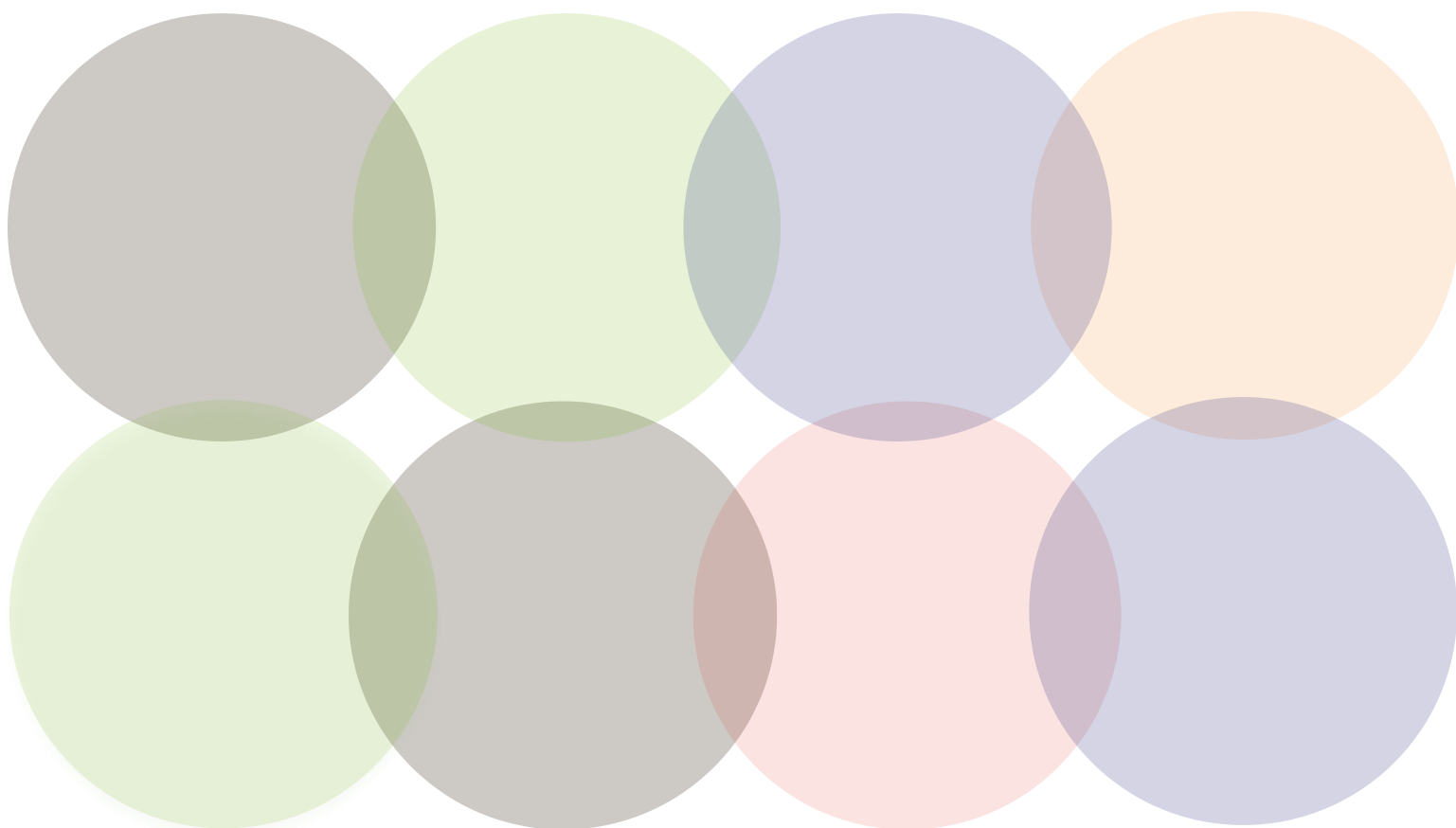


spear

centre for sport, physical education
& activity research

Value for Money & Return on Investment of Change4Life Sports Clubs



June 2016

Change4Life Sports Clubs Research 2016: Part Two Executive Summary

About *spear*

The Centre for Sport, Physical Education & Activity Research (*spear*) is located within the School of Human & Life Sciences at Canterbury Christ Church University. *spear* undertakes a range of theoretically-informed analyses, from critical commentaries and reflections on current policy and practice, to commissioned research, evaluation and consultancy.

The Centre's research is funded by a range of national and international funders such as the International Olympic Committee, World Health Organisation, Terres des Hommes, Department of Health, Department for Education, English Federation for Disability Sport, Mencap, Access Sport, Youth Sport Trust, UK Sport, Sports Coach UK, Sport England and Sport Wales. Recent work has focused on sport, physical activity, health and wellbeing in schools and communities.

Research conducted by *spear* has helped guide and inform public policy by contributing to the wider evidence base used by policy makers, providing a rationale for government and commercial investment, and steering programme improvements that enhance the experience of practitioners and participants.

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Change4Life Sports Clubs Research 2016 undertaken by *spear* and commissioned by Youth Sport Trust. Report produced by *spear*.

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Executive Summary

About the programme

Change4Life Sports Clubs are funded by the Department of Health and managed by the Youth Sport Trust. The clubs were introduced into primary schools in 2011/12 and aim to increase the physical activity, health and wellbeing of less active 7-9 year olds through the provision of fun multi-sport themes and healthy lifestyle activities. The success of the clubs has resulted in additional funding to expand the programme as a central part of a broader healthy lifestyle offer in schools. This is supported by the development of a hub of expertise focused in the areas of greatest health inequalities (priority areas) to support and share effective practice among schools and local authority Health and Wellbeing boards.

About the evaluation

In 2015, *spear* produced a Lifetime Impact Evaluation for the Change4Life Sports Clubs (2011-2015). The evaluation incorporated a controlled experimental evaluation NESTA rated 4-5. The Change4Life Sports Clubs Research 2016 builds upon the Lifetime Evaluation with new data from children, schools and public health directorates to address three key objectives:

1. Demonstrate the wider impact of the Change4Life Sports Clubs
2. **Assess the value for money and return on investment of the Change4Life Sports Clubs**
3. Capture good practice for embedding and sustaining the programme (locally and nationally)

Part 2 assesses the value for money and return on investment of the Change4Life Sports Clubs. The Part 2 Report is presented in three main sections: Unit outcome and unit cost analyses; Quality Adjusted Life Year (QALY) analysis; and Analysis of future health at ages 13-15.



Unit Outcome and Unit Cost Analyses

- Change4Life Sports Clubs have a cost of £305 for every new child meeting CMO physical activity guidelines, for which cost an additional 0.2 children were lifted out of inactivity and a further 2.2 children were lifted out of low activity, with each of these children experiencing an average increase in reported wellbeing and individual development outcomes of 71%.
 - In comparison to the control condition counterfactual, Change4Life Sports Clubs delivered the following NET outcomes per £1,000 of expenditure:
 - 41 participants
 - 0.8 sustained clubs
 - 3.9 Young Leaders
 - 2.8 new children meeting CMO physical activity guidelines
 - 8.4 children lifted out of low activity
 - 1.3 children lifted out of inactivity
 - 0.1 children newly eating 5-a-day
 - 0.6 children reporting increased wellbeing and individual development outcomes
 - 5.1 children starting with low activity levels reporting increased wellbeing and individual development outcomes.
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Quality Adjusted Life Year (QALY) Analysis

- The cost per QALY generated for the GROSS outcomes of Change4Life Sports Clubs is £3,385 (range: £3,036 to £3,806).
 - In comparison to the control condition counterfactual, the cost per QALY generated for the NET outcomes of Change4Life Sports Clubs is £3,791 (range: £3,413 to £4,245).
 - The cost per QALY generated for Change4Life Sports Clubs is significantly below NICE's threshold for value for money per QALY of £20,000.
 - The cost per QALY generated for the GROSS outcomes of Change4Life Sports Clubs compares favourably to GROSS outcomes estimated for walking buses (£4,008 per QALY), dance classes (£27,570 per QALY), free swimming (£40,462 per QALY) and community sports (£71,456 per QALY).
 - The cost per QALY generated by the NET outcomes of exercise referral interventions in adulthood is approximately five and a half times greater than that of Change4Life Sports Clubs.
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Analysis of Future Health at Ages 13-15

- The Change4Life Sports Clubs cohort are predicted to do around an hour more physical activity per week at ages 13-15 than that predicted for the control condition counterfactual, and than today's 13-15 year olds.
 - The estimated additional physical activity of the Change4Life Sports Clubs cohort up to ages 13-15 will generate one additional QALY for every five children that took part in Change4Life Sports Clubs.
 - In comparison to the control counterfactual, the cost per QALY generated by the estimated future NET outcomes of Change4Life Sports Clubs up to ages 13-15 is £120.
 - Across the Health Survey for England, the Millennium Cohort Study and the Understanding Society Survey, no data is available to support a robust estimation of likely health and wellbeing status associated with physical activity levels at ages 13-15.
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