

### SOCIAL VALUE SUMMARY

This analysis is based on participation data (visits) from 989 leisure centres, all of which provided participation data to DataHub and Moving Communities for May and June, in both 2019 and 2021.

### TOTAL SOCIAL VALUE



#### IMPROVED HEALTH



May - June 2021  
**£24,669,385**

#### CRIME



May - June 2021  
**£108,058**

#### EDUCATION



May - June 2021  
**£1,305,524**

#### SUBJECTIVE WELLBEING



May - June 2021  
**£115,465,822**

**KEY NOTES:**

Participation in leisure centres since re-opening (May and June 2021) has generated over £140m of social value, through the consistent activity of participants across England.

When analysing the wider impact of the pandemic, the graphic shows that the amount of social value generated in May and June 2021 is just over half as much (54%) as was generated in the same months in 2019. The reduction is driven by lower participation, due to capacity restrictions across the sector as well as lower consumer confidence.

### PER PERSON AND SITE KPIS

Social value per person and per site figures have been compared, to identify key trends in the datasets.

#### AVERAGE SV PER PERSON

May - June 2019

**£28.78**

May - June 2021

**£30.82**

#### AVERAGE SV PER SITE

May - June 2019

**£264,813**

May - June 2021

**£143,123**

**KEY NOTES:**

While total social value has fallen post pandemic, the average per person has increased. This is due to returning participants spending more time being active and visiting leisure centres more consistently than prior to the pandemic.

MOVING COMMUNITIES PARTNERS:

