

REPORT TITLE: SOCIAL VALUE DELIVERED THROUGH WINCHESTER'S LEISURE CENTRES

21 SEPTEMBER 2023

REPORT OF PORTFOLIO HOLDER: Cllr Kathleen Becker, Cabinet Member for Community and Engagement

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WARD(S): ALL

PURPOSE

This report introduces the findings of work undertaken to calculate the social value generated by Winchester Sport & Leisure Park and Meadowside Leisure Centre. Everyone Active, the contract operators, has used an industry recognised Social Value Calculator tool to give a picture of the true value of the council's investment in its leisure centres, the contribution these make towards wider health improvement and the work of its health partners.

This report provides the background definition and parameters of the social value tool and considers the acceptance of utilising social value calculations as an additional tool to measure the wider impact of the contract over and above the contractual obligation. The report also demonstrates how this data can be benchmarked with others.

RECOMMENDATIONS:

1. That the Policy Committee notes:
 - a. That the leisure operator contract generated social value worth £3,865,314 in 2022/23, as detailed in Everyone Active's report included at appendix 1.
 - b. That reporting of social value statistics is not a contractual requirement and is undertaken voluntarily by Everyone Active to evidence the contract's contribution to the wider health outcomes of the population.
 - c. The intention to further explore the use of social value as a measure of success, utilising the Sport England Moving Communities platform.
 - d. That this contract is creating social and financial benefit that positively contributes to the wider health agenda and congratulates Everyone Active on its achievements to date.

1 RESOURCE IMPLICATIONS

- 1.1 There are no additional resource implications as a result of this report. All of the activity delivered by EA is done so through the leisure centre operator contract and reporting on social value is not a contractual requirement, so is undertaken by Everyone Active (EA) at its own cost.

2 SUPPORTING INFORMATION:

Background

- 2.1 The leisure centre operator contract is managed in line with the council's Contract Management Framework. Key performance indicators, priorities and targets are set and reviewed on an annual basis and reported to the council through regular monthly monitoring meetings and quarterly Advisory Board meetings. Contract performance management is not within the scope of the Policy Committee, so is not the focus of this report, but some of the headline performance data helps set the context for the information on the social values that follows.
- 2.2 Overall the contract is performing well. Both Winchester Sport and Leisure Park (WSLP) and Meadowside Leisure Centre (MLC) have been under Everyone Active's operation for over two years now, with use of both sites continuing to grow. WSLP welcomed their 1 millionth visitor in November 2022.

Table 1 is a summary of commercial performance indicators.

Site	Measure	Year 1 actuals YE 2022	Year 2 actuals YE 2023
WSLP	Total visitors	590,600	751,271
MLC	Total visitors	57,301	67,238
WSLP	Fitness memberships	4,913	5,141
MLC	Fitness memberships	491	598
WSLP	Swimming lesson memberships	1,332	1,284

- 2.3 Most indicators show a positive trajectory, although swimming lesson numbers have fallen slightly this year. This is a priority area for 2023 and with plans put in place to redress this EA are confident this will improve.
- 2.4 A great deal of work is delivered by Everyone Active that falls outside of the commercial contractual performance indicators to improve the health and wellbeing of the wider community. This focuses on the most disadvantaged and tackling health inequalities that exist.

Social value in Winchester contract

- 2.5 As defined by the LGA, Social Value refers to the wider financial and nonfinancial value created by an organisation through its day to day activities in terms of the wellbeing of individuals and communities, social capital created and the environment.
- 2.6 EA has recently been collating social value data, which sits outside of their contractual monitoring requirements but gives valuable perspective to the added value that the contract delivers. While this data doesn't form part of the contract performance monitoring process, we are keen to learn from it, assess how it could be shared or used to add value when looking at the wider health outcomes of Winchester district.
- 2.7 To calculate social value EA has used The Social Value Calculator (SVC) developed by Sheffield Hallam University (SHU) and Experian. This gives a clear picture of how community sport and physical activity contributes positively to the outcomes identified in the government's sports strategy, Sporting Future – A New Strategy for an Active Nation. Outcomes included in the SVC are grouped into four categories It; physical and mental health; mental wellbeing; individual development, and social / community development.
- 2.8 The objectives of the tool are to give leisure operators, local authorities, national funding bodies and stakeholders across the sector a way of measuring and evidencing the social value created from investment in sport and physical activity. This methodology generates monetary figures that are consistent across the sector, therefore allowing benchmarking.
- 2.9 The report in appendix 1 sets out:
- a) What social value is, why it was developed, how it's calculated, what the formulas are, what the figures mean and how the partnership with Sheffield Hallam exists.
 - b) What factors are used when calculating social value / what classes / demographics etc. contribute the most.
 - c) What classes contribute for WSLP and MLC.
 - d) EA's plans to grow this and any new projects in the pipeline.
 - e) How social value links to the Health and Wellbeing plans.
- 2.10 Using the tool EA has calculated that WSLP generated social value of just over £3.5 million in 2022/23 and MLC generated just of £303K. These figures reflect activity levels within the centres and place WSLP second within the entire EA portfolio of 220 facilities, and MLC 145th.
- 2.11 This social value data is available to EA via Sport England's [Moving Communities](#) platform, which includes social value data for all leisure facilities and allows us to benchmark more widely. It can provide an overview of facility performance for both WSLP and MLC, and explore financial performance alongside understanding how effective the service is and for whom, and its impact on our local communities. The council has access to

the most basic level of data via the portal, but will investigate what additional intelligence could be accessed to understand how EA's performance compares with national, operational, and nearest neighbour benchmarks.

- 2.12 The establishment in 2022 of the Hampshire and Isle of Wight Integrated Care Board has refocused efforts to work collaboratively to improve health outcomes for residents. A strategic health group has been established for Winchester district that brings together stakeholders from the health, local government and voluntary sectors. The social value data produced by EA can give context to the true value of the council's investment in its leisure centres and its contribution towards wider health improvement and the work of its health partners.

Conclusion

- 2.13 EA's report explains its approach to improving the social value delivered by the contract. The two key elements are attracting more users and for users to be more active, both of which are underpinned by strong marketing engagement and sound data collection and management. This is not always driven by increased investment, but smarter working and improved collaboration.
- 2.14 The report demonstrates that the contract is delivering far more than access to sport and shows a clear alignment with the council's wider priorities to tackle health inequalities in the district, in support of Sport England's vision for the future of public leisure and the delivery of place-based health.

3 OTHER OPTIONS CONSIDERED AND REJECTED

- 3.1 Everyone Active believes that social value data adds depth in understanding impact and performance of the leisure contract. The council may choose not to report this data in a wider setting, however this option should be rejected due to the richness of the data set and importance in context of wider health and wellbeing objectives.

BACKGROUND DOCUMENTS:-

Previous Committee Reports:-

HEP023: REVIEW OF SPORTS AND LEISURE PROVISION AT THE COUNCIL'S LEISURE CENTRES – 2 March 2022

Other Background Documents: -

Sporting Future – A New Strategy for an Active Nation (2015)

[Sporting Future - A New Strategy for an Active Nation - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/302222/Sporting_Future_-_A_New_Strategy_for_an_Active_Nation.pdf)

APPENDICES:

Appendix 1 Everyone Active's Social Value Report