

**INNERVA SUITE AT  
GRIMSBY LEISURE  
CENTRE: SOCIAL  
VALUE ANALYSIS**  
April 2022 – March 2023

**4GLOBAL**



*The future is active*

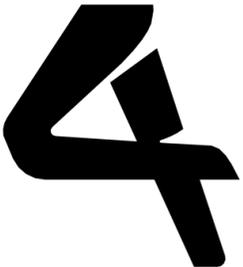


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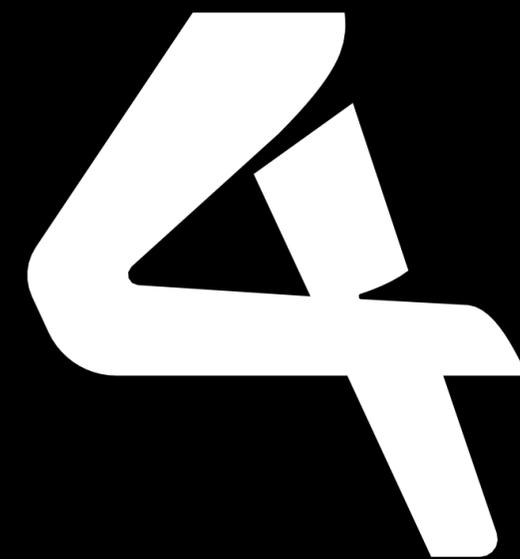


A photograph of a swimmer in a pool, viewed from behind, with a green overlay. The swimmer is wearing a yellow cap and is in the middle of a stroke. The pool has lane lines.

# INTRODUCTION

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**This report explores the social value generated by participation in the Innerva Suite at Grimsby Leisure Centre. This incorporates a combination of participation data information gathered from 4GLOBAL’s DataHub and calculations based on industry trends.**

**Objective**

To demonstrate how the social value generated from participation taking place in the Innerva Suite at Grimsby Leisure Centre, and how this compares to sector wide benchmarks.

**Key Features**

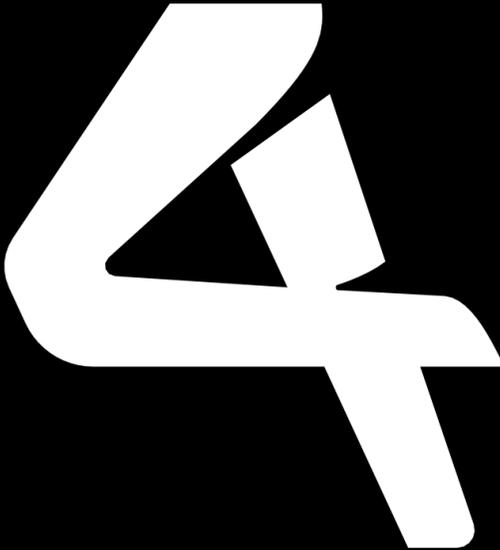
- To undertake social value projections using live data information gathered from DataHub.
- To provide total social value split into sub-categories: physical and mental health, subjective wellbeing, individual development, and social and community development.
- To breakdown figures to a per person level.
- To provide a map highlighting usage trends.

**Leisure Facilities**

Outputs are provided for the Innerva Suite at Grimsby Leisure Centre using the below annual usage for April 2022 – March 2023:

- Males aged 10-15: 28
- Females aged 10-15: 12
- Males aged 16-25: 7
- Females aged 16-25: 7
- Males aged 25-64: 125
- Females aged 25-64: 409
- Males aged 65+: 180
- Females aged 65+: 317

# EXECUTIVE SUMMARY

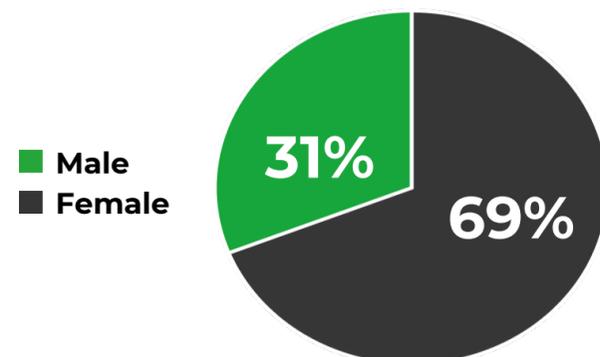




**This report evidences the social value generated from participation in the Innerva Suite at Grimsby Leisure Centre, calculated using the Social Value Calculator model.**

**Key findings:**

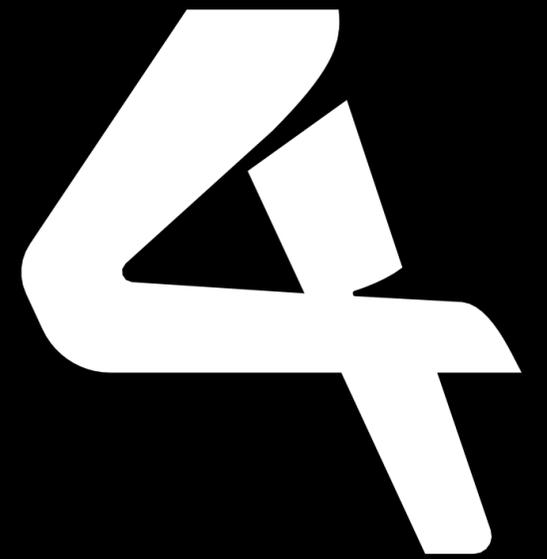
- 1. A **total** of **£187k** of social value was generated between April 2022 and March 2023 from 1,085 participants.
- 2. The **physical and mental health indicators** contributed £99k of social value, 52.9% of the total.
- 3. The social value per person was on average **£172**, which **performs in the top 10%** when **compared to sector wide benchmarks**.
- 4. Over **two thirds of users** of the Innerva Suite were **female**, and **nearly half were over 65**.



**46%**  
of users were 65+ years old

# APPROACH AND METHODOLOGY

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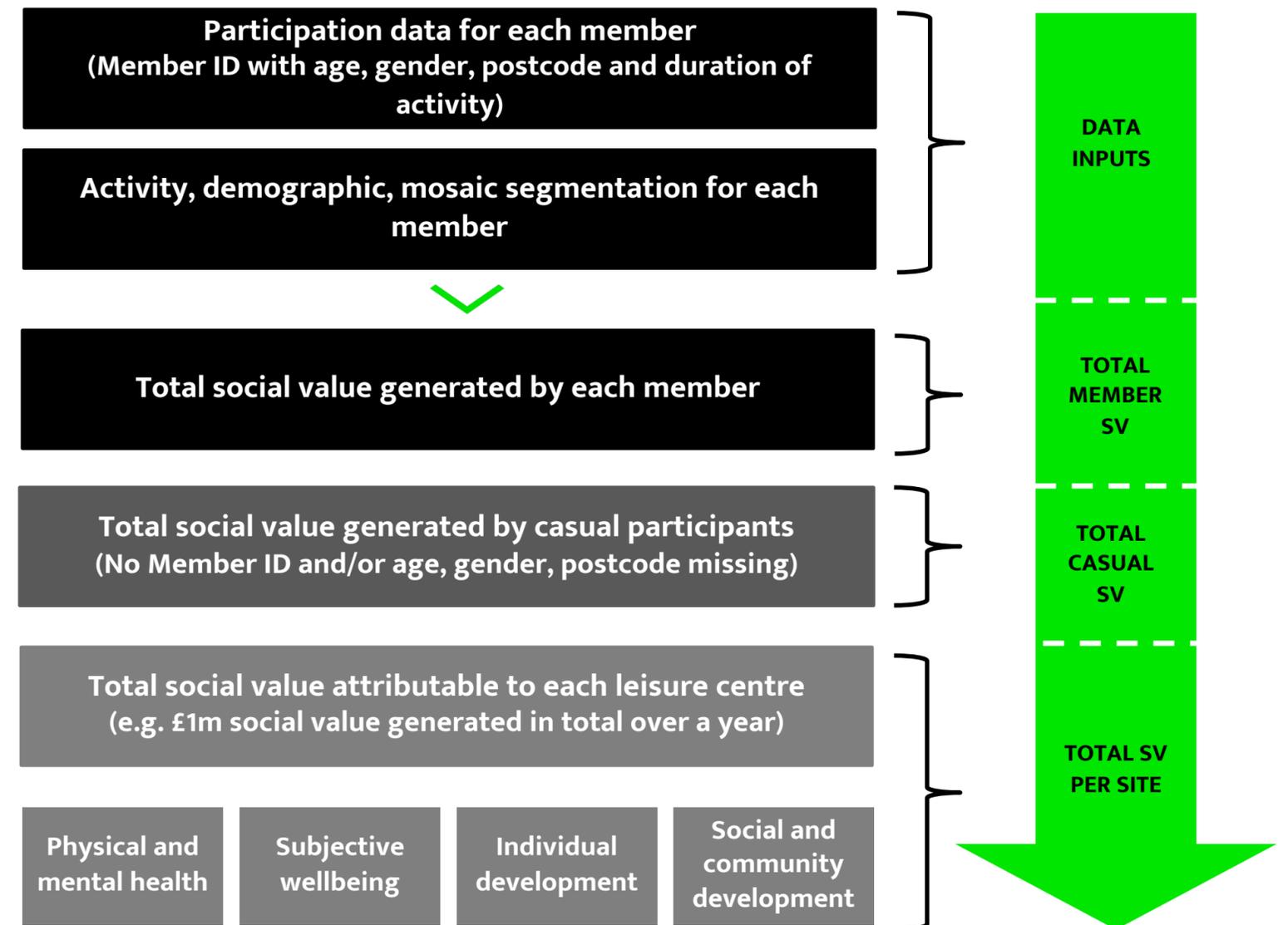
**Social value attempts to quantify the impacts of sport. Social Return on Investment (SROI) is a framework for measuring the non-market economic, social and environmental value created by an activity, organisation and intervention.**

# Our approach for measuring social value includes applying the latest Social Value Calculator (SVC) model with data gathered from facility operators.

The figure (right) summarises the approach for the application of the social value model developed by Sheffield Hallam University (SHU) to generate leisure trust contribution. The approach 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.



## 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.<sup>1</sup> This new version is aligned with the UK Government strategy for sport, Sporting Future – A New Strategy for an Active Nation.<sup>2</sup>

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

Outcome	Description
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

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

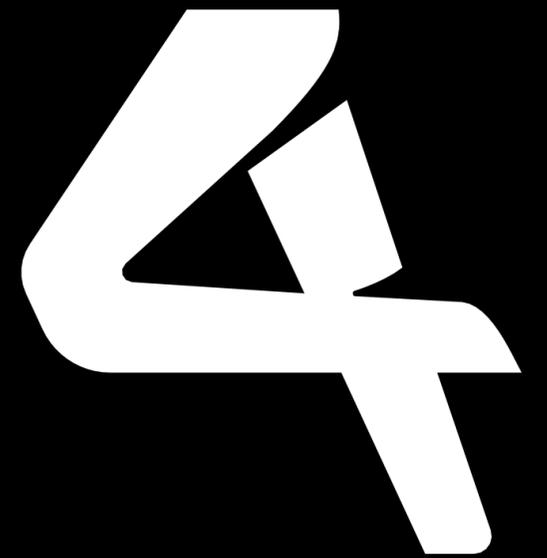
*Outcomes in the analysis are expressed on a 'per participant per month' basis.*

## Key terms and analysis groups have been identified below, based on SHU research.

Social outcome	Description
<b>Improved physical and mental health</b>	<ul style="list-style-type: none"> <li>• 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.</li> <li>• 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.</li> <li>• Injuries were valued by multiplying the number of A&amp;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.</li> <li>• 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.</li> </ul>
<b>Improved subjective well-being</b>	<ul style="list-style-type: none"> <li>• 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.</li> <li>• 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.</li> </ul>
<b>Improved individual development</b>	<ul style="list-style-type: none"> <li>• 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.</li> <li>• 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.</li> </ul>
<b>Improved social and community development</b>	<ul style="list-style-type: none"> <li>• The crime outcome was valued by estimating the number of criminal incidents prevented amongst males in the 10-24 cohort taking part in sport (based on improved networks, trust and reciprocity), multiplied by the average cost per incident of crime.</li> <li>• 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.</li> </ul>

**INNERVA SUITE AT  
GRIMSBY LEISURE  
CENTRE: SOCIAL VALUE**

**2022/23**





# The social value generated by the Innerva Suite at Grimsby Leisure Centre during the 2022/23 financial year is £187k.



Out of the £187k of value generated, **physical and mental health** was the principal driver with **£99k**, accounting for **53%** of overall value. Subjective wellbeing and social and community development accounted for 32% and 15% of the overall value respectively. No individual development contributions were made due to no active participants using the facility being aged between 11 and 21 years old.

The next slide provides a detailed breakdown of the physical and mental health value generated by physical activity during the period of 2022-2023 across the site.

**The social value in for physical and mental health variables can be broken down into sub-categories relating to specific health outcomes, illnesses or diseases.**

As outlined in the methodology, the social value generated per each condition varies depending on different demographic groups, prevalence rates of the disease within these groups and the cost of medical treatment. These measures include the increased risk of injury as a result of taking part in physical activity.

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.

<b>CHD STROKE</b>	<b>£7,481</b>
<b>BREAST CANCER</b>	<b>£3,205</b>
<b>COLON CANCER</b>	<b>£1,207</b>
<b>TYPE 2 DIABETES</b>	<b>£26,610</b>
<b>DEMENTIA</b>	<b>£29,078</b>
<b>DEPRESSION</b>	<b>£947</b>
<b>HIP FRACTURES</b>	<b>£31,090</b>
<b>BACK PAIN</b>	<b>£3,319</b>
<b>REDUCED GP VISITS</b>	<b>£4,359</b>
<b>REDUCED PSYCHOTHERAPY</b>	<b>£6,387</b>
<b>INJURIES</b>	<b>-£14,628</b>

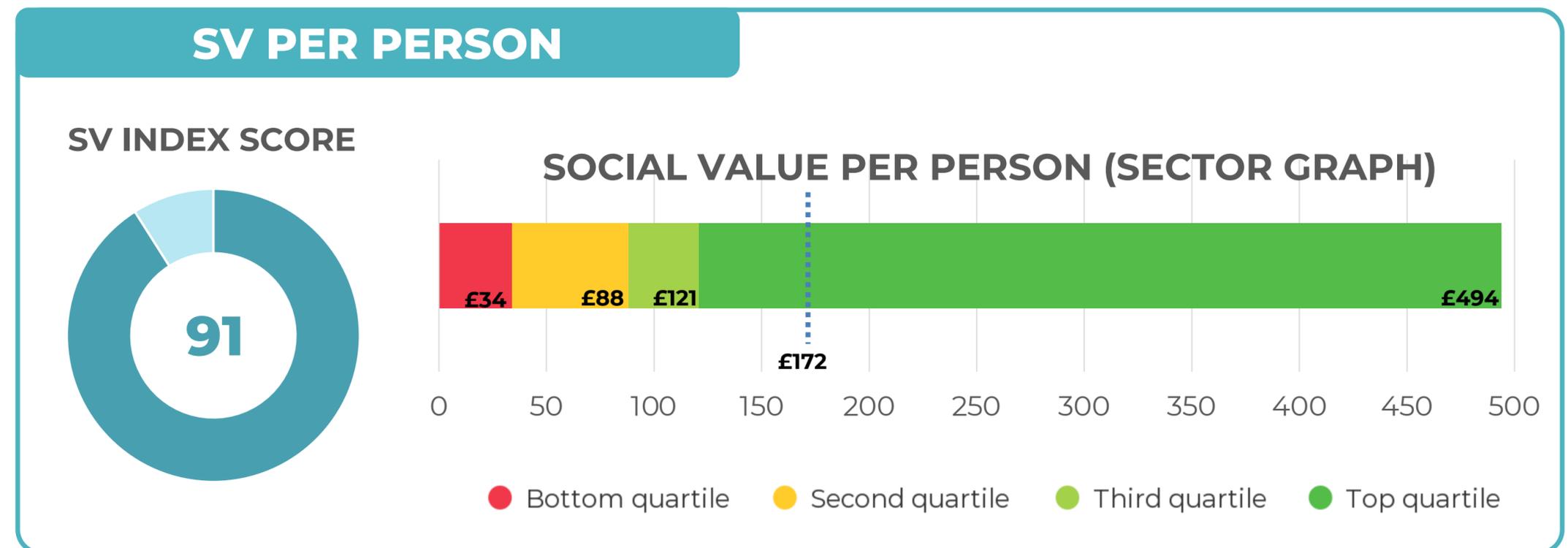


# Innerva Suite at Grimsby Leisure Centre total social value per person index score is 91, which sits in the top quartile when benchmarked against other DataHub sites from the wider sector.

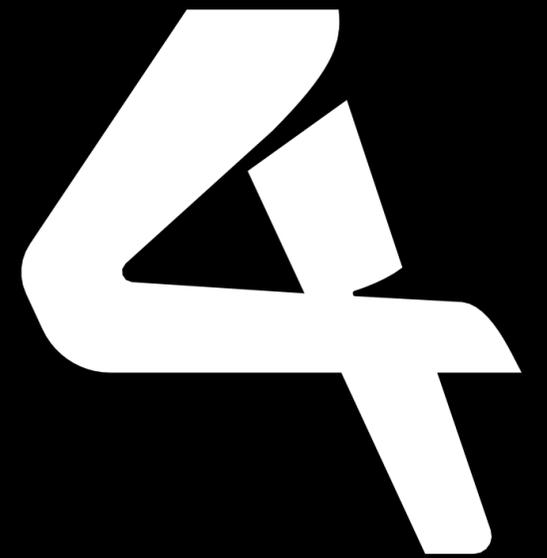
This average social value generated by each person was calculated by dividing the total social value by the number of participants that generated social value in 2022-23.

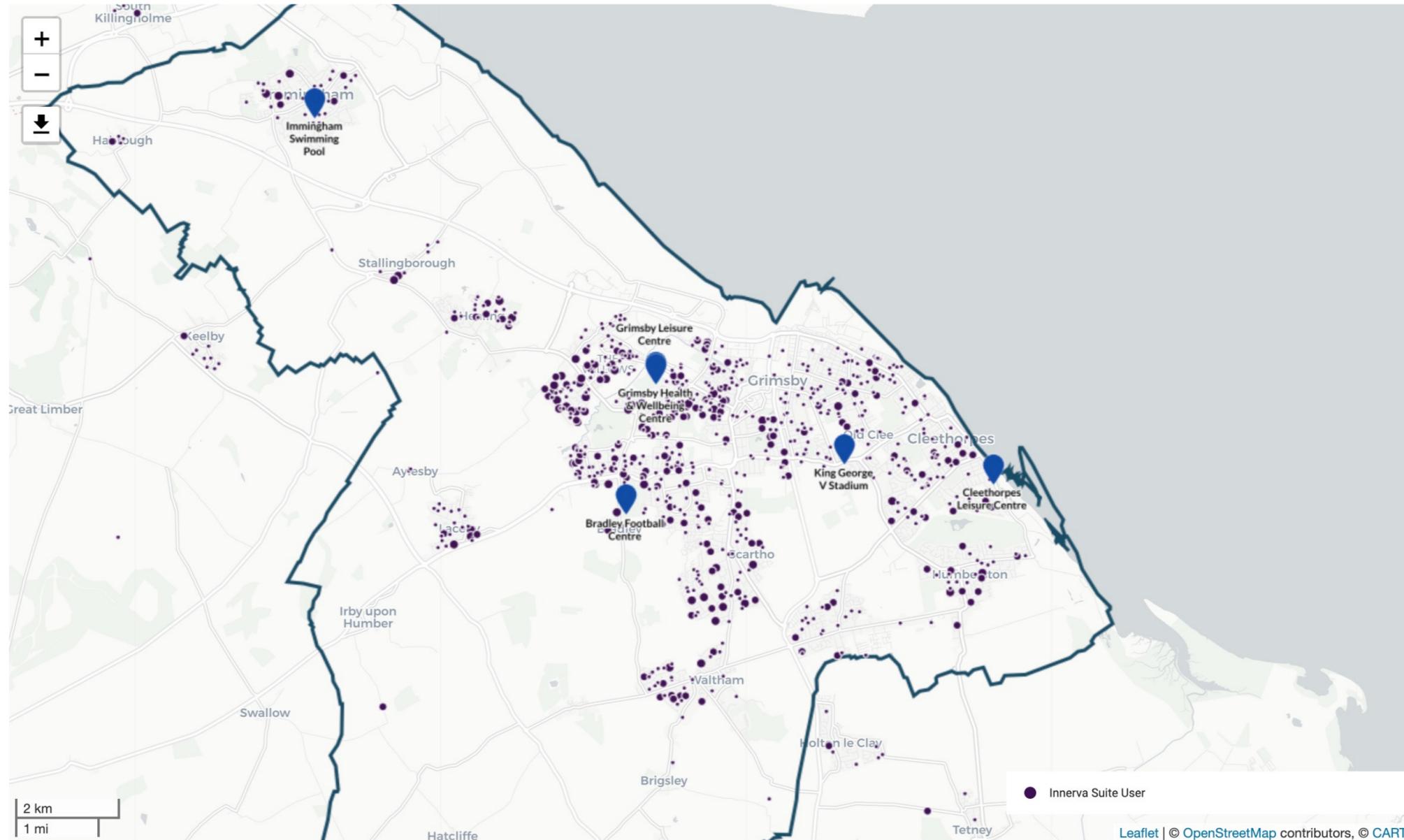
The **social value index score** monitors the overall leisure trust average performance against the rest of the sector, with 1 being the lowest performing facility and 100 being the highest.

The **sector graph** compares all sites in the sector grouped into four quartiles based on their performance – i.e. Top Quartile (green) includes the best performing 25% of the sites in the sector and Bottom Quartile (red) included the worst performing 25% of the sites in the sector.



# USER MAPPING





The locations of users of the Innerva Suite at the Grimsby Leisure Centre are represented by the points on the map opposite.

Most of the participation comes from those within a 10 minute catchment of the facility.

However, the suite attracts users from multiple different areas across the local authority, with some users travelling to use the facility despite having access to closer provision.

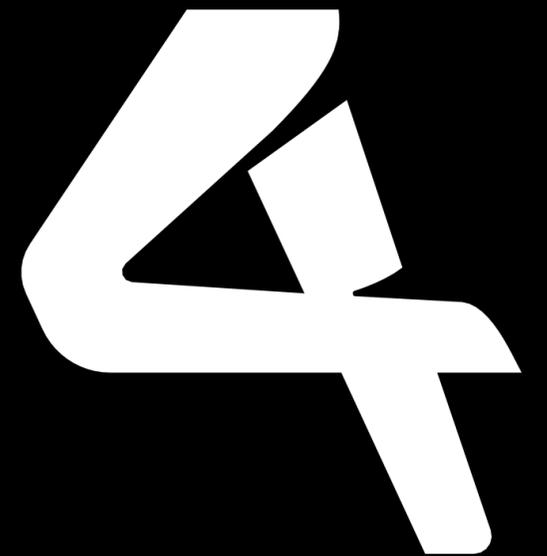
The full map, including a heat map of both Innerva Suite users and all leisure suite users, can be accessed using the below link.

<https://datahubmaps.com/NE-Lincs-Leisure-Centres/>

# REFERENCES

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04



# REFERENCES

**The following documents and literature have been referenced in this report.**

1 - Davies, L.E; Taylor, P.; Ramchandani, G. & Christy E. (2019) Social return on investment in sport: a model for measuring the value of participation in England, International Journal of Sport Policy and Politics, [published online 24 April 2019)

DOI: [10.1080/19406940.2019.1596967](https://doi.org/10.1080/19406940.2019.1596967)

2 -Sporting Future – A New Strategy for an Active Nation, DCMS (2015). Available

at: <https://www.gov.uk/government/publications/sporting-future-a-new-strategy-for-an-active-nation>

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