

# Barton Athletic Case Study

Part of the evaluation of the Salford Third Sector Grant  
Fund 2018/19



# Barton Athletic

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## Contextual Information

Barton Athletic are a local gym built by the community, run by the community, for the benefit of the community. They moved to their current venue three years ago after investing 63,000 hours of 30-40 volunteers time to build it. They have signed up a further 700 members since they moved venues.

Now firmly established in their new home, Barton Athletic were keen to work with local schools in order to engage more young people with their gym, historically they have struggled to secure relationships with local primary schools, but this pot of grant funding helped to change that. Two schools signed up with Barton Athletic to take their young people to 10 sessions at the gym, the news quickly travelled about the success of this approach and 4 more schools signed up shortly after.

## Activities

### School sessions

Designed for primary school aged children, Barton Athletic pulled together a 10-week programme to take place during regularly scheduled physical education (PE) time. Each session lasts for a couple of hours including the walk to and from the gym from the school. During each session, the young people have the opportunity to try out a few sports that they will likely not have experienced before, these include; wrestling, boxing, gymnastics and weightlifting with a fully trained coach at each sport station.

## Inputs and Outputs

Session	Number of attendees per session	Number of unique participants engaged per year	Number of sessions per year	Cost to run one session	Charge per attendee per session
School sessions	30	360	60	£250	£0

## Outcomes

### Getting fit and keeping active

The teachers of the young people and the coaches at the gym told us that they've noticed a positive attitude towards the gym and physical activity in the young people *"They're excited to come to the gym, they're not really excited for PE – nobody is ever sick [on Barton Athletic day]"*. The coaches told us that they've *"spotted some talented kids"*

that they would otherwise never have found and that *"they're now asking how they can join [the gym]"*.

Some of the young people we spoke to said they loved *"getting stronger"* at the gym *"improving jumping and lifting heavier weights"*, it was clear they had a real pride in discovering what they were capable of achieving. One young person told us *"we get to try new sports here – I'll definitely get a membership – my mum already comes here – I'd like to box"*, this made it really clear that their time at Barton Athletic had really captured their interest and sparked something in them to want to get involved with boxing on a regular basis. This



corroborated with what the coaches were claiming about young people coming away from these sessions feeling positive towards the gym and physical activity.

### Confidence

The coaches that have been working with the young people at Barton Athletic told us that *"they're far more confident now – they were intimidated at first"*. This was clear to see observing the young people in their final session of 10. None of the young people had chosen to sit out, nobody appeared to be shy or nervous about getting involved, one teacher told us *"they're maturing quickly here"* indicating that the group of young people CLES visited at their final session were a very different bunch of people 9 weeks earlier.

### Supporting anger management and improving behaviour



The teachers that came along with the young people to Barton Athletic reported that *"getting away from the building diffuses tension... and they respond to discipline well here"*. The teachers have seen evidence of this improvement in positive responses to discipline back at school too *"over the last 3-4 weeks their behaviour, listening and focus has been better"*. If young people choose to join Barton Athletic once their 10-week course

has ended, these positive impacts on their behaviour at school will likely sustain. The membership costs at Barton Athletic are relatively low, particularly when compared with a commercial gym and is therefore far more accessible to those young people who choose to keep training at the gym after their school sessions have ended.

## Other vfm and wider considerations

### Attribution

This project is unique in its approach to engaging young people with sports they may not have come across before, but in assessing the right level of attribution for Barton Athletic we had to consider the measures we were going to use to assess their value. In this case that measure focuses on the benefits of regular physical activity. As there are other gyms available locally and the young people would likely be attending a PE class if they were not at Barton Athletic, it was appropriate to allocate a 50% attribution rating.

### Economy

Unfortunately, there were no appropriate financial proxies available for savings to the state through the work taking place at Barton Athletic. This is not to say that the state is not benefitting from the joint working between the six schools and Barton Athletic, but rather that there is a dearth of fiscal proxies available focussed on cost savings achieved through improving attitudes towards physical activity and the gym in young people.

### Efficiency

Barton Athletic currently spends £41.67 per person per year to maintain the schools sessions listed in the table above.

Gross cost of groups = £15,000

Less money charged to groups = £0

Net cost of groups = £15,000

Number of unique attendees = 360

Cost per unique attendee per year = £41.67

### Effectiveness

The value of frequent moderate exercise for someone under 25 is £4,169.62 per year (adjusted for inflation)<sup>1</sup>. This means that Barton Athletic, by providing 360 children at least one opportunity per week to break a sweat for at least 2 months has effectively generated £1,501,063.20. This figure assumes that frequent moderate exercise continued for a period of at least one year. This unfortunately could not be measured; therefore, the figure will be divided to represent the value added of frequent mild exercise for a period of 10 weeks. The total value added through 10 weeks of activity for 360 children is therefore £288,666. When the attribution rate of 50% is taken into account this figure comes finally to £144,333.

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<sup>1</sup> <http://www.globalvaluexchange.org/valuations/5773dc6315fbb00d6091106a>

## Equity

Barton Athletic are currently working with six schools from across the local area. The children taking part in these sessions are all in year six and are from a variety of backgrounds. Engaging young people through schools is one of the most equitable ways to deliver their gym sessions as this means that all children in year 6 will be afforded the opportunity to attend Barton Athletic.

### VfM summary – Barton Athletic

Net costs = £15,000

Total value added\* = £144,333

Effective value generated = £129,333