

APPENDIX 1

The CASE Programme

The Culture and Sport Evidence (CASE) programme was set up by the Department for Culture, Media and Sport (DCMS) in 2008, in collaboration with the sector-leading non-departmental public bodies (NDPBs): Arts Council England (ACE), English Heritage (EH), Museums, Libraries and Archives Council (MLA) and Sport England (SE). The programme aims to generate strategic evidence that will be used to inform the deployment of public funds.

There are three main strands to the CASE programme;

- **The Drivers of Engagement** – “What drives engagement in Culture & Sport?”
The findings from the Culture and Sport Evidence (CASE) programme on the drivers, impacts and value of culture and sport have recently been published. CASE is a major programme of innovative research that uses interdisciplinary research to inform the development of policy in culture and sport.
- **The Impacts of Engagement** – “What interventions are effective in delivering positive learning outcomes for young people?”
- This joint strategic research initiative led by Department for Culture Media and Sport in collaboration with its arms length bodies, builds understanding of the drivers, impacts and value of engagement in culture and sport.
- **The Value of Engagement** – “understanding the short term individual value of engagement and the value of long-term health benefits of engagement, specifically healthcare costs saved and improved health-related quality of life”

The CASE research presents two sets of innovative analyses aimed at addressing the value of sport engagement. Each analysis employs advanced analytical techniques and the best available evidence to identify new ways of determining the economic value of public engagement in culture and sport.

The analysis presented in the CASE research addresses the economic value of engagement in two ways:

a. Understanding short-term individual value. The improvement in subjective well-being associated with engagement in culture and sport, and the monetary value of these impacts.

b. Understand the value of long-term economic value to society. Specifically the healthcare costs saved and improved health-related quality of life generated by doing sport.

The CASE programme findings on the drivers, impacts and value of culture and sport showed that:

- young people's participation in organised sport improves their numeracy scores, on average, by eight per cent above that of non-participants;
- the participation of underachieving young people in extra-curricular learning activities linked to sport increases their numeracy skills, on average, by 29 per cent above that of non-participants, and their transferable skills by 12-16 per cent;
- sport generates substantial long-term economic value in terms of avoided health costs and improved health-related quality of life;
- engagement in sport has a positive and quantifiable effect on a person's perceived wellbeing;
- a range of factors, including age, gender, alcohol consumption, childhood experience of sport, socio-economic variables, a limiting illness or disability, educational attainment, unemployment, TV and internet use, and the proximity of local sports facilities, are directly associated with people's participation.

Participating in sport generates significant economic value in terms of healthcare costs saved and improved health related quality of life:

- **The total economic lifetime value generated by doing sport varies between £11,400 (badminton) and £45,800 (health and fitness) per person.**

The variation in value is a result of two factors: the intensity level of the activity; and the duration and frequency with which a sport is undertaken.

It should be noted that the calculation of these values is based on an analysis of people taking part in each sport separately rather than in combinations and although covering a number of the major chronic diseases it does not include all the potential health benefits for which there is a growing evidence base (including mental health). It is, therefore, likely to be an underestimate of the total value. However it should also be noted that the calculation does not take into account the costs associated with sport related injuries.

Other Information

Health costs of physical inactivity

Geography	The Health Costs of Physical Inactivity	
	Cost	Cost per 100,000 pop
Lancaster	£2,082,485	£1,490,440
North West	£127,908,653	£1,871,009
England	£764,661,980	£1,531,401

Source: Department of Health - Be Active Be Healthy, Year: 2006/7

Measure: Health costs of physical inactivity