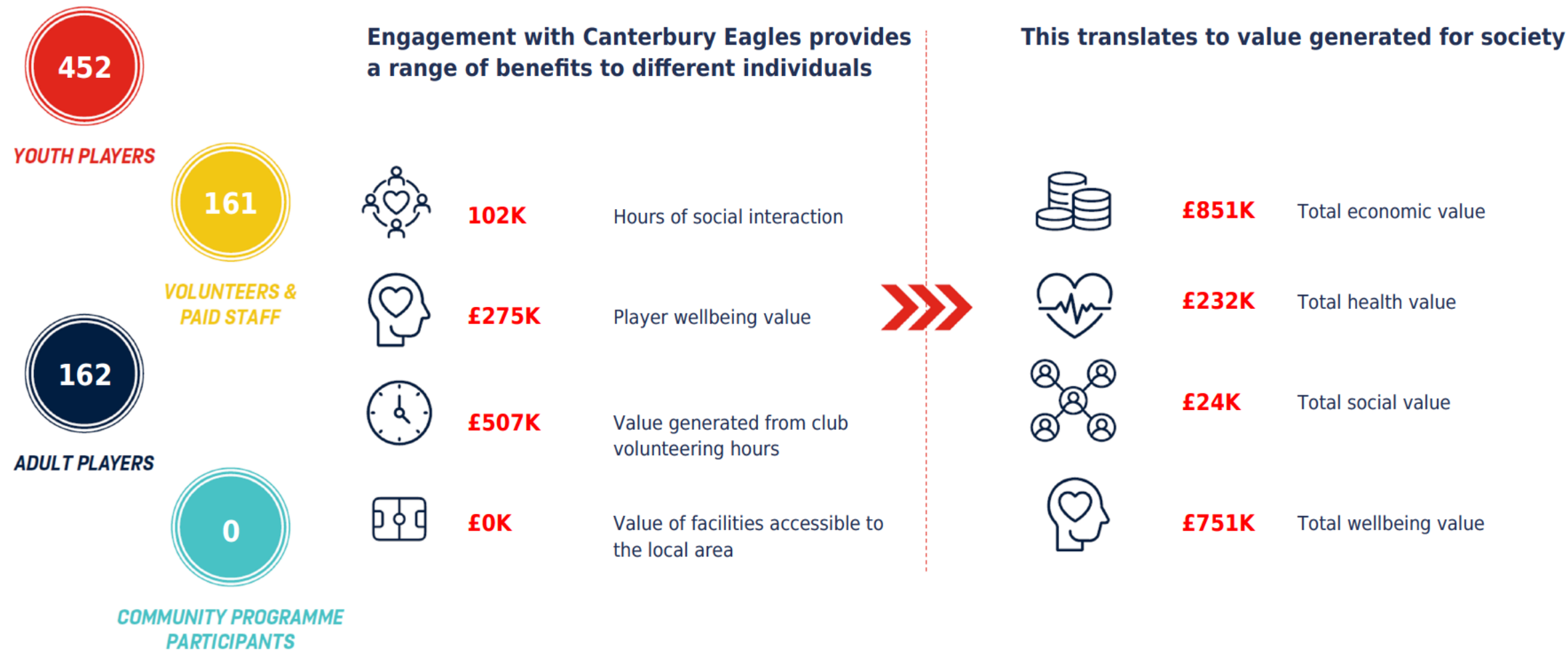




THE SOCIAL AND ECONOMIC VALUE OF Canterbury Eagles

Mar 2026

Overall, our club generates £1.9M in social value every year





Canterbury Eagles

Club Vision

To be the premier district grassroots football club, recognised for our commitment to player enjoyment, development and well-being through appropriately challenging pathways to make the most of their abilities and have fun. We aim to build a sustainable, inclusive club that empowers every player through a challenging and supportive environment and strengthens our identity in the local community.

Chairman's Preface: (Tony Payne)

"We aim to establish a strong foundation for the growth and sustainability of the largest grassroots football club in the district. The club seeks to determine an appropriate home location for its mixed and girls' teams, build a more robust, sustainable, efficient organisational structure, and foster external partnerships that align with our stature and potential."





1036 individuals including players, volunteers, staff and people from the wider community engage with Canterbury Eagles

YOUTH PLAYERS

27

Youth teams

200

Girls

352

Boys

ADULT PLAYERS

9

Adult Teams

100

Men

62

Women

0

Adults living with disability

WORKFORCE

161

Members of the workforce

161

Club volunteers

0

Paid staff



OUR IMPACT



**452 youth players,
generating £363K
value**

YOUTH PLAYERS



**162 adult players,
generating £499K
value**

ADULT PLAYERS



**161 members of the
workforce, generating
£982K value**

WORKFORCE



Our club also provides football for 452 youth players, across 27 teams



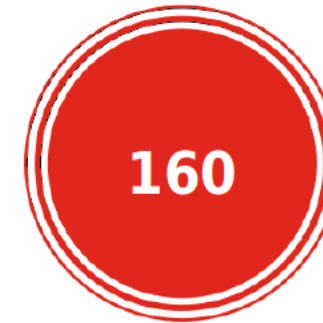
Recreational female youth



Recreational male youth



Registered male youth



Registered female youth



Youth teams

YOUTH PLAYERS

Our youth players create a combined social and economic value of £363K from health savings, youth spending, and reduced crime rates

£15K saving from **reduction in depression and anxiety** in youth participants

£15K

£264,166 directly contributed to the economy through youth participant spend

£264K

£59,744 saving from reduction in youth obesity cases

£60K

£363K

TOTAL SOCIAL
VALUE OF YOUTH
PARTICIPATION

£24K

£23,780 total savings associated with a reduction in juvenile crimes and the number of young people not in education, employment or training

Our club also provides football for 162 adult players, across 9 teams



Registered adult male players



Registered adult female players



Adult players



Adult teams

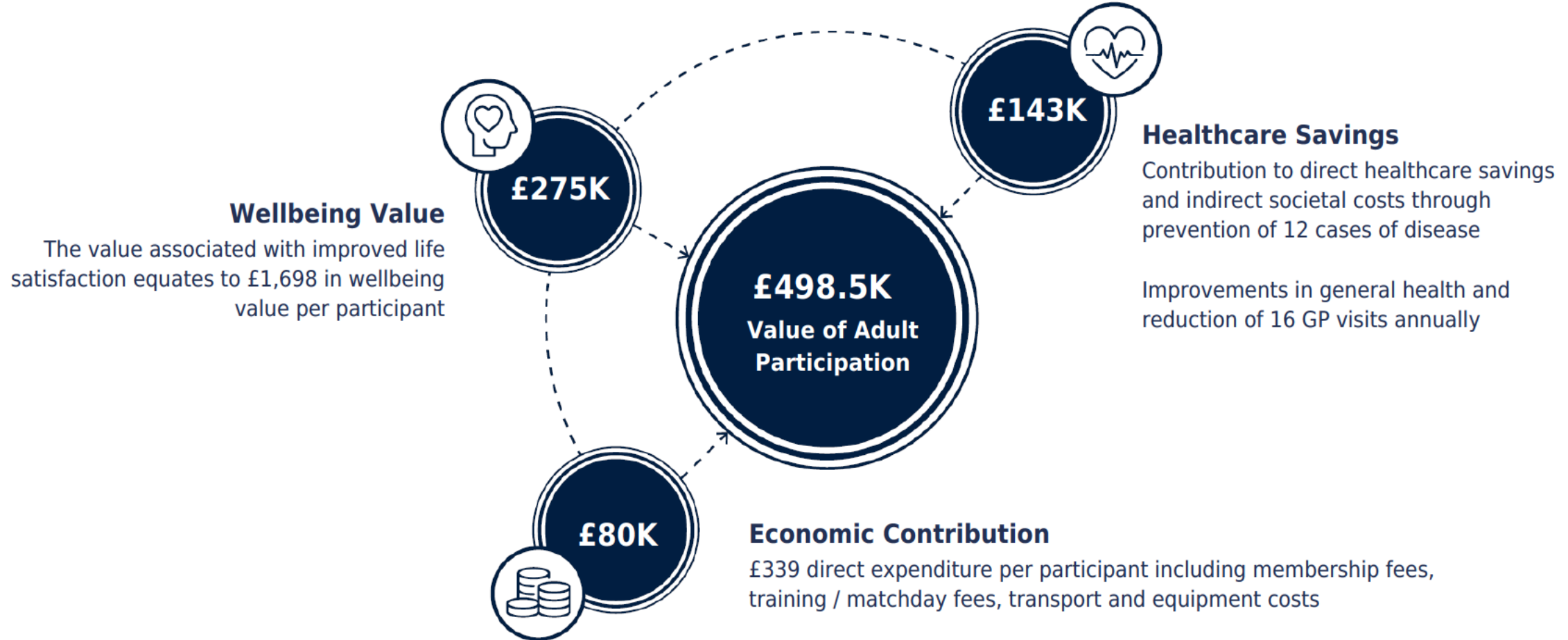


Walking football participants

ADULT PLAYERS



Combining these benefits for adult players contributes £498.5K in social impact for the local community



To deliver these benefits to participants and the community, Canterbury Eagles relies on the support of 161 volunteers



People volunteer at
our club



Total volunteer hours

WORKFORCE

Volunteers see improved wellbeing and sense of community from their club

Volunteering benefits peoples' wellbeing in a variety of ways:



Our volunteers go above and beyond to support our club and its players, generating significant personal value and fulfilment



Alan Ford

Club Volunteer

Alan Ford, Canterbury Eagles' Referee Secretary, is consistently helpful and reliable in how he organises referees for the club. His knowledge of the system, attention to detail, and calm approach make a real difference week in, week out. Alan is proactive in planning ahead, quick to respond to queries, and clear in his communication. When challenges come up — late changes, shortages, or fixture clashes — he handles them efficiently and without fuss. Coaches, managers, and officials all benefit from knowing that referees are arranged properly and on time. What stands out most is Alan's commitment to fairness and professionalism. He works hard to ensure games are covered appropriately and that referees feel supported, which in turn helps maintain standards across the club. His contribution often happens behind the scenes, but it plays a vital role in keeping matches running smoothly. Canterbury Eagles are fortunate to have someone so dependable and organised overseeing referee appointments.

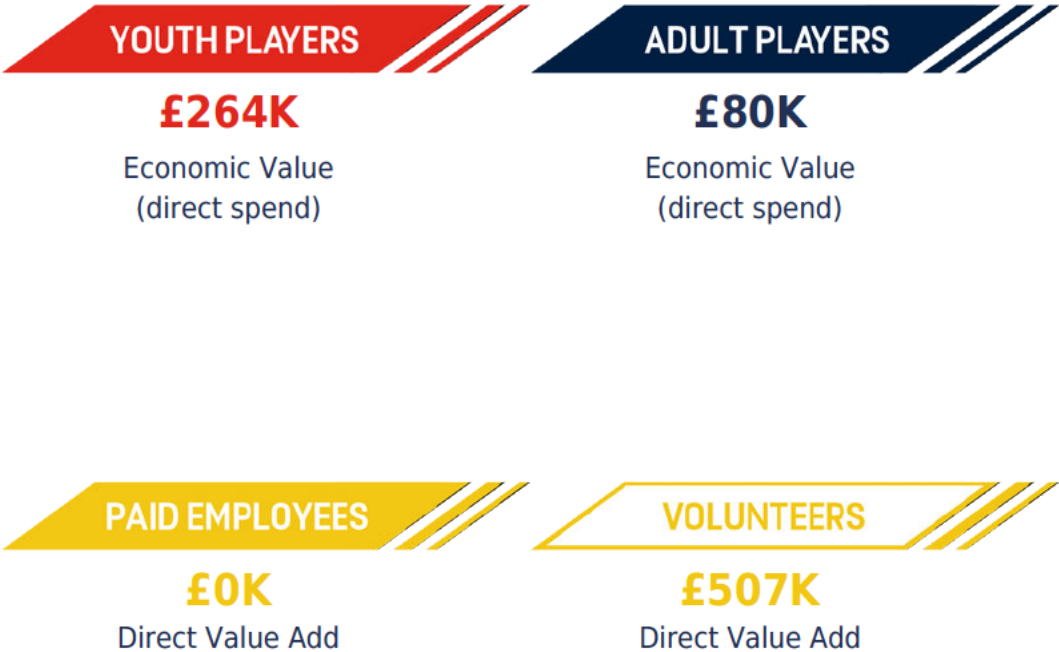
The time provided by volunteers and the improvement in their wellbeing has an associated value of £982K



Our club provides a range of benefits for the local community



Our vision is Canterbury Eagles



CLUB AMBITIONS

Canterbury Eagles’ ambition is to be the district’s leading grassroots football club, providing inclusive, high-quality football opportunities and clear development pathways while ensuring long-term sustainability and community impact.

HOW WILL I ACHIEVE THIS?

Securing permanent and appropriate facilities for mixed, girls’, and adult teams to support growth and reduce operational complexity Establishing a strong, sustainable governance structure that protects the club and supports long-term decision-making Delivering a clear football philosophy and player pathways that prioritise enjoyment, development, and progression for all abilities Investing in volunteers and workforce capacity to match the scale and ambition of the club Building a robust financial model that reflects team-level costs and supports sustainable growth Developing strategic partnerships with schools, councils

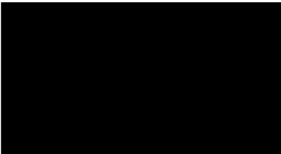


Appendix

Special Thanks

The Club Programme

The Football Association (The FA) is the not-for-profit governing body of football in England. It is responsible for promoting and developing every aspect of the game, from grassroots to professional. This work was commissioned as part of the Club Programme to provide the evidence of how football clubs in England can act as a vehicle through which societal challenges can be acknowledged addressed and improved. The FA hopes this report is useful to researchers, academics, government officials and any members of the public who may be interested in the benefits of grassroots football FOR ALL.



Mark Bullingham
Chief Executive, The FA

Technical Information

The socio-economic model was developed by Portas Consulting to quantify the economic, health and social benefits associated with regular football participation in children aged 5-18 and adults aged 19+. The socioeconomic model and underlying analysis build on methods initially developed at a national level for The FA’s report on ‘The Social and Economic Value of Grassroots Football in England’ and is based on an extensive literature review. In line with previous academic and government studies, all monetary values are based on primary analysis or academic research that control for socio-demographic factors. For additional information on methodology and assumptions, please see further technical information on Club Portal.



-  Canterbury Eagles
-  Old Dover Road
CT1 3EW
- 
- 

