



EitC **Everton**
in the Community

**REAL
WORTH**



SOCIETAL VALUE REPORT



OVERVIEW

Societal value is the calculation of benefits created by an organisation as part of their everyday output. The figures not only take into account the value for money created for the organisation’s stakeholders, but also to society, the impact on people’s lives, the economy and the environment.

With more than 40 different social programmes running in one of the most deprived parts of England, Everton in the Community generates societal value for thousands of beneficiaries every year, many of whom are young people. However, other stakeholder groups including local businesses, local residents and family members of the participants also benefit widely from the activities of the charity.

From 2016 to 2019, Everton in the Community’s societal value is calculated to be £222.3million over the four years which equates to an average of £55.6million per annum.

THE ECONOMIC CONTEXT

Liverpool was ranked the fourth most deprived authority in the country in 2015 and the wider city region ranks as the most deprived of 39 Local Enterprise Partnerships (LEP) areas based on the Index of Multiple Deprivation (IMD) nationally.

The Liverpool City Region ranks highest for relative deprivation for income, employment, health and disability indices and it also ranks poorly for education, crime and living environment indices.

Almost half of households in North Liverpool had an annual income of less than £15,000.

In the North Liverpool wards only 59% of working age adults were economically active in 2011, 10% lower than national levels. Unemployment was double national levels and the benefit claimant rate was high. Everton had the highest rate of unemployment at 10.1% compared to 4.4% nationally.



THE SOCIAL CONTEXT

A significant minority (43.7%) of households in the Liverpool wards around Goodison Park are occupied by a single person, compared to 30.2% nationally and 39.2% for Liverpool. Over a quarter of these North Liverpool households are one-person pensioner householders (13.2%).

A high percentage of residents in these North Liverpool wards were affected by long-term illness or disability compared to national statistics. Poor health was higher in the North Liverpool wards compared to South Sefton.

Qualification attainment is low in the North Liverpool wards with 40% of working age adults having no qualifications, almost double the national level of 22.7%. Only 12% of 16-64-year-old residents have achieved a Level 4 qualification, compared to 27.2% nationally.

Life expectancy was five years lower than the national average in the North Liverpool wards in 2015-2017. Major diseases such as cancer, cardio-vascular disease and respiratory diseases all had extremely high Standardised Mortality Rates (SMR) compared to Liverpool and the country.

Alcohol-related deaths were high in all four of the wards at an average of 3,682 deaths per 100,000 population compared to 2,919 for Liverpool.

Mental health problems showed higher occurrence than at borough and national levels across the

four wards and this was true for common mental health problems as well as for more severe mental health problems. Severe mental health problems had a prevalence of 1,722 per 100,000 population compared to 860 per 100,000 population nationally.

Child obesity levels were extremely high for the area, 25.7% for 4-5-year-olds and 41.1% for 10-11-year-olds compared to 9.3% and 19.6% respectively for the country.

A summary of the main economic and social indicators for County ward confirm that the area around Goodison Park is one of the most deprived parts of the UK.

In 2018 crime rates were high in the North Liverpool wards, at an average of 147 crimes per 1,000 population and were highest in Everton and County. In December 2018, violent crime made up for 30% of all crime and 15% was anti-social behaviour.

There are high levels of deprivation across the North Liverpool wards. The average IMD score for the four North Liverpool wards was 62.4 with the highest score being in Everton whilst Kirkdale and Anfield also show clusters of high-income deprivation. Deprivation indices in the North Liverpool wards showed prevalence in employment, crime and education and skills and training.

OVERVIEW OF THE PROJECT

The evaluation of the societal value of Everton in the Community relates to a three-year period from 1 January 2016 – 31 December 2018. The majority of people who experience the changes caused by the charity live in the L4 postal district of Liverpool immediately surrounding Goodison Park. However, participants in some projects come from a wider area including the whole of the Liverpool City Region.

Everton in the Community works with people of all ages, genders, ethnicities and socio-economic backgrounds. While its focus is on North Liverpool, it has projects in the City Region and further afield both nationally and internationally. Projects cover a wide range of issues and needs such as mental health, physical education delivery, pathways to employment and dementia.



145,816 PEOPLE
engaged with the charity

20 SESSIONS
run each and every day



11,813 HOURS
of delivery

7,219 SESSIONS
across all programmes



INCREASE IN
Physical fitness, confidence,
interaction with positive
role models



DECLINE IN
Social withdrawal behaviour,
knife crime



146 VENUES



OBJECTIVES

- To utilise the power of sport to motivate, education and inspire positive change within our communities
- To be a pioneer of change at the forefront of sport and community development

9,500 HOURS
of volunteer time



270 VOLUNTEERS
active within the charity



169 QUALIFICATIONS
achieved by participants



**FOR EVERY £1
INVESTED IN EVERTON
IN THE COMMUNITY...**



**£14.74 IS
GENERATED
OF SOCIETAL VALUE**



£10M INVESTED
into derelict land and buildings
in Liverpool 4



2019 REVENUE
£4 MILLION

2019 SOCIETAL VALUE
£55.58 MILLION
PER ANNUM





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