



The positive role of football in regeneration

SURF Conference

14 August 2007, Murrayfield Stadium

Regeneration

What is it?

Regeneration



Regenerate *(vb) (ri-jen-er-ate)*

- 1. to undergo or cause to undergo physical, economic, or spiritual renewal.**
- 2. to come into existence once again.**
- 3. to replace by new growth.**
- 4. physically, economically, or spiritually renewed.**

Collins Dictionary Definition

Introduction



- The SPL – who we are**
- The SPL & its Partners**
- Regeneration & Football's Role**
 - National & Global Reach**
 - Participation**
 - Investment**
 - Economy**
- The Social Impact**
- Conclusion**

The SPL

The SPL



- **Formed as a result of a breakaway of the top ten clubs in Scotland in 1998**

Mission

“to provide an environment which Scotland’s foremost clubs can improve their quality and image, maximise the commercial value of the game and thus ensure its long term future and prosperity”

Objectives of SPL



Objective

- **To build a league competition with standing and recognition throughout Europe**

Achievement

- **UEFA Co-efficient ranking - When the SPL was founded, we stood at 26th.**
- **The highest ranking we have achieved since then was 9th.**
- **Today we stand at 11th for the 07/08 season (based on the 2006 Ranking) and 10th for the 08/09 season (based on the 2007 Ranking).**
- **Founding and active member of the EPFL.**

Objectives of SPL



Objective

- **To provide leadership in the development of key long-term initiatives to improve the game, especially the investment in youth development.**

Achievement

- **Development of SPL youth initiative, U21 league, U19 league.**
- **3 times the amount of young Scottish players involved in the top league compared to 1998.**
- **An estimated £60-£65 million has been invested in youth development by SPL clubs since the league's formation.**

Objectives of SPL



Objective

- To implement minimum standards of stadia, pitch, coaching and youth infrastructure**

Achievement

- The SPL's membership criteria has set down standards for all clubs to reach. All clubs now have at least 6,000 seats under the cover of a roof; undersoil heating and a holistic youth development programme.**

Objectives of SPL



Objective

- **To form appropriate broadcasting/ commercial partnerships to improve the long-term financial viability of Scottish football.**

Achievement

- **An excellent team of commercial and broadcasting partners has driven a major increase in income.**
- **Over £60 million in commercial deals already secured for next three seasons.**

Objectives of SPL



Objective

- **To modernise the league structure and support system.**

Achievement

- **Lean executive**
- **Refined decision making processes.**
- **More innovation and creativity.**
- **Open to change.**

Objectives of SPL



Objective

- **To improve, via the clubs, the quality of Scottish football and its attractiveness as a product.**

Achievement

- **Increased attendances. Weekend attendances for top flight football as high as they have been since the 1950s.**
- **Massive media interest. Record exposure levels achieved for title sponsors in 06/07.**
- **Global audience. Up to 200 million people in over 100 countries can watch SPL football.**

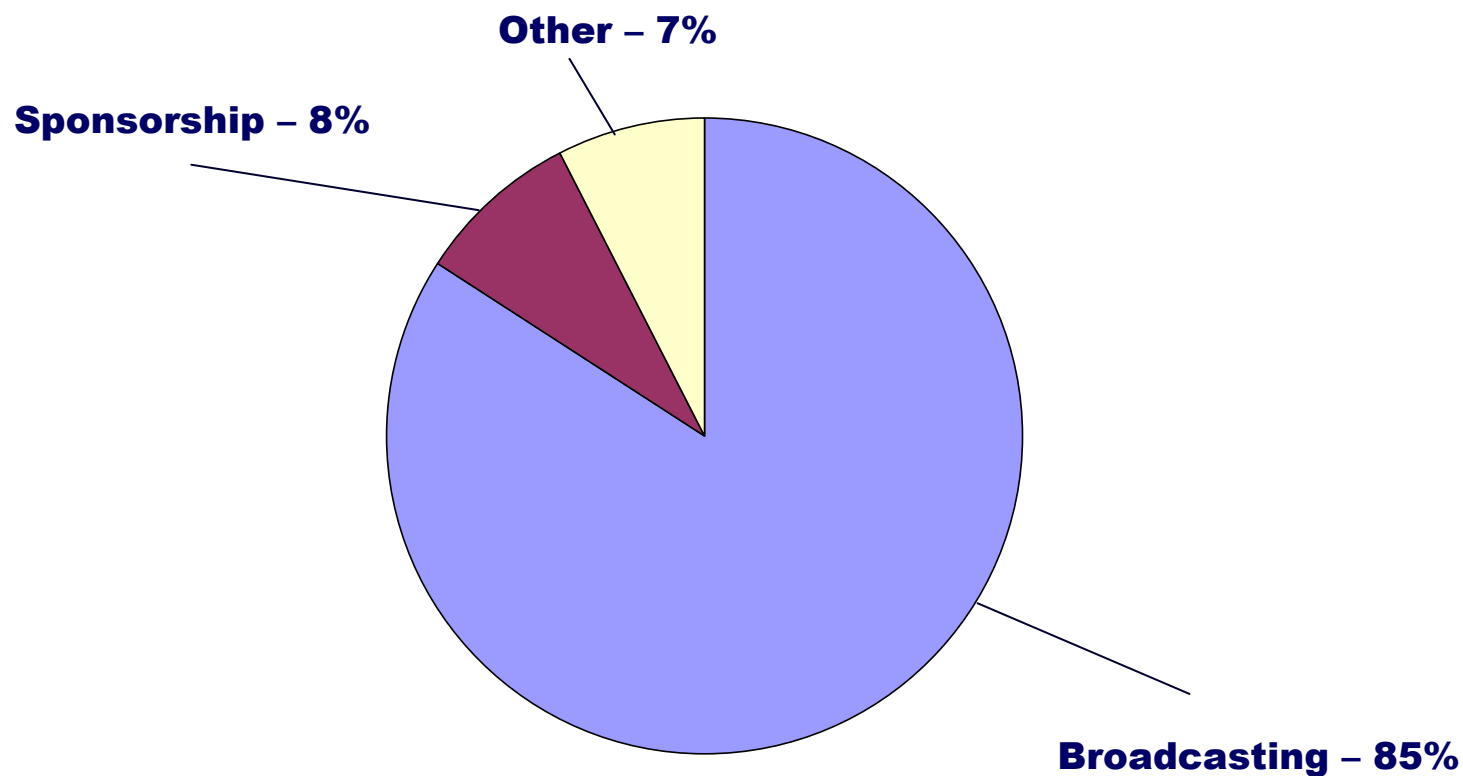
The SPL & Our Partners

Member Clubs

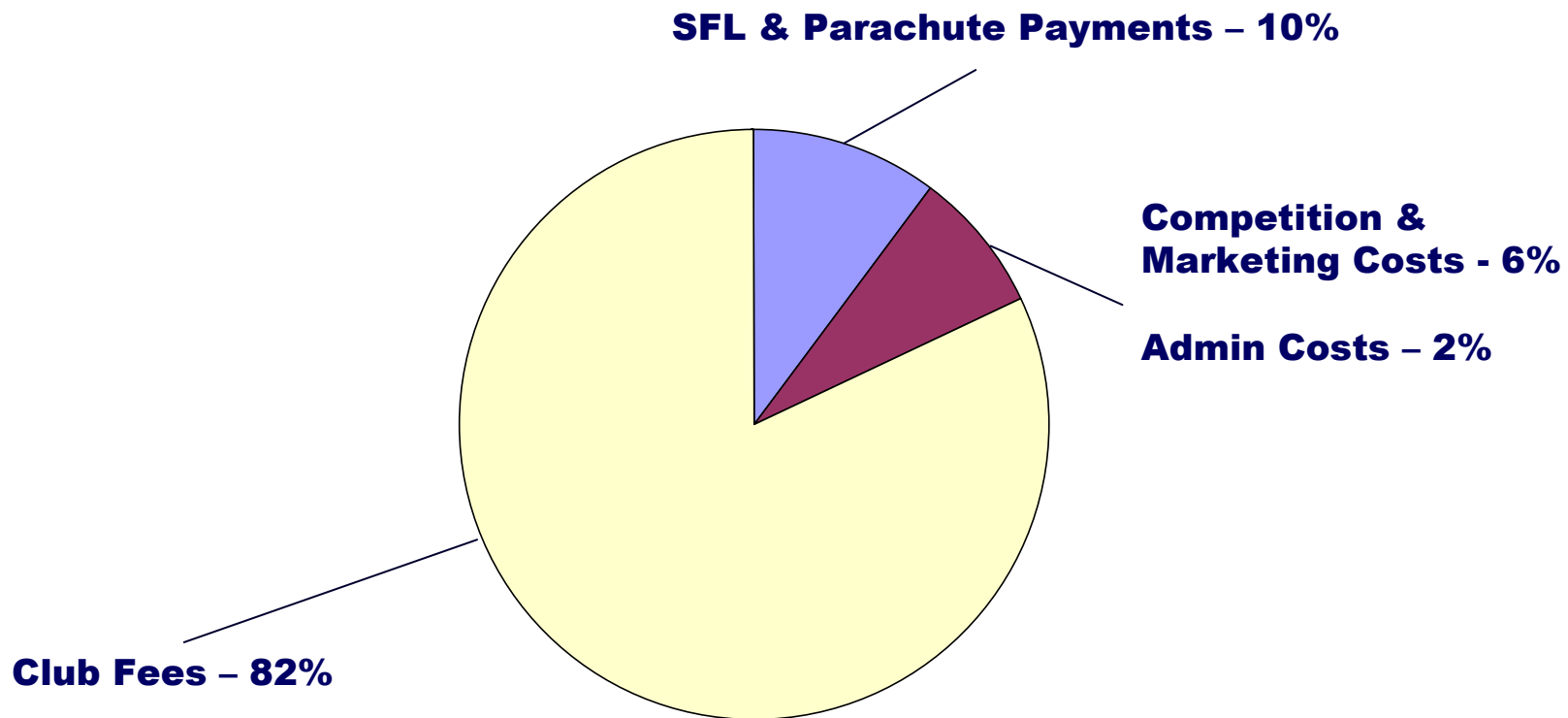




SPL Business Model



SPL Business Model



Regeneration & Football's Role

Football's Role



- The nation's game**
- Blanket media coverage, attendance at games, active participation, public debate**
- Clubs and players are focal points both for the community and for the fans**

National & Global Reach

National & Global Reach

- **840 hours of SPL action broadcast in UK**
- **Cumulative TV audience of 135 million last season**
- **On average 350,000 fans watch live games in and out of home**
- **£12.9 million worth of exposure for previous title sponsors**
- **60+ hours of radio coverage and discussion per week**
- **SPL watched in over 100 countries, up to 200 million viewers**

Participation

Participation

- **3.7 million fans attend SPL matches each season**
- **1 in 45 people in Scotland attend our matches each weekend (100,000)**
- **Highest attendance per head of the population in Europe**
- **More people watch professional football in Scotland now than they did in the ‘glory’ days of the Sixties**
- **180,000+ playing football regularly**
- **10,000+ volunteers and officials**

Investment

Investment



- **Focus on raising standards, which requires investment**
- **Commercial deals fuel that investment**
- **£8 million+ invested per season in SPL elite youth programmes**
- **1,000 young players involved with SPL clubs outwith community programmes**
- **Over 70% of SPL players are Scottish**
- **All-seater stadia, improved environment**
- **On-going development of training facilities**

Economy

The Economic Impact

Turnover	£180 million
Staff	1900 individuals
Wages	£100 million
PAYE	£38 million
NI	£22 million
VAT	£28 million
Total Tax Contribution	£88 million

Estimated figures

The Economic Impact

These figures do not include the secondary impacts of:

- Employee spending**
- Club supplier trading and employment**
- Impact on local businesses**
- Facility and infrastructure development projects**

The Economic Impact

‘Football Tourism’

- **Recent study on Economic Impact of the Old Firm**
 - **£204 million spending by Old Firm fans alone**
 - **75% of spending occurs in Glasgow**
 - **60% of spending comes from outwith Glasgow**
 - **Additional Scottish income (GDP) of £118 million**
 - **Cost to rest of Scotland**
 - **Additional employment of 3,056 jobs**
 - **Hotels, restaurant and transports sectors all benefit**

Fraser of Allander Institute, University of Strathclyde, 2005

The Social Impact

The Social Impact

Football offers:

- **Sense of belonging**
- **Shared experience**
- **Civic pride and heritage**
- **Rite of passage**
- **Brings families together**
- **Collective spirit**
- **A sense of achievement**
- **Esteem**
- **Identity, symbolism**
- **A cause to rally around**

The Social Impact

Club Campaigns

- **Healthy eating and lifestyle**
- **Social inclusion and diversionary activities**
- **Education and employment**
- **Sectarianism and racism**
- **Drug education and awareness**
- **Charity work and fundraising**
- **Vandalism and crime**

The Social Impact

Central SPL Campaigns

- Show Racism the Red Card**
- Football For All**
- Kick Start**

and more in the pipeline.....

Social Impact



Kick Start

- **A partnership with the Scottish Executive**
- **Tackling the NEET problem**
- **Education and employment**
- **Local solutions, local partnerships**
- **Central funding, monitoring and best practice**

Conclusion

It's more than just a game

