



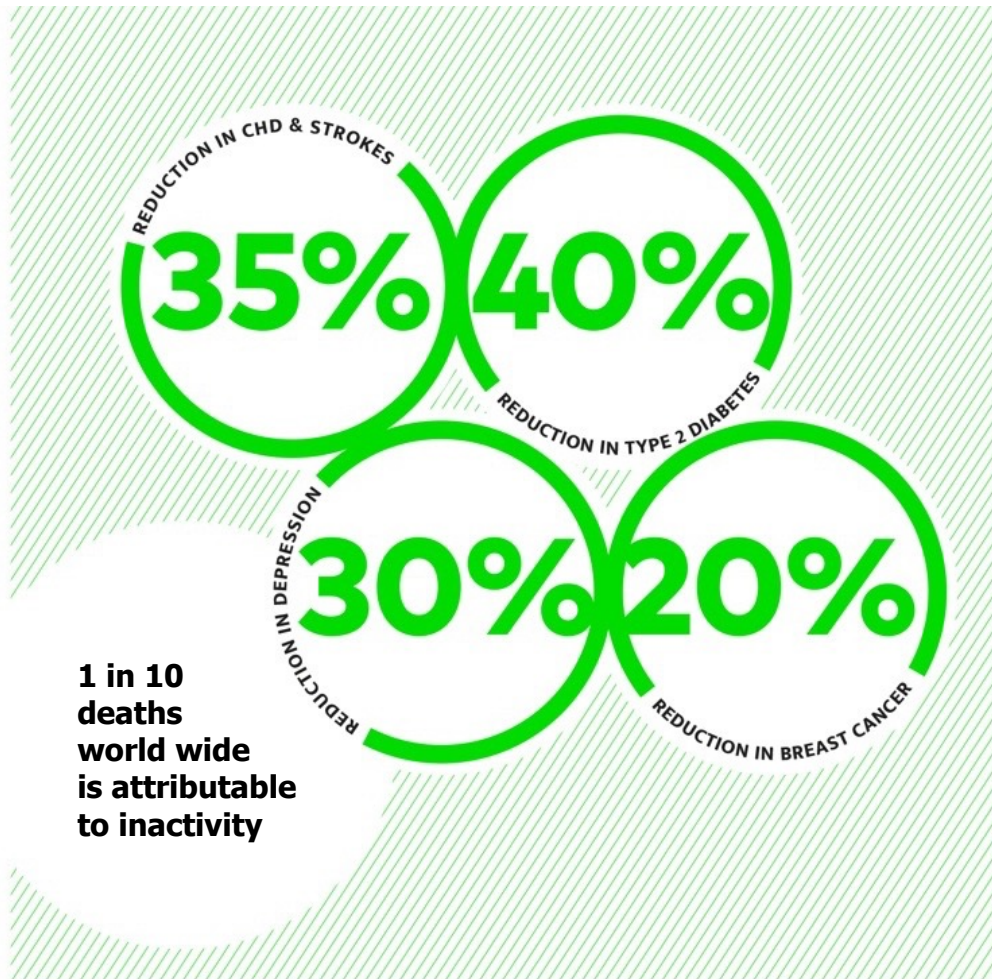
CLUK Social Value Interest Group
25/4/2023

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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

Sheffield
Hallam
University

Activity, Demographic, Mosaic segmentation for each member

 experian™

INPUTS

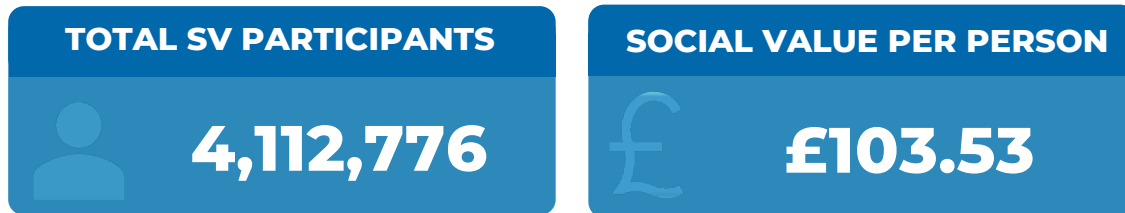
Participation data for each member
(Age, gender, postcode and duration of activity)

 DataHub

CLUK Social Value – England



The Total Social Value generated by England CLUK members (FY 22/23):



CHD STROKE	£7,425,910
BREAST CANCER	£2,491,603
COLON CANCER	£1,154,004
TYPE 2 DIABETES	£25,933,291
DEMENTIA	£25,854,325
DEPRESSION	£848,442
HIP FRACTURES	£13,833,553
BACK PAIN	£3,037,381
REDUCED GP VISITS	£3,453,894
REDUCED PSYCHOTHERAPY	£5,063,629
INJURIES	-£11,674,078

CLUK Social Value – Scotland and Wales



METHODOLOGY:

To obtain the social value outcomes for Scotland and Wales, which fall outside of the Moving Communities initiative with Sport England, data from operators with a live integration to DataHub was used to inform a national extrapolation.

The current total coverage across DataHub is as follows:

- Scotland – 57 out of 279 total sites
- Wales – 22 out of 50 total sites

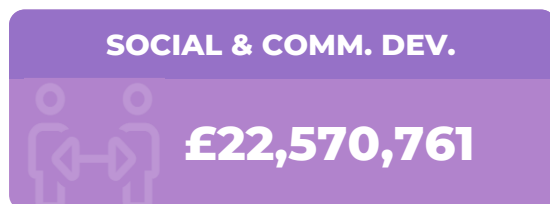
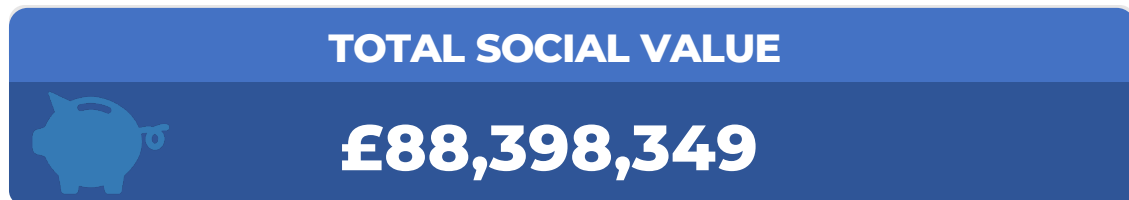
The average SV generated by sites with a live integration was then used to extrapolate across any sites not currently captured and combined with the DataHub total SV figure.



CLUK Social Value – Scotland



The Total Social Value generated by Scotland CLUK members (FY 22/23):

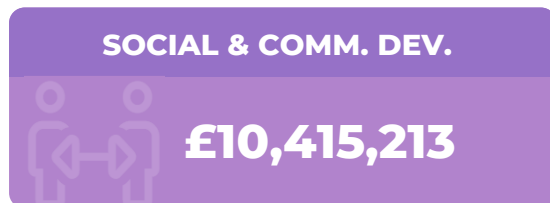


CHD STROKE	£1,537,759
BREAST CANCER	£515,962
COLON CANCER	£238,971
TYPE 2 DIABETES	£5,370,271
DEMENTIA	£5,353,919
DEPRESSION	£175,696
HIP FRACTURES	£2,864,655
BACK PAIN	£628,981
REDUCED GP VISITS	£715,233
REDUCED PSYCHOTHERAPY	£1,048,577
INJURIES	-£2,417,470 ¹¹

CLUK Social Value – Wales



The Total Social Value generated by Wales CLUK members (FY22/23):



CHD STROKE	£709,594
BREAST CANCER	£238,089
COLON CANCER	£110,273
TYPE 2 DIABETES	£2,478,096
DEMENTIA	£2,470,551
DEPRESSION	£81,074
HIP FRACTURES	£1,321,887
BACK PAIN	£290,242
REDUCED GP VISITS	£330,042
REDUCED PSYCHOTHERAPY	£483,863
INJURIES	-£1,115,535



Any questions?