

SOCIAL VALUE SUMMARY

This analysis is based on participation data (visits) from 635 leisure centres, all of which provided participation data to DataHub and Moving Communities between May and September in 2019, 2020 and 2021. Please note that these figures are calculated using the updated version of the Social Value Calculator. [More information can be found here.](#)

TOTAL SOCIAL VALUE



IMPROVED PHYSICAL AND MENTAL HEALTH



May – September 2021

£29,505,224

SOCIAL AND COMMUNITY DEVELOPMENT



May – September 2021

£72,231,478

INDIVIDUAL DEVELOPMENT



May – September 2021

£2,350,061

SUBJECTIVE WELLBEING



May – September 2021

£158,060,810

KEY NOTES:

Participation in leisure centres since re-opening (May and September 2021) has generated over £280m 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 September 2021 is 63% of the value generated in the same months in 2019. This represents an improvement from the previous social value **Sector Recovery Analysis** and demonstrates that the sector is steadily returning to pre-pandemic levels.

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

AVERAGE SV PER SITE

May – September 2019

May – September 2021

May – September 2019

May – September 2021

£67.65

£68.17

£705,445

£444,327

KEY NOTES:

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

MOVING COMMUNITIES PARTNERS:



More people
More active
More often

