



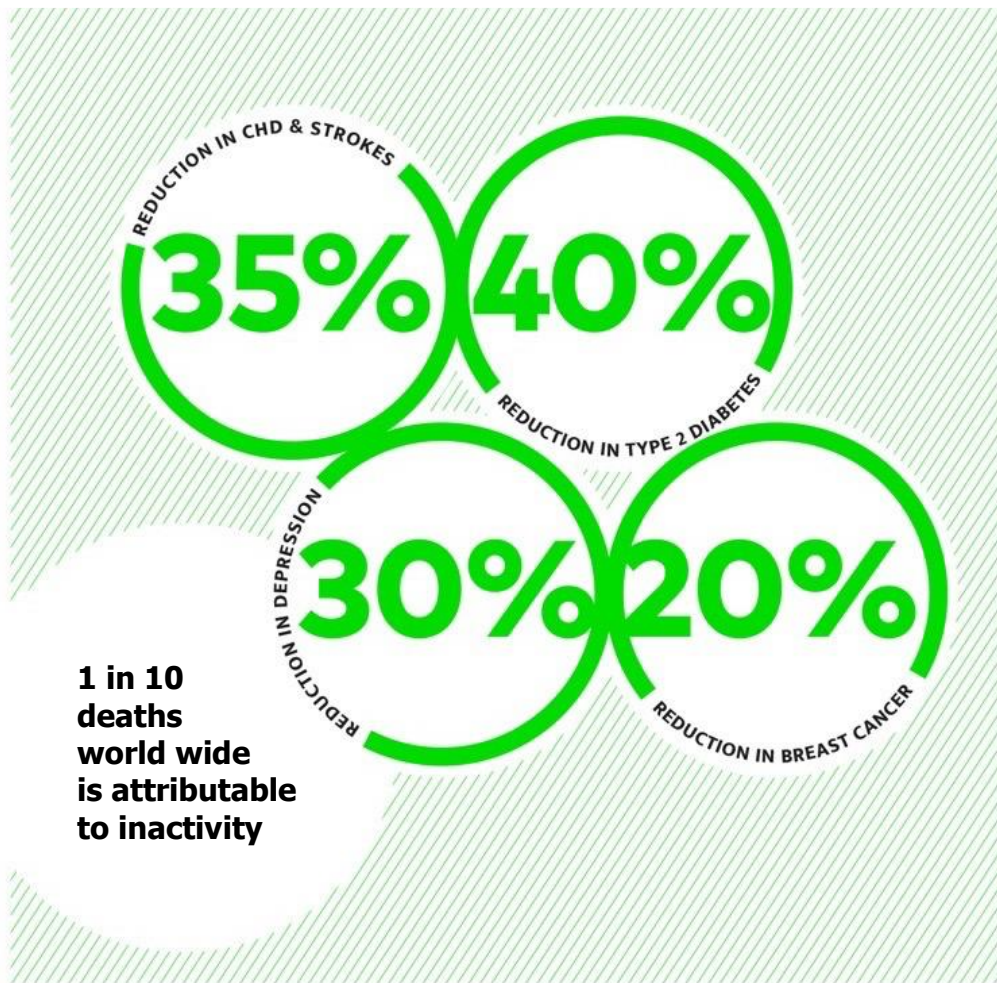
CLUK Social Value Interest Group
03/04/2024

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What is Social Value?



SOCIAL VALUE OF SPORT AND PHYSICAL ACTIVITY

£1 invested in sport (or getting people active) returns

£4

Impact in health, wellbeing, individual and community development

Total Social Value of sport and physical activity in England:

£71.6bn

Physical and Mental Health: £9.6 billion

Subjective Wellbeing: £42 billion

Individual Development: £282 million

Community Development: £20 billion

Social Value Calculator



The first SROI of Sport and Physical Activity report for England published by SHU

Evidence review conducted by SHU and SVC 2.0 released

SV Dashboard built into Moving Communities for 150 operators and 300 LAs

SVC 3.0 used by 50+ operators across 1300+ sites

2014

2015

2018

2020

2021

Mar '22

Oct '22

SVC 1.0 developed by 4G with Experian and SHU and used by GLL as the first operator

The latest SROI report published by SHU with Sport England

SVC 3.0 released using the latest evidence base and user interface



What are the outcomes?

Physical and mental health

Total savings in health and social care costs achieved through the reduced risk of various health conditions and the average annual costs per person diagnosed with the condition

Subjective wellbeing

The value of higher wellbeing derived by sports participants from engagement in sport (using the wellbeing valuation approach)

Social Value

Individual development

Improved educational attainment through sports participation valued using lifetime productivity returns and higher starting salaries after graduation

Social and community development

Savings in the criminal justice system costs derived from the reduced crime rates for young people, plus increased social capital derived from enhanced social networks, trust and reciprocity



Physical and mental health indicators



Condition	Participant	Methodology
CHD / stroke	Reduced risk (participants 16+)	Estimating the number of reduced cases resulting from physical activity, multiplied by the average annual cost per person diagnosed with the condition.
Breast cancer	Reduced risk (female participants 16+)	
Colon cancer	Reduced risk (participants 16+)	
Type 2 diabetes	Reduced risk (participants 16+)	
Hip fractures	Reduced risk (participants 65+)	
Back pain	Reduced risk (participants 16+)	
Dementia	Reduced risk (participants 16+)	
Depression	Reduced risk (participants 16+)	
Good health	Reduced medical service usage (GP visits and psychotherapy usage (participants 16+))	Estimating the reduced likelihood of visiting the GP 6+ times per year / using psychotherapy services, multiplied by the average annual cost savings per person.
Injuries	Increased risk (participants 16+) - this is a negative value in the model	Multiplying the number of A&E attendances recorded as sport injuries by the average annual cost of an injury.

The SVC3 modifies health values for age, gender and Mosaic category, using weights which are derived using the prevalence of disease reported in the Health Survey for England.



What's new in SVC 3.0?

Revision of indicators

New health conditions
(hip fracture and back pain)

Negative SV linked to
risk of sport injuries

Improved social capital to
communities

Duration based modelling

Active minutes
instead of visit frequency

Inclusion of 'fairly active'
participants

More granular Mosaic profiling
for health outcomes

Inclusion of deflators

Activity inside and outside
facilities

Use of multiple facilities



How is Social Value calculated?

OUTPUTS

Total Social Value attributable to each leisure centre / gym
(e.g. £1m Social Value generated in total over a year)

Total Social Value generated by each member and casual participant
(e.g. £350 Social Value generated per person over a year)

ANALYSIS

Physical and
Mental Health

Subjective
Wellbeing

Individual
Development

Social and
Community
Development

Activity, Demographic, Mosaic segmentation for each member

INPUTS

Participation data for each member
(Age, gender, postcode and duration of activity)

Sheffield
Hallam
University

 experian™

 DataHub

Methodology – Social Value using National Extrapolation



To obtain the overall social value outcomes for England, Scotland and Wales, data has been using from within Moving Communities (initiative with Sport England) alongside more widely other sites from CLUK operators with a live integration to DataHub to form the base for a national extrapolation across 2023 (Jan 23 – Dec 23).

The current total coverage across DataHub is as follows:

- England – 406 out of 585 total sites
- Scotland – 93 out of 240 total sites
- Wales – 40 out of 83 total sites

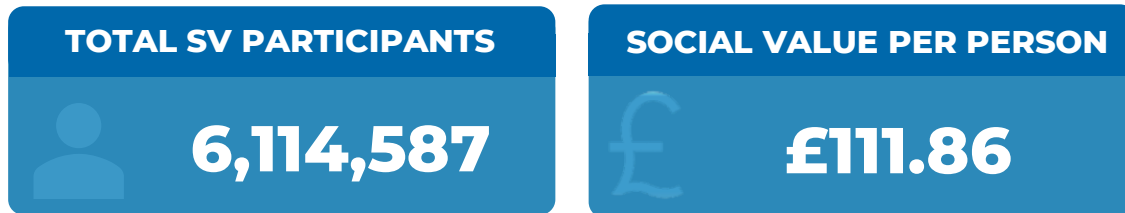
The average SV generated by sites with a live integration was then used to extrapolate across any sites not currently captured and combined with the DataHub total SV figure.



England Social Value



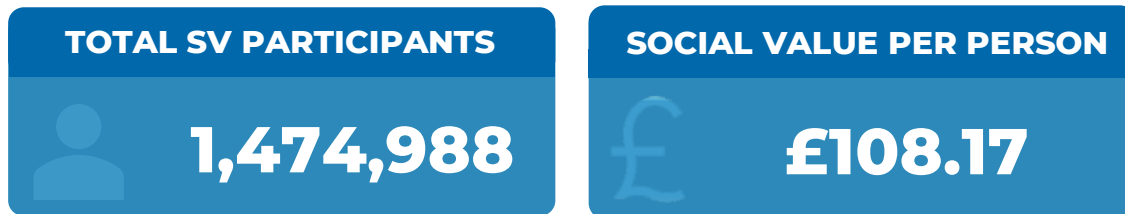
The Total Social Value generated by **England** CLUK members (2023), 585 sites:



CHD STROKE	£10,794,503
BREAST CANCER	£3,265,888
COLON CANCER	£1,654,142
TYPE 2 DIABETES	£37,374,240
DEMENTIA	£35,972,492
DEPRESSION	£1,192,069
HIP FRACTURES	£18,028,382
BACK PAIN	£4,301,243
REDUCED GP VISITS	£4,782,304
REDUCED PSYCHOTHERAPY	£7,009,233
INJURIES	-£16,181,772 ¹

Scotland Social Value

The Total Social Value generated by **Scotland** CLUK members (2023), 240 sites:



CHD STROKE	£3,188,875
BREAST CANCER	£1,075,390
COLON CANCER	£495,041
TYPE 2 DIABETES	£11,136,967
DEMENTIA	£11,124,181
DEPRESSION	£365,471
HIP FRACTURES	£6,947,320
BACK PAIN	£1,307,954
REDUCED GP VISITS	£1,503,490
REDUCED PSYCHOTHERAPY	£2,204,609
INJURIES	-£5,079,599 ¹¹

Wales Social Value

The Total Social Value generated by **Wales** CLUK members (2023), 83 sites:



CHD STROKE	£948,711
BREAST CANCER	£337,217
COLON CANCER	£149,074
TYPE 2 DIABETES	£3,327,561
DEMENTIA	£3,385,142
DEPRESSION	£110,918
HIP FRACTURES	£2,070,408
BACK PAIN	£393,815
REDUCED GP VISITS	£455,324
REDUCED PSYCHOTHERAPY	£667,543
INJURIES	-£1,537,906 ¹²



Any questions?