UK active — More people, More active, More often

Powered by DataHub

Physical Activity – A Social Solution

Foreword
Baroness Tanni Grey –Thompson (Chair, ukactive)

What do we value most in our lives? I hazard a guess it's a combination of a number of things: the welfare of the people closest to us, the health and happiness of our children as they grow up to become adults, and the quality and safety of our homes, the streets we live in, and the strength of the wider local community where we work and relax.

The things we value are the backbone of our daily life, a life many of us now live at 100mph with unrelenting pressures on our collective time. And yet when we can get off the hamster wheel of daily life, it's the things we value that are our refuge, our harbour in the storm.

We'd be unwise not to protect them beyond anything else, right?

As yet there has been too little emphasis, and for far too long, on what contributes to the health and happiness of a person, a family, a community. In addition, the bite of sustained austerity has stripped communities of places, venues and facilities that encouraged health, social cohesion, and the personal development of our youngest citizens.

Let's redress that.

When I called last year for a £1bn investment into community leisure to support the future of the NHS, I did so from a position of complete belief in the value of community facilities and assets across the country. This new research on the social value of physical activity within our sector validates my belief. It shows that community leisure facilities are hugely valuable, even essential, not only to the physical health of the nation, but also for the positive impact they have on wider agendas such as education, crime, and general wellbeing.

You will hear both myself and the team at ukactive describing physical activity as the "golden thread" that runs through the nation's psyche, positively influencing national issues, and being one of the solutions to the collective health and wellbeing of the nation. This is a message that ukactive is taking to Government and Parliament as a whole, offering our sector's active involvement in supporting the work required to address some of the more complex, multi-layered, issues we face as a nation.

The ukactive Research Institute will continue to lead the drive to bridge the evidence gap between research and real world interventions – giving the sector the confidence it needs to make decisions from an informed and evidence based potion. This is central to supporting our collective ambition to get more, people more active, more often.

This is an important report and I encourage you to work with me and ukactive and use these findings to support the drive to ensure physical activity has the focus, status, and attention it urgently requires.

Foreword

Utku Toprakseven (Director, DataHub)

Social value now sits at the heart of strategic investment into sport and physical activity, and rightly so. Every delivery and commissioning organisation should have a consistent, credible, accurate and up to date understanding of what good looks like and how to deliver it locally, accounting for different environments and opportunities.

The DataHub opens up relevant, sector-wide intelligence on these areas of growth for every organisation. Working in collaboration with strategic partners around the DataHub means that this potential is already being realised across every corner of the UK – there is a much clearer line of sight between investment and impact. If physical activity is the vehicle for achieving so many wider strategic objectives, then data is becoming the new fuel.

Developed in partnership with Experian, Sheffield Hallam University and 4 global, the Social Value Calculator uses evidence based academic research linked to intelligence from the DataHub to accurately measure and value the impact of sports and physical activity offered in leisure facilities. Operators using the DataHub's Social Value Calculator are successfully tendering for new contracts with key intelligence on what community savings can be generated to hand, and they have a clear pathway by which to deliver this value.

This year has seen a pivotal change in the sector, one that has been a long time in coming. Unlike other sectors, until now we have not had a comprehensive and representative set of data, collated in one place, which can be compared with other cross-departmental datasets on an individual level but at a scale. For example, investment into youth employment leads to savings against crime – both government departments understand the data, agree on the conclusions, and therefore from a national to local level are prepared to back the modelling with investment, knowing what the likely returns will be, every time.

For the first time in our sector this is now becoming a reality and discussions are taking place on how the DataHub opens this door, and by doing so enables a fundamental pivot, which will benefit every single organisation that is funding or delivering activity. This report represents one of many small but exciting steps on this journey, on which every organisation is welcome on board!

Executive Summary

Key Findings:

• The report demonstrates the major value that leisure centres provide to the communities that they serve.

• Community leisure in the UK contributes £3.3bn in social value. A figure which takes into account improved health, reduced crime, increased educational attainment and improved life satisfaction (subjective wellbeing).

• Swimming provided almost a quarter of a billion pounds (£229 million) in social value in 2017, the most of all activities taking place in leisure centres, which was closely followed by fitness (£202 million).

• At an individual level, members of leisure facilities generate greater social value (£431) than casual users (£424).

• Frequent members (visiting 4+ times a month for 9–12 months in the last year) generate over £1,000 more Social Value per person than infrequent members.

• As an activity, Group Workouts provide the highest social value per person at £431 each year.

• Football is the activity which has by far the largest social impact on education and crime.

• Golf and Group Workouts are the two activities with the largest social impact on health and wellbeing.

• The overall Social Value generated by the 651 sites has increased by £49 million over the last year.

Methodology:

• Drawing on data from over 1.8m people across 651 leisure facilities over the past two years – this document takes an unprecedented look at the impact of public leisure on wider society, including calculating the social value of specific activities including football, swimming and group workouts.

• The total Social Value for the UK Public Leisure Sector (£3.3bn) has been estimated by scaling the figure of £779m generated from the 651 sites in the sample by the total number of Public Leisure facilities in the UK from the 2017 State of the Industry Report.

• Collected from the membership management systems of leisure centre operators, then stand-ardised and processed by the DataHub, this document includes insights on activities which have the largest social impact, the bearing of leisure membership on social value and the regions which garner most social value from leisure centres.

• Produced by The ukactive Research Institute in conjunction with activity insight platform the DataHub, this report is the first to put a definitive number on the importance of public leisure to communities, particularly at a time when local authority budgets are under threat.

• The Social Value Calculator (SVC) has been developed using a national model, for measuring Social Return on Investment in sport in England. The national model was developed by SIRC with support from DCMS and Sport England.

• A relationship between sport, physical activity and four categories of social impact can now be evidenced. The four categories that make up social value are: Improved health, Reduced crime, Increased educational attainment, Improved life satisfaction or 'subjective wellbeing'.
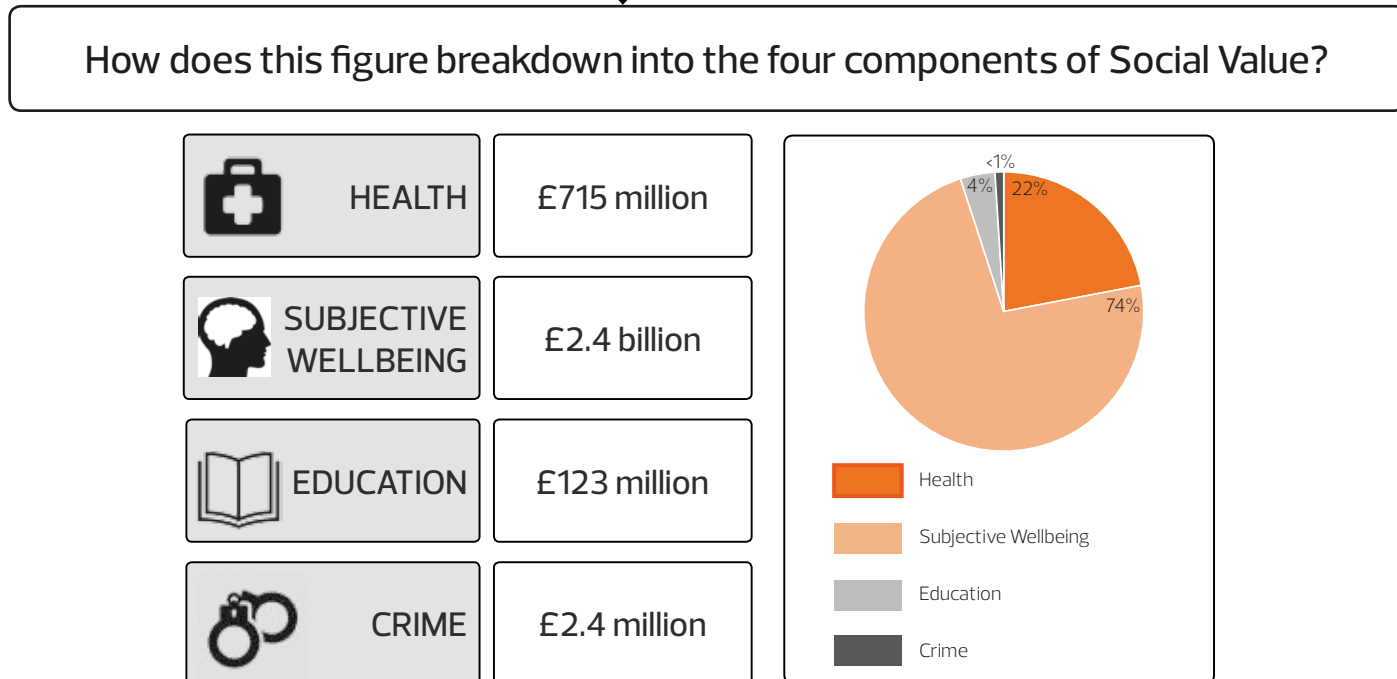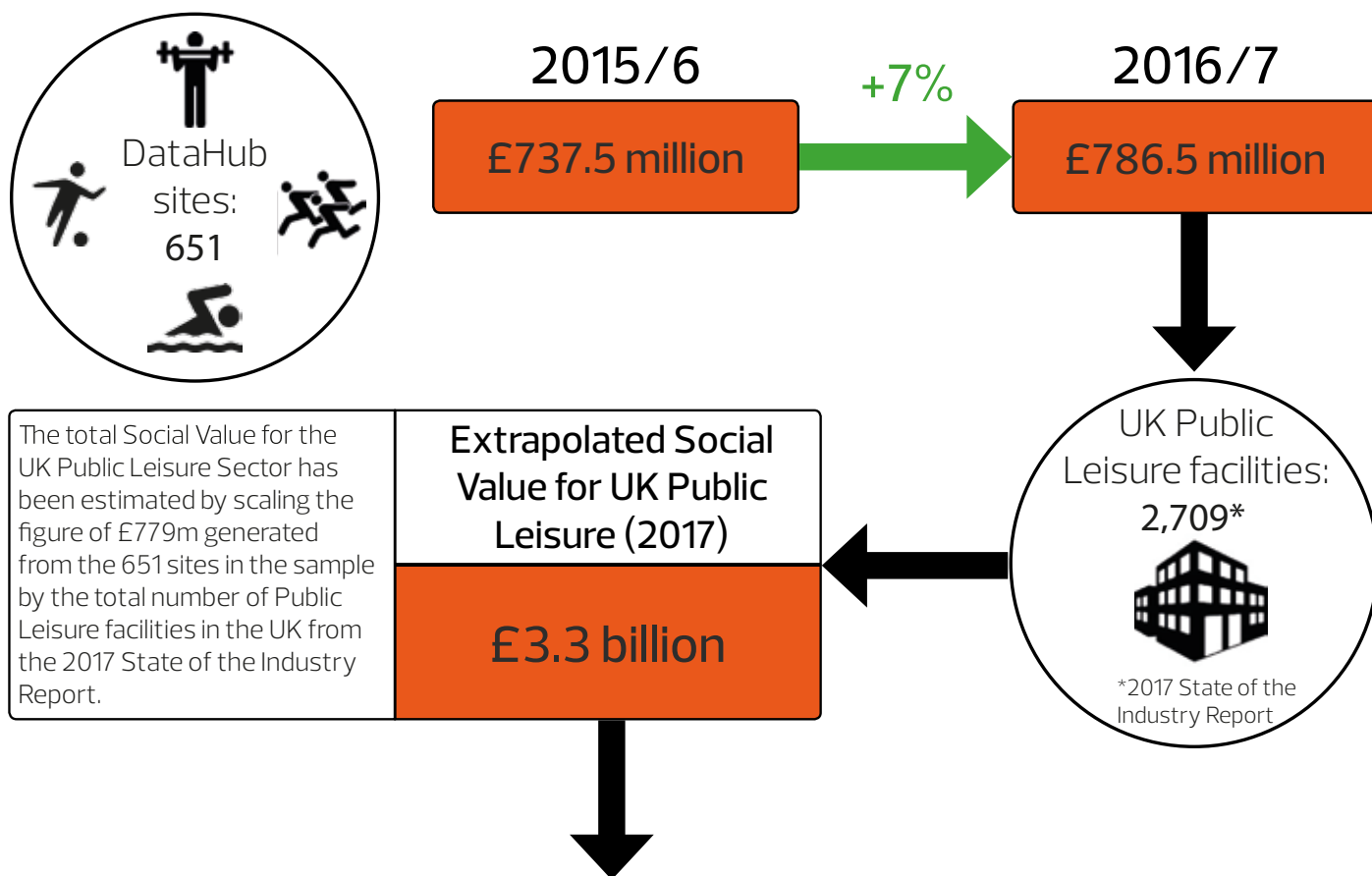
Recommendations:

• The magnitude of these numbers serves to highlight the importance of keeping those who are already active moving and encouraging the inactive to participate in exercise. To support this, Government should champion significant investment in community leisure provision, facilitating the injection of public/private funding into vital community assets that would deliver both long-term economic productivity and support ambitions for a healthier and fairer society.

Social Value of the Sector

Data has been taken from 651 public leisure facilities across the UK and processed using the DataHub Social Value Calculator to determine the overall Social Value that these sites are generating. The year used for calculations runs from October to September.

DataHub sites: 651

2015/6
£737.5 million

+7%

2016/7
£786.5 million

UK Public Leisure facilities: 2,709*

*2017 State of the Industry Report

The total Social Value for the UK Public Leisure Sector has been estimated by scaling the figure of £779m generated from the 651 sites in the sample by the total number of Public Leisure facilities in the UK from the 2017 State of the Industry Report.

Extrapolated Social Value for UK Public Leisure (2017)
£3.3 billion

How does this figure breakdown into the four components of Social Value?

HEALTH	£715 million
SUBJECTIVE WELLBEING	£2.4 billion
EDUCATION	£123 million
CRIME	£2.4 million

Pie chart: 22%, 74%, 4%, <1%
- Health
- Subjective Wellbeing
- Education
- Crime

The magnitude of these numbers serves to highlight the importance of keeping the already active moving and encouraging the inactive to participate in exercise.

Social Value of an Individual

What contribution does one person make to the overall Social Value?

2015/6	£738 million	1,717,364 people*	£429.35
2016/7	£787 million	1,839,656 people*	£427.51

* The total includes members and an estimate of non members (casual users).

The overall Social Value generated by the 651 sites has **increased by £49 million** over the last year.

Social Value per person has dropped slightly **by less than £2** due to a slight decrease in frequency of use per user.

What is the difference between male and female contributions in 2017?

	£428	£430	£440
HEALTH	£93	£94	£96
SUBJECTIVE WELLBEING	£317	£320	£326
EDUCATION	£16	£15	£17
CRIME	£0.31	–	£0.65

52% of sample   48% of sample

+£10   These figures look only at members of the facilities and not casual users, as gender is not recorded for this section of the sample. The Social Value contribution of a male is £10 higher than that of a female. Contributions are higher for males across all four components. Crime is modelled only on male demographics so no value is recorded for females. The percentage of females in the sample was 52%.

Social Value of a Member

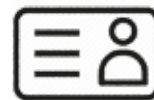What is the difference between members and casual visitors in 2017?

MEMBER
£431

CASUAL
£424

Members of the facilities generate a higher Social Value than casual visitors. The difference is **£7 per person.**

How does the frequency of member visits impact Social Value in 2017?

INFREQUENT
4+ times a month in 1–4 months in the last year

690,412 — £205

MODERATE
4+ times a month in 5–8 months in the last year

171,363 — £730

CORE
4+ times a month in 9–12 months in the last year

121,265 — £1,261

INFREQUENT → MODERATE
£525 increase in Social Value

MODERATE → CORE
£531 increase in Social Value

INFREQUENT → CORE
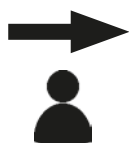£1,056 increase in Social Value

The Social Value generated increases massively as visit frequency increases.

Core members generate over **£1,000 more** Social Value per person than infrequent members.

ACQUISITION VS RETENTION

Turning a casual user (non member) into a moderate member generates 1.8x more social value

Turning an infrequent member to a core member generates 6.1x more social value

Social Value of Sports

Which sports provide the highest Social Value in 2017 in public leisure facilities?

	👥	🧑
Swimming	£229 million	£341
Fitness	£202 million	£388
Group Workout	£172 million	£431
Football	£26 million	£413
Badminton	£19 million	£363
Squash	£10 million	£342
Tennis	£6 million	£372
Golf	£3 million	£412
60+ activities	£3 million	£398
Dance	£2 million	£328

The difference in average social value generated per sport is driven by the difference in participation frequency of users and their demographic and Mosaic profiles rather than differences in the social return per sport. An individual can contribute Social Value to more than one sport so the sum of all sports will be greater than Total Social Value.

Swimming provided almost a quarter of a billion pounds of Social Value in 2017

Group Workouts provided the highest Social Value per person in 2017 at over £430

Social Value per person by sport in 2017

Sport

£0   £100   £200   £300   £400

Social Value of Sports

Which Sports provide the highest Social Value in each of the components in 2017?

Overall Social Value (in 2017) is broken down into its four component parts – Health, Subjective Wellbeing, Education and Crime – with the distribution shown below. The distribution of four components differs between each sport. The table below highlights the sports that have the highest contributions to each of the four components based on the participation frequency of participants and their demographic and Mosaic segments.

	Health	Wellbeing	Education	Crime
Overall	£93	£317	£16	£0.31

The table below highlights the two sports that have the highest contributions

	Health	Wellbeing	Education	Crime
Swimming	£78	£260	£4	£0.11
Fitness	£83	£284	£20	£0.44
Group Workout	£95	£321	£15	£0.14
Football	£82	£285	£45	£0.92
Badminton	£80	£275	£8	£0.24
Squash	£75	£259	£8	£0.20
Tennis	£85	£282	£5	£0.24
Golf	£99	£311	£3	£0.09
60+ activities	£92	£306	£0	£0.00
Dance	£73	£242	£13	£0.01

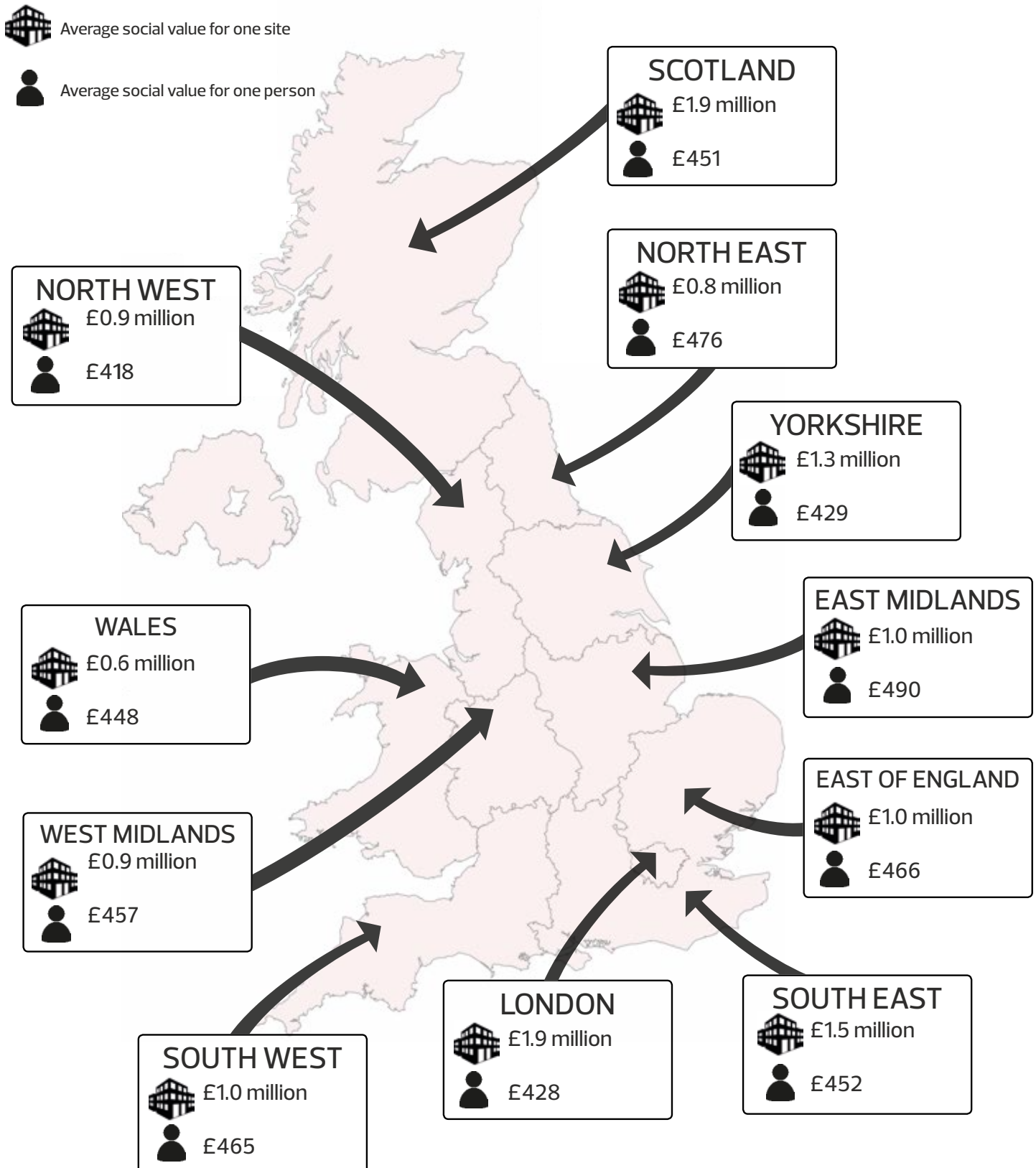Group Workouts contribute the biggest amount to Wellbeing

Football contributed the biggest amount to Education and Crime

Social Value by Region

How does Social Value differ by Region?

The difference in average social value generated per region is driven by the difference in participation frequency of users and their demographic and Mosaic profiles rather than differences in the social return per region.

Average social value for one site

Average social value for one person

SCOTLAND
£1.9 million

£451

NORTH EAST
£0.8 million

£476

NORTH WEST
£0.9 million

£418

YORKSHIRE
£1.3 million

£429

WALES
£0.6 million

£448

EAST MIDLANDS
£1.0 million

£490

EAST OF ENGLAND
£1.0 million

£466

WEST MIDLANDS
£0.9 million

£457

SOUTH WEST
£1.0 million

£465

LONDON
£1.9 million

£428

SOUTH EAST
£1.5 million

£452

Guidance Document for the Social Value Calculator (SVC)

Social Value Calculator module in the DataHub has been developed with sector-recognised leading partners, to ensure robustness and credibility of results:

Sheffield Hallam University: the leading academic institution in the UK for measuring the social value of sport. With support from DCMS and Sport England, recently developed a national model for measuring the Social Return on Investment of sports participation in England. The methodology for measuring the social value component of the national model has been adapted for this DataHub module. Sheffield Hallam University will provide ongoing support to ensure the evidence base that underpins the model is as relevant and robust as possible.

Experian: the largest socio-economic and credit data provider in the UK. Through their Mosaic database they have a detailed understanding at an individual and household level of lifestyle and life stages, and therefore someone's risk profile across a range of social indicators. This involves over 300 indicators on every individual in the UK. The Mosaic database is updated every 2 years.

4 global: on behalf of a sector representative DataHub Steering Group, which includes the main NGBs, operators, leisure management systems and agencies such as ukactive and CSPN, developed and now manage the DataHub, partner modules and integrations.

Sport, physical activity and social value: Historical perspective

Sport and physical activity are widely perceived to generate social benefits to society. There is a long history of academic and evaluation research into the social impacts of sport and recreation but attempts at measuring and valuing these impacts in monetary terms has been more limited.

Sport, physical activity and social value: Growing evidence

''Sport might be seen to have 'turned a corner' from the previous state which was criticised by many as being under researched'' (DCMS, 2015).

A relationship between sport, physical activity and 4 categories of social impact can now be reliably evidenced:

- Improved health
- Reduced crime
- Increased educational attainment
- Improved life satisfaction or 'subjective wellbeing'.

Calculating social value: Relevance and opportunities

The SVC has been developed using a national model, for measuring Social Return on Investment in sport in England. The national model was developed by the Sport Industry Research Centre (SIRC) in Sheffield Hallam University with support from DCMS and Sport England.

Giving operators, governing bodies and other stakeholders an indication of social value created from investment in sport and physical activity, and making these monetary figures consistent and relative across the sector, allowing for benchmarking;

Accountability to funders and customers;

Enhanced opportunities for targeting funding to support activities that drive participation and with it social value for communities.
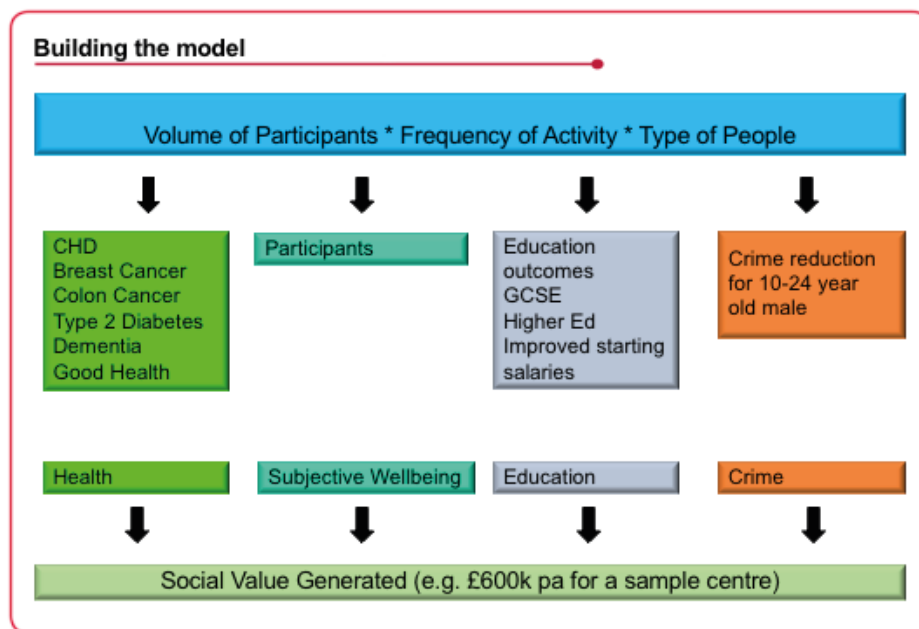
Calculations for Social Value Generation

Social Value is only generated by repeat behaviour so the prerequisite for any facility user to contribute to the social value generated by a leisure centre in a month is that the person participates in physical activity 4 times or more in the month (proxy equivalent of once per week). The physical activity must involve exercise so watching an event or visiting the café do not count.

Members: Members are defined as facility users with an active subscription to use the facility and has a unique identifying number (memberID), demographic (age, gender) and postcode information in the DataHub extracts. Based on the monthly frequency of visit in the last 12 months, each individual is provided a frequency classification:

- **Core Members:** 4+ times a month in 9–12 months in the last year

- **Moderate Members:** 4+ times a month in 5–8 months in the last year

- **Infrequent Members:** 4+ times a month in 1–4 months in the last year

Customer Profiling: The age, gender and postcode (if collected) from each member is used for customer profiling, along with the encrypted membership number. From this information Experian can categorise anyone within the UK population into 66 Mosaic segments. These 66 segments have been grouped into 5 Social Value Mosaic segments.

These 66 segments have been grouped into 5 Social Value Calculator segments:
- Young: H, O
- Down: I, J, K
- Mid: D, F, G, M, N
- Old: E, L
- Up: A, B, C
- Missing (if unable to code client postcode or address)

Based on the customer profile of each person, a multiplier is then applied to the health value generated for each individual to capture the difference in benefits for demographic groups, e.g. the old and down market groups generating higher benefits than the young or affluent as a result of the same type of physical activity. This has been based on extensive research undertaken by Sheffield Hallam University. These ratios will remain aligned with the latest sector findings, and will always be subject to academic and peer to peer scrutiny.

Non-Members: Non-members are all facility users without an active subscription using the facility to do physical activity occasionally or regularly. The information about these users is limited compared to members as they don't have a unique identifier to track frequency of visit and no demographic and postcode information is kept about these users in most cases. All participants using the facility through a school, club or corporate booking (e.g. club swimming, corporate basketball sessions, etc.) or attending an activity booked by a member (e.g. 5-a-side football, badminton court booking for 4 players, etc.) are captured in this group.

For the social value calculation of non-members of the facility in a month, a model has been developed to estimate the unique-member-equivalent participation from the overall through-put using data collected from leisure card holders and these ratios are then used to calculate the total social value generated by non-member participation. The ratios applied in the non-member social value calculation are reviewed regularly through the growing sample size of facility users within the DataHub.

Assumptions

- The Social Value Calculator (SVC) assumes that participants take part for a duration of 12 months or more.

- The Social Value Calculator (SVC) assumes that participants undertake activity in the required frequency (4 times or more) primarily at one venue.

References

- DCMS. (2015). A review of the social impacts of culture and sport. https://www.gov.uk/government/publications/a-review-of-the-social-impacts-of-culture-and-sport

- Davies, L., Taylor, P. , Ramchandani, G. and Christy,E. (2016) Social Return on Investment in Sport: A participation wide model for England. https://www.shu.ac.uk/research/specialisms/sport-industry-research-centre/news/social-return-on-investment-in-sport