



The Social and Economic value of Cheshunt FC

Oct 2024



**ENGLAND
FOOTBALL**

Overall, our club generates £2.6M in social value every year



326 youth players



213 volunteers and paid staff



296 adult players



17,608 community programme participants

Engagement with Cheshunt FC provides a range of benefits to different individuals

101K Hours of social interaction

£503K Player wellbeing value

£458K Value generated from club volunteering hours

This translates to value generated for society



£1.1M Total economic value



£259K Total health value



£192K Total social value



£1.1M Total wellbeing value



Cheshunt FC

Club Vision

Our vision is to become a flagship community football club, competing in the National League or higher. We envision a club where all age groups, abilities, and ambitions are supported, with state-of-the-art facilities at Cheshunt Sports Village, with a commitment to excellence, community engagement, and growth.

Chairman's Preface: (Dean Williamson)

We cultivate an environment where people feel a deep sense of belonging and pride, encouraging togetherness while offering opportunities to form lasting friendships and experience personal growth. In doing so, we actively contribute to the health, well-being, and social cohesion of our local community.



Our Teams, Players, Volunteers, Staff and Community engagement.



YOUTH PLAYERS

30

Registered youth teams

30

Girls

321

Boys



ADULT PLAYERS

6

Registered adult Teams

235

Men

61

Women

42

Adult players living with disability



WORKFORCE

213

Members of the workforce

192

Club volunteers

21

Paid Staff



WIDER COMMUNITY

6

Community programmes

17608

Community members reached via programmes

Our club means everything to our people and community, and is more than just a place to play football

Cheshunt FC means different things to different people:

challenging safe connected
enjoyable
community motivating
engaging fun energising
vital uplifting
informative
relaxing
reliable exciting

Cheshunt Football Club has changed my life - without it life would be much more of a struggle

Cheshunt is a community beacon, inspiring unity, and nurturing talent. It's a very fun place to both play at and be a part of.

My club means everything to me on both aspects for my mental health and my physical well being. Without this club I'm not sure where I would be after a very tough few years.

OUR IMPACT



326 youth players,
generating £447K
value

YOUTH PLAYERS



296 adult players,
generating £831K
value

ADULT PLAYERS



213 members of the
workforce, generating
£1.3M value

WORKFORCE



17,608 community
members reached

WIDER COMMUNITY



Our club also provides football for 326 youth players, across 30 teams



YOUTH PLAYERS



Registered male youth



Registered female youth



Youth teams



Recreational female youth



Recreational male youth

We support the development of our youth players who receive positive health and social outcomes from participation in football

Health and Wellbeing

- **39%** of boys and **20%** of girls have lower chance of obesity due to participation in football
- **91%** of our youth members feel happier, 93 feel more confident, and 75 feel less anxious due to participation in football at Cheshunt FC
- **75%** of our youth members agree that they trust people of a similar age

OUR IMPACT

27

cases of youth depression, anxiety and obesity prevented

GDP growth from improved educational attainment

£15.8K

Educational Development

- **37K** hours of social interaction provided for youth by Cheshunt FC
- **£5.9K** savings from **2** young people prevented from being not in education, employment or training**

“

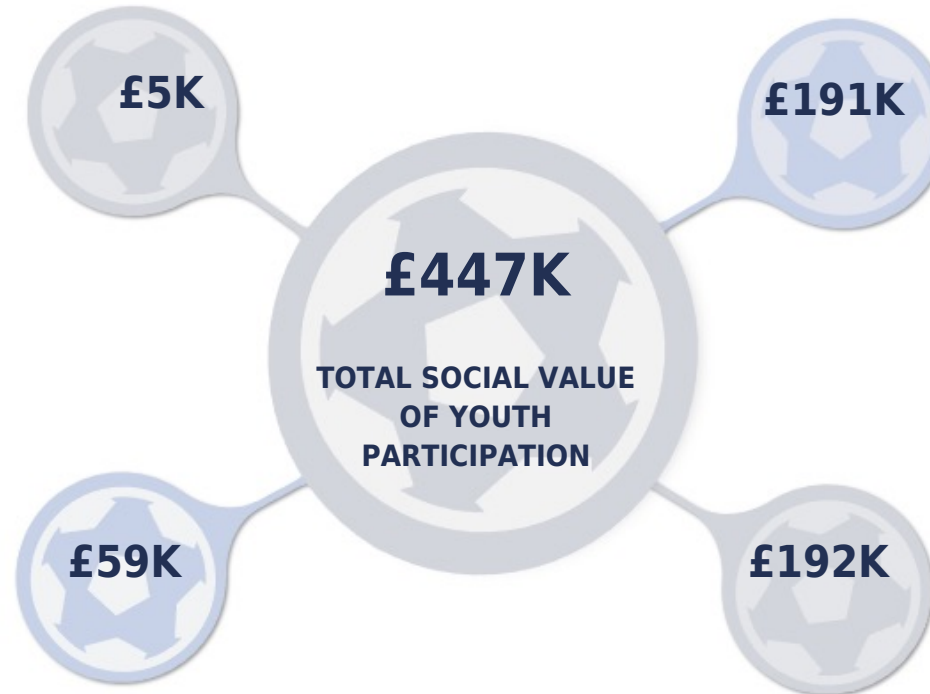
My son has made friends and had amazing experiences. It's shaped his personality and improved his skills. This club really means everything to him.

”



Our youth players create a combined social and economic value of £447K from health savings, youth spending, and reduced crime rates

£5K saving from **reduction in depression and anxiety** in youth participants



£190,527 directly contributed to the economy through youth participant spend

£58,723 saving from reduction in youth obesity cases

£192,416 total savings associated with a reduction in juvenile crimes and the number of young people not in education, employment or training



Our club also provides football for 296 adult players, across 6 teams



Adult players



Adult teams



Adult disability participants



Registered adult male players



Registered adult female players



Walking football participants

Participation in football provides our adult players with a range of social, health and wellbeing benefits

94% of Cheshunt FC members agree that playing football has allowed them to **make new friends** that they otherwise wouldn't have made

79% of our members feel able to **cope with life's challenges**

83% of our members agree that they interact with people from different social groups at Cheshunt FC – helping to increase **social cohesion**

77% of our members rate their health as 'somewhat good' or 'extremely good'

20-40% reduced risk of **non-communicable diseases** including coronary heart disease, type 2 diabetes and some cancers*

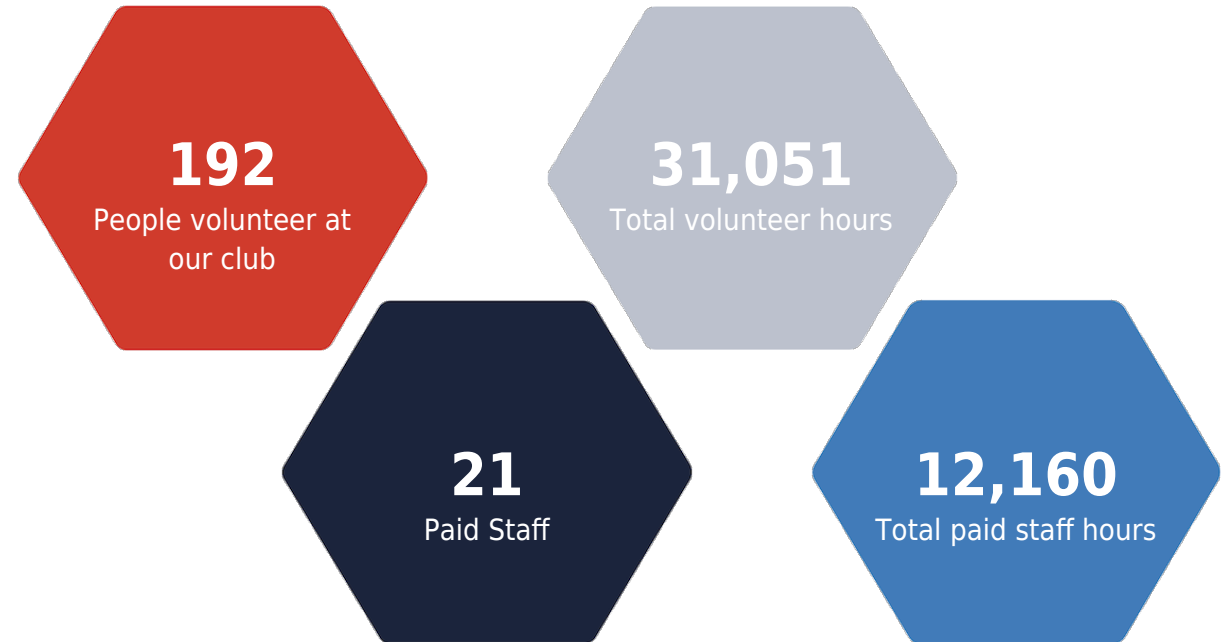
20K annual positive social interaction hours allow our players and participants to feel **more socially connected**, contributing to a **reduction in loneliness**



To deliver these benefits to participants and the community, Cheshunt FC relies on the support of 192 volunteers



WORKFORCE



Volunteers see improved wellbeing and sense of community from their club

Volunteering benefits peoples' wellbeing in a variety of ways:

91% of our volunteers have made new friends that they wouldn't have otherwise

61% of our volunteers believe that football helps to **reduce crime** in our community

87% of Cheshunt FC volunteers agree that they interact with people from **different social groups**

31K positive social interaction hours are generated by volunteers at our club

91% of our volunteers rate their **life satisfaction** as 7 or above (out of 10)

Resilience, leadership and communication¹ are employability skills developed by volunteering

52% of our volunteers rate their confidence positively - volunteers typically have **8%** higher confidence than those who do not volunteer



Our volunteers go above and beyond to support our club and its players, generating significant personal value and fulfilment



Howard Bailey

Club Volunteer

Howard Bailey joined the committee in 2010 and has since taken on various roles, from communications officer to operating the matchday tannoy system, stepping in as club secretary, and even assisting with painting. Recently, he led the club's mental health initiative, partnering with the NHS, Herts MIND, and Herts Samaritans to raise awareness. This initiative brought mental health professionals to speak to players and families, while local surgeries now encourage people to attend matches or join the club's walking football. In 2024, Howard's dedication earned him the national Pitching In Volunteer of the Season award.



WHAT OUR VOLUNTEERS SAY:

“Cheshunt FC has been in my life for 40 years as a player and a volunteer. It's where I'm happiest, offering a safe space for youngsters, the disabled, pensioners and others to enjoy football.”

“My club offers me a sense of community, friendship, and social opportunities, while providing a safe space for the disabled players we support, including my son. It's a fantastic club with great facilities and support for all.”

“The club saved my life, helping me through a dark time simply by being welcoming. Now, as a staff member/volunteer, it fills my spare time, giving me purpose where I once had none.”

The time provided by volunteers and the improvement in their wellbeing has an associated value of £1.0M



Our paid staff members also contribute a total of 12,160 hours resulting in £307K in economic value to the local community



Grounds people



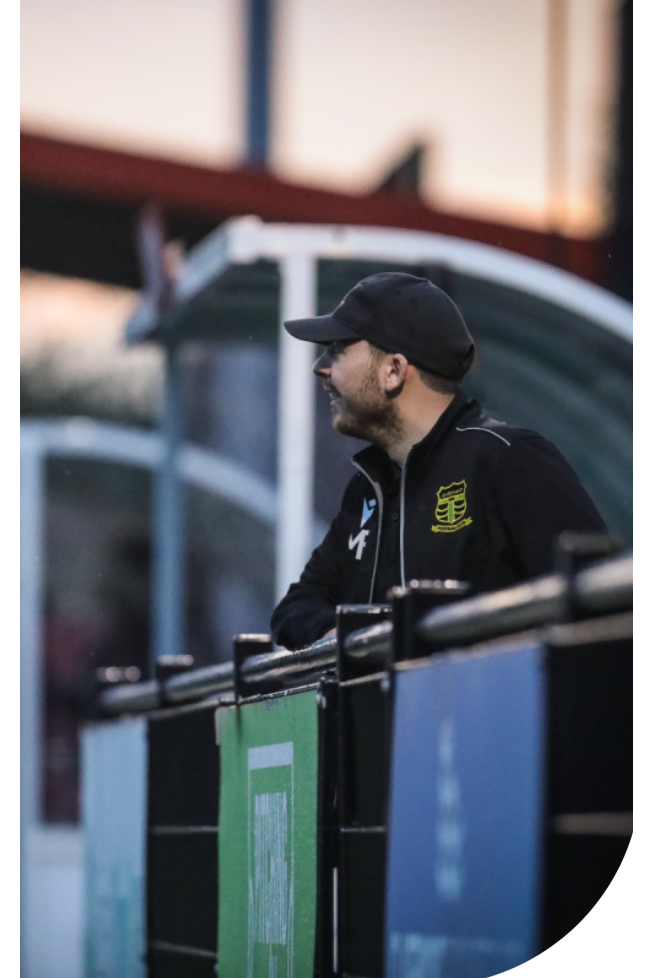
Physios



Other Staff



Coaches



We run 6 community programmes for 17,608 local people using our grounds and facilities



17
Club facilities available to the community

17,608
Members of the local community

6
Community programmes

Our club provides a range of benefits for the local community



60

Students enrolled in
education programmes



£5K

Charitable money fundraised



£180K

Income from facilities



Our club provides a range of benefits for the local community



56%

Feel that football reduces antisocial behaviour in the local area



60

Students enrolled in education programmes



£180K

Income from facilities



68%

Respondents made new friends playing football



£5K

Charitable money fundraised

"I love my club and can't imagine life without it. It's more than football; it's a social hub offering various opportunities beyond the sport."



56%

Feel well connected to their community

"Cheshunt FC is a great community club and engages as much as possible with the community. Huge credit to everyone involved."

"The club loves the community, and I like to think the community loves the club. I know I can bring anyone, and they feel welcomed by everyone connected with Cheshunt FC"



Our vision is Cheshunt FC



YOUTH PLAYERS

191K

Economic Value
(direct spend)



ADULT PLAYERS

147K

Economic Value
(direct spend)



VOLUNTEERS

458K

Direct Value Add



PAID EMPLOYEES

307K

Direct Value Add

Club ambitions

Our ambition is to establish a new home for the club while expanding playing opportunities for girls and women across all levels. We are dedicated to strengthening our youth development pathways, ensuring players have clear routes to progress. With a strong focus on achieving promotion for the men's team and elevating the women's senior team, we aim to compete at the highest levels. Additionally, we are committed to growing our community initiatives, fostering greater engagement and support from those around us.

How will we achieve this?

Our goal is to deliver new state-of-the-art facilities at Cheshunt Sports Village, creating a vibrant hub for all club activities. We focus on developing programs that increase participation and support for female players at every level. We're committed to providing youth players of all abilities with clear pathways to senior and open-age football. Our strategy is to strengthen our teams for promotion to the National League, while boosting the women's team to achieve their own place in it. By partnering with local groups, engaging volunteers, and expanding outreach, we aim to foster a stronger, more connected community.



Appendix

Special Thanks

We extend a heartfelt thank you to our incredible volunteers, coaches, staff, supporters, players, and sponsors. You are the heartbeat of Cheshunt Football Club, and without your dedication, passion, and hard work, none of our success would be possible.

The Club Programme

The socio-economic model was developed by Portas Consulting to quantify the economic, health and social benefits associated with regular football participation in children aged 5-18 and adults aged 19+. The socioeconomic model and underlying analysis build on methods initially developed at a national level for The FA's report on 'The Social and Economic Value of Grassroots Football in England' and is based on an extensive literature review. In line with previous academic and government studies, all monetary values are based on primary analysis or academic research that control for socio-demographic factors. For additional information on methodology and assumptions, please see further technical information on Club Portal



Technical Information

The Football Association (The FA) is the not-for-profit governing body of football in England. It is responsible for promoting and developing every aspect of the game, from grassroots to professional. This work was commissioned as part of the Club Programme to provide the evidence of how football clubs in England can act as a vehicle through which societal challenges can be acknowledged addressed and improved. The FA hopes this report is useful to researchers, academics, government officials and any members of the public who may be interested in the benefits of grassroots football FOR ALL.

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