



SOCIAL VALUE CALCULATOR REPORT

OPERATOR NAME :
EVERYONE ACTIVE

REPORT DATE:
11.06.2024







1 - FILTERS

4GLOBAL Social Value Calculator uses filtering based on date, location, demographics, membership and activity type. The following filters have been selected to generate this Social Value report.

DATE	04-2023 to 03-2024
BENCHMARK PERIOD	Same period 2 years ago
LOCATION	WARWICK CONTRACT
DEMOGRAPHICS	Gender: All Age: All
CASUAL / MEMBER	All
MEMBERSHIP TYPE	All
ACTIVITY TYPE	All



2 - SOCIAL VALUE DASHBOARD

The dashboard displays the main Social Value KPIs based on selected filters: 1-Total social value generated, 2-Total number of participants generating social value 3-Average social value per person, 4-Average social value per site. The total social value is then broken down by month within the selected time period and benchmarked against the same time period from the previous year.

TOTAL SOCIAL VALUE

£3,677,393

TOTAL SV PARTICIPANTS

31,493

SOCIAL VALUE PER PERSON

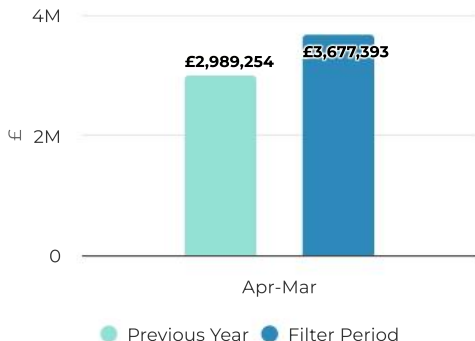
£117

SOCIAL VALUE PER SITE

£612,899

TOTAL SV

Apr-21 Mar-22 vs Apr-23 Mar-24



TOTAL SV PER MONTH

Apr-21 Mar-22 vs Apr-23 Mar-24



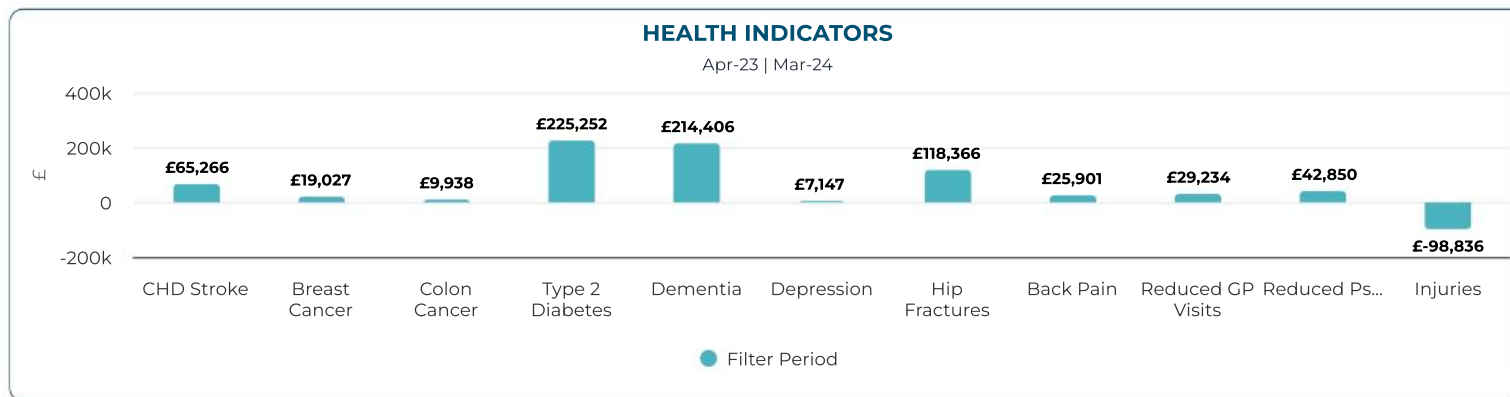
YOY (Apr-21 Mar-22 vs Apr-23 Mar-24) ▲

+23.02%

MONTH ON MONTH CHANGE (Mar-22 vs Mar-24) ▲

+32.48%

INDICATORS



HEALTH INDICATORS

The Social Value for **Physical and Mental Health** is calculated based on the health care cost savings for eight health outcomes based on the reduced risk and prevented cases combined with the reduced GP visits & psychotherapy usage for physically active people.

The Subjective Wellbeing outcome refers to the increase in life satisfaction. It is calculated by multiplying the value of increased wellbeing derived from a participant's engagement in sport by the number of unique people taking part.

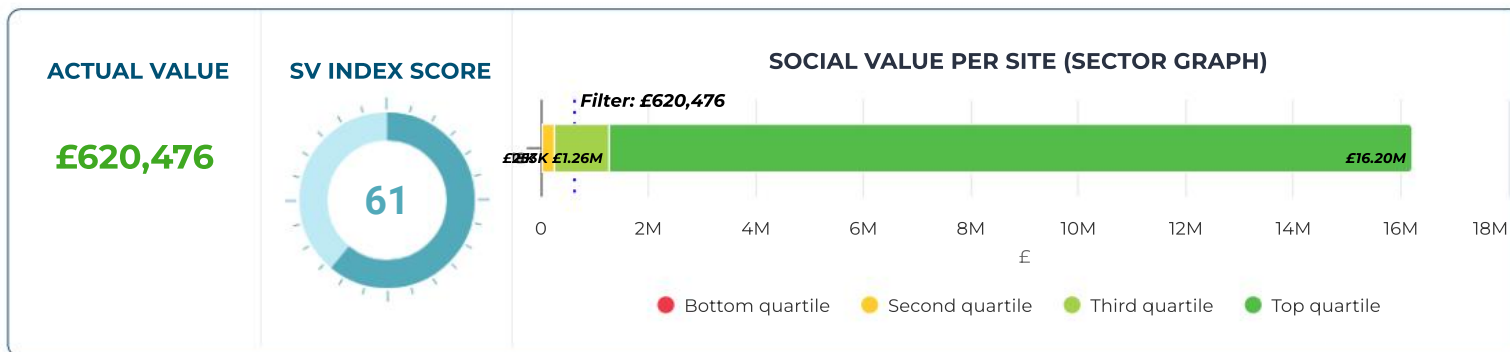
Individual Development refers to the improvement in educational attainment and higher starting salaries gained through participating in sport at university.

Social and Community Development outcome represents the rates for young males and the social capital based on improved networks, trust and reciprocity.



3 - BENCHMARKING

This section provides comparisons for the selected KPIs (social value per site, social value per person and social value growth) against the sector benchmarks. For each KPI, you can see the Actual Value, the Index Score and the Sector Graph, which groups all individual sites from the sector into four quartiles based on their performance in the selected KPI.



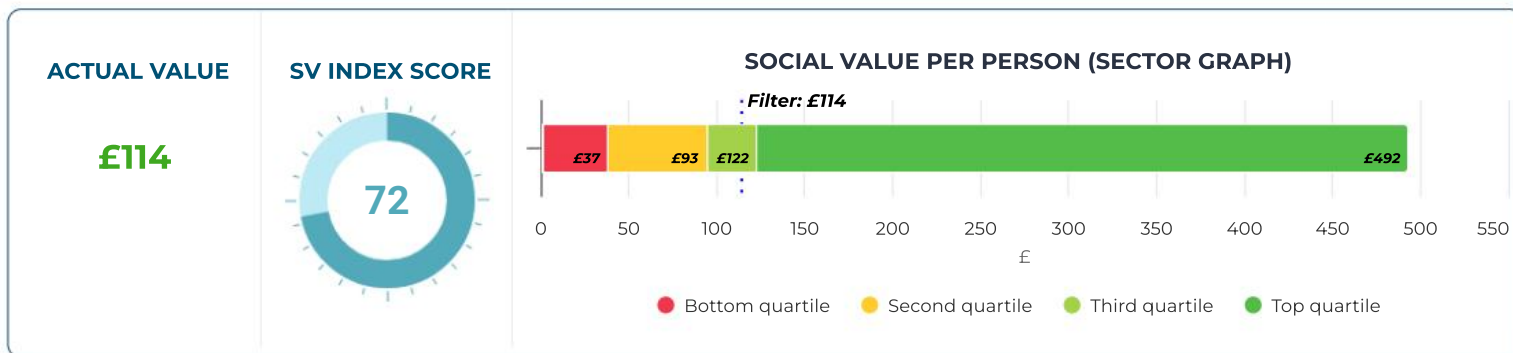
SOCIAL VALUE PER SITE

The average social value generated by each site within the selected time period is calculated by the division of the total social value generated by the operator by the number of sites included in the filter. This value is then benchmarked with all sites the sector on the quartile graph.

Actual Value: The actual social value delivered by the operator (or the selected sites) within the selected time period.

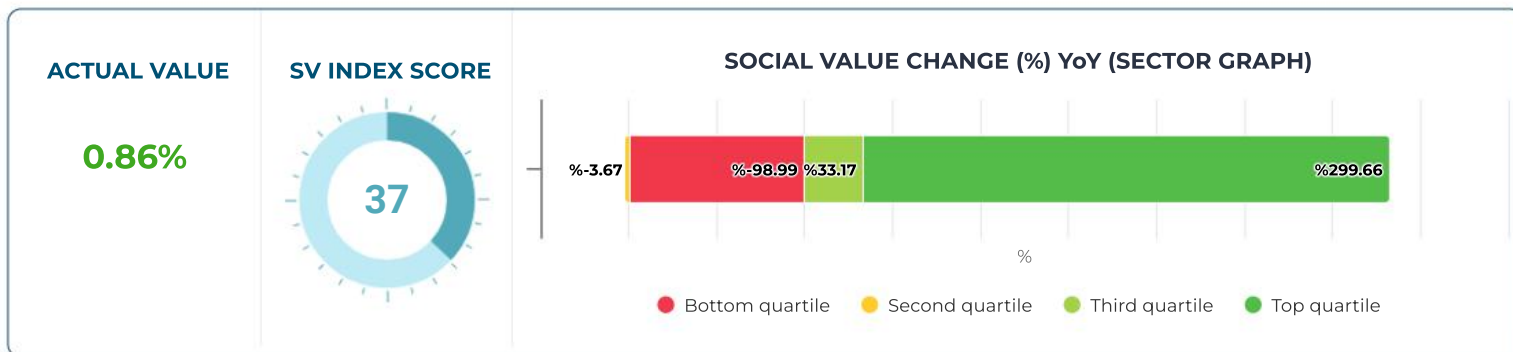
Index Score: The percentage score (1 to 100) given to the operator (or the site) based on their performance against the rest of the sector – a higher score represents better performance (i.e. 100 is the best performing site/ operator).

Sector Graph: The graph with all sites from the sector matching the selected filters grouped into four quartiles based on their performance – i.e. Top Quartile includes the best performing 25% of the sites in the sector and Bottom Quartile included the worst performing 25% of the sites in the sector for the selected KPI.



SOCIAL VALUE PER PERSON

Average social value generated by each person within the selected time period. This value is calculated by the division of the total social value by the number of participants that generated social value.



SOCIAL VALUE CHANGE (%) - YOY

This value represents the change in social value generated by the selected operator/site compared to the same time period in the benchmark year.



4 - PEOPLE OUTCOMES

This section focuses on the activity levels of individuals required to generate social value following the WHO guidelines for physical activity. Social value is generated for 'active' participants at the physical activity threshold of 150+ minutes per week of moderate activity. In addition, for health outcomes, social value is also generated for 'fairly active' participants (30-149 minutes) based on the reduced risk of developing various health conditions.



NOTES

In addition to the activity level classification based on the activity duration within the month, each member is assigned to a demographic segment based on their age and gender and to a Mosaic segment based on their postcode information. These three indicators (activity level, demographic and Mosaic segmentation) combined are used to determine the risk reduction rates for health outcomes and impact the social value generated.

Social Value Participants: The total number of unique individuals (member and casual users) that generated social value within the selected time period.

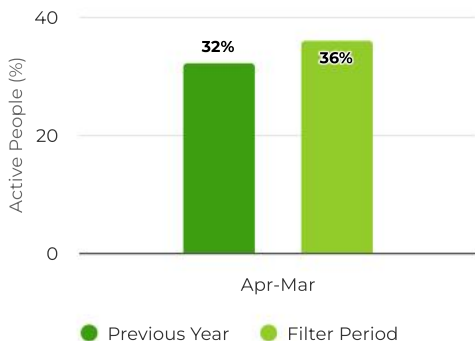
Person Type Breakdown: Members are defined as facility users with an active subscription (paid or unpaid) to use the facility. Casuals are all facility users without an active subscription using the facility to do physical activity occasionally or regularly.

Participant Breakdown: The total number of Active (150+ minutes per week) and Fairly Activity (30-149 minutes per week) participants averaged across a month, including members and casual users.

Social Value Per Person: Average social value generated by each Active (150+ minutes per week) and Fairly Active (30-149 min per week) person within the selected time period

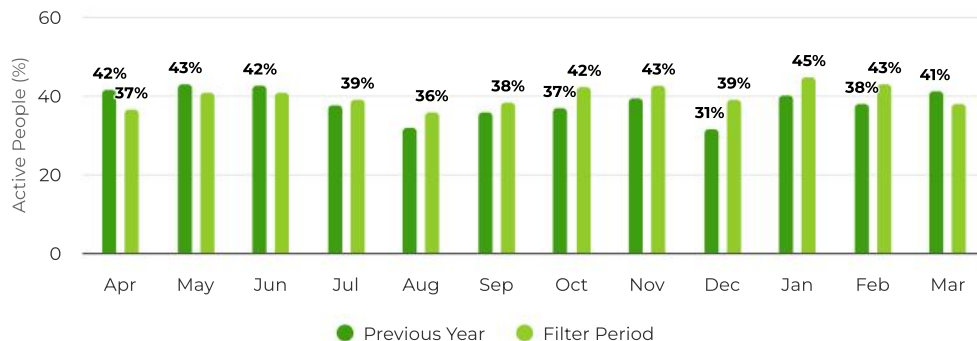
TOTAL ACTIVE PEOPLE (%)

Apr-21 Mar-22 vs Apr-23 Mar-24



ACTIVE PEOPLE (%) PER MONTH

Apr-21 Mar-22 vs Apr-23 Mar-24



TOTAL ACTIVE PEOPLE

In the above graph, the percentage of active people (150+ minutes per week) over total number of leisure centre users for each month within the selected time period is compared with the same time period in the benchmark year.

PHYSICAL & MENTAL HEALTH

31,142

SUBJECTIVE WELLBEING

9,756

INDIVIDUAL DEVELOPMENT

1,690

SOCIAL & COMM. DEV.

10,118

SV PARTICIPANTS PER OUTCOME

Total number of unique individuals (members and casual users) that generated social value in four outcome areas - physical and mental health, subjective wellbeing, individual development and social and community development are displayed above.



5 - LEAGUE TABLE

The data tables in this section display the main social value KPIs for the top five regions, contract and sites of the operator based on selected filters with comparisons against the same period in the previous year. The full tables are available in SVC3 and can be exported in excel, csv and pdf format.



SOCIAL VALUE LEADERBOARD

The region, contract and leisure centre of the operator generating the highest total social value within the selected time period are displayed in the above KPI boxes. In addition, the leisure centre with the highest growth in social value generation is presented with its year-on-year growth rate.

LEAGUE TABLE - REGION (TOP 5)

REGION	SOCIAL VALUE (FILTER PERIOD)	SV YOY % CHANGE	PEOPLE COUNT (FILTER PERIOD)	AVG VALUE PER PERSON (FILTER PERIOD)	AVG SV YOY % CHANGE
WEST REGION	£3,677,393	+23.02%	31,493	£117	+12.64%

LEAGUE TABLE - CONTRACT (TOP 5)

CONTRACT	REGION	SOCIAL VALUE (FILTER PERIOD)	SV YOY % CHANGE	PEOPLE COUNT (FILTER PERIOD)	AVG VALUE PER PERSON (FILTER PERIOD)	AVG SV YOY % CHANGE
WARWICK CONTRACT	WEST REGION	£3,677,393	+23.02%	31,493	£117	+12.64%

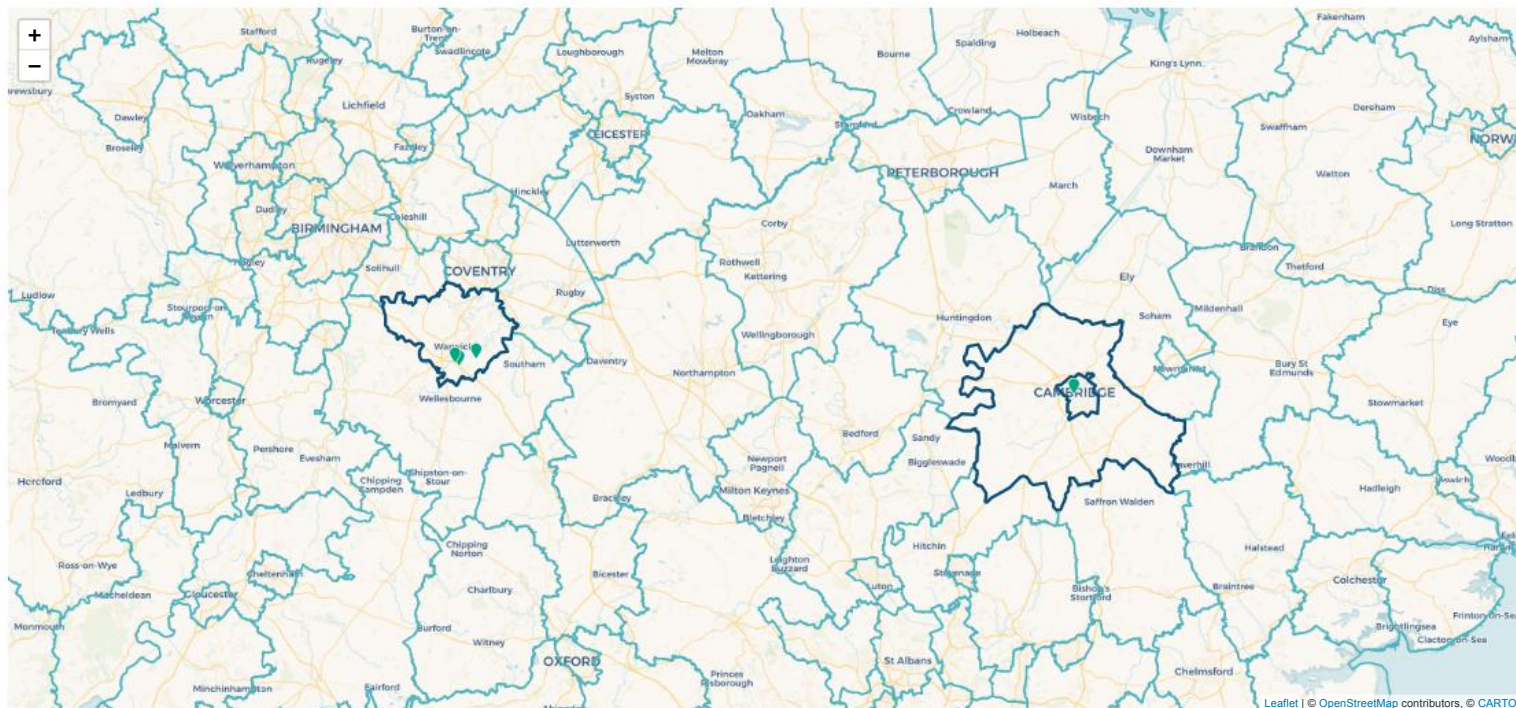
LEAGUE TABLE - SITE (TOP 5)

SITE	CONTRACT	REGION	SOCIAL VALUE (FILTER PERIOD)	SV YOY % CHANGE	PEOPLE COUNT (FILTER PERIOD)	AVG VALUE PER PERSON (FILTER PERIOD)	AVG SV YOY % CHANGE
NEWBOLD COMYN LEISURE CENTRE	WARWICK CONTRACT	WEST REGION	£1,984,047	+23.28%	17,935	£111	+6.09%
ST NICHOLAS PARK LEISURE CENTRE	WARWICK CONTRACT	WEST REGION	£1,400,329	+33.30%	10,312	£136	+24.68%
CASTLE FARM LEISURE CENTRE	WARWICK CONTRACT	WEST REGION	£257,467	0.00%	2,745	£94	0.00%
JOHN ATKINSON SPORTS CENTRE	WARWICK CONTRACT	WEST REGION	£17,905	+22.00%	267	£67	+16.38%
MEADOWS COMMUNITY CENTRE	WARWICK CONTRACT	WEST REGION	£17,638	-37.62%	232	£76	+8.86%



6 - MAP

The heat map displays the social value generated by the selected sites on a map view using the same filters from the dashboards.





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