



SOCIAL RATE OF RETURN

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SROR

What is Social Rate of Return

Measuring the **SOCIAL, ECONOMIC** and **ENVIRONMENTAL** value created by an **organisation, intervention policy** or **programme**.

How is it Measured

Total value of the benefits divided by total costs/inputs

NATIONAL POSITION

- Huge pressure on the NHS
- People living with mental health issues increasing
- More people living in isolation (Alzheimer's, dementia)
- Child Obesity increasing
- More people with type 2 diabetes
- Increase in people living in poverty
- Crime statistics increasing (particularly race related)

IMPACT & VALUE

- Leisure facilities need to be seen as ESSENTIAL
- Key part of local & national strategies
- Fully embedded into local communities and fully inclusive
- Partnership working with key organisations such as ; (NHS, LEA, & Local Authorities)
- Established successful funding partnerships
- Community & Health benefits included in Organisational Plans/Objectives

SCT / SIV

Sheffield City Trust (SCT) is a charitable company formed in 1988 with a number of health related Objectives. Two of which are;

- To promote the benefit of the inhabitants of South Yorkshire and surrounding counties by the provision of facilities for recreation and leisure time occupation in the interest of social welfare.
- To promote and preserve good physical and mental health

These objectives are considered in all aspects of programming within our venues

SOCIAL RETURN ON INVESTMENT IN SPORT

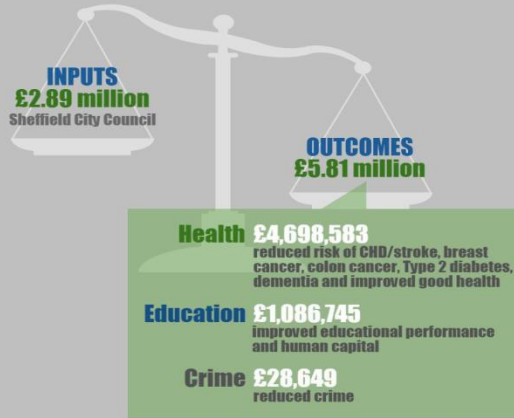
SCT/SIV Sport Activities in Sheffield 2014/15

STAGES

- 1 Identify key stakeholders
- 2 Map outcomes
- 3 Measure and value outcomes
- 4 Establish impact
- 5 Calculate SRIO
- 6 Report

Societal

SRIO 2.01



Individual

SRIO 1.05



OVERALL SRIO =

1.20

for every £1 spent on sport, £1.20 worth of benefits are generated per annum

Example of SROR

sport activities - KEY OUTCOMES

- £22m in social value including £4.6m in healthcare cost savings
- Over £1m in educational support
- Over 28k invested in crime reduction
- Social return of £2 for every £1 invested by the tax payer
- Over £1 health and wellbeing return on every £1 spent by customers
- Key partnerships established
- Embedded in local communities

HEALTH & WELLBEING

EXAMPLES OF DEMENTIA – INTERVENTION

- SIV working with Alzheimer's Society and Sheffield Hallam University to support people with early on-set dementia and their families.
- At Concord Sports Centre, delivering weekly physical activity sessions and social opportunities, including swimming, badminton and lunch
- Including activities for carers to improve their health and wellbeing, something so often overlooked. One carer has lost 4 stone since commencing activity!
- Although some data is still to be collected and fully analysed, evidence suggests positive outcomes for all participants.

WHAT PEOPLE ARE SAYING

Participants “I feel better about myself, I don’t feel laid down by my illness”

“I am able to do things, I feel more energetic”

Carers - “Watching him enjoy himself is the best thing”

“It’s helped me cope with stress”

Social Return on Investment in Sport Physical Activity Referral Scheme



1,224 people
in the scheme



12 week
exercise program

INPUTS

£76,024



SOCIAL VALUE

£139,807
personal benefits



+

£120,523
healthcare cost savings



=

£260,330 total value of
benefits



SROI

=

3.42

For every £1 spent, £3.42 worth
of benefits are generated

Example of Health Intervention GP Referral Scheme – KEY OUTCOMES

- Over 1,200 people p.a.
- 12 week programme
- 120k saving on Healthcare
- Over £3.40 return for every £1 spent
- 59% of participants reported their happiness, self confidence and relationship with others had improved since joining
- Equal Male/Female split

WHAT DOES THIS MEAN TO PEOPLE OF SHEFFIELD

- Over 13,500 people report feeling healthier and better about themselves
- 251 cases of CHD/Stroke prevented
- 61 cases of type 2 diabetes prevented
- 60 cases of dementia prevented
- 3 cases of breast cancer prevented
- 1.5 cases of colon cancer prevented

OBESITY / DIABETES

Organisations could consider;

- schemes that encourage people to make healthier food & drink choices and manage their sugar intake
- Promotion through on line blogs, & case studies to highlight the benefits of a healthy diet

SIV/SCT

The first leisure operator in the UK to put a levy on sugary drinks

Results so far

- **People have changed. People are choosing less sugary drinks, whilst overall sales have risen.**
- **70% of people are choosing sugar free v 58% last year**
- **9k raised from sugar tax in 5 months**
- **Endorsements from Jamie Oliver & University**

EDUCATION

- Support more than 10 schools per year with funding applications - over £100K per year to deliver more Sport related school clubs, breakfast clubs and get more children active
- Free ice skating and swimming vouchers – Attendance Schemes 2016-2017 is the fifth year with over 175,000 passes given out since it began
- SCT funded ice skating lessons for 2,500 across the city of Sheffield – 35% take up on lesson programme
- 1% Improvement in Educational attainment for sports participants age 11 – 18
- Higher average earnings for graduates who participate in sport at SCT/SIV Facilities

CRIME

Examples of working in partnership with the police commissioner on Crime Reduction initiatives;

- Programme to integrate Roma Slovaks into the local Community – funded ice skating
- Programme to reduce Anti-social behaviour through physical activity in deprived part of the city
- Lead to a 1% reduction in crime total impact estimated at £28,649

CONCLUSION

- Build strong partnerships with influential organisations/people
- Business plans – focus on health, wellbeing and changing lives
- Ensure that programmes are fully inclusive for our multi cultural societies
- Utilise programmes such as Quest to assist with planning & delivery
- Measure the **IMPACT** and review your offering
- Communicate the **VALUE** of your Organisation/Centres

QUESTIONS?