

North Northants Leisure

**Social Value Analysis
January to December 2023**

4 Global



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Introduction

NN Leisure undertook some research in partnership with Max Associates and 4GLOBAL to explore the projected social value generated by the leisure facilities in North Northamptonshire

This incorporates a combination of participation data collected from:

- North Northants Leisure facilities,
- Data collected by 4GLOBAL's data hub,
- Wider data collected from Max Associates
- Estimates based on industry trends



Objective

To demonstrate how the focused work taking place in North Northants leisure facilities and services contributes towards the social value generated

Key Features

To provide total social value split into subcategories:

- Physical and mental health
- Subjective wellbeing
- Individual development
- Social and community development



The 12 Leisure Facilities included:

Corby

Corby East Midlands International Pool
Lodge Park Sports Centre
Priors Hall Golf Course

East Northants

The Nene Centre
Pemberton Leisure Centre
Splash Leisure Pool

Kettering

Kettering Swimming Pool
Desborough Leisure Centre
Corn Market Hall
Arena Sports - KLV

Wellingborough

Redwell Leisure Centre – Wellingborough
Waendel Leisure Centre



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Social value attempts to quantify the impacts of activity:

Social Return on Investment (SROI) is a framework for measuring the non market economic, social and environmental value created by an activity organisation and intervention

The approach for the research uses the social value model developed by Sheffield Hallam University (SHU) to generate leisure trust contribution. It uses live participation data collected from the leisure facilities in 4GLOBAL's DataHub to calculate an individual's activity profile.

A user generates social value when they participate in an activity. The amount of value depends on demographic factors (age, gender, postcode) and how long they are active for.

There are two types of user, either a member (known person with a unique reference ID) or a casual participant (unknown member).

The value generated is broken down to the per-person level and divided into four key indicators: physical and mental health; subjective wellbeing; individual development; and social and community development



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The Social Value calculator has been updated in 2021 to incorporate the latest research from SHU 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 the previous basis for social value calculations.

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.



Key Terms and analysis ground identified based on the SHU research

Outcome	Description
Subjective wellbeing	
Subjective wellbeing	Improved life satisfaction (participants 16+)
Individual development	
Educational attainment	Improved educational attainment (participants 11 - 18)
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



Social Value reports were commissioned as below:

- **Summary of 12 North Northants Leisure Facilities** including in house and contract managed facilities

Individual in house managed facilities:

- Corby East Midlands International Pool
- Lodge Park Sports Centre
- Priors Hall Golf Course
- Play and Sports Development



The social value generated by the facilities across North Northants during 2023 was £16.6m.



CHD STROKE	£263,842
BREAST CANCER	£85,780
COLON CANCER	£40,756
TYPE 2 DIABETES	£919,464
DEMENTIA	£906,583
DEPRESSION	£29,841
HIP FRACTURES	£463,300
BACK PAIN	£107,038
REDUCED GP VISITS	£119,285
REDUCED PSYCHOTHERAPY	£175,010
INJURIES	£-403,770

NB. Subjective wellbeing = Improved life satisfaction



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Corby East Midlands International Pool

Social value 2023



CHD STROKE	£82,256
BREAST CANCER	£26,606
COLON CANCER	£12,688
TYPE 2 DIABETES	£286,604
DEMENTIA	£282,058
DEPRESSION	£9,289
HIP FRACTURES	£137,840
BACK PAIN	£33,374
REDUCED GP VISITS	£36,831
REDUCED PSYCHOTHERAPY	£54,058
INJURIES	£-124,751

2023.24 – Annual usage



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Lodge Park Sports Centre

Social value 2023



CHD STROKE	£25,768
BREAST CANCER	£8,333
COLON CANCER	£3,975
TYPE 2 DIABETES	£89,783
DEMENTIA	£88,353
DEPRESSION	£2,910
HIP FRACTURES	£44,198
BACK PAIN	£10,423
REDUCED GP VISITS	£11,535
REDUCED PSYCHOTHERAPY	£16,931
INJURIES	£-39,072

2023.24 – Annual usage



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Priors Hall Golf Course

Social value 2023



CHD STROKE	£3,694
BREAST CANCER	£1,190
COLON CANCER	£569
TYPE 2 DIABETES	£12,866
DEMENTIA	£12,643
DEPRESSION	£417
HIP FRACTURES	£6,186
BACK PAIN	£1,493
REDUCED GP VISITS	£1,652
REDUCED PSYCHOTHERAPY	£2,425
INJURIES	-£5,596

2023.24 – Annual usage



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Sport and Play Development

Social value 2023

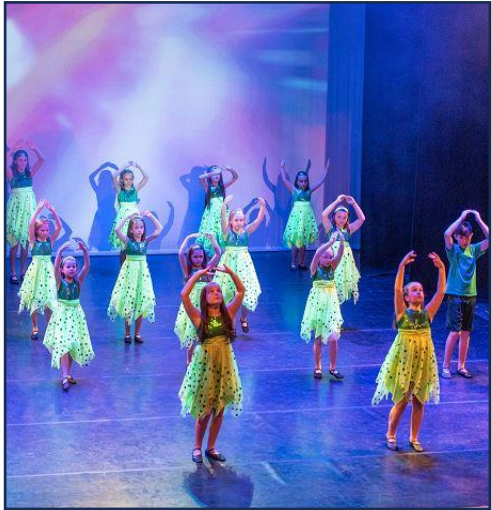


2023.24 – Annual usage

CHD STROKE	£5,127
BREAST CANCER	£1,658
COLON CANCER	£791
TYPE 2 DIABETES	£17,865
DEMENTIA	£17,580
DEPRESSION	£579
HIP FRACTURES	£8,794
BACK PAIN	£2,074
REDUCED GP VISITS	£2,295
REDUCED PSYCHOTHERAPY	£3,369
INJURIES	-£7,774



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Social Value reports for in house managed service

- Corby East Midlands International Pool
- Lodge Park Sports Centre
- Priors Hall Golf Course
- Sport and Play Development

Inhouse managed Leisure Facilities sit in the top quartile when benchmarked against other Datahub sites from the wider sector



Key findings:

- **£16.6m** of social value was generated across the 12 facilities for January – December 2023, from **132.3K** participants.
- **Physical and mental health** indicators made up **£2.7m** of the total social value.
- The average social value per person is **£126**, which sits in the **top 25%** performing sites across the sector.

