPLOYEES

number of CITC employees delivering our programmes

CITY IN THE COMMUNITY

Engaging young people through their passion for football, CITC delivers a range of programmes, focusing on three main areas: health, education and inclusion.

This report is focused on two programmes: CITC disability football programme and the Kicks project.

CITY IN THE COMMUNITY DISABILITY FOOTBALL

The CITC disability football programme is designed to increase participation levels and raise awareness of issues affecting people with disabilities. The programme has a number of different elements – pan-disability football sessions, power chair football, amputee football, multi-sport disability provision and disability awareness sessions.

New Economy's research examines the costs of delivery and the impact of the programme on the health of its participants. Qualitative research was also undertaken to examine some of the broader benefits of the programme, particularly around friendship and social opportunities.



Findings

The analysis estimates the cost of the football element of the disability football programme as **£160,000** across the three years of delivery from 2012–2015.

The primary contributors to this were the Premier League, Manchester City, Community Shield, Professional Footballers' Association and BT Sport's charitable initiative The Supporters Club.

During the three years of the programme, 878 individuals took part. Health benefits were calculated for those participants who were considered to be 'retained' in the programme. This threshold was set at 26 sessions per year or one every two weeks. 85 remained in the programme for one year, 43 for two years and 91 for all three years of the programme.

The physical activity associated with the programme delivered a total benefit of:

- £47,000 in savings to the NHS associated with the reduced healthcare costs of physically active individuals; and
- £212,000 of additional years of healthy and productive life.

This gives an **overall return on investment of £1.63 per pound** invested in the programme.

Participants felt that they became fitter and healthier as a result of programme activities and, in many cases, parents and carers said that this was one of only a few physical activities offered for disabled young people in Greater Manchester. Stakeholders also provided positive evidence of empowerment and improved confidence instilled in participants by the CITC programme.

“Not only was I able to access free football opportunities locally but as a result of keeping active, my mental wellbeing improved significantly. These kinds of programmes are invaluable and I'm sure my life would have taken a different route had I not been given the opportunities with City in the Community.”

Mike Swindells, 29, Afghanistan War veteran who lost his leg due to a roadside bomb.

£47k

the amount of NHS costs reduced as a benefit of our disability programmes



878

number of individuals who took part in the programme over the three year period

£1.63

overall return on investment per pound invested in the programme



CITY IN THE COMMUNITY KICKS

CITC's Kicks programme is designed to give young people access to a range of diversionary opportunities, with the primary objective of reducing crime and anti-social behaviour (ASB). Kicks offers 12–18 year olds access to football, dance, basketball, music and gym sessions on eight sites in Manchester.

New Economy's research examines the impact of the programme on the reduction of crime and ASB within a one-mile radius of each of the delivery sites.



Findings

Funded by the Premier League, Kicks is delivered weekly at eight sites across Manchester, reaching up to 500 young people per week. Five of these sites were included in the study, accounting for 60% of sessions scheduled annually. As such, 60% of the total annual cost of delivery was used.

Analysis of volume of ASB incidents showed a distinct impact in areas where Kicks was operational.

Across all of the sites included in the study, **ASB fell by 18%** when comparing data from 12 months before the start of delivery. This contrasted with a 1% rise in ASB across the same period across Manchester as a whole. The net effect of this was that **there were 696 fewer ASB incidents in the areas around Kicks sites** than would have been expected.

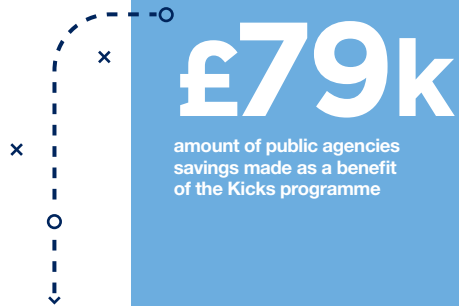
Based on these figures analysis shows that the programme delivers total benefits of:

- £79,000 of savings to public agencies for the cost of dealing with ASB incidents; and
- £61,000 of social benefits associated with the reduction in physical and emotional impact on direct victims of ASB.

This gives an **overall return on investment of £1.98 per pound** invested in the programme.

“Kassio is one of our participants who encapsulates what Kicks is all about. It provides inner confidence, tangible opportunities and shapes behaviour so that they see what’s within their grasp and achievable. It gives them a brighter future. Kassio is now representing Manchester City in Kicks tournaments around the country and keeps on growing from strength to strength. Football has really helped shape his future.”

Jack Byram, Community Cohesion Apprentice



18%

data shows that ASB fell by this amount in areas where Kicks was operational over a 12 month period



ABOUT THE RESEARCHERS

In February 2015, City Football Group and CITC commissioned New Economy Manchester to undertake independent research examining the impact of two key CITC programmes on their participants and the wider community.



The aim of the research was to provide a rounded view of the impact of these projects with a particular focus on the provision of Cost Benefit Analysis (CBA) in order to see what the value for money and the return on investment delivered by CITC projects was to the wider community.

The New Economy CBA approach brings together data on the costs and benefits of projects in order to provide a robust assessment of the benefit to cost ratio in fiscal, economic and social terms.

The approach specifically examines:

- what additional costs were required in order to deliver a project;
- what the key benefits of the project were and what the value of those benefits are likely to be; and
- how the costs compare to the benefits and how this is profiled over time.

Consideration is also given to how many of the benefits are specifically associated with the programme and which would have happened anyway. The value of the latter is discounted from the calculations.

The key output from this is a return on investment calculation which shows the total value of the benefits of a programme in comparison to its costs. The New Economy CBA approach is approved by HM Treasury as supplementary guidance to the Green Book, central government's guide to appraisal and evaluation.





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