



**Moving Communities: LGA webinar 3rd
October 2023**

About Moving Communities



Local leisure plays a vital role in the health and wellbeing of local communities by providing accessible opportunities to get active. This is why Sport England has developed Moving Communities.

What is Moving Communities

- Over 1,300 sites in England.
- Insights captured across 6 KPIs: participation, throughput, social value, finance, customer experience, and service delivery.
- It is free for Local Authorities and where relevant, their service delivery providers, to sign up.

What are the benefits

- Ability to benchmark performance and filter based on various criteria
- Explore financial performance alongside understanding how effective the service is and for whom and the impact on local communities
- Use to drive decision making and investment

Our vision is clear

Where live data and insight informs and inspires public leisure decision making, supporting all communities to get moving






Empowering decision makers.....meeting needs.....improving standards... moving communities



How it works

Data collection and quality checks

Leisure centre data	
Facility information	
Participation	
Income and Expenditure	or Manual upload
Customer Experience	Online survey
Service Delivery	 Quest

S
T
A
N
D
A
R
D
I
S
A
T
I
O
N

Data analysis & aggregation



Dashboards and filters allowing analysis & comparison by:

-  Time periods
-  Statistical Neighbour
-  Geographical area
-  Operator & Individual site
-  Activities
-  Social value

S
E
C
U
R
E
A
C
C
E
S
S

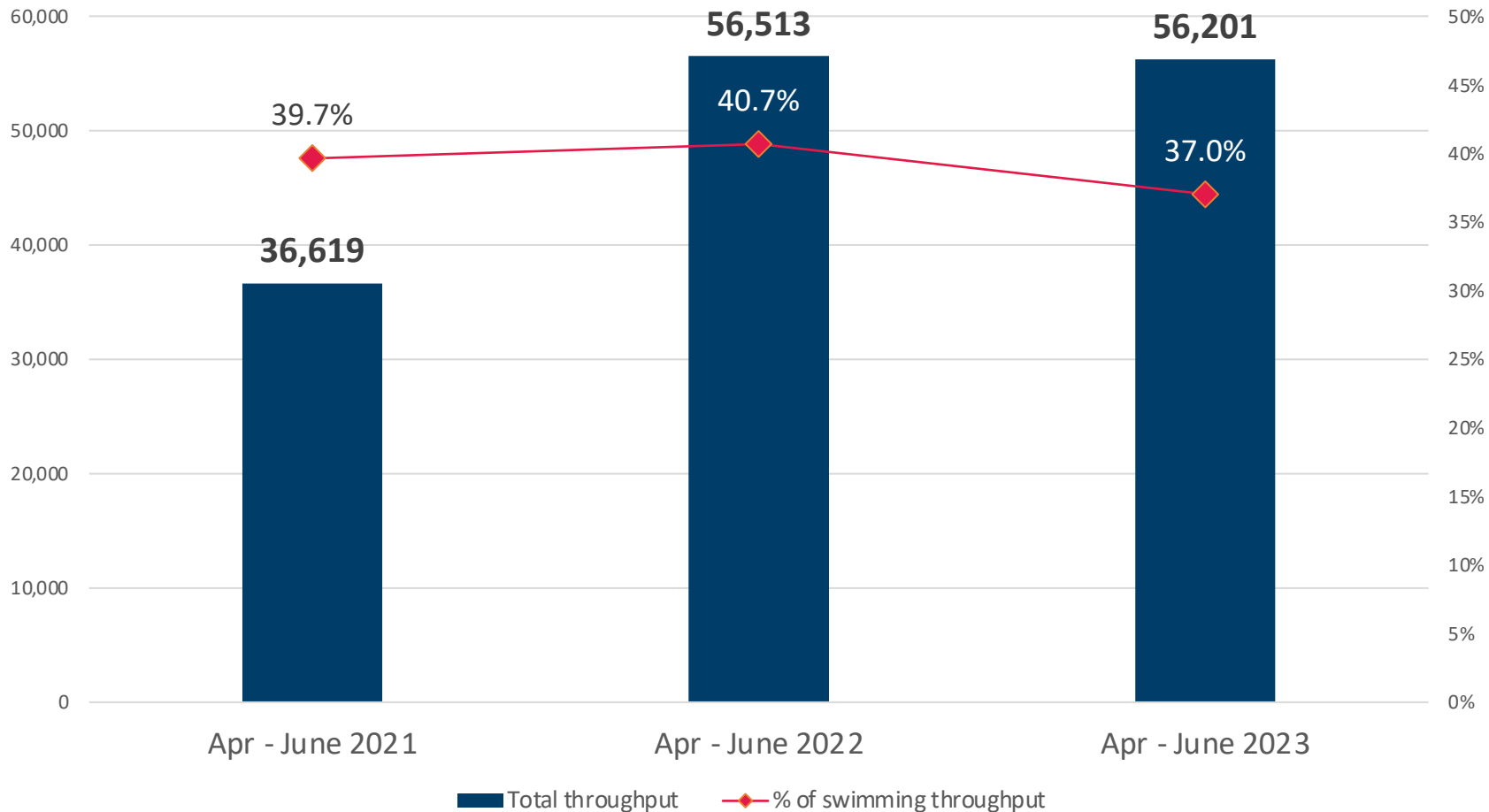
User groups

- Sport England & sector bodies
- Service providers
- Local & national government
- Active Partnerships
- NGBs

Note: Different user levels ensuring data is kept confidential where needed

Moving Communities latest sector insights

Average quarterly throughput by site

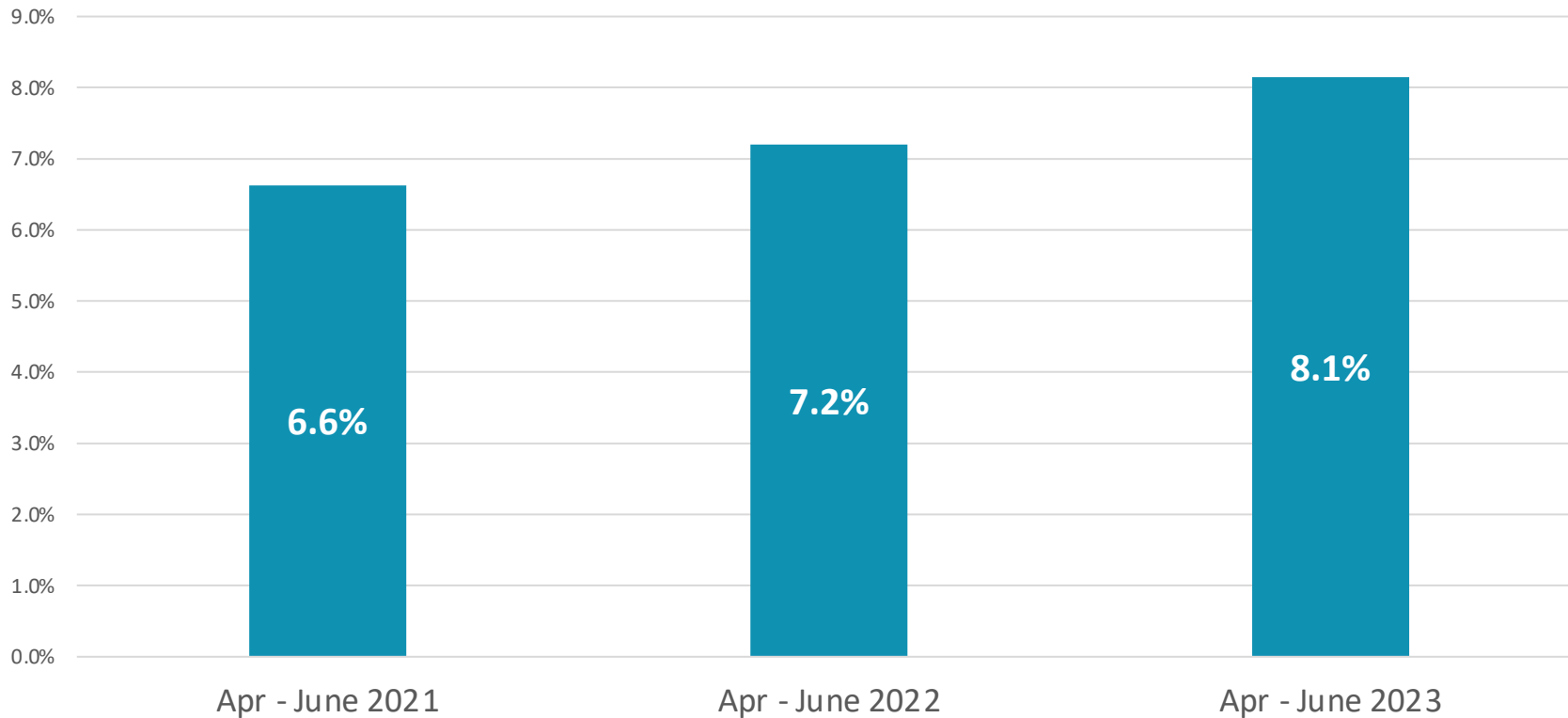


- Throughput has increased from 2021 to 2022, but plateaued from 2022 to 2023
- Swimming has decreased slightly year on year

Over 65s participation has increased



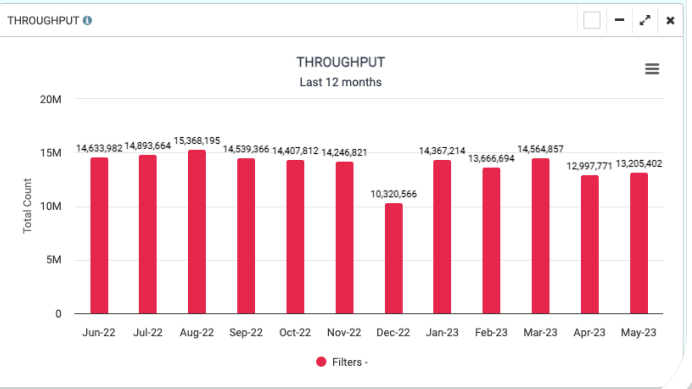
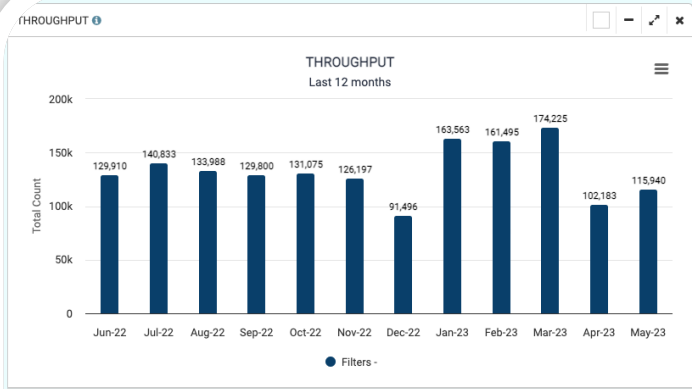
Percentage of over 65s out of all participants



➤ Older adults participation has grown year on year since facilities reopened in April 2021

**What are the benefits to my
organisation?**

Live insight into throughput breakdown



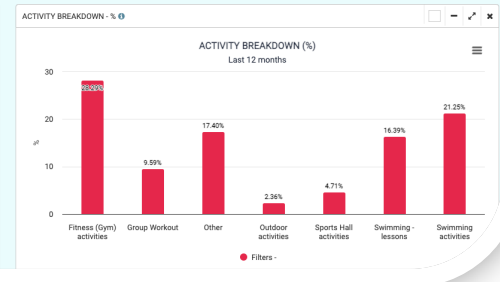
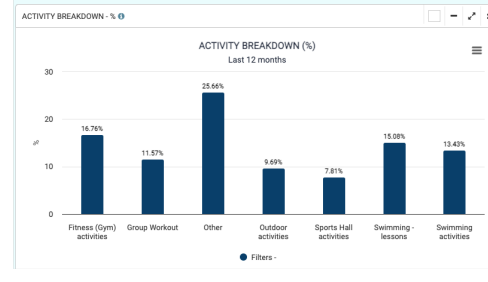
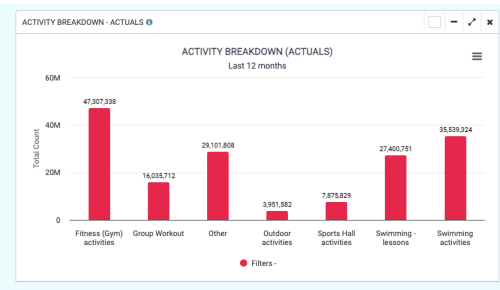
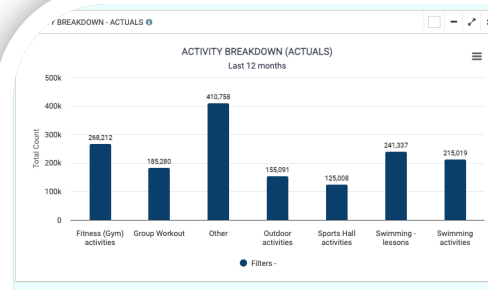
Track throughput change over time to understand seasonality and growth

Measure monthly and annual changes compared to sector and local benchmarks

Track throughput changes across different activities

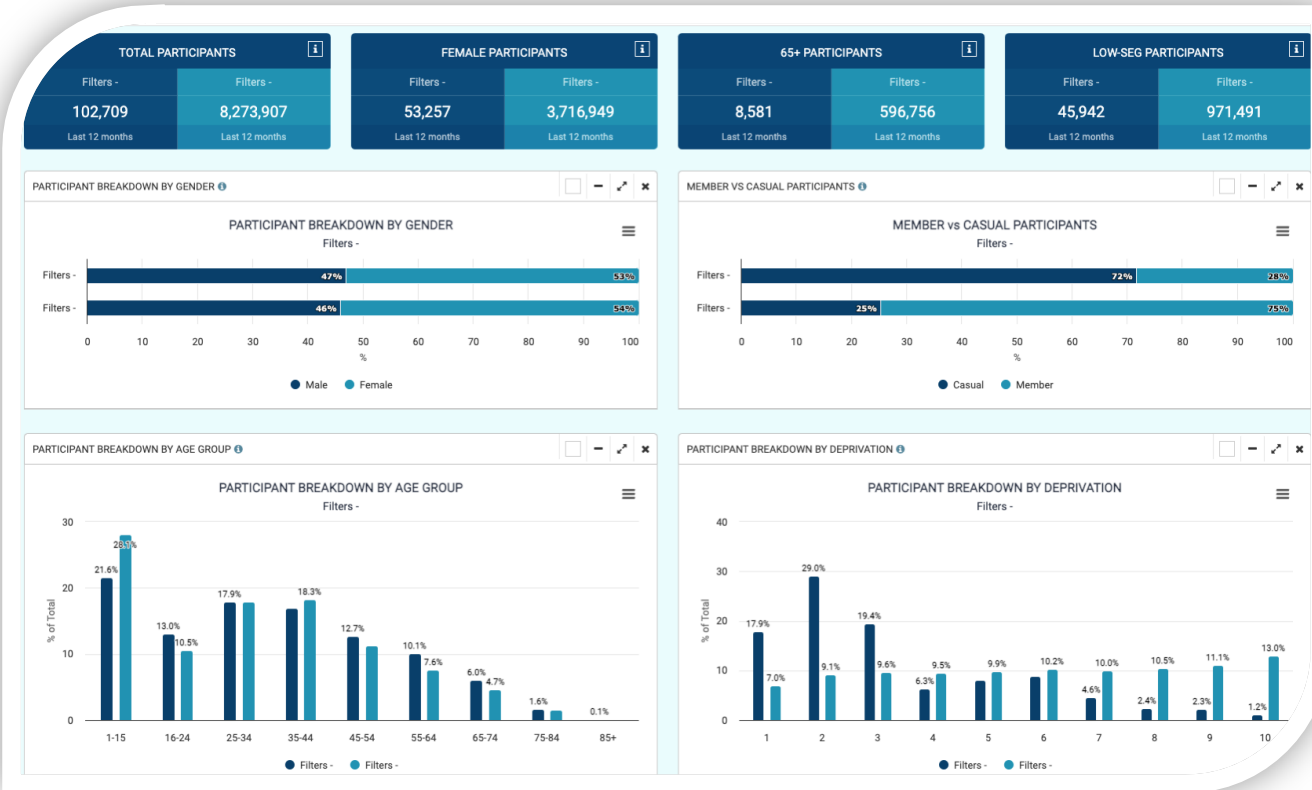
Analyse throughput rates compared to the sector

Compare throughput breakdown by activity type



THROUGHPUT PER SITE		MOM CHANGE %		YOY CHANGE %		AVERAGE VISITS PER MONTH	
Filters -	177,856	Filters -	+13.5%	Filters -	+371.2%	Filters -	3.98
Filters -	136,723	Filters -	+1.6%	Filters -	+192.3%	Filters -	3.65
Last 12 months		Apr 23 vs May 23		Jun 22 - May 23 vs Jun 20 - May 21		Last 12 months	

In-depth understanding of local participation



Understand the demographics of participants, including age, gender, and deprivation

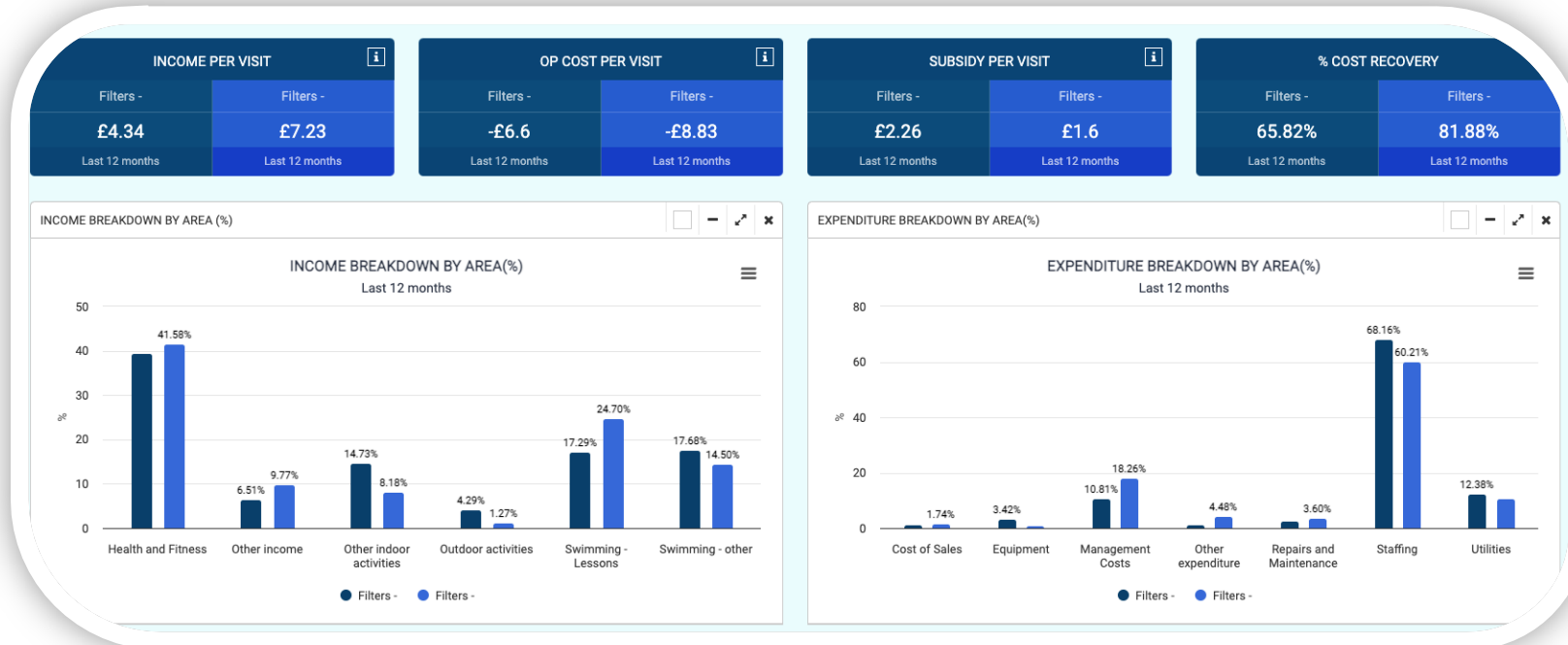
Measure how participation varies across sites and different activity types

Analyse participation rates compared to the sector and local benchmarks

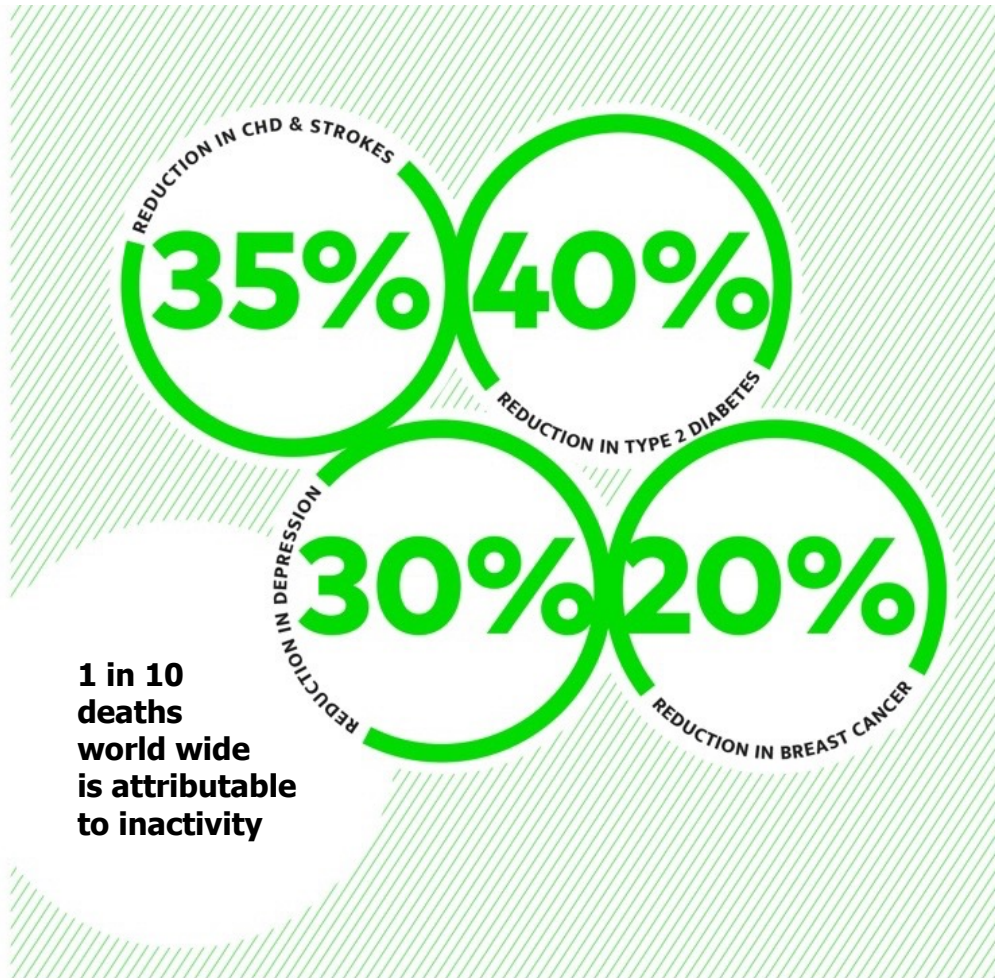
Highlight priority demographic groups to target

Understand financial performance

- ✓ Measure income and operational cost per visit compared to local and sector benchmarks
- ✓ Track % cost recovery and how this varies over time and the impact of seasonality or growth
- ✓ Analyse income and expenditure breakdown by area and see how this compares



What is Social Value?



SOCIAL VALUE OF SPORT AND PHYSICAL ACTIVITY

£1 invested in sport (or getting people active) returns

£4

Impact in health, wellbeing, individual and community development

Total Social Value of sport and physical activity in England:

£71.6bn

Physical and Mental Health: £9.6 billion

Subjective Wellbeing: £42 billion

Individual Development: £282 million

Community Development: £20 billion

How is Social Value calculated?

OUTPUTS

Total Social Value attributable to each leisure centre / gym
(e.g. £1m Social Value generated in total over a year)

Total Social Value generated by each member and casual participant
(e.g. £350 Social Value generated per person over a year)

ANALYSIS

Physical and
Mental Health

Subjective
Wellbeing

Individual
Development

Social and
Community
Development

Sheffield
Hallam
University

Activity, Demographic, Mosaic segmentation for each member

 experian™

INPUTS

Participation data for each member
(Age, gender, postcode and duration of activity)

 DataHub

What are the outcomes?



Physical and mental health

Total savings in health and social care costs achieved through the reduced risk of various health conditions and the average annual costs per person diagnosed with the condition

Subjective wellbeing

The value of higher wellbeing derived by sports participants from engagement in sport (using the wellbeing valuation approach)

Social Value

Individual development

Improved educational attainment through sports participation valued using lifetime productivity returns and higher starting salaries after graduation

Social and community development

Savings in the criminal justice system costs derived from the reduced crime rates for young people, plus increased social capital derived from enhanced social networks, trust and reciprocity

MC Social Value Dashboard



The Total Social Value generated by MC Members (Last 12 months):

TOTAL SOCIAL VALUE (L12) i

£953,516,084

TOTAL SOCIAL VALUE (P12) i

£922,253,691

TOTAL SV PARTICIPANTS i

8,135,072

AV. SV PER PERSON i

£117.21

PHYSICAL AND MENTAL

£168,190,936

SUBJECTIVE WELLBEING

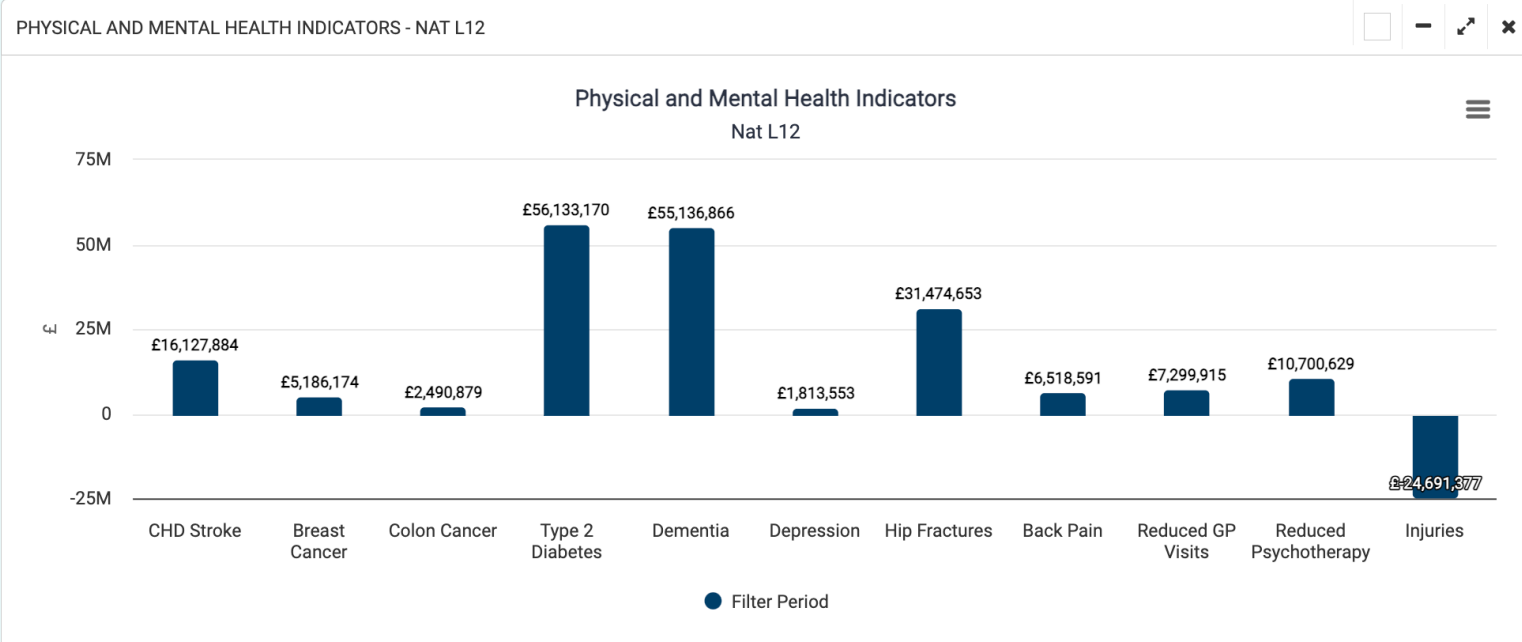
£534,196,193

INDIVIDUAL DEVELOPMENT

£7,014,754

SOCIAL AND COMMUNITY

£244,080,068





For more information or to enquire about being a part of Moving Communities, please contact

movingcommunities@4global.com