



# SOCIAL VALUE REPORT

2024/2025

## REPORT BY

Dr. Tim Crabbe, Chief Exec  
Luke Bullock, Head of Social Value  
Livia Capparelli, Researcher  
with expert input from IMAS colleagues

substance.





**IMAS**  
Suite 3, Cathedral House,  
26-28 Church Bank,  
Bradford BD1 4DZ

- 🌐 [mixedabilitiesports.org](https://mixedabilitiesports.org)
- ✉ [contact@mixedabilitiesports.org](mailto:contact@mixedabilitiesports.org)
- 📺 Mixed Ability Sports
- 📷 @mixedabilitiesports
- 📘 MixedAbilitySports

# CONTENTS

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|   |           |
|---|-----------|
| <b>EXECUTIVE SUMMARY</b>                | <b>2</b>  |
| <b>KEY FINDINGS</b>                     | <b>3</b>  |
| <b>INTRODUCTION</b>                     | <b>4</b>  |
| <b>CONTINUITY, IMPACT AND LEGACY</b>    | <b>5</b>  |
| <b>METHODOLOGY</b>                      | <b>6</b>  |
| <b>IMPACTS AND OUTCOMES</b>             | <b>8</b>  |
| <b>SURVEY RESULTS</b>                   | <b>10</b> |
| <b>PARTNERS AND CASE STUDIES</b>        | <b>11</b> |
| <b>SOCIAL VALUE RESULTS</b>             | <b>13</b> |
| <b>EVALUATION AND RECOMMENDATIONS</b>   | <b>16</b> |
| <b>APPENDIX</b>                         | <b>18</b> |
| > Methods, Assumptions and Data Sources | 18        |
| > Glossary of Terms                     | 19        |
| > Infographic GBP                       | 20        |
| > Infographic USD                       | 21        |
| > Infographic EURO                      | 22        |

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# EXECUTIVE SUMMARY

The 2024/2025 IMAS Social Value Report presents the most **comprehensive assessment to date of the global impact generated through the International Mixed Ability Sports (IMAS) movement**. Using Social Return on Investment (SROI) principles, the analysis captures the social, economic, and community benefits created across 12 months of activity, **involving 2,677 Mixed Ability participants worldwide and extensive partnership contributions**.

The findings demonstrate that Mixed Ability sport produces substantial and measurable outcomes across **physical health, mental wellbeing, inclusion, community belonging, and skills development**. The total social value generated through IMAS-aligned activity in 2024/2025 is estimated at **£22,068,655 (£20.07m)** in participant-driven social value.

This value is driven most significantly by improvements in mental and physical wellbeing, strengthened community belonging, enhanced volunteering and skills development, and the creation of more inclusive sporting environments.

**IMAS-led events, such as the International Mixed Ability Rugby Tournament (IMART) and the Mixed Ability Games (MAGIC) continue to play a central role in global engagement**. When projected across a year of sustained participation, IMART 2025 participants generated an estimated £9.69m of social value, while MAGIC participants generated £4.45m.

The Mixed Ability model **continues to demonstrate a unique ability to reduce social isolation, shift perceptions of disability, and deliver inclusive environments at scale**. Its growing international reach and strong partnerships underscore IMAS's increasing influence as a global movement for inclusive sport, belonging, and community cohesion.



**£22.07m**

**TOTAL SOCIAL VALUE GENERATED IN THE 2024/2025 PERIOD**



**2,677**

**MIXED ABILITY PARTICIPANTS INVOLVED WORLDWIDE**



**£14.14m**

**SOCIAL VALUE OF IMART AND MAGIC PARTICIPANTS**



**£1.08m**

**SOCIAL VALUE FROM DOCUMENTED PARTNER CONTRIBUTIONS**



# KEY FINDINGS



**Significant wellbeing and inclusion outcomes delivered through Mixed Ability activity**



**Growing scale and influence of IMAS as a global movement for inclusive sport and community**

# INTRODUCTION

**International Mixed Ability Sport (IMAS) is a not-for-profit community interest company (CIC) that aims to foster inclusion by bringing people of all abilities together in community sports clubs. Emerging from the lack of opportunity for disabled people to take part in mainstream community sport as equal members it has grown into a social movement promoting inclusion and equity through a sense of belonging and equal membership.**

Mixed Ability is very different from disability specific or special sport provision. It emphasises regular, frequent and sustainable activities, self-determination, club membership and opportunities for social interaction for all. Mixed Ability sports follow the same rules of mainstream sports without adaptations and only minor adjustments to take into account of individual participants' needs. Education forms a crucial part of the Mixed Ability model with educators with lived experience of disability co-producing and co-delivering accessible training, experiences and resources. In doing so IMAS seeks to increase understanding of inclusion and diversity, encourage perception shifts and reinforce social cohesion.

As part of its efforts to educate as widely as possible IMAS is committed to engaging and facilitating external research and evaluation of its activities. This has involved work with a variety of universities and support for undergraduate and postgraduate students researching specific aspects of the Mixed Ability model. This work has resulted in the generation of a wide variety of reports and case examples of Mixed Ability in practice.

Whilst this has actively supported wider take up and replication of the model it has not always been focused on demonstrating the difference made or impacts of adoption of the model as a whole. It was this recognition that led IMAS to engage Substance in early 2025 to work with them on the production of a social impact and value report focused on the global IMAS movement and the marquee celebration events, IMART and MAGIC.

In what follows the report begins with a description of the overall approach and methods employed before presenting the full range of outcomes associated with Mixed Ability, illustrative case examples of how these outcomes are achieved and a monetary assessment of the value they have generated.



# CONTINUITY, IMPACT AND LEGACY

The social value report we present specifically focuses on the period 2024/2025. Although this captures a proportion of the day-to-day Mixed Ability activities worldwide, they are purposely framed around the organisation of the IMART and MAGIC events (June 2025, Pamplona, Spain).

To give extra context to the defined timeframe adopted, it is however important to highlight that Mixed Ability sport builds upon **more than 15 years of sustained growth** by IMAS, including the previous organisation of 3 IMARTs in that time.

The third IMART (Cork 2022) in particular was a watershed. Due to be staged in 2020 and delayed by the Covid-19, **this tournament attracted even more clubs and participants than ever** benefiting from substantial funding by the international public and private sectors – plus a successful host of local sponsors.

Three keystone sponsors invested in Cork 2022 and **continued** contributing to IMART and MAGIC in Pamplona, namely the European Commission through the Erasmus+ Sport programme, Flutter Entertainment and Smurfit Westrock (then Smurfit Kappa). **IMART 2022 accelerated the building of resources, partnerships, expertise and, not least, the confidence of participants, their friends and families, volunteers, clubs and sporting associations**, which created an ideal platform for being able to analyse the social value hereby presented.

The continuity of investment, both financial as well as the personal and organisational commitment of the partner organisations, has been instrumental in the success of IMAS in 2024/2025 resulting in the **impacts** reported in this evaluation.



# METHODOLOGY

Broadly speaking the assessment of social impact and value made use of the principles of the Social Return On Investment (SROI) methodology. SROI is a form of cost benefit analysis and branch of social value<sup>1</sup> assessment that attempts to quantify the social change created by a programme, policy, investment or entity. It is a particularly useful form of analysis for not-for-profit organisations, which seek to generate positive social changes that are difficult to measure in traditional financial terms.

**Social valuing techniques have developed and been refined progressively over time and involve the following steps<sup>2</sup>.**

1. Establishing scope and identifying key stakeholders
2. Mapping outcomes
3. Evidencing outcomes and giving them a value
4. Establishing impact
5. Calculating the SROI
6. Reporting, using and embedding.

Studies typically begin with the determination of the changes sought or generated by the programme, movement, investment or organisation, followed by a structured approach to determining whether any identified benefits can be attributed to the work under consideration and represented in monetary terms. SROI can be calculated for a single year or over the life of a project or programme, and it can be calculated summatively (i.e., once outcomes have been realised) or formatively (i.e. as work is underway, or prior to it getting underway). In this

instance the approach was based around the full range of outcomes associated with IMAS across a 12-month period spanning over 2024-2025.

The process began then with the identification of anticipated outcomes that Mixed Ability participation drives. Following a period of broad stakeholder consultation, an initial set of Mixed Ability outcomes were defined as presented in Table 1. Given the unique and extensive nature of the IMAS mission, several outcomes were identified that are specific to the movement and for which valuation methods had not been previously identified and for which evidence was not always readily available. Accordingly, the final social value map emerged gradually as the evidence base developed with some outcomes not being carried through to the valuation stage. The final set of measured outcomes appears in Table 7.

The evidence base consisted of a blend of a desk-based literature review to identify generic population level data relating to identified outcomes as well as cost and proxy value data points and primary research. The primary research took the form of a series of stakeholder interviews with included participants, volunteers, partners and sponsors, as well as a club survey distributed to all clubs with a direct association to IMAS. Based on the available data a variety of techniques were then employed to establish both the degree of impact related to each of the considered outcomes and their associated value.

In the increased and sustained physical activity category, for the sport development outcome a measure of increased membership following engagement with IMAS was used alongside a proxy measure of the cost of sport club membership in each of the appropriate territories.

In the improved mental health, happiness and wellbeing category, for the improved mental and

1. <https://socialvalueint.org/social-value/what-is-social-value/>

2. Social Value UK (2012) A Guide to Social Return On Investment, <http://www.socialvalueuk.org>

physical health outcomes a 'risk and protective factors' model<sup>3</sup> was applied. This involved identifying the risk of participants in relevant population groups facing relevant negative outcomes; the associated cost to society of the occurrence of negative outcomes; and the measured effect of participation in reducing that risk<sup>4</sup> to calculate a per capita saving which was then multiplied by the number of participants to create an overall valuation. Assessment of the wellbeing values was based on measured improvements in the wellbeing of participants and application of a value measure relating to physical activity amongst disabled people<sup>5</sup>. Improvements in family relations similarly used measured effect of participation on family relations alongside an established value measure<sup>6</sup> that was discounted to account for wider wellbeing improvements that were non attributable to family relations.

In the stronger community and increased sense of belonging category, for the charitable and community club value and the grants and sponsorship outcomes survey data relating to the funds raised were applied. For increased connection and sense of belonging measured improvements were used alongside a value measure relating to the productivity gains<sup>7</sup> associated with increased belonging.

In the skill development, network building and increased volunteer opportunities category, increased volunteering was assessed using an 'equivalent cost method' based on the number and role of volunteers and the equivalent salary associated with the tasks and number of hours given up.

In the increased opportunities for work experience and paid employment category for increased employment we used the aforementioned 'risk and protective factors' model.

In the more safe and inclusive environments category, for proactive inclusion we were again able to use an assessment of the value of productivity gains<sup>8</sup> associated with inclusive practices alongside measured improvements in the inclusivity of IMAS clubs. The valuation of diverse club membership within the IMAS network was considered in terms of an improvement in the social capital of those members and employed a compensating variation approach based on the income differentials amongst people with different levels of social trust. The increased accessibility of environments associated with IMAS used a proxy value related to government investments in increasing the accessibility of sports facilities.

In the changing perception of disability category, for shifts in corporate perceptions we considered the value in terms of the time given up by staff amongst the main IMAS corporate sponsors.

It was not deemed viable to include valuations for any outcomes included in the improved social prescribing for participants; increased opportunities for experiential learning for health and social care practitioners; improved engagement with education; increased confidence, self-esteem and independence; or reducing inequality and improving opportunities for all categories.

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3. Murray J, Farrington, D. & Eisner, M. (2009) 'Drawing conclusions about causes from systematic reviews of risk factors: The Cambridge Quality Checklists'. *Journal of Experimental Criminology* 5(1):1-23; Spencer L, Ritichie J, Lewis J & Dillon L (2003) *Quality in Qualitative Evaluation: The Framework for Assessing Research Evidence*. London: The Cabinet Office.
  4. Accounting for 'deadweight' (or what would have happened anyway) through a discount based on the proportion of the population that would be likely to be involved in an alternative team sport if they did not play football
  5. <https://www.activityalliance.org.uk/how-we-help/research/9534-social-value-of-disabled-peoples-physical-activity-dec-2024>
  6. <https://www.sciencedirect.com/science/article/abs/pii/S1053535707001205>
  7. <https://www.monroeconsulting.com/blog/2025/06/how-a-sense-of-belonging-boosts-workplace-productivity-uncovering-the-hidden-psychological-drivers?source=google.com>
  8. [https://sddirect.org.uk/sites/default/files/2025-09/Disability%20Inclusion%20Helpdesk%20Report%20Econ%20Case%20for%20Disability%20Inclusion\\_FINAL\\_23092025.pdf](https://sddirect.org.uk/sites/default/files/2025-09/Disability%20Inclusion%20Helpdesk%20Report%20Econ%20Case%20for%20Disability%20Inclusion_FINAL_23092025.pdf)
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# IMPACTS AND OUTCOMES



In Table 1 below, the full list of outcome categories, associated outcomes and descriptions of these are displayed. The process behind the mapping of the relevant outcomes was formed across a project ‘discovery’ phase with IMAS personnel and partners and including in person workshoping, online interviews and discussions, as well as wider literature reviews based on existing documentation and other event-based findings.

**Table 1: Outcome Mapping**

| OUTCOME CATEGORY  | DESCRIPTION   | ASSOCIATED OUTCOMES  |
|---|---|--|
| <b>Increased and sustained physical activity</b>  | Creating more opportunities for everyone to engage in Physical Activity   | <ul style="list-style-type: none"> <li>• Increased coaching satisfaction</li> <li>• Sport development</li> <li>• Improved physical health</li> <li>• Creating opportunities for PA</li> </ul>            |
| <b>Improved mental health, happiness and wellbeing</b>  | IMAS activities reduce exclusion and isolation, and improve family relations, supporting and improving physical and mental health, happiness, and wellbeing   | <ul style="list-style-type: none"> <li>• Increased physical and mental wellbeing</li> <li>• Improved family relations</li> <li>• Reduced loneliness</li> </ul>   |
| <b>Improved social prescribing for participants</b>   | Promotion of Mixed Ability for social prescribing and improving healthcare experience   | <ul style="list-style-type: none"> <li>• Challenging Health Inequalities</li> </ul>  |
| <b>Increased opportunities for experiential learning for health and social care practitioners</b> | Challenging health inequalities by providing experiential learning to health and social care practitioners  | <ul style="list-style-type: none"> <li>• Health professional training</li> </ul>   |
| <b>Stronger community and increased sense of belonging</b>  | IMAS develops stronger community and increased sense of belonging by growing its reach and engagement. It also builds stronger social networks and connects communities, while also fostering charitable and community club value | <ul style="list-style-type: none"> <li>• Reach and Engagement</li> <li>• Stronger Social Networks</li> <li>• Charitable and Community Club Value</li> <li>• Connection and sense of belonging</li> </ul> |
| <b>Skill development, network building, and increased volunteer opportunities</b>                 | Training, educational classes, and volunteer training to allow all participants to gain skills, increase their social capital, as well as increased volunteering  | <ul style="list-style-type: none"> <li>• Gained Skills</li> <li>• Increased volunteering</li> <li>• Increased social capital</li> </ul>  |



| OUTCOME CATEGORY  | DESCRIPTION  | ASSOCIATED OUTCOMES   |
|---|--|---|
| Improved engagement with education                              | Taking educational classes   | <ul style="list-style-type: none"> <li>• Educational improvement</li> </ul>   |
| Increased opportunities for work experience and paid employment | Providing opportunities for individuals to gain employment and skills  | <ul style="list-style-type: none"> <li>• Increased employment</li> </ul>  |
| Increased confidence, self-esteem, and independence             | IMAS activities empower participants and players by improving their self-esteem and their confidence. This builds autonomy as it also increases their employability and promotes their self-determination  | <ul style="list-style-type: none"> <li>• Increased confidence</li> <li>• Improved self-esteem</li> <li>• Increased Independence</li> <li>• Increased personal activation</li> </ul>   |
| More safe and inclusive environments                            | One of the ways in which IMAS drives inclusion is by creating safe environments for all, through education, network development, and diverse club membership, making sure the space is accessible to everyone.   | <ul style="list-style-type: none"> <li>• Proactive inclusion</li> <li>• Diverse social networks</li> <li>• Diverse club membership</li> <li>• Network development</li> <li>• New inclusive environments</li> <li>• Safer Spaces</li> <li>• Accessible Environment</li> </ul>                                      |
| Changing perception of disability                               | IMAS works to change the perception around disability by changing attitudes, shifting perceptions, breaking barriers, and improving club culture. Their work increases empathy and reduces fear of communication, to remove and challenge prejudice and assumptions. | <ul style="list-style-type: none"> <li>• Reduced fear of communication</li> <li>• "Survivorship"</li> <li>• Membership growth</li> <li>• Changing attitudes</li> <li>• Shift in corporate perceptions</li> <li>• Placement Opps</li> <li>• Reduce Poverty</li> <li>• Social Change</li> <li>• Advocacy</li> </ul> |

# SURVEY RESULTS

As part of the project, Substance created a club led survey which aimed to gather a wide range of information from Mixed Ability clubs about their participants, who compete in or recreational play various sports across multiple continents. Overall, 56 club responses were recorded. The survey included questions on club participant, volunteers and coach numbers, overall membership and growth through Mixed Ability offerings, feelings on participant wellbeing and sense of belonging, as well as financially focused areas such as relevant grants and sponsorships. Table 2, 3 and 4 provide some insight into overall response rates.

The findings received played a crucial role in the valuation exercise, bringing wider insight into the Mixed Ability world and showcasing the large reach of benefits drawn down through participant involvement in their relevant sports, clubs and organisations. Away from the well-established impacts achieved through sport and physical activity, the survey responses and focus groups made it apparent how crucial IMAS' role was to those involved in areas such general wellbeing, family relations, education and employment opportunities.

**Table 2: Responses by Country**

| COUNTRY   | TOTAL NUMBER OF RESPONDENTS |
|---|-----------------------------|
| <b>Total</b>  | <b>56</b>                   |
|  UK        | 19                          |
|  Argentina | 10                          |
|  Spain     | 9                           |
|  Italy     | 5                           |
|  Ireland   | 3                           |
|  Belgium   | 3                           |
|  Canada    | 3                           |
|  Chile    | 1                           |
|  Ecuador | 1                           |
|  Uruguay | 1                           |
|  Poland  | 1                           |

**Table 3: Responses by Continent**

| CONTINENT     | TOTAL NUMBER OF RESPONDENTS |
|---------------|-----------------------------|
| <b>Total</b>  | <b>56</b>                   |
| Europe        | 22                          |
| UK            | 19                          |
| South America | 12                          |
| North America | 3                           |




**Table 4: Further Response Breakdown**

| CONTINENTS         | NUMBER OF PARTICIPANTS | NUMBER OF MIXED ABILITY PARTICIPANTS | NUMBER OF COACHES | NUMBER OF MIXED ABILITY COACHES | NUMBER OF MIXED ABILITY VOLUNTEERS |
|--------------------|------------------------|--------------------------------------|-------------------|---------------------------------|------------------------------------|
| <b>Grand Total</b> | <b>25874</b>           | <b>2747</b>                          | <b>2242</b>       | <b>244</b>                      | <b>585</b>                         |
| North America      | 8208                   | 190                                  | 1025              | 18                              | 30                                 |
| South America      | 8056                   | 900                                  | 363               | 68                              | 149                                |
| Europe             | 5696                   | 734                                  | 498               | 75                              | 232                                |
| UK                 | 3914                   | 923                                  | 356               | 83                              | 174                                |

# PARTNERS AND CASE STUDIES

Through various data sets provided, we were also able to provide valuations based on partner activities, as highlighted below. These values were based on and measured using relevant available datapoints. We acknowledge the activities labelled only reflect certain aspects of the partners contributions and the wider work and relationships between IMAS and key partners continues to develop across multiple workstreams.

**Table 5: Partner Contributions**

| PARTNER  | ACTIVITY   | VALUES                     | VALUE TYPE                             |
|--|--|----------------------------|--|
| <br>Flutter<br>Entertainment plc                                      | Use of Leeds TV studio, equipment and editing staff to produce IMART media content   | £400                       | Market Rate Equivalent                 |
|  | Pro bono help in setting up comms strategy and campaign leading up to IMART 2022   | £960                       | Market Rate Equivalent                 |
|  | Help in run Facebook and Instagram ads   | £21,200                    | Campaign Costs                         |
|  | November 2023 signed partnership agreement IMAS-Flutter to headline MAGIC/IMART 2025 and help set up MAS Global as vehicle for international operations  | £450,000                   | Partner Investment                     |
|  | Organised an IMAS-run DEI day @Leeds HQs for the Senior Managing Group 2024  | £895                       | Equivalent Cost – Training Courses     |
|  | x2 Community Specialists seconded to IMAS FT for years 2024 and 2025   | £94,000                    | Market Rate Equivalent                 |
|  | Offered a series of skill-based volunteering opportunities for Flutter staff across Ireland (Paddy Power), Italy (SISAL), UK (Sky Bet, Flutter UK&I) and Canada/US (Fan Duel): projects were around marketing and comms, legal, IPR, risk governance | £2,370                     | Cost Replacement Method – Volunteering |
|  | x5 volunteers from Flutter Entertainment group at IMART 2025   | £3,950                     | Cost Replacement Method – Volunteering |
|  | Bespoke production of IMART 2025 video for the ‘Do More’ campaign (Flutter)  | £3,800                     | Equivalent Cost – Production           |
|  | Pro-bono support in setting up a comms strategy for MAS Global   | £850                       | Market Rate Equivalent                 |
| <br>Smurfit Westrock  | Smurfit Westrock (after new merger) returned as Platinum sponsor for IMART 2025 (euro 80K)   | £69,464<br>(€80,000)       | Sponsorship Value                      |
|  | x40 volunteers attended the week-long event in Pamplona with a variety of tasks  | £31,600                    | Cost Replacement Method – Volunteering |
|  | SW donated 2000 recyclable welcome packs for each IMART participant  | £10,000                    | Equivalent Cost                        |
|  | SW Spain/Portugal and Morocco annual Managing Meeting took place in Pamplona during the event (30 senior managers attended the day and visited the site)   | £7,200                     | Market Rate Equivalent                 |
| <br>Co-funded by the<br>Erasmus+ Programme<br>of the European Union | Erasmus+ Funding for MAGIC 2025  | £390,000<br>(€450,000)     | Partner Investment                     |
| <b>Total</b>   |  | <b>£1,086,871 (£1.08m)</b> |  |

The overall contributions through partnership-based activities totals over £1.08m and demonstrates the key role they play, particularly in the IMAS annual events such as IMART and MAGIC.

**CASE STUDY:**

# FLUTTER X IMAS - VOLUNTEER IMPACT, SKILLS DEVELOPING & CHANGING PERCEPTIONS

## Overview

Flutter’s partnership with International Mixed Ability Sports (IMAS) initiative **provides employees with hands-on volunteering opportunities that promote inclusion, community engagement, and personal development.** Across two focus groups involving staff from sustainability, public affairs, marketing, and transformation teams, participants reflected on their experiences supporting IMAS events and strategic projects—including volunteering at the International Mixed Ability Rugby Tournament (IMART) in Pamplona.

This case study summarises themes from both focus groups to illustrate the impact on Flutter employees, IMAS participants, and the organisation itself.

### Employee Impact: Skill Development



- Strengthened marketing, branding, and social media capabilities
- Improved confidence engaging with disabled participants
- Gained strategic, communication, and cross-cultural skills
- Applied existing expertise in a new, purpose-driven setting

### Employee Impact: Changing Perceptions of Disability



- Volunteers gained a new perspective on inclusion
- Experiences highlighted joy, autonomy, and community within mixed-ability sport
- Many had limited prior interaction with disabled people – IMAS created transformative exposure

### Organisational Value for Flutter



- Demonstrates Flutter’s commitment to long-term, meaningful community investment
- Builds authentic social impact beyond funding
- Strengthens company culture and employee engagement
- Provides practical examples of inclusion and purpose to share across the business
- Expands Flutter’s community and sporting networks



The Flutter–IMAS partnership creates significant shared value: employees gain skills, confidence, and new perspectives; IMAS receives high-quality strategic and operational support; and Flutter deepens its commitment to meaningful, inclusive community impact. **It is a partnership grounded in purpose, participation, and long-term social change.**



# SOCIAL VALUE RESULTS

In the section below, the valuations presented in Table 6 have been broken down through continent, location, sport, mixed ability participation numbers, the associated overall value, as well as the values per participants.

The values take into account differing outcome calculations relevant to the location/sport, relevant risk profiling, GDP per capita adjustments, amongst other varying factors including survey responses and other secondary research measures.



Table 6: Valuations

| CONTINENT     | LOCATION     | SPORT               | MIXED ABILITY PARTICIPANTS | VALUE      | VALUE PER PARTICIPANT |
|---------------|--------------|---------------------|----------------------------|------------|-----------------------|
| North America | 🇨🇦 Canada    | 🏊 Artistic Swimming | 109                        | £1,273,247 | £11,681               |
|               |              | 🏒 Floor Curl        | 150                        | £1,565,706 | £10,438               |
|               |              | 🏉 Rugby             | 80                         | £884,842   | £11,060               |
| South America | 🇨🇱 Chile     | 🏃 Multi-Sport       | 280                        | £919,972   | £3,285                |
|               | 🇦🇷 Argentina | 🏉 Rugby             | 425                        | £2,086,919 | £4,910                |
|               | 🇪🇨 Ecuador   | 🏉 Rugby             | 160                        | £192,226   | £1,201                |
|               | 🇺🇾 Uruguay   | 🏉 Rugby             | 65                         | £319,990   | £4,922                |
| EU            | 🇪🇸 Spain     | 🏀 Basketball        | 60                         | £327,666   | £5,461                |
|               |              | 🏃 Multi-Sport       | 20                         | £284,195   | £14,209               |
|               |              | 🏉 Rugby             | 226                        | £2,412,773 | £10,675               |
|               | 🇮🇪 Ireland   | 🏃 Multi-Sport       | N/A                        | £9,279     | N/A                   |
|               |              | 🏉 Rugby             | 105                        | £1,103,799 | £10,512               |
|               | 🇮🇹 Italy     | 🏃 Multi-Sport       | 20                         | £118,966   | £5,948                |
|               |              | 🏉 Rugby             | 135                        | £1,133,129 | £8,393                |
|               | 🇧🇪 Belgium   | 🏉 Rugby             | 76                         | £873,203   | £11,489               |
| 🇵🇱 Poland     | 🏉 Rugby      | 20                  | £86,619                    | £4,330     |                       |
| 🇬🇧 UK         |              | 🏃 Multi-Sport       | 110                        | £961,887   | £8,744                |
|               |              | 🏏 Bowling           | 9                          | £40,759    | £4,528                |
|               |              | 🥊 Boxing            | 30                         | £249,415   | £8,313                |
|               |              | 🏏 Cricket           | 60                         | £367,458   | £6,124                |
|               |              | 🏌 Golf              | 36                         | £316,965   | £8,804                |
|               |              | 🏓 Kinball           | 20                         | £149,824   | £7,491                |
|               |              | 🚣 Rowing            | 1                          | £24,372    | £24,372               |
|               |              | 🏉 Rugby             | 480                        | £6,365,431 | £13,261               |
|               |              | <b>Total</b>        |                            |            | <b>2,677</b>          |



Table 7 also gives further detail on specific outcomes and values associated with those areas, which map back to the original outcome list. The measured outcomes largely drive the values, however those label 'indirect' also play a role, particularly where aspects of the value for that area have been covered elsewhere (i.e. loneliness within the wider wellbeing work).

A further technical document will provide additional insight into measured v indirect.

**Table 7: Outcome Values**

| OUTCOME AREA   | MEASURED OUTCOMES  | INDIRECT  | VALUE       |
|--|--|---|-------------|
| Increased and sustained physical activity                                  | Sport development<br>Improved Physical Health  | Increased coaching satisfaction & creating opportunities for PA | £782,718    |
| Improved mental health, happiness and wellbeing                            | Improved wellbeing, mental health & family relations   | Reduced loneliness  | £12,265,697 |
| Stronger community and increased sense of belonging                        | Charitable and Community club value, grants and sponsorship & connection/ sense of belonging | Reach and engagement  | £1,275,781  |
| Skill development, network building, and increased volunteer opportunities | Increased volunteering   | Increased social capital  | £6,234,479  |
| Increased opportunities for work experience and paid employment            | Increased employability  |   | £178,976    |
| More safe and inclusive environments                                       | Proactive inclusion, diverse club membership & accessible environments                       | New inclusive environments & safer spaces                       | £1,181,002  |
| Changing perception of disability  | Shift in corporate perceptions   | Membership growth and changing attitudes                        | £150,000    |



Through the values provided, it was also possible to derive how much participants of MAGIC and IMART contribute towards the totals. This process was completed through utilising the individual sports, locations and per participant values with details being presented below:



Participants totalled 1,176 active individuals which would equate to approximately £9.69m of the social value generated when considering their continued activity across a 12-month period.



Participants totalled 540 active individuals which would equate to approximately £4.45m of social value generated when considering their continued activity across a 12-month period.

**SROI Ratio**

When considering the partner contributions (£1,086,871) in Table 5 as ‘investments’, and the participation findings (£22,068,655) as social value generated, we are able to produce an ‘SROI Ratio’ of **£1:20.30**, or for every £1 invested, £20.30 of social value is returned. Though we recognise this ratio does not include a significant amount of investment by the clubs facilitating the Mixed Ability provisions.

We have also been able to consider modelled results for locations/sports where there are connections to IMAS and mixed ability sport, but within this project could be not measured due to data restrictions. For further information on these, please see Table 8 below:

**Table 8: Modelled Per Participant Values**

| CONTINENT            | LOCATION – SPORT        | PER PARTICIPANT VALUE |
|----------------------|-------------------------|-----------------------|
| <b>Oceania</b>       | Australia - Rugby       | £17,963.67            |
| <b>Asia</b>          | Hong Kong - Rugby       | £14,729.93            |
|                      | Singapore - Rugby       | £24,699.60            |
| <b>North America</b> | Canada - Lacrosse       | £10,120.08            |
|                      | Canada - Multi Sport    | £10,120.08            |
|                      | Mexico - Multi Sport    | £2,189.28             |
|                      | USA – Rugby             | £23,027.04            |
| <b>South America</b> | Argentina - Basketball  | £1,383.95             |
|                      | Argentina - Hockey      | £2,216.01             |
|                      | Chile - Rugby           | £4,680.10             |
|                      | Costa Rica - Rugby      | £5,063.15             |
|                      | <b>UK</b>               | UK - Floor Curl       |
| <b>EU</b>            | Belgium - Rowing        | £25,988.12            |
|                      | France - Multi Sport    | £7,115.04             |
|                      | France - Rugby          | £12,558.47            |
|                      | Ireland - GAA           | £8,393.55             |
|                      | Ireland - Rowing        | £24,372.09            |
|                      | Ireland - Tennis        | £8,393.55             |
|                      | Luxembourg - Floor Curl | £25,382.04            |
|                      | Netherlands - Rugby     | £18,392.54            |
|                      | Spain - Rowing          | £9,539.90             |
|                      | Spain - Floorball       | £9,539.90             |

These values were modelled from a) relevant sports, b) locations or c) both, where feasible. GDP per capita adjustments (v UK) play a key role in the financial differences by area, as shown.

# EVALUATION AND RECOMMENDATIONS

The analysis confirms that IMAS continues to deliver significant, multi dimensional social value across countries, sports, and communities. Several strengths emerge clearly:

01

## Strong and Consistent Wellbeing Outcomes

The largest proportion of measurable value (£12.27m) derives from improvements in mental health, happiness, physical health, and family relations. Mixed Ability participation consistently reduces loneliness and exclusion—reinforcing the model’s effectiveness as an inclusion focused, community embedded intervention.

02

## High Levels of Volunteering, Skills Gain, and Social Capital

Volunteering activity remains a major generator of social value (£6.23m). Evidence shows that Mixed Ability environments encourage sustained volunteer involvement and skill-sharing across diverse groups. Volunteers report personal growth, increased confidence, and improved communication—particularly in corporate partner contexts.

03

## Formation of Inclusive, Community-Driven Club Cultures

Clubs participating in Mixed Ability activities report strengthened social networks, increased charitable activity, and greater community cohesion. Measured improvements in belonging and connection contribute over £1.27m in value.

04

## Transformational Impact on Disability Perceptions

Case study insights—particularly from Flutter—show that Mixed Ability experiences lead to meaningful attitude shifts among volunteers, coaches, and partners. While only partially valued in this report, qualitative evidence indicates this is an area of high long term impact.

05

## Significant Leveraging of Partner Value

Partnerships with organisations such as Erasmus+, Flutter and Smurfit Westrock continue to amplify IMAS’s reach through financial support, in kind contributions, strategic capacity building, and large-scale volunteering. These partnerships not only enhance IMAS operations but also generate cultural value within partner organisations.

Building on the findings and learning from this year’s valuation process, we recommend the following strategic priorities:

**1. STRENGTHEN DATA COLLECTION AND CONSISTENCY ACROSS THE NETWORK**

To improve valuation accuracy and expand the number of measurable outcomes:

- Standardise data reporting templates for all Mixed Ability clubs
- Introduce annual global data submission windows
- Capture consistent attendance data to support thresholds and discount application

Greater consistency would allow more outcomes—including social prescribing, educational engagement, and independence—to be valued in future cycles.

**2. EXPAND OUTCOME MEASURES FOR UNDER VALUED AREAS**

Several impactful areas could not be quantified due to insufficient evidence. Priority development areas include:

- Social prescribing and healthcare-linked benefits
- Educational improvements and employability pathways
- Confidence, self-esteem, and independence outcomes
- Longitudinal wellbeing tracking

Developing robust outcome measures would unlock significant additional measurable value.

**3. ENHANCE INTERNATIONAL CAPACITY BUILDING AND SHARING OF BEST PRACTICE**

As IMAS’s global reach expands, supporting clubs and partners in developing quality Mixed Ability environments is crucial. Recommended actions:

- Develop a global MA “quality framework” for clubs
- Expand training for educators with lived experience
- Create cross continental learning exchanges

This will help sustain consistency while allowing for local adaptation.

**4. DEEPEN STRATEGIC PARTNERSHIPS FOR LONG TERM IMPACT**

Partnership evaluation demonstrates strong mutual value. IMAS should:

- Prioritise multi year agreements that support both delivery and organisational development
- Explore strategic collaborations in health, education, and sport governance
- Continue to leverage corporate volunteering as a mechanism for changing perceptions of disability

**5. RESOURCE THE VALUATION PROCESS AS A CORE IMAS FUNCTION**

Given the significance of social value as evidence for partners, funders, and policymakers:

- Establish internal capacity (or long-term external support) for annual SROI updates
- Introduce a light-touch yearly review alongside a major valuation every 2–3 years
- Build internal dashboards to support real-time outcome tracking

This will ensure IMAS can demonstrate year on year progress as the movement grows.

**6. STRENGTHEN NARRATIVE COMMUNICATION OF IMPACT**

The quantitative valuations are compelling but should be complemented by:

- More case studies capturing personal stories of inclusion and transformation
- Better articulation of the long-term cultural value of Mixed Ability
- Clear messaging around the global identity and purpose of the IMAS movement

This will support advocacy, fundraising, and continued movement building.

# APPENDIX

## APPENDIX 1: METHODS, ASSUMPTIONS AND DATA SOURCES

For the purposes of this report, we have made the following assumptions.

### Basis Period

Valuations are based on the 12-month period across 2024-2025.

### Population

The population for the study included participants programmes for whom attendance records could be identified or verifiably estimated. We have assumed as a basis that, prior to any discounts being applied (see below), all of those participants in participation programmes engage in sufficient levels of moderate to vigorous physical activity to meet outcome requirements.

### Deadweight, Discounts and Thresholds

‘Deadweight’ (what would have happened anyway) is accounted for through a discount based on the proportion of participants that would be likely to be involved in other activities if they did not engage with IMAS/mixed ability sport. The assumption made is that, without this engagement, the proportion of participants meeting physical activity guidelines would match that for the relevant population group in the country at large. A value is therefore only included for the proportion of participants that would otherwise be defined as ‘inactive’.

Amongst those participants in other participation programmes, an additional discount is applied based on thresholds for the number of sessions attended, as illustrated in the Table below.

**Table 8: Participation Programme Thresholds and Discounts**

| NUMBER OF SESSIONS ATTENDED | ADDITIONAL DISCOUNT |
|-----------------------------|---------------------|
| Less than 5 sessions        | 100%                |
| Between 5 and 9 sessions    | 75%                 |
| Between 10 and 15 sessions  | 50%                 |
| Between 16 and 20 sessions  | 25%                 |
| More than 21 sessions       | 0%                  |

### Data

A range of data relating to participants was gathered directly through club surveys and IMAS. Further backend data relating to social profiles, health and social condition prevalence and costs was gathered by Substance from public sources, published reports and, where not available directly, through other modelling techniques.

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## APPENDIX 2: GLOSSARY OF TERMS

**Absence from school:**

School attendance below 90% in any defined period.

**Educational attainment:**

The highest level of education completed.

**Gross Value Added (GVA):**

The value generated by any unit engaged in the production of good and services.

**Indices of deprivation:**

A measure of relative deprivation in small areas in England called lower-layer super output areas.

**Not in Education, Employment or Training (NEET):**

An acronym for Not in Education, Employment or Training which refers to a person who is unemployed and not receiving an education or vocational training.

**Participation Programme:**

Programmes that are primarily focused on engaging people in sport and physical activity.

**Physical activity:**

Movement that is seen to contribute to the Chief Medical Officers guidelines for recommended levels of physical activity.

**Risk and Protective Factors:**

Risk factors are the biological, psychological, family, community, or cultural aspects that precede and are associated with a higher likelihood of negative outcomes. Protective factors are characteristics associated with a lower likelihood of negative outcomes or that reduce a risk factor's impact.

**Social capital:**

The networks of relationships among people who live and work in a particular society, enabling that society to function effectively.

**Social Return on Investment (SROI):**

A method for measuring and assigning monetary values to outcomes that are not traditionally reflected in financial statements, including social, economic, and environmental benefits.

**SROI Ratio:**

A ratio determined by dividing the identified social, economic and environmental value by the financial cost of the investment to identify the return generated for every unit of currency invested.

**Subjective Wellbeing:**

The scientific term for levels of happiness and life satisfaction.

**Targeted Programme:**

Programmes that are primarily focused on addressing a defined social problem or issue, for example, employability.

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# GRAND FINISHES

**£22.07m**

**TOTAL SOCIAL VALUE GENERATED IN THE 2024/2025 PERIOD**



**2,677**

**MIXED ABILITY PARTICIPANTS INVOLVED WORLDWIDE**



**£14.14m**

**SOCIAL VALUE OF IMART AND MAGIC PARTICIPANTS**



**£1.08m**

**SOCIAL VALUE FROM DOCUMENTED PARTNER CONTRIBUTIONS**



**Significant wellbeing and inclusion outcomes delivered through Mixed Ability activity**



**Growing scale and influence of IMAS as a global movement for inclusive sport and community**

# KEY FINDINGS

**\$29.97m**

**TOTAL SOCIAL VALUE GENERATED IN THE 2024/2025 PERIOD**



**2,677**

**MIXED ABILITY PARTICIPANTS INVOLVED WORLDWIDE**



**\$19.00m**

**SOCIAL VALUE OF IMART AND MAGIC PARTICIPANTS**



**\$1.45m**

**SOCIAL VALUE FROM DOCUMENTED PARTNER CONTRIBUTIONS**



**Significant wellbeing and inclusion outcomes delivered through Mixed Ability activity**



**Growing scale and influence of IMAS as a global movement for inclusive sport and community**

€25.39m

TOTAL SOCIAL VALUE GENERATED IN THE 2024/2025 PERIOD



2,677

MIXED ABILITY PARTICIPANTS INVOLVED WORLDWIDE



€16.24m

SOCIAL VALUE OF IMART AND MAGIC PARTICIPANTS



€1.24m

SOCIAL VALUE FROM DOCUMENTED PARTNER CONTRIBUTIONS



# KEY FINDINGS



Significant wellbeing and inclusion outcomes delivered through Mixed Ability activity








Growing scale and influence of IMAS as a global movement for inclusive sport and community

## **SOCIAL VALUE**

## **REPORT 2024/2025**

For more information please get in touch:

-  [mixedabilitysports.org](https://mixedabilitysports.org)
-  [contact@mixedabilitysports.org](mailto:contact@mixedabilitysports.org)
-  [Mixed Ability Sports](#)
-  [@mixedabilitysports](#)
-  [MixedAbilitySports](#)