

SCOTTISH SOCIAL VALUE REPORT



4GLOBAL



The future is active



CONTENTS

Social Value Projections
People Outcomes
Appendix



3
5
6

Developed in partnership with Experian, Sheffield Hallam University and 4GLOBAL, the Social Value Calculator (SVC) 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. For more information on the research that underpins these calculations, see the appendix.

TOTAL SV PARTICIPANTS

129,598

AVERAGE SOCIAL VALUE PER PERSON

£110.50

TOTAL SOCIAL VALUE

£14,381,733

PHYSICAL & MENTAL HEALTH

£2,616,113

SUBJECTIVE WELLBEING

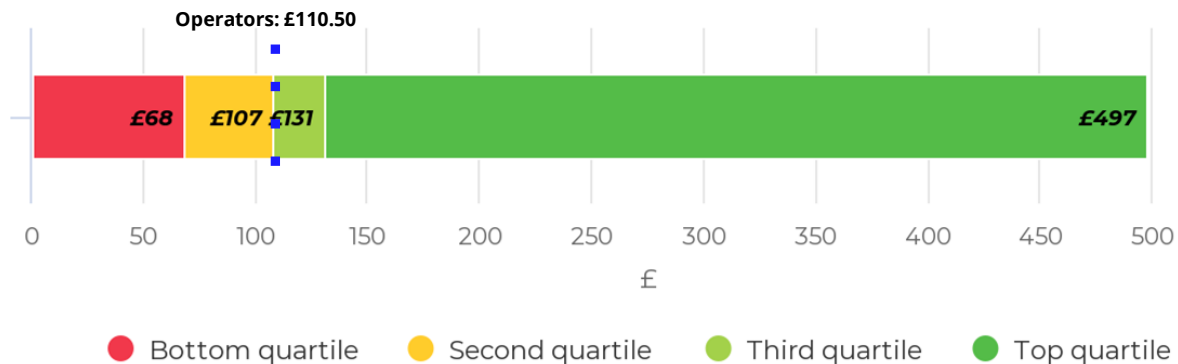
£7,987,325

INDIVIDUAL DEVELOPMENT

£127,497

SOCIAL & COMM. DEV.

£3,650,343



The operator's average social value per person has been benchmarked against the rest of the sector, shown in the quartile analysis above.

The 1st quartile (red) represents the lowest performing facilities in the sector, with the highest performing facilities falling in the 4th quartile (green). The dotted line shows where the site sits, compared to the industry.

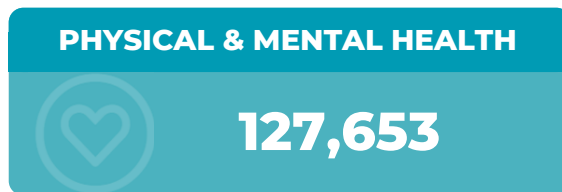
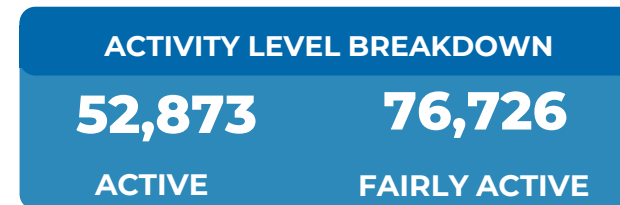
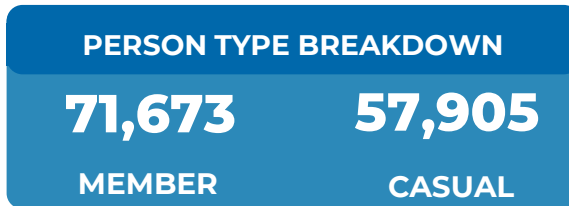
The social value for the health variables can be split down into sub-categories relating to specific health outcomes

The table demonstrates how social value is calculated against specific illnesses or diseases. As different demographics are affected differently by disease and the cost of medical treatment varies considerably depending on the condition. The measures include the increased risk of injury as a result of taking part in physical activity. This breakdown is crucial to providing an accurate estimate of social value in terms of improved health.

* The social value generated by *reduced GP visits* relates to limiting the required GP appointments/ referrals for various treatments and the costs associated. Unlike the other health categories, it does not focus on the prevalence rate and the reduced risk of specific diseases.



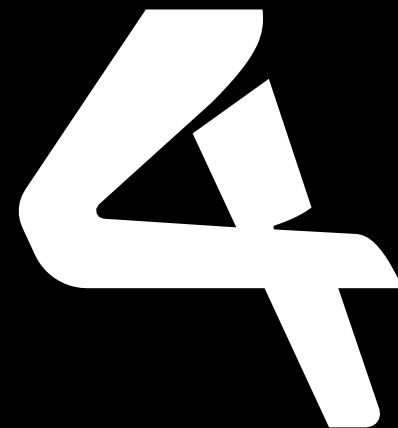
CHD STROKE	£252,604
BREAST CANCER	£78,413
COLON CANCER	£38,796
TYPE 2 DIABETES	£876,706
DEMENTIA	£851,105
DEPRESSION	£28,111
HIP FRACTURES	£492,620
BACK PAIN	£101,291
REDUCED GP VISITS	£112,824
REDUCED PSYCHOTHERAPY	£165,413
INJURIES	-£381,766



Appendix

4GLOBAL

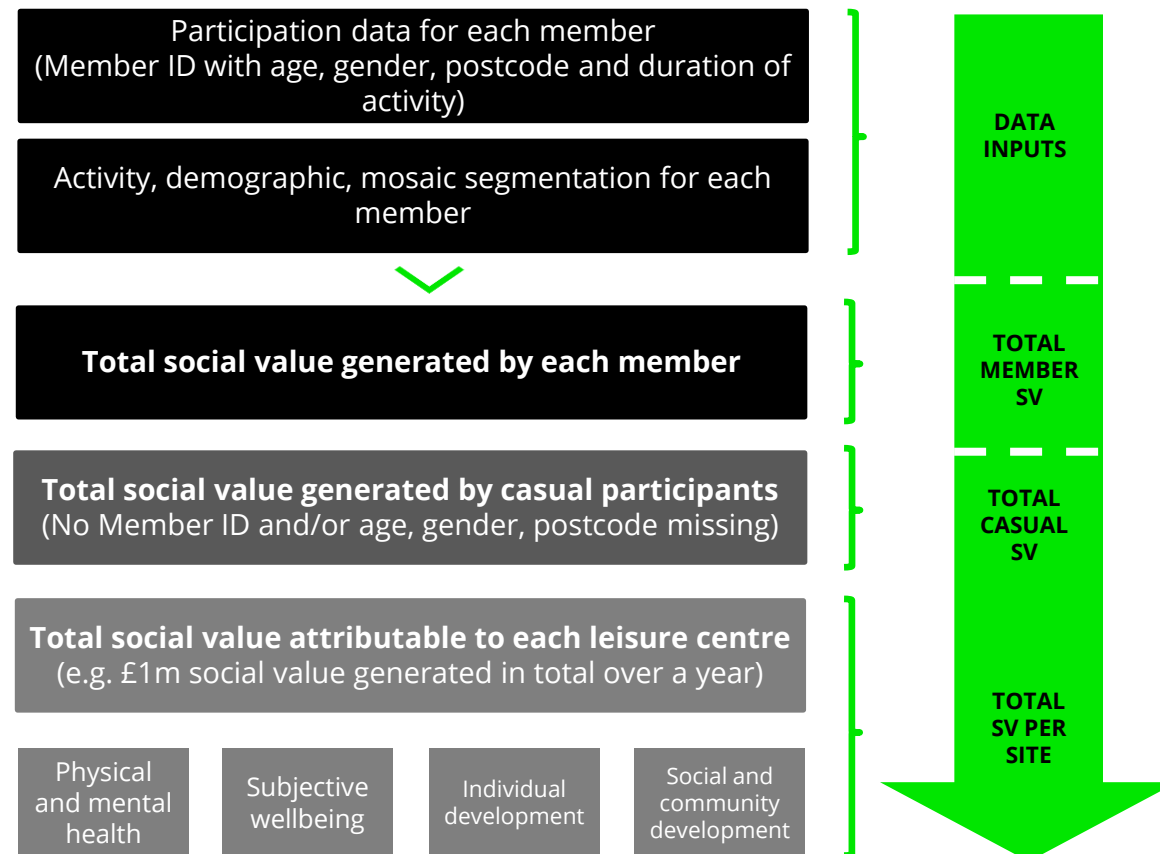
02



Social value attempts to quantify the impacts of sport and this study adopts definitions of social benefits and costs.

The figure on the right summarises the approach for the application of the social value model developed by the Sheffield Hallam University using the participation data collected from the leisure centres in 4GLOBAL's DataHub. The value generated is divided into 4 categories: physical and mental health, subjective wellbeing, individual development and social and community development.

A user generates social value when they participate in an activity and the amount of value depends on demographic factors (age, gender etc) and how long they are active for. There are two types of user either a member or a casual participant.



The Social Value calculator has been updated in 2021 to incorporate the latest research from Sheffield Hallam University and Sport England.

“Social Return on Investment in Sport: A participation wide model for England” was published in 2016 by Sheffield Hallam University (SHU) and was as the basis for social value calculations previously. In 2019 Sport England commissioned an update to the national model for England and the updated guidance has been incorporated into the social value calculations in this report. This new version is aligned with the UK Government strategy for sport, Sporting Future – A New Strategy for an Active Nation.

The table below shows the new factors incorporated into each category of social value.

Physical and mental health	
CHD/ stroke	Reduced risk (participants 16+)
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+)
Injuries	Increased risk (participants 16+) – this is a negative value in the model

Subjective wellbeing	
Subjective wellbeing	Improved life satisfaction (participants 16+)
Individual development	
Educational attainment	Improved educational attainment (participants 16+)
Human capital	Enhanced human capital (average additional salary for graduates)
Social and community development	
Crime	Reduced criminal incidences (male participants 10-24)
Social capital	Improved social networks, trust and reciprocity

The latest model has significant changes in both approach and numerical outputs, outlined below:

- **Change in monetary values** – The amount of community savings generated monthly by an individual (based upon demographics) has changed since the previous iteration.
- **New variables included** – New categories and sub-categories have been introduced in the methodology such as Back Pain, Hip Fractures and the increased chance of an injury.
- **Duration of activity** – Previously the Social value threshold was for an individual to partake in physical activity 4+ times in a given month to generate any Social Value. In the latest methodology, the value a person generates corresponds to their duration of activity levels. Both fairly active (49-150 minutes per week) and active (150+ minutes a week) individuals generate some degree of social value. This leads to a greater number of people generating Social Value, however, consequently lowers the average SV per person figure.
- **Participation outside the facility** – The new iteration considers that an individual's participation will be supplemented by activity done outside the leisure centre. In turn, for most cases this lowers the Social Value per person as an individual is projected to hit a proportion of their activity duration outside the centre and consequently this activity doesn't contribute to the total site level Social Value projection.

Key terms and analysis groups have been identified below, from the Sheffield Hallam University research.

CATEGORY	DETAIL
Improved physical and mental health	<ul style="list-style-type: none"> Eight health outcomes (reduced risk of various health conditions) were valued by estimating the number of reduced cases resulting from sports participation multiplied by the average annual cost per person diagnosed with the condition. Reduced GP visits and psychotherapy usage was calculated by 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 were valued by multiplying the number of A&E attendances recorded as sport injuries by the average annual cost of an injury. Different than the other indicator, this has a negative impact on the total social value. The SVC3 modifies health values for age, gender and NS-SEC category, using weights which are derived using the prevalence of disease reported in the Health Survey for England.
Improved subjective well-being	<ul style="list-style-type: none"> Subjective wellbeing was calculated by multiplying the value of increased wellbeing derived from a participant's engagement in sport (using the wellbeing valuation approach) by the number of unique people taking part. The wellbeing valuation approach uses large scale survey data to estimate the impact of sport on people's self-reported wellbeing and uses these estimates to calculate the amount of money that would produce the equivalent impact on wellbeing. The wellbeing value represents the hypothetical income required to compensate for not benefitting from wellbeing enhancement through participation in sport and physical activity.
Improved individual development	<ul style="list-style-type: none"> Educational attainment was valued by estimating the number of additional sports participants with formal qualifications (level 2 and level 3) by the average lifetime productivity returns. The human capital outcome represents the value of an individual's enhanced skills, gained through participating in sport at university. It was valued by estimating the number of final year students in Higher Education Institutions doing sport, multiplied by the average additional starting salary for sports participants.
Improved social and community development	<ul style="list-style-type: none"> The crime outcome was valued by estimating the number of criminal incidents prevented amongst males in the 10-24 cohort taking part in sport, multiplied by the average cost per incident of crime. Social capital was valued in a similar way subjective wellbeing, using the wellbeing valuation approach: the higher value of social capital derived from a participant's engagement in sport was multiplied by the number of unique people taking part in sport. The social capital value represents the hypothetical income required to compensate for not benefitting from social capital enhancement through participation in sport and physical activity.