

# **Social Return on Investment of Gaelic Games on the island of Ireland**

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**Disclaimer:**

While every effort has been made to ensure that the information herein is accurate, the authors do not accept any liability for error of fact or opinion which may be present, nor for the consequences of any decision based on this information.

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## EXECUTIVE SUMMARY

### Context

The Gaelic Athletic Association (GAA) and its partners, the Ladies Gaelic Football Association (LGFA) and the Camogie Association (CA) commissioned Sheffield Hallam University, in partnership with Manchester Metropolitan University and Ulster University, to conduct a study on the economic and social value of Gaelic Games on the island of Ireland. This research was commissioned to better demonstrate and communicate the contribution of Gaelic Games to society, and support conversations with Government and national sport agencies. There were three parts to the research and this report focuses on the Social Return on Investment (SROI) study.

### Literature review

The literature review found evidence of mixed volume and quality on the extent to which Gaelic Games contributes to social outcomes on the island of Ireland. Of the papers found, the largest volume of literature was around the outcome area of physical and mental health, followed by social and community development. However, in all outcome areas, including those mentioned, there was still a fairly small amount of evidence on which to base definitive conclusions. Despite this, there was some compelling and useful evidence which showed some examples of the links between Gaelic Games and social outcomes. The evidence was largely positive, but there were studies that highlighted some negative impacts, particularly in terms potential for injury, and mental health wellbeing. Several SROI studies on Gaelic Games have been conducted at the club, programme or province level, but there was a lack of research on the valuation of social outcomes at the population level, hence the need for this study.

### Methodology

An SROI framework was used to measure the social impact of Gaelic Games on the island of Ireland in 2022. The SROI measured the value of outcomes generated through Gaelic Games and the costs, or inputs, of providing opportunities for engagement. The SROI was evaluative, meaning it was conducted retrospectively and based on participation and volunteering in Gaelic Games which has already taken place. The figure below outlines the six stages of the SROI analysis, which were followed in this study.



Stakeholder engagement and data collection for the analysis was conducted through a mix of methods, including a desk-based literature review, 15 stakeholder interviews and secondary data collection. The SROI model estimated the monetary value of social outcomes across three broad outcome areas, including health, subjective wellbeing and social capital. It also estimated the replacement cost of volunteers for the organisations that utilise them.

## Key findings

Gaelic Games generate considerable value to society at an all-Ireland level beyond traditional economic measures such as Gross Value Added (GVA) and employment. The headline findings of the SROI are summarised in the infographic at the end of this summary. The total value of social outcomes that were monetised was **€2.87bn**. Around 80% of these outcomes were estimated to occur in the Republic of Ireland and 20% in Northern Ireland, which recognises the relative levels of engagement in Gaelic Games in each jurisdiction.

**The study demonstrates that investments in Gaelic Games yield a positive return, and that for every €1 invested in recreational physical activity in 2022, €2.30 worth of social value was generated for individuals and society.**

Outcomes linked to volunteering account for 77% of social value created, which reflects the heavy reliance of Gaelic Games on volunteers. The largest overall domain was social capital, which accounted for just under half of the overall social value generated by participants and volunteers. This finding emphasises the significant contribution that Gaelic Games make to society through strengthening relationships, social networks, civic engagement and trust. Many of the social outcomes articulated by participants, volunteers and sports professionals involved personally and professionally in Gaelic Games suggest that the societal contribution extends far beyond the outcomes that were monetised in the study.

A key principle of SROI studies of this nature is that the estimates provided for the monetised outcomes are conservative. The research only included social outcomes that could be supported by robust evidence, to maintain a higher level of rigour in the study. We excluded some items for which insufficient evidence exists or there is a lack of data, for example social outcomes relating to children and young people. As such, the true social value of Gaelic Games on the island of Ireland is likely to be higher than the estimates presented in this report.

## Recommendations

This study demonstrates that Gaelic Games generate significant value for individuals and society and that the value of these outcomes is greater than the costs of providing these opportunities. We recommend that the GAA and its partners use these findings to support conversations with Government and other interested parties. A set of research recommendations are presented to address the gaps identified in this study (e.g. valuating outcomes for specific beneficiaries and wider forms of engagement).

# Social Return on Investment (SROI) of Gaelic Games on the island of Ireland - 2022

**SROI Outcomes**  
€2.87bn

Estimated social value of engagement in Gaelic Games

**Subjective Wellbeing** €556m



Increased life satisfaction of participants

€357m

Increased life satisfaction of volunteers

€199m

**Social Capital** €1.22bn



Increased trust through participation

€259m

Increased trust through volunteering

€965m

**Health** €31m



Prevention of physical and mental health conditions and sports injuries

**Volunteering** €1.06bn



Replacement value of volunteering

**SROI Inputs**  
€1.24bn

The cost of engagement in Gaelic Games

**Households**



€205m

**Clubs & associations**



€200m

**Voluntary sector**



€840m

**SROI Ratio**

**2.30**



For every €1 spent on Gaelic Games on the island of Ireland, €2.30 worth of social value is generated

**Sheffield Hallam University** Sport Industry Research Centre

**Manchester Metropolitan University**

**Ulster University**



## CHAPTER 1: INTRODUCTION

### 1.1 Context

The Gaelic Athletic Association (GAA) and its partners, the Ladies Gaelic Football Association (LGFA) and the Camogie Association (CA) commissioned Sheffield Hallam University, in partnership with Manchester Metropolitan University and Ulster University, to conduct a study on the economic and social value of Gaelic Games on the island of Ireland.

Gaelic Games have been the subject of academic interest for many years, largely from sociological and historical perspectives as typified by the recent work of Connolly and Donlan<sup>1</sup> (2020). Since the late 20th century, the GAA has changed considerably and has followed a programme of modernisation that has led to: the removal of ‘the Ban’ (on playing or attending ‘foreign’ sports) in 1971; repealing the rule preventing members of the Security Forces in the north of Ireland from becoming members; and relaxing the rules surrounding the use of Croke Park to permit the staging of international rugby and soccer matches.

The GAA has evolved into a significant business within the sporting ecosystem of Ireland, recording a turnover of €139 million in 2022 (the base year of our study). Although Sport Ireland<sup>2</sup> produced an economic analysis of the sport industry in Ireland along with the social value of sport’s health impacts in 2021, this was high level work and did not delve into the granular detail of Gaelic Games. Similarly, social value research has been conducted in Gaelic Games at Provincial level (Munster<sup>3</sup>); intervention level (Healthy Clubs<sup>4</sup>); and club level (Na Fianna, St Patrick’s GAC<sup>5</sup>). To the best of our knowledge, no national level studies on the economic and social value of Gaelic Games have been conducted to date. This research is therefore both necessary and timely.

There are three parts to the research:

1. Sport Satellite Account for Gaelic Games, to derive the economic (or market) value.
2. Social Return on Investment (SROI) study to estimate the monetary value of non-market benefits such as improved health and wellbeing in relation to the cost of Gaelic Games activities.
3. An economic impact study of a specific Gaelic Games event, as well as estimating the likely economic impacts of a range of events based on desk research and modelling.

This report presents part two, the Social Return on Investment (SROI) analysis.

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<sup>1</sup> Connolly, J. and Donlan, P. (2020) Gaelic games in Society: Civilising Processes, Players Administrators and Spectators, Palgrave Macmillan, London UK.

<sup>2</sup><https://www.sportireland.ie/sites/default/files/media/document/2021-09/vos-report-final-19-07-21.pdf>

<sup>3</sup><https://munster.gaa.ie/wp-content/uploads/2020/07/Munster-GAA-Coaching-ROI-Report.pdf>

<sup>4</sup> <https://www.justeconomics.co.uk/healthy-clubs-project-sroi-evaluation>

<sup>5</sup>[https://socialvalueuk.org/wp-content/uploads/2023/05/012325\\_Na\\_Fianna\\_Report\\_Main\\_Final.pdf](https://socialvalueuk.org/wp-content/uploads/2023/05/012325_Na_Fianna_Report_Main_Final.pdf)

## 1.2 Research objectives

Social Return on Investment (SROI) is a standardised approach or framework used to measure and value the impact of an activity, intervention, policy or organisation. It is used to quantify and monetise ‘non-financial’ economic, social and environmental costs and benefits, with a view to capturing the broader value of actions and activities on society (Nicholls *et al.*, 2012<sup>6</sup>). SROI is used by public agencies, private sector enterprises and third sector organisations across a wide range of policy areas, including sport and recreation, to value the wider (market and non-market) contribution of activities to society; to justify public investment; and to advocate for the benefits generated.

The objectives of the SROI analysis for Gaelic Games are to:

1. Conduct a scoping review to identify, summarise and synthesise literature on Gaelic Games participation and social outcomes.
2. Map the stakeholder groups involved in Gaelic Games and identify the social outcomes that change for beneficiaries.
3. Measure the monetary value of all known outcomes relating to participation and volunteering in Gaelic Games including the areas of health, and individual, social and community development.
4. Estimate the investment required to enable Gaelic Games to take place and calculate the Social Return on Investment.
5. Provide evidence to inform and support conversations with, Government, national sports agencies and other relevant stakeholders.

## 1.3 Why measure the SROI of Gaelic Games?

Research on the value of sport in Europe dates back to the late 1980s. However, until the last decade, much of this focused on measuring economic indicators such as gross value-added employment and consumer spending, with little regard for wider societal benefits. With the emergence of growing evidence linking participation in sport with social outcomes (e.g., Taylor *et al.*, 2015<sup>7</sup>), methods have emerged which enable these ‘non-market’ benefits to be monetised. In a seminal study conducted by the Sport Industry Research Centre, researchers pioneered the use of SROI analysis to measure the social value of sport for England in 2013/14 (Davies *et al.*, 2019<sup>8</sup>). Since then, the use of SROI analysis to measure the value of sport has grown, with the method being used more widely to measure activity at the population and sub-population level, including for specific sports, clubs and interventions. Previous studies have demonstrated that when viewed holistically, the inclusion of social impact considerably

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<sup>6</sup> <https://socialvalueuk.org/resources/a-guide-to-social-return-on-investment-2012/>

<sup>7</sup> [https://assets.publishing.service.gov.uk/media/5a74a738ed915d0e8bf1a0d6/A\\_review\\_of\\_the\\_Social\\_Impacts\\_of\\_Culture\\_and\\_Sport.pdf](https://assets.publishing.service.gov.uk/media/5a74a738ed915d0e8bf1a0d6/A_review_of_the_Social_Impacts_of_Culture_and_Sport.pdf)

<sup>8</sup> Davies, L. E., Taylor, P., Ramchandani, G., and Christy, E. (2019) ‘Social Return on Investment (SROI) in sport: a model for measuring the value of participation in England’, *International Journal of Sport Policy and Politics* 11(4): pp. 585-605. doi: [10.1080/19406940.2019.1596967](https://doi.org/10.1080/19406940.2019.1596967).

increases the monetary value of sport and physical activity, in comparison to only measuring economic value.

Gaelic Games are an integral part of Irish culture and society, more than just sports. They play a central role in many communities and traditions, connecting people across generations and serving as vital expressions of Irish identity, community, and belonging. These games are a vehicle for fostering social cohesion, intergenerational connections, as well as local and regional pride, extending far beyond the pitch. The impact of Gaelic Games cannot solely be measured in raw economic terms, as their true value lies in their ability to bring people together, enhance well-being, and create a shared sense of purpose. Capturing these social impacts in our research is therefore crucial to understanding the role of Gaelic Games in community development, but also to protect and increase their role in the vibrant culture and community life of Ireland. Measuring their social impacts ensures that the intangible, yet profound benefits of Gaelic Games are recognised, valued, and supported for future generations. This work also provides crucial evidence to help understand the wider importance of Gaelic Games and inform conversations with Government and national sport agencies.

#### **1.4 Report structure**

The rest of this report is structured as follows:

- Chapter 2 provides a summary of published literature relating to the social impact of Gaelic Games.
- Chapter 3 outlines the SROI research approach.
- Chapter 4 discusses Stage 1 and 2 of the SROI, including identification of stakeholders, a summary of the interviews, and the mapping of inputs, outputs and outcomes.
- Chapter 5 summarises Stage 3 of the SROI, the measurement and valuation of inputs, outputs and outcomes.
- Chapter 6 discusses Stage 4 of the SROI, establishing impact, and Stage 5, calculating the SROI. This chapter also discusses the sensitivity analysis.
- Chapter 7 presents the conclusions and recommendations.

## CHAPTER 2: LITERATURE REVIEW

### 2.1 Introduction

In preparation for the SROI, a literature review was carried out to identify, summarise and synthesise existing evidence on Gaelic Games and social outcomes. The focus of the review was to collate evidence around the impact of Gaelic Games participation and volunteering on the following outcome areas:

- Physical and mental health;
- Subjective wellbeing;
- Individual development; and
- Social and community development.

Given the long history of Gaelic Games, the range of wider initiatives and programmes that are delivered, and in recognition that Gaelic Games are widely thought to go beyond the sport itself, '*woven into the fabric of Irish society*' (Houlihan, 1997<sup>9</sup>), the review also aimed to identify literature which explored the wider cultural outcomes of Gaelic Games. Papers found in this area are included in the social and community development section of this chapter.

A summary of the review is provided in this chapter. A more detailed outline of the review methodology and the full findings can be found in the separate standalone report<sup>10</sup>.

### 2.2 Methodology

The review methodology was a '*Quick Scoping Review*' (as described by Collins et al., 2015), in which the aim is to identify the evidence available, summarise the findings, and provide an informed conclusion on completion. The specific aims of the literature review were to:

1. Review evidence on the *relationship between* Gaelic Games (including both participation and volunteering) and social outcomes.
2. Review evidence which demonstrates a *monetary value* of the impact of Gaelic Games (including both participation and volunteering) on social outcomes.

The literature review included searches for both academic published material and unpublished 'grey literature', such as research from government sources, consultancy papers and reports. The search involved the use of a range of online academic databases, including SPORTDiscus, (EBSCO host); Scopus (Elsevier); Cochrane (Wiley), and Google Scholar. This was supplemented with targeted searches for grey literature by scanning websites including governmental sources, a variety of Gaelic Games organisations and conducting Google searches using the same search terms.

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<sup>9</sup> Houlihan, B. (1997). *Sport Policy and Politics: A Comparative Analysis*. London: Routledge.

<sup>10</sup> Griffiths, K. and Davies, L. (2024) Social Return on Investment of Gaelic Games: Review of Literature. (Confidential report submitted to the GAA, LGFA and CA).

The review included in the scope literature around the four outcome areas, including studies which used quantitative or qualitative methods, or examine 'subjective' impacts, to provide an overall picture of the existing evidence base. However, for the SROI we were particularly interested in literature which provides quantitative evidence, and any literature which places a value on the impact of Gaelic Games. The search terms are outlined in Appendix A1.

The review is focused on the island of Ireland, but some international papers which discuss the social impacts of Gaelic Games have been included for comparison. For each outcome area, the review identifies what the literature demonstrates about the impact of Gaelic Games, any gaps in knowledge, and some assessment of the overall quality of the literature. Some papers included in the review measured outcomes across multiple areas. The following sections summarise the key findings of the review for each outcome area.

## 2.3 Literature review findings

### *Physical and mental health*

The evidence around the impact of Gaelic Games on physical and mental health outcomes was the largest in volume in comparison with the other outcome areas covered in the review. In general, the papers found were of a higher quality and based on more rigorous and robust methodologies than those found in the other outcome areas.

Ten papers show evidence of positive impacts in terms of both physical and mental health outcomes and include some examples of SROI studies which show the monetary value of health outcomes at a club and province level. The research shows examples of specific interventions with different demographic groups, including programmes focusing on health promotion through physical activity and linked initiatives including healthy eating and promoting other healthy behaviours. The papers included in the review demonstrate evidence of the positive health impact of Gaelic Games in the following ways:

- Increased physical activity levels (meeting physical activity guidelines, which is assumed to have positive health impacts)
- Improved fundamental movement skills
- Improved locomotor skills
- Reduction in weight and BMI
- Reduction in waist circumference

However, 11 papers demonstrate some negative physical health impacts including:

- Increased sports injuries
- Increased anxiety and depression
- Increased burnout
- Lower levels of sleep (quality and duration)

In terms of both injury and mental health disorders there is evidence of these outcomes occurring for both players as well as non-player groups such as referees. The larger number of papers around negative outcomes does not mean that the negative health outcomes outweigh the positive. Rather, it may be that this is an area of academic interest for researchers. However, the evidence suggests there is a need for further research and / or investment into injury prevention strategies and preventive and supportive measures for common mental disorders. Moreover, the need to explore the causes of and ways to prevent burnout, to enable participants to experience the positive physical and mental health benefits of Gaelic Games with a reduced risk of these adverse impacts.

### *Subjective wellbeing*

‘Subjective wellbeing’ relates to individual’s self-evaluations (including thoughts and feelings) around their general wellbeing, including satisfaction with life and happiness. Relative to the volume of papers demonstrating the impacts on physical and mental health, there was a much smaller number of papers describing these types of subjective wellbeing benefits, with only four found in the review. However, these papers were of good quality in the form of a control group study and three SROI studies. The latter studies included two GAA clubs (St Patrick’s GAC and CLG Na Fianna) and one on the GAA’s Healthy Club Programme.

The studies outlined in this section show evidence of a positive impact of Gaelic Games upon life satisfaction. They all show evidence of positive impacts on wellbeing, including in particular upon life satisfaction for both participants and volunteers. Nevertheless, they are not population wide or based on large samples, so it is difficult to extrapolate the findings to the wider population. There is clearly a need for wider research to examine further the subjective wellbeing impacts, including for wider populations.

### *Individual development*

Twelve papers on individual development were identified and included in the review. These were of mixed quality and included both positive and negative outcomes. The papers evidence individual development outcomes for participants in Gaelic Games in terms of developing personal skills and life skills, which are assumed to have the potential to be transferable into both education and employment. The outcomes evidenced include:

- Improved personal skills (including leadership, communication, discipline, time management)
- Increased confidence and self-esteem
- Reduced anti-social behaviour
- Reduced crime
- Reduced alcohol and drug use
- Improved career connections (through building networks)

The papers focusing on individual outcomes also highlight the potential of Gaelic Games to have an adverse impact on educational outcomes and career prospects, because of the heavy time commitments required to participate. Some negative individual development outcomes were evidenced as:

- Reduced educational attainment
- Reduced income (through taking lower paid jobs / working fewer hours to enable participation)
- Increased time off work

The review also found several studies which described volunteering as being crucial to the success of Gaelic Games. However, these papers do not explicitly describe individual development outcomes from volunteering, but rather they highlight some personal development support needs for volunteers to be able to continue supporting Gaelic Games, especially in terms of developing confidence and particularly for female volunteers.

### *Social and community development*

Gaelic Games have been widely regarded throughout history as forming an important part of Irish culture, with Gaelic sports clubs being seen as an integral part of Irish society, providing opportunities for people to not only take part in sport, but also to be actively engaged in their communities. It was anticipated that the review would uncover a large volume of papers relating to the outcome area of social and community development, in particular around developing national and cultural identity, and elements of social capital.

The review did indeed find a wide amount of literature which describes Gaelic Games and the GAA as having this role in developing social and community outcomes. However, much of this literature was anecdotal or opinion based, and there was a relatively small amount of literature based on empirical data, particularly evidence which uses quantified and recognised measures of social capital and social trust. Thirteen papers were found, involving a mixture of qualitative and small-scale studies based on case study research, which provide some descriptive detail on how social and community level outcomes are developed, alongside some social value studies which aim to quantify the value of this impact. The outcomes evidenced in the literature include:

- Increased bonding social capital (feelings of belonging or connections within a group or community amongst people who have similar characteristics or close relationships)
- Increased bridging social capital (feelings of belonging or connections that link people across areas that might typically divide society, such as race, class, gender or religion, or between groups or organisations)
- Improved sense of identity

There was also a small amount of evidence that shows of the important role of Gaelic Games in both maintaining and sustaining Irish identity amongst emigrants in different countries.

### *Monetising social outcomes*

Six studies discussed in previous sections of this chapter have reported monetary values against some of the social outcomes linked to Gaelic Games. The social outcomes valued are wide ranging, and include health benefits, general wellbeing, improved life satisfaction, sense of belonging and preservation of culture. Appendix A2 presents a table summarising the outcomes monetised in each of these studies. Although it is encouraging to see studies on Gaelic Games starting to monetise social outcomes, there is considerable variability in the indicators and valuation methods used to measure outcomes, even for similar outcomes. Moreover, none of the SROI studies focus on population-level activity, so the transferability of these proxies to a national study of Gaelic Games is limited.

## 2.4 Summary

The overall findings of the review can be summarised as follows:

- The review found evidence of **mixed volume and quality** on the extent to which Gaelic Games contributes to social outcomes in Ireland.
- Of the papers found, the **largest volume of literature was around the outcome area of physical and mental health**, followed by social and community development. For the other identified outcome areas of subjective wellbeing and individual development, there were smaller volumes of literature.
- In all of the outcome areas, including physical and mental health, there is **still a fairly small amount of evidence on which to base definitive conclusions**, with different studies based on differing methodologies and conducted with different demographic groups, thus making comparisons or generalisations across the population difficult.
- The majority of studies do not conduct investigation of confounding factors meaning it is difficult to attribute any changes solely to Gaelic Games.
- Despite the varying volumes of existing literature, **there is some compelling and useful evidence which does show some examples of the links between Gaelic Games and social outcomes in each of the areas**. In each area there are examples of positive outcomes, including physical health outcomes through increased physical activity levels; subjective wellbeing, particularly in terms of life satisfaction; individual development in terms of life skills, confidence and employability skills; and social and community development through generating social capital and promoting cultural identity.
- There were, however, **some negative impacts also shown**, particularly in terms of potential for injury, mental health conditions, and burnout, and the time commitments of Gaelic Games participation having potential negative impacts on



educational outcomes and career prospects particularly in terms of earnings. The review found papers which called for further research, support and investment in terms of both injury prevention programmes and welfare programmes to support players to help mitigate the risk of mental health conditions and burnout.

The review points to a need for further research to help quantify the impacts of Gaelic Games in the future and to build more high-quality evidence for Gaelic Games around all outcomes, particularly those beyond health. There is also a need for further research on different sub-groups in the population, particularly children and young people. There were some relevant SROI studies in all four outcome areas, showing the monetary value of Gaelic Games for each of the outcome areas. Nevertheless, these were all SROI studies conducted at club, programme or province level, and it is therefore difficult to generalise these results, thus identifying the need for future research to explore the social value of Gaelic Games at population level. The SROI study presented in this report attempts to contribute to this gap.

## CHAPTER 3: RESEARCH APPROACH

### 3.1 Overview

SROI is an outcome-based framework. It **measures change in ways that are relevant to the people or organisations that experience or create it**. SROI tells the story of how change is being created for stakeholders by measuring outcomes and using monetary values to represent those outcomes that stakeholders agree may be monetised. It offers an approach to social impact valuation for sport and physical activity that is transparent, conservative and involves stakeholders in identifying change (outcomes) that occurs as a result of taking part in Gaelic Games as either a participant or volunteer. An SROI analysis expresses the monetary value attached to various social outcomes in relation to the costs associated with providing the opportunities for participation and volunteering. This approach enables a ratio of benefits to costs to be calculated.

There are two types of SROI analysis: evaluative, which is conducted retrospectively and based on change which has already taken place; and, forecast, which predicts how much change will be created if activities meet their intended outcomes. The SROI study presented in this report is **evaluative**. This means it was conducted retrospectively and based on participation in Gaelic Games which has already taken place.

### 3.2 Principles of SROI

SROI is based on eight Principles, which provide the building blocks for guiding decision making throughout the research process (Nicholls et al., 2012). The first seven explain how to measure and report, while the eighth explains how to make decisions based on those measurements (Social Value UK<sup>11</sup>)

The principles of social value are:

1. Involve Stakeholders
2. Understand What Changes
3. Value the Things That Matter
4. Only Include What Is Material
5. Do Not Overclaim
6. Be Transparent
7. Verify the Result
8. Be Responsive

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<sup>11</sup> <https://socialvalueuk.org/principles-of-social-value/>

### 3.3 Stages of an SROI

Figure 3.1 outlines the six stages involved in carrying out an SROI study. These are expanded upon below. Reporting of the SROI in this document is structured accordingly.

**Figure 3.1: Stages of an SROI**



1. **Establish scope and identify key stakeholders.** Establish the boundaries of the study and decide which stakeholders to include and exclude.
2. **Map inputs, outputs and outcomes in logic model.** Engage stakeholders to identify relevant inputs and decide which are, in principle, *material* outputs and outcomes. Develop a value map or theory of change to show the relationships between these, using existing literature if necessary.
3. **Measure and value outcomes.** Identify indicators through literature, primary survey data, secondary data, and financial proxies. Decide which inputs, outputs and outcomes can be included because of sufficient empirical evidence, and which must be excluded on the grounds of insufficient evidence. Ensure that there is no double-counting of either inputs or outputs.
4. **Establish impact.** Deduct deadweight (what would have happened anyway) and displacement (where the activity has simply replaced another). Identify attribution (the percentage of outcomes attributable to this activity, rather than other activities).
5. **Calculate the SROI.** Calculate the SROI ratio by adding up the value of all the benefits, subtracting any negatives and dividing the net social value of Gaelic Games participation by the total costs/investment. Test the sensitivity of the estimated SROI to variations in the outcome measures, financial proxies, and other key variables.
6. **Report and embed.** Report to stakeholders for verification; identify gaps in the evidence base; make recommendations; disseminate the results.

### 3.4 Research scope

The scope of the study was agreed with GAA, CA and LGFA at the start of the project. The study year was 2022, representing the most recent year that comprehensive data was available for the economic and social elements of the project. The research included all Gaelic Games, which are Hurling, Gaelic football, Handball, Rounders, Camogie and Ladies football.

The target population was all adult participants and volunteers engaged with Gaelic Games, living on the island of Ireland. Although outcomes for children and young people were not out of scope, it is known from previous work that it is unlikely there is sufficient robust evidence to monetise any social outcomes for this group.

### **3.5 Assumptions of the Gaelic Games SROI model**

Every effort has been made to construct an SROI for Gaelic Games using the best empirical data and evidence. A lack of appropriate evidence is one of the main reasons for excluding particular outcomes in an SROI analysis. However, it is also common in SROI studies and other types of economic modelling, to make reasonable, conservative assumptions about evidence and data if it is lacking for a specific context.

The high-level assumptions necessary to conduct the Gaelic Games SROI are outlined below. More granular assumptions used in the valuation process are documented in chapter 5.

1. The social value of Gaelic Games is estimated as a proportion of the overall social value of sport and physical activity on the island of Ireland.
2. In the absence of evidence or data for Northern Ireland, we use the Republic of Ireland as a proxy for valuing some social outcomes.
3. The minimum threshold for measuring social outcomes associated with participation is at least 60 minutes of physical activity per week.
4. The threshold for measuring social outcomes associated with volunteering is at least once per week.
5. We have assumed that one year's figures are a reasonable conflation of the more dynamic process of continued investment and participation in sport, resulting in longer term benefit generation.

Necessary assumptions should be based on the most appropriate evidence, together with expert judgement. Following the ethos of SROI, they are conservative and transparent, such that they are open to challenge so that they are either improved or displaced in time by more appropriate empirical evidence. Further detailed assumptions around the components of the model are noted in the appropriate chapter later in the report.

## CHAPTER 4: STAKEHOLDERS AND UNDERSTANDING SOCIAL CHANGE

### 4.1 Introduction

Stakeholders are those people or organisations who affect or are affected as a result of an activity. They are an integral part of the SROI measurement process. Stakeholders help to define the scope of an SROI project by identifying what changes for them because of an activity. The information they provide helps to develop a ‘theory of change’, or ‘impact map’, and they also contribute to verifying the research process and findings. This chapter discusses the engagement of stakeholders connected with Gaelic Games, and brings together their perspectives on what changes with the literature into the ‘impact map’. This chapter summarises Stage 1 and Stage 2 of the SROI.

### 4.2 Stakeholder mapping and engagement

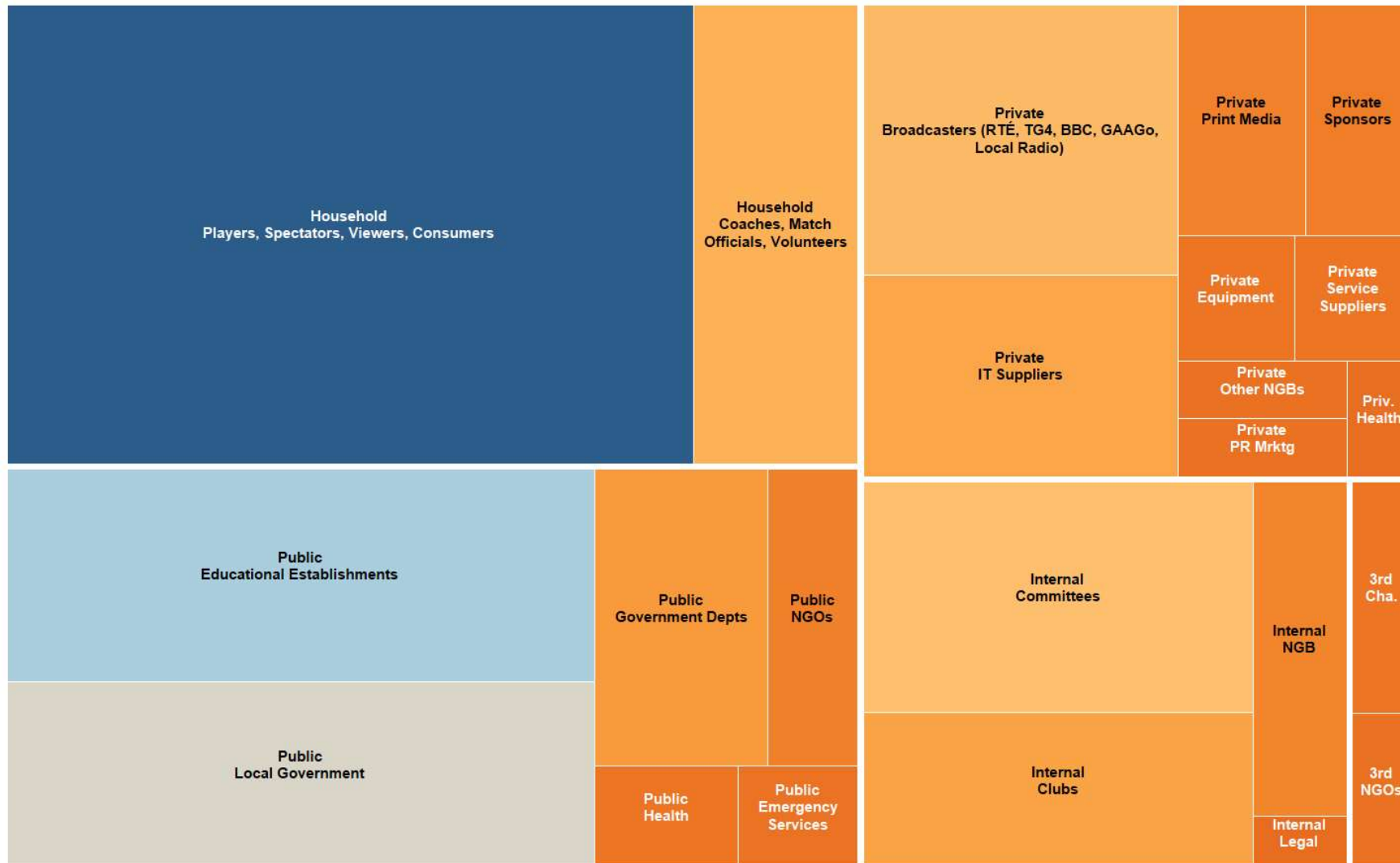
Accounting for social value should always start with stakeholders’ perceptions of outcomes **(what has changed for them as a result of participating and volunteering in Gaelic Games)** and involve a sample in understanding the value or importance they place on these outcomes. Speaking directly to stakeholders is not the only source of relevant outcome information in an SROI. Published academic and grey literature, as summarised in chapter 2, are also important sources of information to triangulate what is heard from stakeholders.

A mapping exercise was conducted in partnership with the GAA to identify Gaelic Games stakeholders from various sectors across and beyond the island of Ireland. These included players, volunteers, suppliers, cultural partners, club representatives, commercial and sponsorship partners, charitable organisations and media outlets. Figure 4.1 groups the stakeholders into four categories: household, public, private and third sector (voluntary). Internal stakeholders fall within the third sector.

A selection of 15 individuals representing a cross-section of stakeholders were invited to participate in semi-structured interviews to attempt to identify the social benefits and costs of Gaelic Games to individuals and communities across Irish society. These individuals were chosen for their knowledge and experience in the sector, and to reflect the stakeholder groups identified.

Table 4.1 outlines the organisations represented in the interviews and the composition of the participants. All three journalists interviewed for the study, as well as several sport development professionals, also identified themselves as volunteers in Gaelic Games clubs across Ireland.

**Figure 4.1: Gaelic Games Stakeholder Map**



**Table 4.1: Stakeholders Participating in Semi-Structured Interviews**

Organisation	Sector	Gender	Role
GAA Club 1 (Co. Cork)	Households	Male	Volunteer
GAA Club 2 (Co. Cork)	Households	Male	Volunteer
GAA Club 3 (Co. Donegal)	Households	Female	Volunteer
GAA Club 4 (Co. Fermanagh)	Households	Male	Volunteer
Non-Governmental Organisation	Internal	Male	Volunteer
Representative body	Internal	Male	Sport Development Professional
Commercial Partner	Private Sector	Male	Executive
National Newspaper	Private Sector	Male	Journalist & volunteer
Regional Newspaper (Munster)	Private Sector	Male	Journalist & volunteer
National Government (NI)	Public Sector	Female	Sport Development Professional
National Government (NI)	Public Sector	Female	Sport Development Professional
Competitor NGB	Public Sector	Male	Sport Development Professional
Television and Radio Broadcaster	Public Sector	Male	Journalist & volunteer
Charitable Partner 1	Third Sector	Male	Volunteer
Charitable Partner 2	Third Sector	Male	Volunteer

The main stakeholder excluded from involvement in the primary research was participants. This exclusion was for two reasons. First, limited budget to conduct primary research to gain a robust and representative sample. Second, the good availability of secondary data and literature pertaining to the key issues and outcomes for participants.

All interviews were conducted online to facilitate engagement at the participants' convenience. The interviews took between 30 minutes and an hour, based on four areas of questions: beneficial changes; negative or unintended changes; ranking of outcomes; major costs/inputs. Prior to the interview a copy of the questions was emailed to the participants with an invitation to consent to their participation. The full list of questions is provided in Appendix A3.

Several interviewees shared details of research reports and media articles in conversation with the research team. These reports were subsequently reviewed to corroborate and augment responses, and to identify any further benefits and costs which had not surfaced during the interviews.

### 4.3 Understanding what changes for stakeholders

The social outcomes resulting from engagement in Gaelic Games were categorised into four broad and interrelated themes: social connection and networks; identity, language and culture; community cohesion; and health and wellbeing.

### *Social connection and networks*

The sense of community engendered by engagement with Gaelic Games was noted from the interviewees as powerful and deep-rooted. This stems, at least in part from the traditional links between club and parish, which remain strong despite the influence of the church in Ireland waning in recent years. Gaelic Games clubs are often at the heart of social activity, and membership of GAA clubs is significantly higher than the number of participants in the sports offered, implying a large proportion of non-playing or social members.<sup>12</sup>

Club volunteers pointed repeatedly to the sense of belonging which underpins club membership. Clubs provide a broad range of social activities that volunteers believe teach the value of friendship and broaden the mind. These activities generate benefits that are enhanced for people who have experienced social isolation of any kind. One stakeholder provided an example in relation to children and young people with additional needs:

*The benefits of being part of the [GAA] community are huge because their social interaction increases, their self-confidence increases, their identity increases, and they now feel part of something. And they feel accepted as opposed to standing outside the fence looking into the club. They are now part of the club.”*

#### **Charitable Partner**

Volunteers were also able to cite examples of services offered by their organisations which amounted to a form of social welfare, including the provision of meals, warm rooms or mental health support. During the Covid 19 pandemic, GAA volunteers helped to run vaccination centres<sup>13</sup>, some of which were hosted in Gaelic Games facilities<sup>14</sup>, and blood donation drives are hosted regularly in clubhouses<sup>15,16</sup>. The support network offered by Gaelic Games clubs takes on an additional significance in rural communities, where low density of population may lead to social isolation.

Several stakeholders also pointed to the social networks which extend beyond the shores of Ireland. They noted that expatriates can connect to a community with familiar characteristics to the one they left behind by joining one of the many overseas clubs. The Irish diaspora extends around the world, and it is often Gaelic Games clubs which act as an outpost or rallying point for Irish émigrés.

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<sup>12</sup> <https://www.esri.ie/system/files?file=media/file-uploads/2015-08/BKMNINT180.pdf>

<sup>13</sup> <https://ulster.gaa.ie/community/vaccinationvolunteers/>

<sup>14</sup> <https://www.rte.ie/sport/gaa/2021/0215/1197230-gaa-premises-among-the-37-covid-19-vaccination-centres/>

<sup>15</sup> <https://ulster.gaa.ie/health/blood-sub/blood-hub/>

<sup>16</sup> <https://camogie.ie/news/ibts-and-gaa-announce-details-of-partnership/>



## *Promoting Irish identity*

A major theme that was identified by stakeholders was the connection between Gaelic Games and national identity, culture and language. From its foundation, the GAA has sought to promote a sense of national identity among its members, with one of its objectives being the promotion of Irish language and culture, alongside the promotion of 'native' games:

*“Gaelic Games historically came from a place where, as a people, we wanted to express our national identity. There was the Gaelic League and language, there was the GAA in terms of sport. So, for us it's a means of expressing your national or cultural identity. It is part of that expression of cultural identity as much as anything.”*

### **Sport Development Professional**

Feelings of identity in a Gaelic Games' context depend heavily on a sense of self and a pride in membership of a community. Gaelic Games club members often see their club as the manifestation of who they are and where they are from. This applies both at club and county level, and often finds expression in simple acts such as wearing club kit in everyday situations. This expression of identity takes on an additional significance overseas. Some stakeholders gave examples of how recognition as a player or supporter of a club or county may serve to open a conversation and effect an introduction in a sporting or work context. As uniquely Irish sports, the games themselves represent a positive expression of identity which travels well beyond the island of Ireland.

The assertion of Irish identity is reinforced in Gaelic Games clubs by the promotion of language and culture, which is one of the founding principles of the GAA. Some stakeholders noted that Irish is taught in clubs and often used in administrative and sport delivery contexts<sup>17</sup>, though the extent of its use varies from place to place and from club to club. The language is spoken routinely at all significant Gaelic Games events.

Uniquely among national governing bodies of sport, the GAA provides a competitive framework for cultural activities that also serves as a vehicle for the promotion of Irish culture and the use of the Irish language. The Scór competitions (Scór na bPáistí, Scór na nÓg and Scór Sinsir) encourage clubs to identify and nominate representatives in music, dancing, poetry and recitation. The competition is organised using a similar framework for sporting activity, with a county and provincial hierarchy, culminating in a national event. Some stakeholders noted how Scór provides an opportunity for members whose talents may lie outside of sport and physical activity to represent their club. This broadened scope of activity extends networks and connections to include those who might otherwise remain on the periphery of a traditional voluntary sports club.

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<sup>17</sup> [https://cgnafianna.com/wpcontent/uploads/2019/05/Na\\_Fianna\\_Social\\_Value\\_Report\\_Final\\_1May2019.pdf](https://cgnafianna.com/wpcontent/uploads/2019/05/Na_Fianna_Social_Value_Report_Final_1May2019.pdf)

## Community Cohesion

The ability to assert or project an identity is one of the ties that binds the Gaelic Games community together. However, other communities on the island of Ireland have a different perspective of Gaelic Games reflecting their own cultural and historical traditions. In the North, where notions of Irish identity are frequently contested, one stakeholder suggested that Gaelic Games may be seen as exclusionary rather than inclusive.

*“I would have nothing but good things to say about GAA clubs and the sport, but I'm conscious that that unfortunately wouldn't always be representative of guys that would have quite a similar upbringing to me in terms of schooling where we lived.”*

### **Sport Development Professional**

Attitudes of suspicion and hostility towards Gaelic Games among protestant loyalist communities in the North are complex in origin and nature. However, over recent years, Gaelic Games clubs and governing bodies have made gradual but significant progress in reaching out across community divides. The emergence of what might be termed a civic form of nationalism has allowed GAA facilities to be used to host major events in soccer and rugby, which had previously been forbidden.

Another stakeholder pointed to how Gaelic Games in the larger cities are being used to integrate and engage with migrant communities. Dublin in particular is home to a very diverse population, and as children from migrant communities are introduced to Gaelic Games in school, they are signposted towards local clubs:

*“We make a huge effort that when pupils come in from outside, as immigrants or asylum seekers that they're included in our games and teachers do make a huge effort to do that. I think the GAA probably could do more, but clubs are very active there.”*

### **Volunteer, Non-Governmental Organisation**

The importance of Gaelic Games clubs as community hubs is once again relevant here. In much the same way as ex-patriate players seek out a GAA club on arrival overseas, Gaelic Games clubs can act as an entry point to a local community network that provides support which extends well beyond involvement in sport and physical activity. Another club volunteer from Munster gave an example of how people from outside local communities are made to feel part of the wider community:

*“I see it down in South Kerry as well, particularly when the Ukrainians came in. My town got a lot of national headlines because they did really integrate the people really well into the GAA club.”*

### **Club Volunteer, Munster**

## *Health and wellbeing*

All stakeholders interviewed noted that there were positive physical and mental health benefits associated with participation in Gaelic Games. Regular participants devote considerable time to training (including strength and conditioning) and playing every week, which is well in excess of WHO guidelines on physical activity. Benefits include improved levels of fitness and strength (especially aerobic fitness); prevention or delay of non-communicable diseases or chronic ill health; good living in terms of nutrition; improved body image; reduced anxiety and improved self-esteem. Many of these benefits are also afforded to physically active volunteers who coach and referee.

Several interviewees referred to the pressure on players and volunteers to sustain an expected high level of involvement as a negative outcome, affecting the mental well-being of some club members. Costs that were acknowledged include the impact of large in-kind contributions of time, particularly from volunteers, that is required to sustain clubs, county boards and national committees, resulting in a negative mental wellbeing impact for some club members. Also, pressure on volunteers to raise funds to develop infrastructure in support of club and county teams, and pressure on coaches caused by the high expectations of parents of young players all take their toll on the mental wellbeing of members.

Aside from the amateur status of players, Gaelic Games, with their emphasis on a volunteer ethos, require players, coaches and officials to balance their involvement with the demands of their job or education. Some stakeholders raised concerns about burnout, while others mentioned increasing anxiety relating to the impact of injury on education and employment<sup>18</sup>. Stakeholders noted that Gaelic Games clubs are aware of potential negative outcomes related to injury and actively seek to support players. The Gaelic Players Association (GPA), part-funded by an annual contribution from the GAA, LGFA and Camogie Association, provides support for medical care (including surgery) and counselling. This complements the GAA's own injury fund, which is itself supplemented at county level, and goes some way to minimising the negative effects.

## *Summary*

This section provides an overview of the social outcomes that result from engagement in Gaelic Games that were identified and matter to the stakeholders interviewed as part of the SROI. Most stakeholders thought that all benefits identified had some degree of importance, but some were clearly more relevant to certain groups. At the national level, stakeholders underlined the importance and value of the contribution of volunteers, as well as the significance of language and culture to a collective sense of Irish identity. Whereas club representatives were particularly keen to emphasise a sense of belonging and community buy-in, especially in a rural context. Almost all interviewees referred to the importance of physical activity for young people and the establishment of long-term habits of participation.

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<sup>18</sup> [Playing Senior Inter-County Gaelic Games - Experiences, Realities and Consequences \(esri.ie\)](#)

This is because skills and habits learned by a young person can produce benefits over a lifetime (implying a high net present value). The broad outcome areas identified by stakeholders mapped onto and corroborated the published literature reported in chapter 2.

#### 4.4 Outcomes summary

It is rarely possible to monetise all the outcomes that stakeholders identify in an SROI, but it is important to acknowledge, understand and document what changes for as many beneficiaries as possible. Table 4.2 summarises the outcomes identified from discussions with stakeholders and the literature review. Negative outcomes are highlighted in blue. It represents an *inclusive* summary of all the outcomes identified, rather than a list of those sufficiently evidenced to monetise within the SROI, which are discussed in the next chapter.

**Table 4.2: Summary of Outcomes Identified from Engagement with Gaelic Games**

Domain	Outcome
<b>Health</b>	<ul style="list-style-type: none"> <li>-Increased physical activity levels</li> <li>-Improved fundamental movement skills</li> <li>-Improved locomotor skills</li> <li>-Reduction in weight and BMI</li> <li>-Reduction in waist circumference</li> <li>-Reduced non-communicable physical and mental disease/health conditions</li> <li>-Increased sports injuries</li> <li>-Increased anxiety and depression</li> <li>-Increased burnout</li> <li>-Lower levels of sleep (quality and duration)</li> </ul>
<b>Subjective Wellbeing</b>	<ul style="list-style-type: none"> <li>-Improved life satisfaction</li> <li>-Improved general feelings of wellbeing</li> <li>-Reduced happiness through increased time pressures</li> </ul>
<b>Individual Development</b>	<ul style="list-style-type: none"> <li>-Improved personal skills (including leadership, communication, discipline, time management)</li> <li>-Increased confidence and self-esteem</li> <li>-Reduced anti-social behaviour</li> <li>-Reduced crime</li> <li>-Reduced alcohol and drug use</li> <li>-Improved career connections</li> <li>-Reduced educational attainment</li> <li>-Reduced income</li> <li>-Increased time off work</li> </ul>
<b>Social and Community Development</b>	<ul style="list-style-type: none"> <li>-Increased bonding social capital</li> <li>-Increased bridging social capital</li> <li>-Improved sense of identity</li> <li>-Improved understanding of cultural heritage</li> <li>-Increased use of Irish language-</li> <li>-Increased community cohesion</li> </ul>

## 4.5 Impact Map

The Impact Map is central to an SROI analysis. It is the story of how an intervention or policy (in this case Gaelic Games participation and volunteering) makes a difference. The Impact Map summarises how inputs, used to resource and deliver activities (measured as outputs), result in outcomes for stakeholders. The Impact Map is also known as a 'theory of change' and is the framework used to build an SROI model. Figure 4.2 gives an overview of the Impact Map for Gaelic Games. The following chapter will use this framework to outline the measurement of inputs, outputs and the outcomes that will be monetised in the SROI.

**Figure 4.2: Impact Map**

Stage 1	Stage 2		Stage 3
Stakeholders	Inputs	Outputs	Outcomes
Who and how many?	What do they invest?	Summary of activities	What changes
<p><b>Public sector</b></p> <ul style="list-style-type: none"> <li>-Sport Ireland /</li> <li>-Sport NI</li> <li>-An Garda Siochana/PSNI</li> <li>-Irish government dept</li> <li>-NI Executive dept.</li> <li>-Local authorities</li> <li>-HE institutions</li> <li>-Tertiary level institutions</li> <li>-Primary and post-primary schools</li> </ul> <p><b>Private sector</b></p> <ul style="list-style-type: none"> <li>-Commercial sport providers</li> <li>-Sponsors</li> <li>-Kit /equipment suppliers</li> <li>-Advertisers</li> </ul> <p><b>Third sector</b></p> <ul style="list-style-type: none"> <li>-GAA/LGFA/CA</li> <li>-Voluntary clubs</li> <li>-Sport-related charities</li> <li>-County /Provincial boards</li> <li>-Gaelic Players' Association</li> <li>-Comun na mBunscol</li> <li>-Glór na nGael</li> </ul> <p><b>Consumer sector (households)</b></p> <ul style="list-style-type: none"> <li>-Participants</li> <li>-Volunteers</li> </ul>	<p><b>Financial</b></p> <ul style="list-style-type: none"> <li>-Funding (e.g., sport development, administration, and staff costs)</li> <li>-Participant expenditure (volunteer time; activity charges/fees; equipment costs; sport clothing and footwear; travel and other costs); media subscriptions</li> </ul> <p><b>Non-financial</b></p> <ul style="list-style-type: none"> <li>-Volunteer time</li> </ul>	<p><b>Sport participation</b></p> <ul style="list-style-type: none"> <li>-Frequency of participation</li> <li>-Intensity of participation (high/low activity)</li> </ul> <p><b>Sport volunteering</b></p> <ul style="list-style-type: none"> <li>-Frequency of participation</li> <li>-Hours worked</li> </ul>	<p><b>Health</b></p> <ul style="list-style-type: none"> <li>-Increased physical activity levels</li> <li>-Improved movement skills</li> <li>-Improved locomotor skills</li> <li>-Reduction in weight and BMI</li> <li>-Reduction in waist circumference</li> <li>-Reduced physical and mental disease/health conditions</li> <li>-Increased sports injuries</li> <li>-Increased anxiety and depression</li> <li>-Increased burnout</li> <li>-Lower levels of sleep (quality and duration)</li> </ul> <p><b>Subjective Wellbeing</b></p> <ul style="list-style-type: none"> <li>-Improved life satisfaction</li> <li>-Improved general feelings of wellbeing</li> </ul> <p><b>Individual development</b></p> <ul style="list-style-type: none"> <li>-Improved personal skills (including leadership, communication, discipline, time management)</li> <li>-Increased confidence and self-esteem</li> <li>-Reduced anti-social behaviour</li> <li>-Reduced crime</li> <li>-Reduced alcohol and drug use</li> <li>-Improved career connections</li> <li>-Reduced educational attainment</li> <li>-Reduced income</li> <li>-Increased time off work</li> <li>-Reduced happiness through increased time pressures</li> </ul> <p><b>Social and Community Development</b></p> <ul style="list-style-type: none"> <li>-Increased bonding social capital</li> <li>-Increased bridging social capital</li> <li>-Improved sense of identity</li> <li>-Improved understanding of cultural heritage</li> <li>-Increased use of Irish language-</li> <li>-Increased community cohesion</li> </ul> <p><b>Replacement Value of Volunteering</b></p>

## CHAPTER 5: MEASURING INPUTS, OUTPUTS AND OUTCOMES

This section of the report outlines the measurement of inputs and outputs, and the valuation of the outcomes monetised in this study.

### 5.1 Inputs

From an SROI lens, inputs are those things that stakeholders contribute to make activities associated with Gaelic Games possible on the island of Ireland. A summary of the material financial and non-financial inputs by key stakeholders identified for Gaelic Games at an all-Ireland level in 2022 is presented in Table 5.1, which were derived using different sources.

- Household spending relating to Gaelic Games was identified from the *Gaelic Games Satellite Account report*, but we only consider the spending on active participation in Gaelic Games (e.g. sports goods and equipment, members' fees, clothing and footwear etc.) as part of the inputs here because the outcomes valued later in section 5.3 do not include passive forms of engagement (e.g. spectating).
- The expenditure associated with clubs was estimated by analysing the financial data for more than 500 GAA clubs and extrapolating to the total number of GAA clubs across the 32 counties in Ireland.
- The activities of the Gaelic Athletic Association (GAA), the Ladies Gaelic Football Association (LGFA) and the Camogie Association (CA) are also recognised in the inputs, which were identified from their annual reports.
- A material non-financial stakeholder input relates to volunteer time, which is valued based on the number of regular volunteers that support Gaelic Games, the average number of hours that they contribute annually, and the average hourly wage.

As per the data presented in Table 5.1, the total value of the financial (€0.4bn) and non-financial (€0.84m) inputs included in the SROI calculation for Gaelic Games is **€1.24bn**.<sup>19</sup>

**Table 5.1: Summary of Inputs**

Stakeholder	€m
Households	204.59
GAA clubs	137.66
GAA / LGFA / CA (associations)	62.07
Volunteers	840.00
<b>Total Value of Inputs</b>	<b>1,244.33</b>

<sup>19</sup> All of the inputs in Table 5.1 were discounted by ~20% to account for engagement by children in Gaelic Games as we have not valued any outcomes for this particular cohort in the SROI calculation.

A number of stakeholders identified in the previous chapter are not included in Table 5.1 because their inputs are captured elsewhere. For example, the private sector is not included as all the inputs for this sector are counted under household spending on Gaelic Games. Reasonable care was taken to ensure that inputs were not double counted. For example, because the household sending figure includes members' fees of circa €23m, the corresponding amount was deducted from the inputs attributed to GAA clubs. Some stakeholder inputs are excluded due to lack of data and/or because it has not been possible to value corresponding outcomes for potential beneficiaries (e.g. children), but such inputs are unlikely to be material relative to the size of the inputs that have been captured.

## 5.2 Outputs

Outputs are a quantitative summary of an activity. Two types of outputs for the Gaelic Games are considered in this research: (1) active participation in Gaelic Games and (2) volunteering done to support Gaelic Games. Event attendance and any other forms of interaction with Gaelic Games are excluded in this iteration of the SROI model due to the absence of robust evidence about the outcomes associated with these outputs and data to value them.

Data for the participation and volunteering related outputs were sourced or estimated from relevant national surveys of the adult population in the Republic of Ireland (Irish Sport Monitor – ISM) and Northern Ireland (Continuous Household Survey – CHS). The key data for outputs used in the valuation of outcomes for each jurisdiction are presented below.

### *Republic of Ireland*

- ISM classified 37% of the adult population as being 'highly active' in 2022, meaning that some 1.5 million adults met the National Physical Activity Guidelines (NPAG). The term 'highly active' refers to adults who have participated in at least 30 minutes of physical activity at least five times in the last seven days through a combination of sport participation and recreational walking (i.e. 150+ minutes per week). Based on ISM data, we estimate that a further 26% of adults (1.1m) met the definition of being 'fairly active' i.e. participated in 30 minutes of physical activity at least twice during the previous seven days<sup>20</sup>.
- The 2022 edition of the ISM reports an adult weekly participation rate in Gaelic Football of around 2%, which is a broadly comparable statistic to the 2019 and 2021 ISM editions. Using ISM data, we estimate that 3.2% of adults participate in Gaelic Games on a regular basis, equivalent to 0.13m people<sup>21</sup>.

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<sup>20</sup> According to the 2022 ISM annual report, 51% of adults were classified as either 'fairly active' or 'just active'. The ISM report does not provide differentiated rates for these two activity thresholds. Our analysis of the ISM 2019 data shows that there is near even split between the two thresholds.

<sup>21</sup> This figure is derived using ISM 2019 data and relates to the number of unique adults who participate in Gaelic Games.

- ISM shows an overall regular volunteering rate of 9% for 2022 as a whole (0.37m adults), with 4% of the adult population playing a regular voluntary role in the Gaelic Games (0.16m people), through either football, hurling or camogie. Most volunteers (82%) volunteered for just one sport and, on average, volunteers invested 4.5 hours per week into the sport that they volunteered.

### *Northern Ireland*

- According to the CHS, in 2022/23 48% of adults had participated in sport at least once within the previous year (excluding walking) and 40% had participated over the last four weeks. The annual participation rate for Gaelic Games among adults was 3%. Using this data, we estimate that 2.4% of adults (~36,000 people) participated in Gaelic Games on a regular (weekly) basis.<sup>22</sup>
- The number of regular Gaelic Games volunteers is estimated to be around 45,000.<sup>23</sup>

## 5.3 Outcomes

SROI is an outcomes-based measurement framework. Based on the Impact Map (see Figure 4.2 above), four outcome areas were included in this study for which robust evidence and /or data is available for monetisation:

1. Improved physical and mental **health** (for adult participants) associated with regular participation in Gaelic Games.
2. Improved **subjective wellbeing** (for adult participants and volunteers) associated with regular engagement with Gaelic Games.
3. Enhanced **social capital** (for adult participants and volunteers) associated with regular engagement with Gaelic Games
4. The **replacement value** of the time contributed by regular volunteers to support Gaelic Games.

These outcome areas and the approach used to value them are discussed in turn below.

### *Health*

A recent Sport Ireland commissioned report found that sport and physical activity has a measurable positive impact on the physical and mental health of adults in the Republic of Ireland who achieve the NPAG (150+ minutes per week)<sup>24</sup>. The net value of the direct (healthcare) and wider savings achieved through the prevention of nine non-communicable

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<sup>22</sup> This statistic is derived based on the ratio of monthly participation in sport to annual participation in sport (40% v 48%), and assuming that the majority of those who participate monthly are also likely to participate on a weekly basis.

<sup>23</sup> This figure is derived by multiplying the estimated number of regular Gaelic Games participants in Northern Ireland by the ratio of volunteers to participants in the Republic of Ireland (1.25).

<sup>24</sup> <https://www.sportireland.ie/sites/default/files/media/document/2021-09/vos-report-final-19-07-21.pdf>



diseases (NCDs) and chronic health conditions<sup>25</sup> was estimated at €0.4bn in 2019. On a per participant basis, the average health value per ‘highly active’ adult was around €300 in 2019 prices, which equates to €333 when expressed in 2022 prices. This inflation-adjusted figure for the Republic of Ireland is highly consistent with the average value for adults who achieved a similar threshold of physical activity in England in 2022 (£294 or €344) according to a Sport England study<sup>26</sup>.

The Sport England study also valued the health-related direct and indirect savings associated with ‘fairly active’ adults (doing 30-149 minutes of physical activity per week), which was worth £215 (€251) per person in 2022. Given the proximity of the average health values for adults doing 150+ minutes of physical activity per week in the Republic of Ireland and England (€333 v €344), it is reasonable to estimate the average health value for fairly active adults in the Republic of Ireland using the corresponding data from England. Using this approach, the average health value for ‘fairly active’ adults in the Republic of Ireland is estimated at €244.

Multiplying the average health values for ‘highly active’ and ‘fairly active’ adults (€333 and €244 respectively) by the corresponding number of adults in these categories (1.5m and 1.1m respectively) gives a population-level health valuation for the Republic of Ireland of **€0.76bn**. Participation in Gaelic Games contributes to this aggregate figure and will therefore be a subset of the overall health value associated with sport and physical activity. Using the regular participation rate for adults in Gaelic Games of 3.2% as a proxy, we estimate that the health value in the Republic of Ireland attributable to Gaelic Games is **€24.32m**. Dividing this estimate by the number of adults who participate in Gaelic Games regularly (130,285) gives an average value of €187 per participant.

For Northern Ireland, there is no comparable data available for the ‘highly active’ and ‘fairly active’ thresholds; for this reason, we multiply the average value of €187 per participant by the estimated number of adults taking part in Gaelic Games on a regular basis (36,126). Using this approach, we arrive at an estimated health value of **€6.74m** (£5.76m) for this jurisdiction.

Bringing together the estimates for the Republic of Ireland (€24.32m) and Northern Ireland (€6.74m), the cumulative health value of Gaelic Games across the island of Ireland in 2022 is **€31.06m** – see Table 5.2.

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<sup>25</sup> CHD, stroke, breast cancer, colon cancer, type 2 diabetes, hip fractures, back pain, dementia and depression.

<sup>26</sup> [Social Value of Sport - Secondary Value Report](#). The Sport England study included a broader range of health outcomes and utilised more up to date evidence on physical activity and health benefits.

**Table 5.2: Health Valuation Summary**

Stakeholder	Jurisdiction	Impact (million)	
		Quantity	Value
<b>Regular participants (Adults 16+)</b>	Republic of Ireland	130,285	€187
	Northern Ireland	36,126	€187 (£160)
			<b>€31.06</b>

Quantity = number of people experiencing the outcome (participants).

Value = How important is the outcome on average to each affected stakeholder (expressed in monetary terms)

Impact = quantity x value

### *Subjective wellbeing*

To estimate the value of improved subjective wellbeing associated with regular participation in Gaelic Games, we first multiplied the number of ‘highly active’ and ‘fairly active’ adults in the Republic of Ireland by the average wellbeing value derived for each activity threshold – €4,191 and €2,295 per participant respectively. These average values represent the amount of income required to bring subjective wellbeing (measured using life satisfaction) up to the level it would be ordinarily if participation in sport and physical activity was excluded<sup>27</sup>.

Using this approach, and accounting for the regular participation rate among adults in Gaelic Games in the Republic of Ireland (3.2%), we arrive at a population-level subjective wellbeing estimate of **€0.28bn** attributable to Gaelic Games, which equates to an average value per participant of €2,146. If we multiply this average value by the number of regular Gaelic Games participants in Northern Ireland, then the corresponding population-level estimate for this jurisdiction is **€77.54m** (£66.28m). Collectively, the subjective wellbeing estimates for Gaelic Games participation in 2022 amount to **€0.36bn** across the island of Ireland.

For volunteering, we multiplied the number of regular Gaelic Games volunteers in the Republic of Ireland by an average value of €1,170<sup>28</sup> to arrive at a gross subjective wellbeing estimate of €0.19m. This figure was then discounted by 18% to account for volunteering in multiple sports as per the evidence from ISM 2022. Therefore, the revised estimate for subjective wellbeing associated with volunteering to support Gaelic Games in the Republic of Ireland is **€0.16bn** (i.e. €959 per regular volunteer). Using the same set of assumptions, the corresponding estimate for Northern Ireland in 2022 is **€43.26m** (£36.98m). The cumulative

<sup>27</sup> These average values were derived using a technique known as Wellbeing Valuation, which was applied to ISM 2019 data and then adjusted for inflation using CSO’s inflation calculator. To avoid double counting, the value for the ‘highly active’ category was reduced by 17% to account for the correlation between the subjective wellbeing measure (life satisfaction) and the social capital measure (trust). No such adjustment was required for the ‘fairly active’ category because there was no significant effect on social capital (trust) associated with this lower participation threshold.

<sup>28</sup> Estimated using Wellbeing Valuation applied to ISM 2019 data and then adjusting for inflation using CSO’s inflation calculator. As with participation, to avoid double counting, the value for regular volunteering was reduced by 17%.

subjective wellbeing estimate for regular volunteering to support Gaelic Games at an all-Ireland level is **€0.20bn**.

The valuation of the subjective wellbeing estimates for participation and volunteering were controlled for each type of engagement, i.e. there is no overlap between them and the two estimates can be added together. Table 5.3 shows the aggregated subjective wellbeing estimates, which are valued collectively at **€0.56bn**.

**Table 5.3: Subjective Wellbeing Valuation Summary**

Stakeholder	Jurisdiction	Impact (million)	
		Quantity	Value
<b>Regular participants (Adults 16+)</b>	Republic of Ireland	130,285	€2146
	Northern Ireland	36,126	€2146 (£1,835)
<b>Regular volunteers (Adults 16+)</b>	Republic of Ireland	162,656	€959
	Northern Ireland	45,103	€959 (£820)
			<b>€556.48</b>

Quantity – number of people experiencing the outcome (participants/volunteers).

Value – How important is the outcome on average to each affected stakeholder (expressed in monetary terms)

Impact – quantity x value

### *Social capital*

The estimation of enhanced social capital associated with participation and volunteering followed a similar approach to the valuation of subjective wellbeing. Our analysis of ISM data revealed a significant positive effect of being ‘highly active’ on ‘trust’<sup>29</sup>, which is a commonly used measure of social capital. The average value per participant for ‘highly active’ adults was €4,201.<sup>30</sup> Using this data together with the regular participation rate among adults in Gaelic Games (3.2%), we estimate the value of enhanced social capital attributable to Gaelic Games in the Republic of Ireland to be **€0.20bn**, which equates to an average value per participant of €1,554. This average value serves as a proxy for Northern Ireland, for which the corresponding population-level estimate is **€56.15m** (£47.99m). The social capital estimates for Gaelic Games participation in 2022 across the island of Ireland amount to **€0.26bn**.

As with participation, the effect of regular volunteering on ‘trust’ is also positive and significant. The social capital estimates associated with regular volunteering to support Gaelic Games at an all-Ireland level is **€0.97bn**, of which **€0.76bn** occurs in the Republic of Ireland

<sup>29</sup> In the ISM, trust is assessed by asking survey respondents to indicate their level of agreement with the statement ‘Most people in my area can be trusted’ using a scale of 1 (strongly disagree) to 5 (strongly agree).

<sup>30</sup> As with the subjective wellbeing estimates, an allowance of 17% was made for the overlap between life satisfaction and trust to avoid double counting.

and **€0.21bn** (£0.18bn) in Northern Ireland.<sup>31</sup> As with subjective wellbeing, there is no overlap between the social capital estimates for participation and volunteering, which means they can be combined. Table 5.4 presents the aggregated social capital estimates for the island of Ireland, which are valued collectively at **€1.22bn**.

**Table 5.4: Social Capital Valuation Summary**

Stakeholder	Jurisdiction	Quantity	Value	Impact (million)
Regular participants (Adults 16+)	Republic of Ireland	130,285	€1554	€202.50
	Northern Ireland	36,126	€1554 (£1,328)	€56.15 (£47.99)
Regular volunteers (Adults 16+)	Republic of Ireland	162,656	€4646	€755.74
	Northern Ireland	45,103	€4646 (£3971)	€209.56 (£179.11)
				<b>€1,223.94</b>

Quantity – number of people experiencing the outcome (participants/volunteers).

Value – How important is the outcome on average to each affected stakeholder (expressed in monetary terms)

Impact – quantity x value

### *Replacement value of volunteering*

In addition to being a non-financial input that supports the activities of Gaelic Games, the time contributed by volunteers represents a non-market benefit (value) for the organisations that utilise them. We use the replacement cost of volunteers as a financial proxy to represent this value, which is calculated using average annual volunteer hours multiplied by average hourly earnings in the Republic of Ireland and Northern Ireland. The total value associated with this outcome for the island of Ireland is estimated at **€1.06bn**, as shown in Table 5.5.<sup>32</sup>

<sup>31</sup> The average value for regular volunteering was €5,666 (£3,971), which was discounted by 18% to account for volunteering in multiple sports as per ISM 2022 data.

<sup>32</sup> This value is calculated in the same way as for the inputs (see section 5.1 ), with the exception that the inputs are discounted to account for volunteering done to support participation in Gaelic Games by children (under 16s) given that we have not valued any outcomes for this particular cohort. The average voluntary hours committed to Gaelic Games is estimated using ISM 2022 (~3.7 hours per week per regular volunteer) and data on average hourly earnings are sourced from CSO (Republic of Ireland: €28) and ONS (Northern Ireland: £19).

**Table 5.5: Replacement Value Summary**

Stakeholder	Jurisdiction	Impact (million)	
		Quantity	Value
Clubs	Republic of Ireland	162,656	€5319
	Northern Ireland	45,103	€4235 (£3620)
			<b>€1,056.19</b>

Quantity – number of people experiencing the outcome (volunteers).

Value – How important is the outcome on average to each affected stakeholder (expressed in monetary terms)

Impact – quantity x value

### Summary of outcomes

The total social value of Gaelic Games across the island of Ireland is estimated at **€2.87bn**. As per the breakdown shown in Table 5.6, the outcomes linked to volunteering (replacement value, social capital and subjective wellbeing) account for 77% of this overall value (€2.22bn) and participation outcomes (subjective wellbeing, social capital and health) account for 23% (€0.65bn). This distribution is reflective of the nature of Gaelic Games and recognises its reliance on voluntary labour. Around 80% of the outcomes are estimated to occur in the Republic of Ireland and 20% in Northern Ireland, which is a recognition of the relative levels of engagement in Gaelic Games in each jurisdiction.

**Table 5.6: Summary of Outcomes**

Outcome	Impact (million)			% of Impact
	Republic of Ireland	Northern Ireland	Total	
<b>Health (participants)</b>	<b>€24.32</b>	<b>€6.74</b> <b>(£5.76)</b>	<b>€31.06</b>	<b>1%</b>
<b>Subjective Wellbeing</b>	<b>435.67</b>	<b>120.81</b> <b>(103.25)</b>	<b>€556.48</b>	<b>19%</b>
Participation	€279.65	€77.54 (£66.28)	€357.20	12%
Volunteering	€156.02	€43.26 (£36.98)	€199.28	7%
<b>Social Capital</b>	<b>€958.24</b>	<b>€265.71</b> <b>(£227.10)</b>	<b>€1,223.94</b>	<b>43%</b>
Participation	€202.50	€56.15 (£47.99)	€258.65	9%
Volunteering	€755.74	€209.56 (£179.11)	€965.30	34%
<b>Replacement Value (volunteers)</b>	<b>€865.16</b>	<b>€191.03</b> <b>(£163.27)</b>	<b>€1,056.19</b>	<b>37%</b>
<b>OVERALL</b>	<b>€2,283.39</b>	<b>€584.29</b> <b>(£499.39)</b>	<b>€2,867.68</b>	<b>100%</b>

## CHAPTER 6: ESTABLISHING IMPACT AND CALCULATING SROI

### 6.1 Establishing impact

The valuation of the social outcomes discussed in section 5.3 above would ordinarily be adjusted for factors including duration, deadweight, displacement, attribution, discounting and drop-off. However, in this study no additional adjustments are required over and above those that have been applied in the valuation of outcomes. As with other population-level studies of this type, we have assumed that taking a snapshot of social value in a given year is a reasonable conflation of the more dynamic process of continued investment and participation in sport and physical activity, resulting in longer term benefit generation i.e. benefits today result from investment in previous years, and investment today results in time lagged benefits in future years. We have therefore not adjusted for duration, drop-off and discounting. We have made certain adjustments for deadweight, displacement and attribution in the estimates presented in section 5.3 (e.g. by establishing Gaelic Games' share of the outcomes to which it contributes rather than claiming the entirety of a given outcome).

### 6.2 Calculating the SROI

Table 6.1 summarises the main constituents of the SROI calculation for the island of Ireland.

**Table 6.1: SROI Calculation**

	€m
<b>Total Value of Inputs</b>	<b>1,244.33</b>
Outcome – Health	31.06
Outcome – Subjective Wellbeing	556.48
Outcome – Social Capital	1,223.94
Outcome – Replacement Value	1,056.19
<b>Total Value of Outcomes</b>	<b>2,867.68</b>
<b>Net Present Value</b>	<b>1,623.34</b>
<b>SROI</b>	<b>2.30</b>

At an all-Ireland level, total inputs for Gaelic Games are estimated to be **€1.24bn** and the total value of the monetised social outcomes is estimated at **€2.87bn**. The difference between the value of the outcomes and the inputs gives a positive Net Present Value of **€1.62bn**.

The SROI is **2.30** – this means that every €1 invested in Gaelic Games creates €2.30 in social value. While this is an encouraging finding, it is a conservative valuation for two reasons. First, not all social outcomes and potential beneficiaries have been included in the social value estimate. Second, the treatment of voluntary labour as both as an input and an outcome in the SROI calculation means that the social return ratio is somewhat constrained.

### 6.3 Sensitivity analysis

The purpose of conducting a sensitivity analysis is to test the assumptions that have the greatest impact on the social value and SROI estimates. It also allows us to test the influence of using different financial proxies to value outcomes. While it is not practical or always appropriate to test every assumption, we have considered two scenarios below.

First, we replaced the subjective wellbeing measure of life satisfaction with a composite measure (consisting of four wellbeing indicators – life satisfaction, happiness, worthwhileness and anxiety) to derive alternative financial proxies for participation and volunteering using ISM data. Under this scenario, the all-Ireland social value estimate increased from €2.87bn to **€3.24bn** and the social return ratio increased marginally from 2.30 to **2.60**. In other words, the effect of using the alternative subjective wellbeing measure is relatively modest and it also confirms that the assumptions we have used in the SROI calculation are cautious.

Second, using data from the ISM we considered an additional measure of social capital – ‘networks’ (based on the number of clubs of which a person is a member) – which had a significant association with both participation and volunteering. The ‘networks’ measure was not included in our SROI calculation because there was some conceptual ambiguity about its relationship (and potential overlap) with the more recognised measure of social capital used in our analysis (i.e. trust). Hypothetically, if the respective values of ‘trust’ and ‘networks’ are considered additive, then the overall social value estimate for the island of Ireland increases to **€4.55bn** and the SROI increases to **3.66**.

If we combine both the scenarios presented above, then the social value and SROI increase even further to **€4.92bn** and **3.96** respectively. In our view, further investigation is required to understand the legitimacy of adding up values for different social capital measures and therefore our SROI calculation is based on a single measure which is more commonly associated with social capital. This decision is in keeping with the ethos of SROI.

## CHAPTER 7: CONCLUSIONS AND RECOMMENDATIONS

### 7.1 Summary

The research presented in this report measured the SROI of engagement in Gaelic Games on the island of Ireland to enable the GAA, LGFA and CA to better understand, demonstrate and communicate the societal impact of Gaelic Games. The research team found that Gaelic Games generated considerable value to society at an all-Ireland level beyond traditional economic measures such as Gross Value Added (GVA) and employment, which have been valued in a separate report. We identified a wide range of benefits to individuals and society associated with participation and volunteering in Gaelic Games, spanning several domains of social impact including health, subjective wellbeing and social capital. We also measured and valued the replacement cost of volunteers, which represents both a non-financial input to support Gaelic Games and a benefit to organisations that utilise their labour. Other non-monetised outcomes were discussed and presented in the analysis, including social networks and community cohesion, as well as identity, culture and language.

The study demonstrated that investments in Gaelic Games yield a positive social return, and that **for every €1 invested, €2.30 worth of social value was generated for individuals and society in 2022**<sup>33</sup>. The combined social value of the outcomes measured was **€2.87bn**. Outcomes linked to volunteering accounted for 77% of this value, which reflects the heavy reliance of Gaelic Games on volunteers. The single largest outcome valuation was for the replacement value of volunteers, followed by the value of social capital associated with regular volunteering. The largest overall domain was social capital, which accounted for just under half of the overall social value generated by participants and volunteers. This finding emphasises the significant contribution that Gaelic Games make to society through strengthening relationships, social networks, civic engagement and trust.

Many of the social outcomes articulated by participants, volunteers and sports professionals involved personally and professionally in Gaelic Games suggest that the societal contribution extends far beyond the outcomes that were monetised. The contribution of Gaelic Games to Irish identity, manifested through clubs' support of Irish culture and language were emphasised as particularly important. Furthermore, the role of Gaelic Games in fostering social and intergenerational connections, a sense of belonging, and community cohesion among different groups in society were highlighted as noteworthy. Some unintended and negative outcomes were also identified but not monetised, including burnout and poor mental wellbeing linked to the time pressures experienced by volunteers and higher-level players.

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<sup>33</sup> It is not advisable to draw comparisons with SROI studies of other sports or countries as the scope, stakeholder outcomes, valuation techniques and financial proxies will vary between studies.



## 7.2 Limitations

This study measured the change experienced by stakeholders as a result of their involvement in Gaelic Games at an all-Ireland level. The outcomes valued in this research are not an exhaustive list of changes that beneficiaries may experience through their involvement in Gaelic Games. In keeping with other SROI studies of sport and physical activity, a number of outcomes identified in the literature and by stakeholders have been acknowledged, but they were not included in the monetary valuation because of a lack of robust evidence linking Gaelic Games with social outcomes and a lack of empirical data on the outcomes identified. These include a combination of positive and some unintended negative outcomes.

The measurement and valuation of outcomes pertaining to children and young people from their involvement in Gaelic Games remains a notable omission. There is promising evidence to suggest that young people benefit from taking part in sport and physical activity (e.g. enhanced wellbeing), but these outcomes are excluded from our estimates due to a lack of robust evidence and data to value them. Similarly, we have been able to value social outcomes associated with participation and volunteering only – social outcomes associated with other forms of engagement (e.g. spectating) are not sufficiently evidenced and they are therefore not valued. For these reasons, it is our view that the monetised value of Gaelic Games across the island of Ireland presented in this study is a conservative estimate.

## 7.3 Recommendations

This study demonstrates that Gaelic Games generate significant value for society across multiple domains and outcomes. Furthermore, the value of these outcomes is greater than the costs of providing these opportunities. We recommend that the GAA and its partners use these findings to support conversations with Government and other interested parties. There are some areas where the SROI estimate for Gaelic Games can be strengthened further, by addressing the notable gaps identified in this study. The priority areas for research include:

- Outcomes for specific beneficiary groups e.g. what changes occur for children and young people as a result of their participation and volunteering in Gaelic Games.
- Further investigation of social outcomes from engagement with Gaelic Games e.g. the inclusion of networks in relation to the measurement of social capital.
- Consideration of unintended outcomes around injury, burnout, mental wellbeing and how negative outcomes might be mitigated.
- A deeper dive into social outcomes that relate to Irish identity, culture and language.
- An exploration of the social outcomes associated with other forms of engagement (e.g. subjective wellbeing linked to spectating at major events).

## APPENDIX A1: LITERATURE REVIEW SEARCH TERMS

Type of engagement	Type of impact	Geographical Area	Social outcome areas	Sub social outcome areas
<ul style="list-style-type: none"> <li>• Gaelic Games</li> <li>• GAA</li> <li>• Gaelic football</li> <li>• Hurling</li> <li>• Ladies' football</li> <li>• Camogie</li> <li>• Gaelic handball</li> <li>• Rounders</li> </ul>	<ul style="list-style-type: none"> <li>• Social impact</li> <li>• Social value</li> <li>• Social benefit</li> </ul>	<ul style="list-style-type: none"> <li>• Ireland</li> <li>• International (for comparison)</li> </ul>	<ul style="list-style-type: none"> <li>• Physical and mental health</li> <li>• Subjective wellbeing</li> <li>• Individual development</li> <li>• Social and community development</li> </ul>	<p><b>Physical and mental health:</b></p> <ul style="list-style-type: none"> <li>• Physical health</li> <li>• Mental health</li> </ul> <p><b>Subjective wellbeing:</b></p> <ul style="list-style-type: none"> <li>• Subjective wellbeing</li> <li>• Life satisfaction</li> <li>• Happiness</li> <li>• Anxiety</li> <li>• Depression</li> <li>• Worthwhileness</li> <li>• Quality of life</li> </ul> <p><b>Individual development:</b></p> <ul style="list-style-type: none"> <li>• Crime</li> <li>• Pro-social behaviour</li> <li>• Anti-social behaviour</li> <li>• Academic attainment</li> <li>• Educational attainment</li> <li>• Academic achievement</li> <li>• Educational achievement</li> <li>• Employability</li> <li>• Volunteering</li> <li>• Confidence</li> <li>• Self-confidence</li> </ul> <p><b>Social and community development:</b></p> <ul style="list-style-type: none"> <li>• Social capital</li> <li>• Social trust</li> <li>• Social connections</li> <li>• Communities</li> <li>• Friendships</li> <li>• Loneliness</li> <li>• Belonging</li> <li>• Culture</li> <li>• Cultural development</li> <li>• Language</li> <li>• Heritage</li> </ul>

## **APPENDIX A2: SUMMARY OF OUTCOMES MEASURED IN PREVIOUS GAELIC GAMES SROI STUDIES**

Reference	Population / Area of study/ year of study	Social outcomes (the change experienced by stakeholders)	Indicators (how the outcome is measured)	Valuation method (used to express monetary value)	Financial proxy
<b>GAA (2012)</b> ROI study. repeated during the three time periods for comparisons (2011, 2015, 2019)	Munster GAA 2011	Health and social benefits (including socialisation, personal development and interpersonal skills) for children through involvement in GAA activity	Parents' valuation of an hour of GAA activity / exercise (to receive health and social benefits)	Willingness to pay	€6.27 per hour of child coached activity  €160-€294 (of GAA activity per child/season) under 8 to 18  €3,650 lifetime value
<b>GAA (2016)</b>	Munster GAA 2015	Health and social benefits (including socialisation, personal development and interpersonal skills) for children through involvement in GAA activity	Parents' valuation of an hour of GAA activity / exercise (to receive health and social benefits)	Willingness to pay	€6.34 per hour  €199-€398 (of GAA activity per child/season) under 8 to 18)  €3,543 lifetime value
<b>GAA (2019)</b>	Munster GAA 2019	Health, general wellbeing and other social outcomes (inc. personal development outcomes, socialisation)	Parents' valuation of an hour of GAA activity / exercise (to receive health and social benefits)	Willingness to pay	€8.03 per hour  €268-€405 (of GAA activity per child/season) under 8 to 18)  €4,150.80 lifetime value
<b>Just Economics (2021)</b>	GAA Healthy Clubs Programme	Participant wellbeing  Volunteer increase in wellbeing  Wider society outcomes - Reduced healthcare usage	Life satisfaction change  Life satisfaction change  • Change in GP visit use • Reduction in A&E appointments	WELLBY  WELLBY  • Cost of GP visit • Cost of A&E appointment	€3,140 per participant PA  €12,708 per volunteer PA  • €53 cost per visit to GP • €100 cost per visit

<p><b>Rural Community Network NI (2021)</b></p>	<p>St Patrick's GAC, GAA club located in Portaferry  (Forecast SROI)</p>	<p>Increased volunteering and potential for greater community participation and development</p> <p>Reduced social isolation for community members</p> <p>Improved life satisfaction</p> <p>Improved well-being through cultural, recreational and sports activities</p> <p>Greater sense of cohesion and cooperation across different sectors</p>	<p>Value that frequent volunteers place on volunteering</p> <p>Annual value attributed to talking to neighbours more frequently</p> <p>Adult learning course that made someone more satisfied with their life overall</p> <p>Value of sports arts engagement</p> <p>Cost of time spent collaborating</p>		<p>£16,118* per person/3 years</p> <p>£2,592* per person / 3 years</p> <p>£947* per person / 3 years</p> <p>£1,150* per person / 3 years</p> <p>£2,229* per group / 3 years</p> <p><i>*sources not transparent</i></p>
<p><b>Whitebarn Consulting (2019)</b></p> <p>Social Value International assured study</p>	<p>Na Fianna, GAA club located in Glasnevin, Dublin</p>	<p>Relative satisfaction with volunteering for the club (volunteers)</p> <p>Sense of being a good parent (parents)</p> <p>Friendships (parents, playing and non-playing members)</p> <p>Sense of belonging (supporters)</p> <p>Improved health (players)</p> <p>Gaelic Games culture preserved and grown (National Governing Bodies)</p>	<p>The subjective wellbeing of the volunteer that results from volunteering.</p> <p>Parents' valuation of an hour of GAA activity / exercise (to receive health and social benefits)</p> <p>Satisfaction with friendships made at the club</p> <p>Belonging to a social group</p> <p>Self-reported good overall health</p> <p>Preservation of cultural heritage</p>	<p>Social Value Bank (HACT &amp; Fujiwara 2018)</p> <p>Willingness to pay</p> <p>Life satisfaction and Income compensation (Powdthavee, 2008)</p> <p>Membership of social group (HACT &amp; Fujiwara 2018)</p> <p>Good overall health (HACT &amp; Fujiwara 2018)</p>	<p>€3,666 per volunteer PA</p> <p>€7.50 per coaching hour / €902 per child / year</p> <p>€22,182 per person PA</p> <p>€2,088 per person PA</p> <p>€22,723 per person PA</p> <p>€6,274 per club</p>

		Relative satisfaction with having club in the local area (members of local community)	Perception of a good neighbourhood	Value of a club measured by resources invested in the club (from GAA) A good neighbourhood (HACT & Fujiwara 2018)	€1,971 per person
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## APPENDIX A3: STAKEHOLDER INTERVIEW GUIDE

### Introduction:

The GAA, LGFA and Camogie have commissioned SHU / MMU / UU to participate in a study of the outcomes people on the island of Ireland obtain from participation in Gaelic Games, including as volunteers.

We are approaching your organisation because of your important role in Gaelic Games. We would like to talk with you about what you consider to be the major social outcomes / changes (both positive and negative) that occur for beneficiaries of Gaelic Games, drawing on your experience and expertise. We are thinking not just about the direct outcomes to participants, but also about indirect outcomes that others may experience, including families, friends and the wider community.

The discussion would take place via video call / telephone and would last between 20 and 30 minutes.

### Confidentiality:

There is no pressure on you to participate in this study. If you do consent to the discussion, our report would say that your organisation participated in this part of the study, but we would not attribute anything that is said to your organisation.

### 1: What is your role / background / how are you involved with Gaelic Games?

*Question for context / background understanding of their experience and how they might witness any outcomes of Gaelic Games.*

### 2. Based on your experience in your organisation, what beneficial or positive changes or outcomes do people experience as a result of involvement in Gaelic Games?

*Prompts – examples of outcomes in the following areas:*

- *Physical health*
- *Mental health*
- *Subjective wellbeing (for example, happiness, life satisfaction, worthwhileness, anxiety)*
- *Individual development (for example, education, employability, crime, anti-social behaviour)*
- *Social and community development (for example, culture, social trust, social capital)*

*We are interested in changes experienced by persons or groups of people such as:*

- *Participants of all demographics*
- *Their families, communities and wider society*
- *Volunteers who help participation*

**3: Based on your experience in your organisation, what negative or unintended changes or outcomes do people experience as a result of involvement in Gaelic Games? (using same prompts as question 2)**

**4: Which of the changes in Questions 2 and 3 do you think would be most important for us to investigate in our study, and why?**

*As well as any explanation from your point of view, we are also interested in changes that:*

- *Result in large changes*
- *Produce changes that last for a long time (say, more than a year)*
- *Are uniquely associated with Gaelic Games, so that they probably would not occur without that activity.*

**5: We are also interested in making sure we do not overlook any major costs associated with the Gaelic Games. Based on your experience in your organisation, can you give us any insights into the major inputs supporting Gaelic Games such as:**

- *Financial inputs from funders, yourself, other organisations, and participants*
- *The costs of maintaining infrastructure*
- *The time commitments of volunteers who help participation*

**6: Are you aware of any evidence gathered by your organisation of the changes that people experience as a result of involvement in Gaelic Games?**

*For example, research reports, evaluations, monitoring, documentation.*



*If so, are you able to provide us with any copies or links to these?*

**7: Is there anything else that you think would be important for us to know about, or for us to consider in our study?**