IN PARTNERSHIP

BARCLAYS

SET FOR SUCCESS

Social value and return on investment (2023 - 2026)

Set for Success is an intensive youth leadership initiative funded by the Wimbledon Foundation in partnership with Barclays and delivered by the Youth Sport Trust.

Working nationwide, the programme supports young people from under-served communities who are in Year 9 / S3 and at risk of not achieving their full potential. Young people take part in a two-year journey that offers mentoring support from inspirational Athlete Mentors and school staff to help them develop their confidence, enhance their employability skills, build positive relationships and feel more engaged in their education and future pathways.

This infographic summarises the social value of the outcomes generated by Set for Success for young people at risk of becoming not in education, employment, or training (NEET). The valuation has been guided by social return on investment (SROI) principles and was undertaken by Sheffield Hallam University's Sport Industry Research Centre.

The analysis covers three years of programme delivery (between 2023/24 and 2025/26). Overall, 129 schools across the UK participated, and 2,243 young people were engaged.

SROI Outcomes £27.88m

Estimated social value generated by Set for Success

Enhanced personal wellbeing £22.60m

Improvements in the life satisfaction of the young people are valued using UK Treasury issued Green Book Supplementary Wellbeing Guidance[1] and is based on the duration being 12 months.

Improved future prospects £5.28m

Reduced likelihood of young people being NEET when they reach school leaving age is valued using estimated direct public finance costs[2] and is based on the duration being 12 months.

Each young person engaged in Set for Success has an average social value of **£12,429** generated by the programme.

SROI Inputs £3.63m

Total investment in delivering Set for Success.
The inputs include funding by the Wimbledon Foundation and the additional time contribution by teachers in schools.

SROI Ratio

7.67

For every £1 spent on Set for Success,

at least £7.67 worth of social impacts are generated by the programme.

1 HM Treasury (2021). Green Book supplementary guidance: wellbeing. London: HM Treasury. https://www.gov.uk/government/publications/green-book-supplementary-guidance-wellbeing

2 Milburn, A. (2026). Young people and work: interim report. Department for Work and Pensions. https://www.gov.uk/government/publications/young-people-and-work-interim-report

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