



SOCIAL RETURN ON INVESTMENT

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THE EVALUATOR





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Pendle Leisure Trust is the largest provider of leisure services in Pendle. It has gyms, swimming pools, a spa, a golf course, entertainment venues, a bistro and grant-funded projects. Almost all of its activities fit into providing wellbeing for Pendle residents, whether that is through healthier lifestyles, socialising, or fitness. The mission statement is

“PENDLE LEISURE TRUST IS COMMITTED TO PROVIDING LIFESTYLE IMPROVEMENT / WELLNESS OPPORTUNITIES TO THE COMMUNITY THROUGH THE SERVICES WHICH IT PROVIDES.”

“ Fitter, more flexible, more energy – no sick days at work, happier at home. ”

At the start of this evaluation, which is focussed around a Social Return on Investment; The Evaluator has chosen three main categories to ask about changes for people:

Physical health

Mental health

Everyday lifestyle.

Throughout this evaluation you will see direct quotes from our customers. It tells the story of their changes in their own words, some of which are far reaching, some less tangible but on the whole customers responded really positively and told us about wonderful improvements in their lives.

“ I use the spa which really helps my health condition ”

We heard about health improvements and reductions in medication and less aches and pains, people who made new friends, who found fitting exercise into their life helped them to be more organised. People told us they felt happier, more confident and enjoyed life more.

We know that 9,024 people use our facilities regularly and that these people spend around 2.8 hours a week with us on average. That’s more than 25,000 hours of exercise, relaxation and enjoyment happening across Pendle every year. It’s no wonder that PLT contributes to so many changes for people.

In order to carry out a Social Return on Investment we needed to start by asking our staff and customers what had changed for them. We carried out the whole SROI for one month and we used the following methods;

- An online customer survey during February 2019, with 318 responses from our customers who spent on average 6 minutes each filling in the survey
- We mapped KPI data and attendance data provided by PLT
- We carried out three separate value exercises at PLT facilities; one during a sold-out variety show at The ACE Centre on 14th February with a mostly older audience, one during a busy morning in half term at Wavelengths on Monday 18th February with a mix of parents and families, individuals using the gym, some staff and participants on an exercise for health activity, and a final value discussion with parents of children taking swimming lessons on Thursday 21st February
- Staff were also surveyed to ask about their local spending habits, methods of travel, and hours worked
 - The Evaluator attended a health and safety meeting to discuss what management thought changed for customers

“
Meeting other
people in the
pool makes me
feel less lonely
”

After the conversation with staff a further avenue of enquiry was added;
Community Cohesion.

Staff mentioned that people at Pendle Leisure Trust facilities mixed more with people from a large variety of backgrounds, which is all too rare across Pendle where even schools tend to be quite ethnically segregated.

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TRUST US TO EMPLOY LOCAL PEOPLE

87% of our staff live in Pendle

20% of our staff are aged under 19 years old; PLT shapes the future Pendle Workforce

TRUST OUR STAFF TO SHOP LOCALLY

our staff spend **£67,750** in local shops every year



WHAT IS THE IMPACT OF PENDLE LEISURE TRUST IN **ONE YEAR?**

These figures are based on 9024 people who attended PLT facilities many times during 2017/18

In order to carry out this SROI in February 2019, we surveyed 318 people who mostly used PLT Core Business Facilities

Every £1

INVESTED IN PENDLE LEISURE TRUST PROVIDES A SOCIAL RETURN ON INVESTMENT OF

£22.37

H
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10%

of our customers use less medication since using PLT facilities



23%

of our customers use less health services, including GP Visits, since using PLT facilities

TRUST US TO HAVE LOCAL CUSTOMERS

89% of our customers live in Pendle

Almost **40%** of our customers have been using PLT facilities for **10+ YEARS**

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"I am lots more enthusiastic about exercise"





TRUST US TO
TEACH 1600
CHILDREN TO
SWIM

TRUST US TO IMPROVE HEALTH

6768 people see an
improvement in their
physical health

31%

of customers agree
that they feel
less lonely since
using PLT
facilities



“ I have lost 3 1/2 stones in weight. I have more energy so life is easier. I no longer suffer from backache. From 4 blood pressure tablets down to just one. I know it's not a physical change, but I am much happier in my own skin. ”

Customer, February 2019



TRUST US TO HELP



6948 PEOPLE FEEL HAPPIER

77% of our customers feel happier
since using PLT facilities

“ I feel much fitter and more alive somehow. ”

Customer, February 2019

TRUST US TO HELP 3339 PEOPLE
ENJOY LIFE MORE

83%

of customers say that PLT
welcomes 'a very wide
range of people'



TRUST US TO HELP
COMMUNITY COHESION



3880 people told us they mixed
more with a wide range of people

THIS EVALUATION WAS
CARRIED OUT BY
KIRSTY ROSE PARKER
FOR THE EVALUATOR

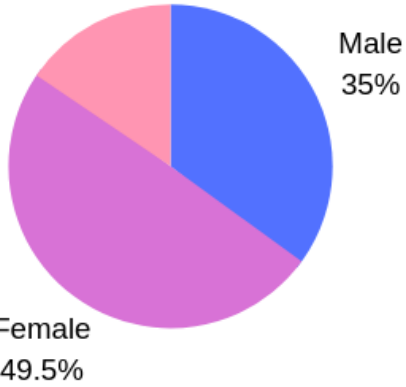
the
evaluator



STAFF DEMOGRAPHICS

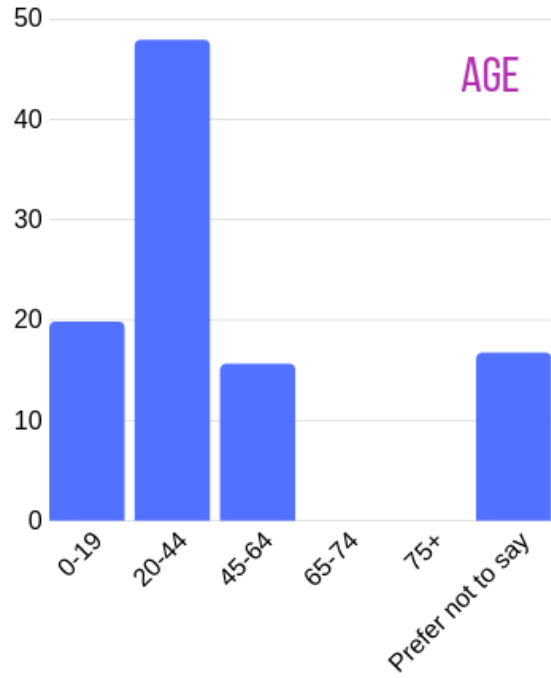
Prefer not to say
15.5%

GENDER



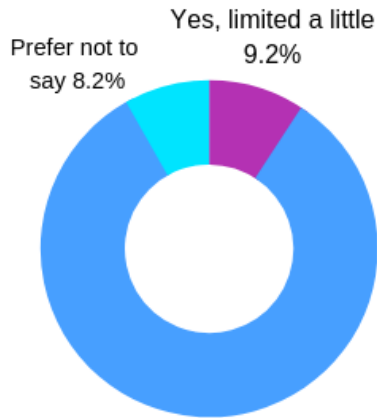
87% of our staff live in Pendle

AGE

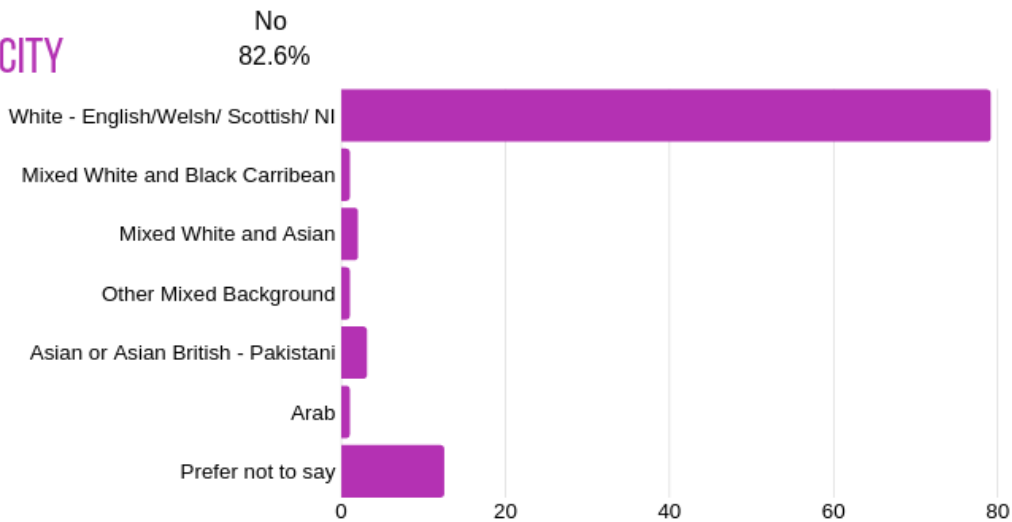


DISABILITY

Are your day to day activities limited by a disability which has lasted or is expected to last, 12 months or more?



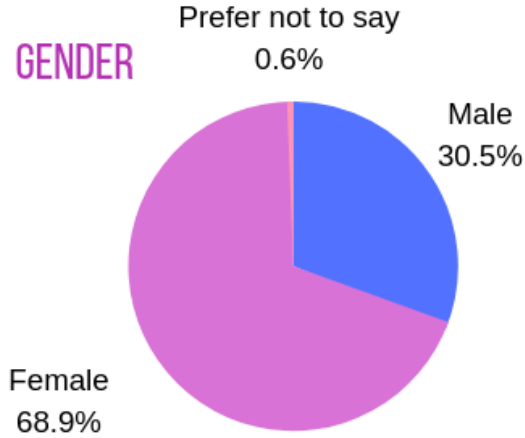
ETHNICITY





CUSTOMER DEMOGRAPHICS

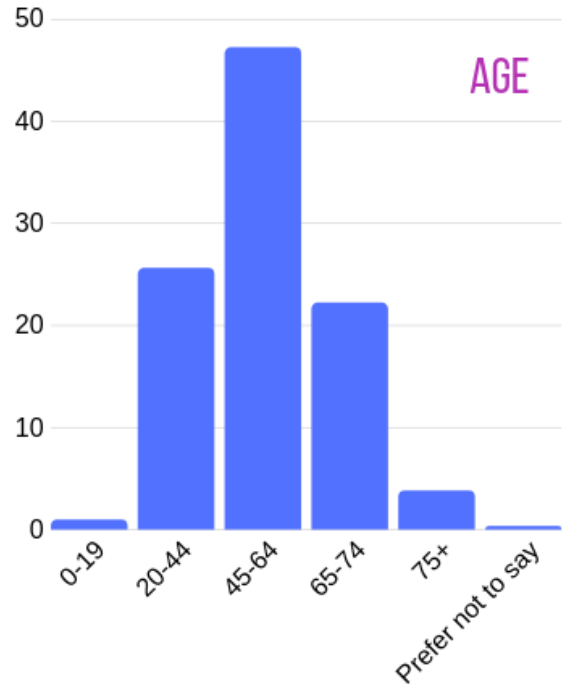
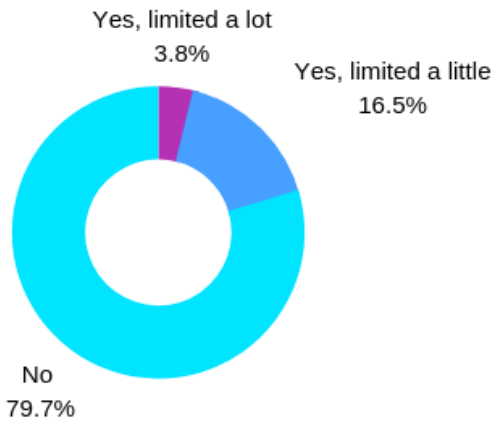
GENDER



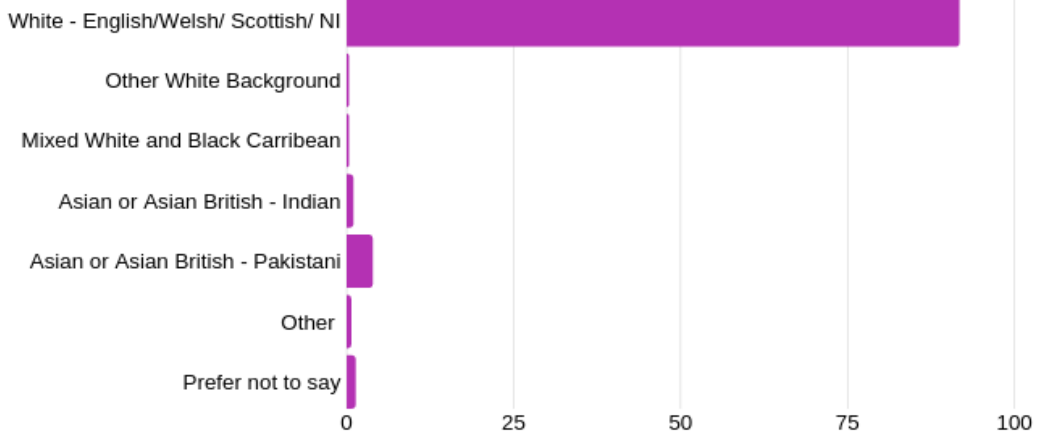
89% of our customers live in Pendle

DISABILITY

Are your day to day activities limited by a disability which has lasted or is expected to last, 12 months or more?



ETHNICITY



TRUST US TO HAVE LOCAL CUSTOMERS

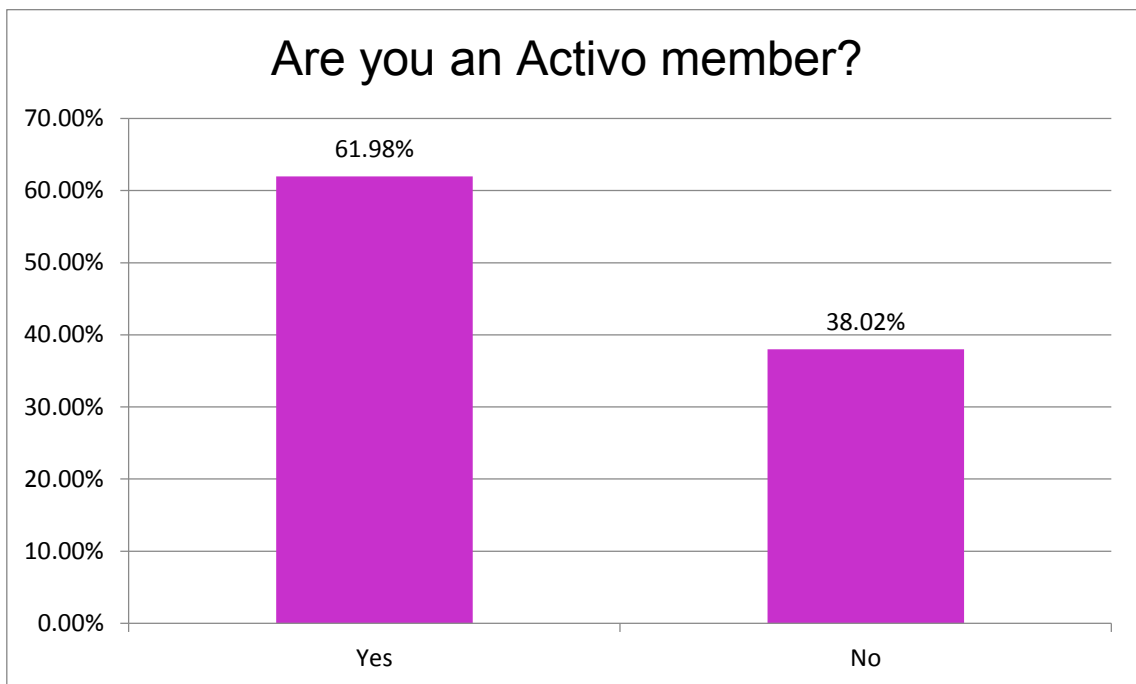
89% of our customers live in Pendle

Customer Postcodes: Image One is the overall picture and

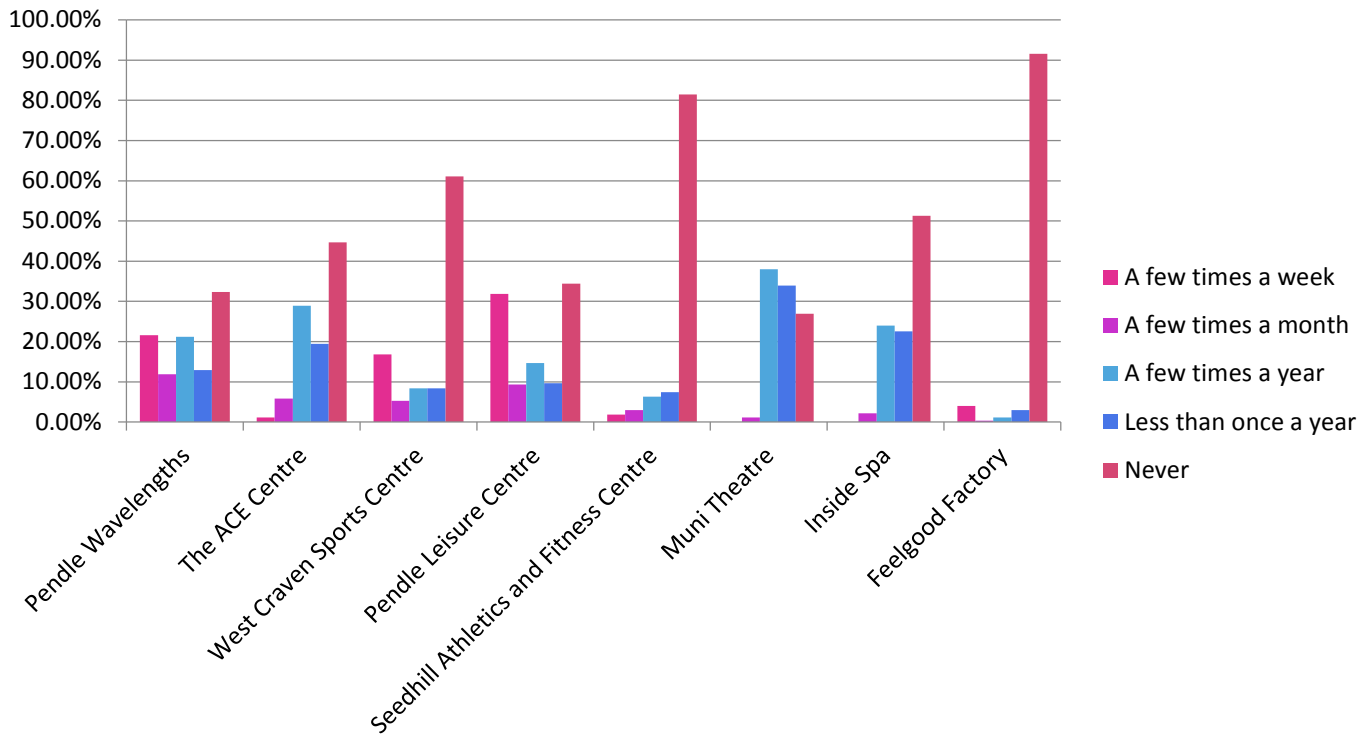


then a close-up is shown of Nelson, Colne and Barrowford.





How often do you attend the following?



“
**Yes. Feel motivated,
 less lazy, happier
 and mentally look
 forward to going to
 Wavelengths**”

Customers who answered the survey were spread out fairly well with a reasonably representative group of attenders across the facilities, a good mix of ‘Pay and Play’ members and of ‘Activo’ members. With almost 40% of respondents having been a member for 10 years or more they were, on the whole, a loyal group of respondents.

Almost of our customers
 have been using
40% PLT facilities for
10+ YEARS

We asked customers if they had noticed any changes in their physical health as a result of attending Pendle Leisure Trust Facilities.

TRUST US TO IMPROVE HEALTH
.....
6768 people see an
 **improvement in their** 
physical health

“
I have lost 3 1/2 stones in weight. I have more energy so life is easier. I no longer suffer from backache. From 4 blood pressure tablets down to just one. I know it's not a physical change, but I am much happier in my own skin.
”

“
At the beginning of 2019 (following retirement) I began to swim once or twice a week after not having done so for many years. I generally feel well and I do think the swimming contributes to this.
”

Other direct customer quotes included:

“Better strength in my legs due to using the gym & dance classes, which I get so much enjoyment from”

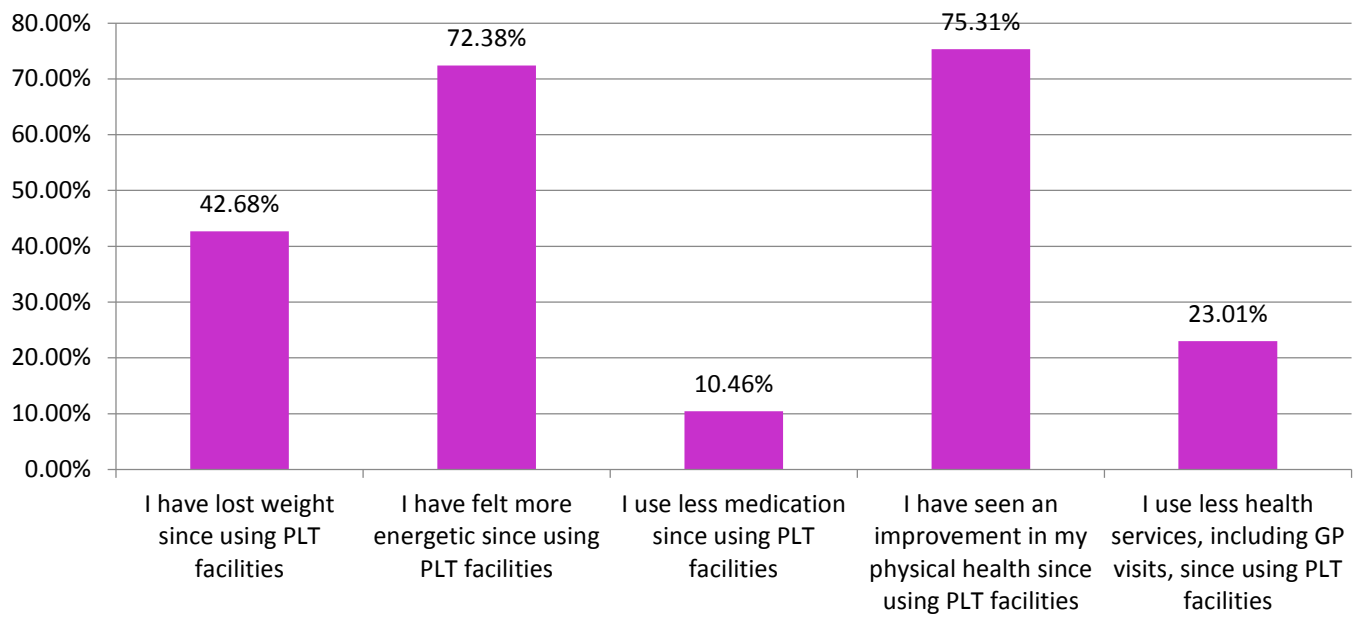
“Joining Pendle Leisure was the stepping stone I needed to gaining and maintaining fitness”

“Yes, I have especially now I have started using the personal trainer offers so I am able to learn more about fitness and new exercises/techniques to improve my fitness”

“My wellbeing as changed. Zumba as a real feel good factor and I have lost a bit of weight s well .” [Sic]

“Feel fitter and helped to recover quicker after an accident resulting in spinal surgery”

Do you agree with any of the following statements? Please tick all that apply



“ I don't get out of breath doing everyday stuff, like walking up stairs. I am just so much more energetic ”

The prompted questions did receive very high responses, much higher than initially expected.



We asked customers if they had noticed any changes in their mental health as a result of attending Pendle Leisure Trust Facilities.



TRUST US TO HELP



6948 PEOPLE FEEL HAPPIER

77% of our customers feel happier since using PLT facilities

Other direct customer quotes included:

“ I enjoy the treatments and find the facilities aid in my relaxation and calm mental state ”

“ Yes, I'm generally a lot more positive and enthusiastic... much more likely to 'get up and go' get outdoors and do more active activities ”

“ I am more focused and confident. My anger has lowered and I am much happier ”

“...actually I have made more friends with a wide range of interest which is really enjoyable.”

“The social side of classes has as much beneficial effect on moods and wellbeing as the physical side”

“Going to classes gives me a little break and some much needed me time.”

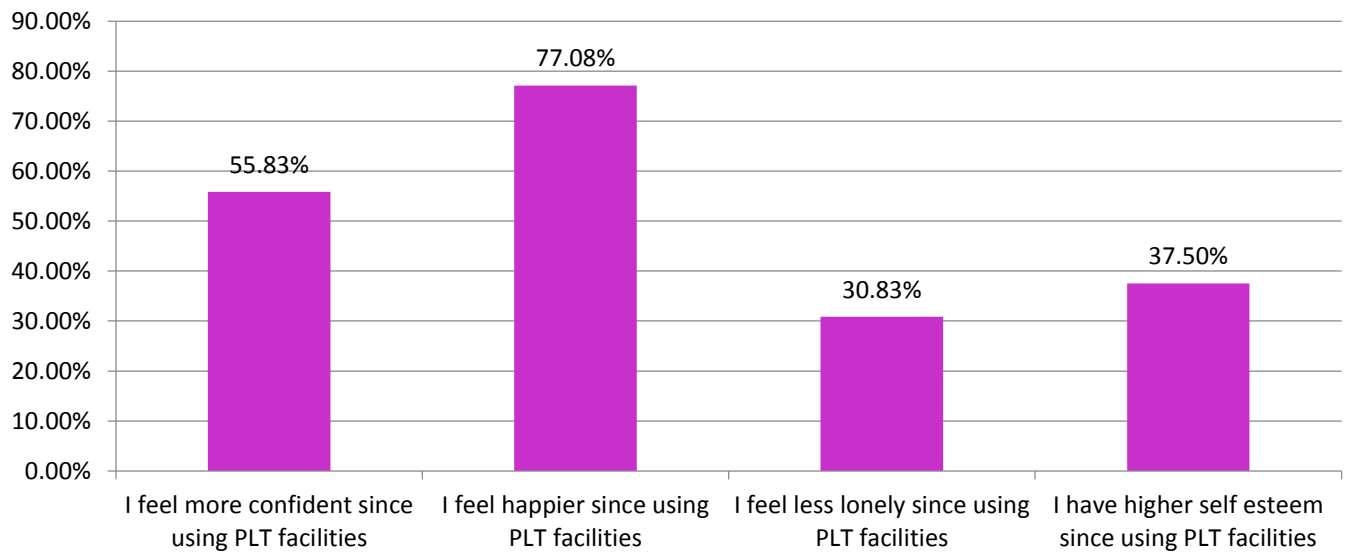
“Yes, I feel more positive and less hopeless. It lifts my mood.”

“Without the gym would feel very much more stressed and miserable.”

“Coped with physical health challenges better due to being able to continue some physical activity which helped manage my mental health especially found Aqua Tai Chi useful in managing stress levels”

“Think it generally helps me in all areas of well being. Enjoy the routine it brings to my life and the social contact”

Do you agree with any of the following statements? Please tick all that apply



Again, the increases in mental wellbeing were much more than initially expected.

We asked customers if they had noticed any changes in their everyday lifestyle since using Pendle Leisure Trust facilities.

“ It helps bring routine and focus especially now I've retired ”

Other direct customer quotes included:

“yes, I have cut down on the amount of junk food I eat”

“Try to eat and live more healthy”

“I'm more outgoing & feel I have more energy”

“ More energy to do other life's mundane jobs!!! ”

“I go to West Craven pool at least once per week and sometimes twice. When working I drove to and from work. Having retired I don't do this and I try not to use my car for local journeys such as walking from home to Barnoldswick town centre or the West Craven Sports Centre.”

“I have less time alone, but that's good when you are the sole carer of a disabled person.”

“ More likely to walk places, socialise by going to the gym with friends/family, going to classes to see friends or go on hikes etc. rather than just eating/drinking /watching tv ”

“I get up earlier and am definitely fitter than if I didn't use the facilities.”

“Coming to the Feel Good Factory has given me a goal to aim for everyday and I have made friends there.”

“It has given me the confidence to join the local triathlon club and participate in organised race events”

“Yes I am lots more enthusiastic about exercise”

“I live a more active lifestyle. Before the gym used to be a chore now it's my lifestyle”

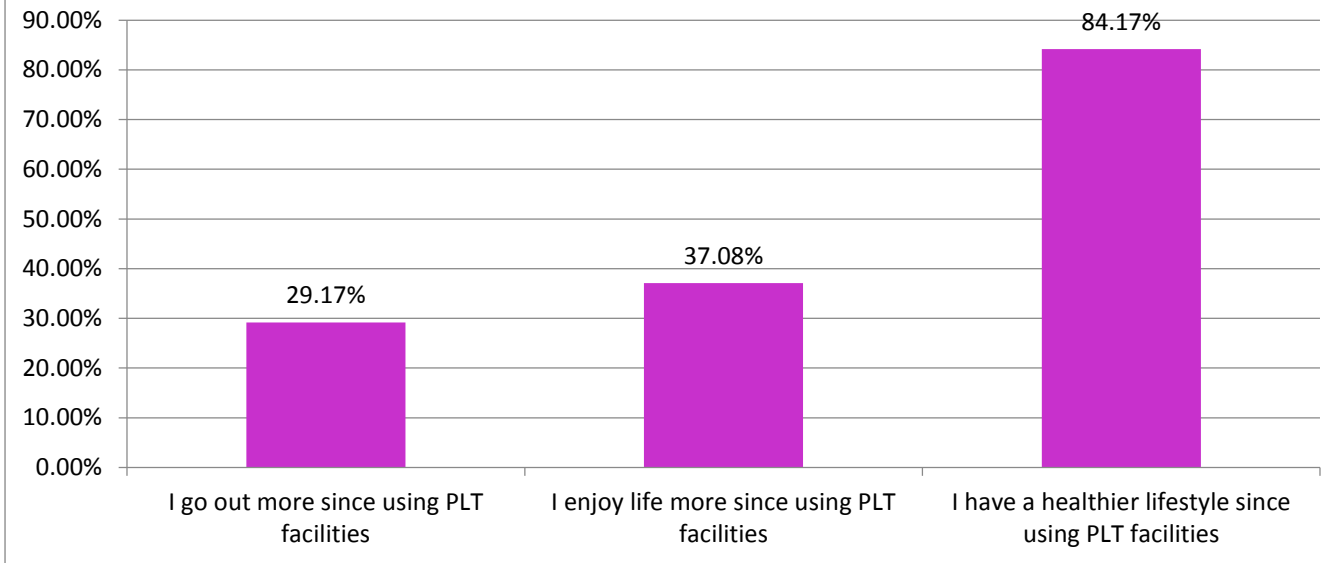
“Far more energy”

“I feel more energetic in my day to day life since using the PLT facilities as I have improved my overall fitness and stamina”

“Yes more energy to keep up with my toddler”

“I organise my day better to include exercise.”

Do you agree with any of the following statements? Please tick all that apply

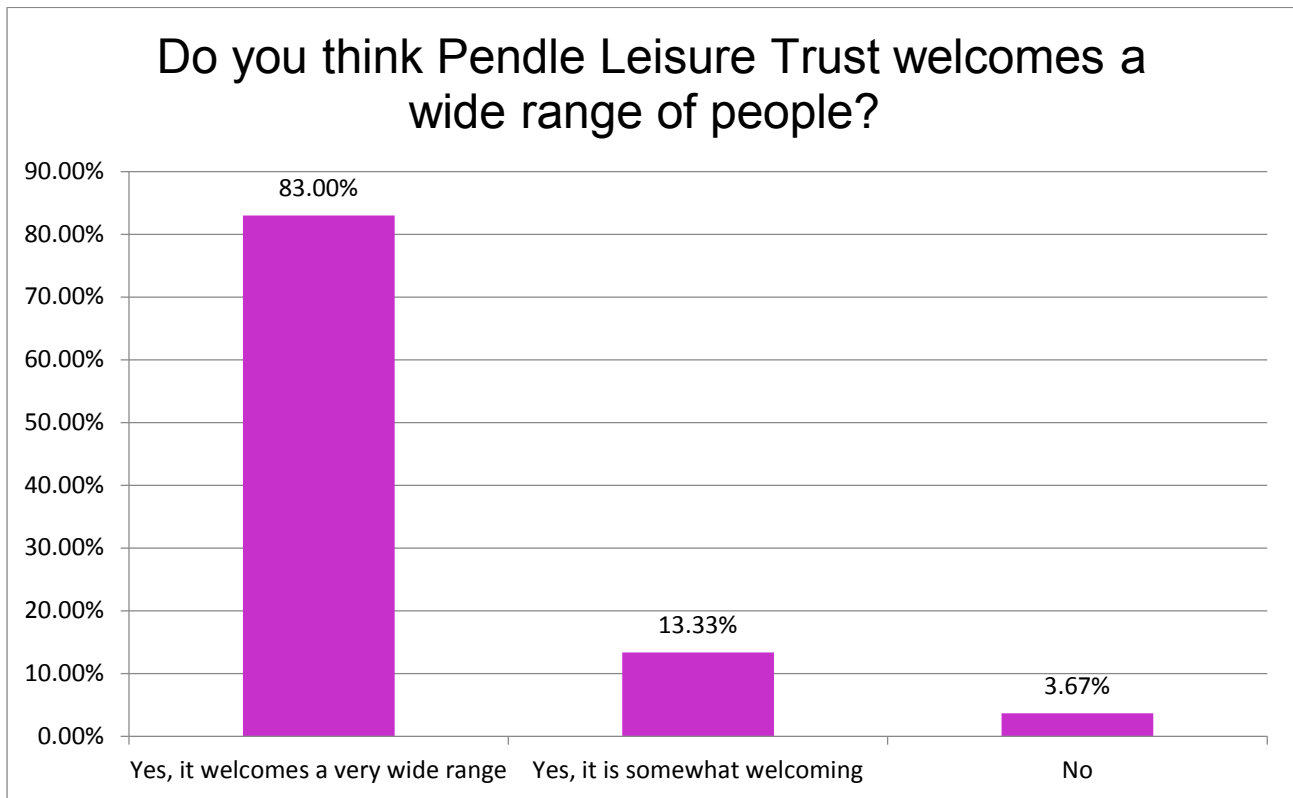


Again, the results were much higher than initially expected.

It was not all positive, but the negatives were rare, quite a few people maintained their lifestyle or did not notice any changes, one person mentioned...

“More hectic trying to fit in coming to the leisure centre on top of a 40 hour working week.”

Community cohesion is not an easy measure, especially given the constraints of a survey, and we have chosen to ask about how often people mix with a wide range of people.



We asked people to rate a sliding scale from 0-10 as to how much they mix with a wide range of people at PLT facilities:

People who answered 0 and therefore don't mix = 15%, People who answered 1-4 and don't mix very much = 23%, People who answered 5 and are neutral about mixing = 18%, People who answered 6-9 and do mix a lot = 24%, People who answered 10 and mix the most = 19%. This means we can assume that 43% of our customers mix with a wide range of people (those who answered 6 and above) and that is equivalent to 3880 people getting to know their community neighbours more.

Welcoming a very wide range of people was exceptionally high.

**TRUST US TO HELP
COMMUNITY COHESION**

**3880 people told us they mixed
more with a wide range of people**

Carrying out a social return on investment is a robust framework for writing and describing a wider context of value. It puts a financial proxy on the project. It is presented in monetary terms but describes value, not actual money.

Carrying out an SROI is an evaluative process and this Social Return on Investment was carried out by The Evaluator during February 2019.

PRINCIPLES OF SOCIAL RETURN ON INVESTMENT

Because SROI is robust and has a structured methodology, it does have some key principles.

1. Change is change and might not always be positive
 - a. There may be some negative implications, for example, people who exercise more regularly are likely to occasionally get injuries
2. Stakeholders are key to the whole process
 - a. We started with our customers – asking them what did change for them in their life. We started with their words, their quotes, initially as open answers and then with some suggestions about what might have changed in terms of their physical health, their mental health and their general everyday lifestyle
3. SROI uses financial proxies to value change
 - a. Throughout this SROI we have measured similar other experiences that could also make the changes our customers told us about
4. It can't include everything
 - a. Not everything that changes in people's life is down to the project. It is just as important to know when to stop.
5. An SROI should be truthful
 - a. It goes without saying really, but on an exercise like this honesty is the best policy. For an SROI to be believable it does need to be based on evidence and data and not over-claimed.
6. An SROI should be transparent
 - a. Explaining the process like this gives us transparency.
7. Results should be verified, either by stakeholders or experts or both
 - a. This is something that would be able to be checked as part of a new conversation (possibly via social media)

SOCIAL RETURN ON INVESTMENT METHODOLOGY

To carry out a SROI analysis we first needed to identify what participants said changed for them.

Collating all the information from customer surveys and focus groups we were able to identify a list of outcomes which we can attribute to attending Pendle Leisure Trust facilities and by using percentages we were able to identify an amount of people who this affected overall. Where we were uncertain, we have erred on the side of caution.

Our key attendances information is as follows:

- 3434 people paid for Activo Memberships in 2017/18
- Our data says people on average attend 2.8 hours per week, which we can assume to mean 2 visits per week, we know that the most recent data (2017/18 attendances) shows global PLT attendances of 705,322, so dividing this number by the number of weeks (52) and the average attendance gives us a figure of 7053 unique visitors who are highly engaged and will receive 100% of the changes. (For comparison purposes the PLT mail list is 6,600 – which reassures that this is a representative number).
- In addition, we know the number of people attending as 'Pay and Play' in 2017/18 to 3941 people per year who will receive some of the benefits we have been told about – we can estimate 50% of those.

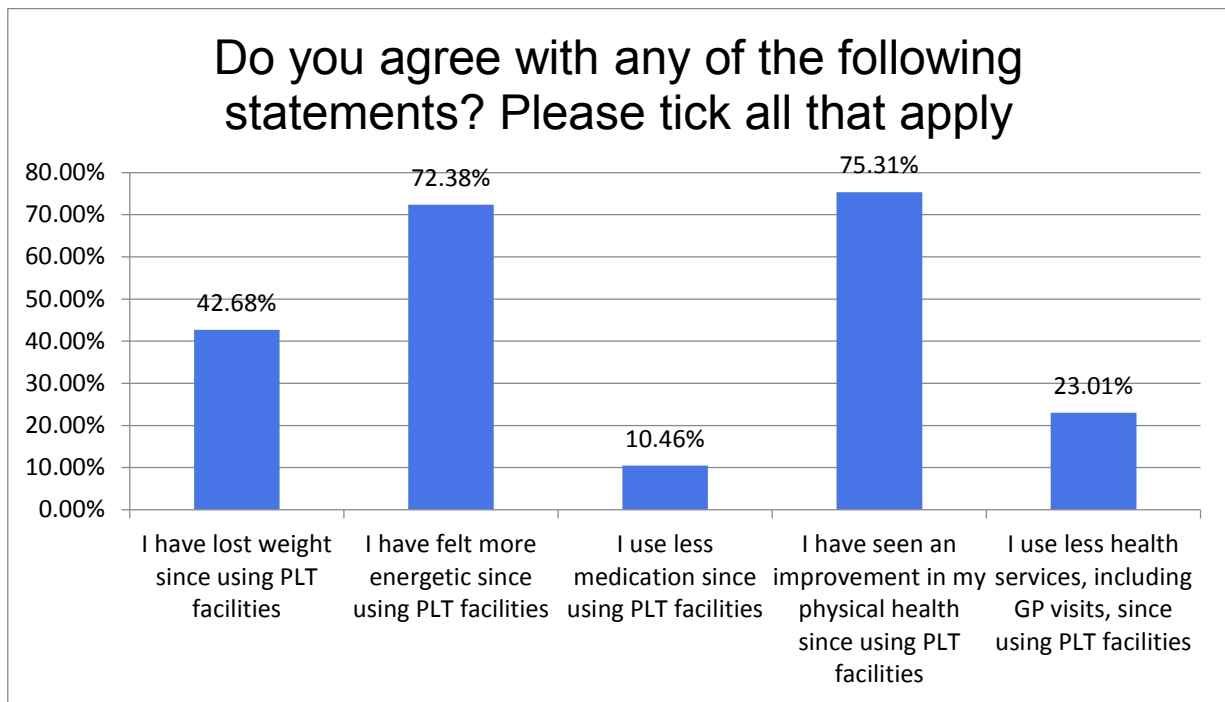
THIS GIVES US A FIGURE OF 9024 PEOPLE PER ANNUM WHO WILL BENEFIT FROM THE CHANGES WE MENTION.

We will consider swimming lessons separately; they are a distinct cohort with 1600 people attending lessons, although we are looking at the benefits the parents have. We can assume that at least half of these will have two parents receiving these benefits and therefore swimming lessons will have an individual number of 1600, and a parent number of 2400.

Unprompted Physical Health Outcomes:

- 73% told us about some sort of improvement in their physical health
- 30% of our customers told us they feel fitter overall
- 11% of our customers told us they had lost weight
- 10% of our customers told us they had noticed a specific health improvement in a condition
- 8% of our customers told us they felt stronger
- 7% of our customers told us they feel healthier
- 5% of our customers told us they had more energy
- There was also a negative occurrence, which we asked specifically about
 - 9% of our customers told us they had suffered an injury from regularly using PLT facilities

When asked to agree or disagree with the following physical health outcomes...



Which means we can amend those figures to become:

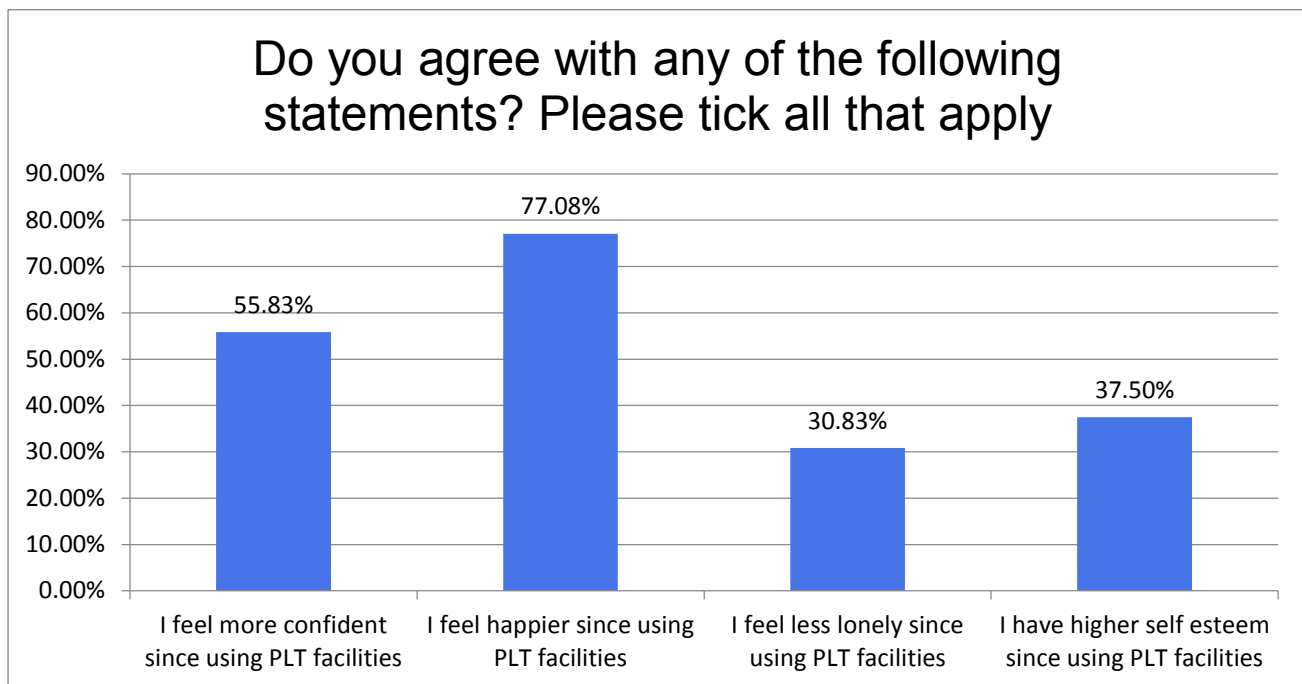
- **75% told us about some sort of improvement in their physical health – 6768 people**
- **30% of our customers told us they feel fitter overall – 2707 people**
- **43% of our customers told us they had lost weight – 3880 people**
- **10% of our customers told us they had noticed a specific health improvement in a condition – 902 people**
 - 10% had a reduction in medication – 902 people**
 - 23% used less health services including GP visits – 2076 people**
- **8% of our customers told us they felt stronger – 722 people**
- **7% of our customers told us they feel healthier – 632 people**
- **72% of our customers told us they had more energy – 6497 people**
- There was also a negative occurrence, which we asked specifically about
 - **9% of our customers told us they had suffered an injury from regularly using PLT facilities – 812 people**

The above figures will be used for the final Social Return on Investment figure.

Unprompted Mental Health Outcomes:

- 50% of our customers told us that using PLT facilities had a positive effect on their mental health
- 8% of our customers told us that they felt relaxed or less stressed
- 6% of our customers told us that they felt happier
- 6% of our customers told us that they had made friends
- 6% of our customers told us they felt more positive generally
- 4% of our customers told us they felt more confident in general
- 2% of our customers told us they had more energy
- 2% of our customers told us they felt less depressed

When asked to agree or disagree with the following mental health outcomes...



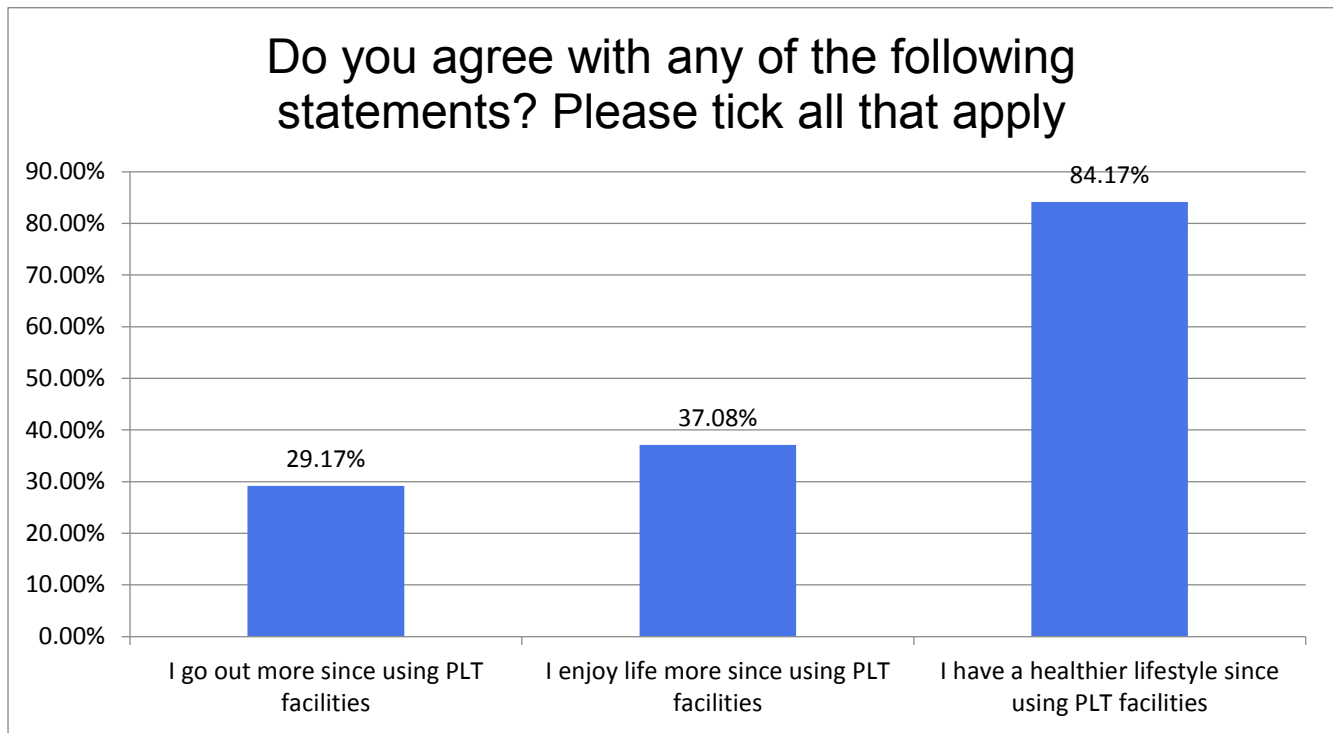
Which means our figures can now be amended to:

- **50% of our customers told us that using PLT facilities had a positive effect on their mental health – 4512 people**
- **8% of our customers told us that they felt relaxed or less stressed – 723 people**
- **77% of our customers told us that they felt happier – 6948 people**
- **6% of our customers told us that they had made friends – 541 people**
- **31% of our customers told us they felt less lonely – 2797 people**
- **6% of our customers told us they felt more positive generally – 541 people**
- **56% of our customers told us they felt more confident in general – 5053 people**
- **2% of our customers told us they had more energy – 180 people**
- **2% of our customers told us they felt less depressed – 180 people**
- **38% of our customers told us they had higher self-esteem since using PLT facilities – 3429 people**

The above figures will be used for the final Social Return on Investment figure.

Unprompted everyday lifestyle changes:

- 49% of our customers told us that using PLT facilities had a positive effect on their everyday lifestyles
- 8% of our customers told us they have more energy
- 5% of our customers told us they are more organised
- 4% of our customers told us they eat better
- 4% of our customers told us they are more active in their everyday life
- 4% of our customers told us they had made friends
- 3% of our customers told us they had less illness



Which means the following figures can be amended...

- 49% of our customers told us that using PLT facilities had a positive effect on their everyday lifestyles – 4422 people
- 37% of our customers enjoy life more – 3339 people
- 84% of our customers told us they have a healthier lifestyle – 7580 people
- 8% of our customers told us they have more energy- 722 people
- 5% of our customers told us they are more organised – 451 people
- 4% of our customers told us they eat better – 361 people
- 29% of our customers socialise and go out more – 2617 people
- 3% of our customers told us they had less illness – 271 people

- **75% told us about some sort of improvement in their physical health – 6768 people**

More Energy was mentioned a few times

- Under physical health - 72% of our customers told us they had more energy – 6497 people
 - 2% of our customers told us they had more energy – 180 people
 - 8% of our customers told us they have more energy- 722 people

The average of this is 2466 people had more energy and this is the figure we will use.

Friends and socialising were mentioned a few times

- 6% of our customers told us that they had made friends – 541 people
- 29% of our customers socialise and go out more – 2617 people

The average number who made friends was 1579 people and this is the figure we will use

Effect on illness was mentioned a few times:

- 3% of our customers told us they had less illness – 271 people
- 10% of our customers told us they had noticed a specific health improvement in a condition – 902 people

The average number is 587 people who have less illness

Plus, specific outcomes of

- a. 10% had a reduction in medication – 902 people
- b. 23% used less health services including GP visits - 2076

Feeling healthier overall was also mentioned a few times

- 7% of our customers told us they feel healthier – 632 people
- 30% of our customers told us they feel fitter overall – 2707 people
- 8% of our customers told us they felt stronger – 722 people
- 84% of our customers told us they have a healthier lifestyle – 7580 people

The average of these is 2910 people and this is the figure we will use.

Losing weight and eating better was also mentioned a few times

- 43% of our customers told us they had lost weight – 3880 people
- 4% of our customers told us they eat better – 361 people

The average of these two is 2121 and this is the figure we will use.

- **50% of our customers told us that using PLT facilities had a positive effect on their mental health – 4512 people**
- **8% of our customers told us that they felt relaxed or less stressed – 722 people**
- **77% of our customers told us that they felt happier – 6948 people**
- **31% of our customers told us they felt less lonely – 2797 people**
- **6% of our customers told us they felt more positive generally – 541 people**
- **56% of our customers told us they felt more confident in general – 5053 people**

- **2% of our customers told us they felt less depressed – 180 people**
- **38% of our customers told us they had higher self-esteem since using PLT facilities – 3429 people**

- 49% of our customers told us that using PLT facilities had a positive effect on their everyday lifestyles – 4422 people
- 37% of our customers enjoy life more – 3339 people
- 5% of our customers told us they are more organised – 451 people

There was also a negative occurrence, which we asked specifically about

- **9% of our customers told us they had suffered an injury from regularly using PLT facilities – 760 people**

SROI RESULTS FROM FOCUS GROUPS

In total three different focus groups were held during February 2019.

Focus Group Conversations held at The ACE Centre, 14th February 2019.

Audience profile; a group of older people – mostly 65 years plus, attending a variety performance.

Number who took part: 41

	How much do you value more energy?	How much do you value happiness?	How much do you value feeling relaxed or less stressed?	How much do you value socialising or making friends?	How much do you value confidence?
As much as a brand new car	15	14	11	10	15
As much as the cost of my mortgage or rent paid for one year	2	0	1	2	1
As much as a new to me car	4	4	0	3	6
As much as a holiday abroad	9	11	7	8	5
As much as a new sofa	0	1	1	1	0
As much as a weekend away	3	2	2	2	4
As much as a new dress or suit	2	0	0	1	1
As much as a spa treatment day for two	1	2	1	1	3
As much as a meal in a restaurant for two	5	1	5	6	1
As much as a takeaway for two	0	0	1	0	0
As much as a coffee and cake	0	1	5	2	0

Focus Group Conversations held at Wavelengths, 18th February 2019.

Audience profile; mixed; gym staff, people attending exercise for health class, families swimming in half term, people attending a group fight class

Number who took part: 76

	How much do you value more energy?	How much do you value happiness?	How much do you value feeling relaxed or less stressed?	How much do you value good physical health?	How much do you value confidence?	How much do you value losing weight?	How much do you value a healthy lifestyle?
As much as a brand new car	25	43	23	38	25	10	23
As much as the cost of my mortgage or rent paid for one year	13	6	14	10	6	2	11
As much as a new to me car	2	3	2	3	0	5	4
As much as a holiday abroad	10	11	11	9	14	19	23
As much as a new sofa	4	0	2	2	2	6	1
As much as a weekend away	3	4	2	4	1	7	3
As much as a new dress or suit	2	1	1	0	1	5	2
As much as a spa treatment day for two	0	0	0	2	1	3	0
As much as a meal in a restaurant for two	1	3	2	1	1	4	0
As much as a takeaway for two	3	3	1	2	1	2	1
As much as a coffee and cake	2	2	3	3	3	4	1

Focus Group Conversations held at West Craven, 21st February 2019.

Audience profile; parents of children attending their regular swimming lesson

Number who took part: 16

	How much do you value your child(ren) being able to swim?
As much as a brand new car	9
As much as the cost of my mortgage or rent paid for one year	0
As much as a new to me car	2
As much as a holiday abroad	4
As much as a new sofa	1
As much as a weekend away	0
As much as a new dress or suit	0
As much as a spa treatment day for two	0
As much as a meal in a restaurant for two	0
As much as a takeaway for two	0
As much as a coffee and cake	0

SROI: VALUES USED DURING FOCUS GROUPS

We can assign a value to each of these statements:

	Value
As much as a brand new car	£12,000
As much as the cost of my mortgage or rent paid for one year	£6,000
As much as a new to me car	£4,000
As much as a holiday abroad	£2,000
As much as a new sofa	£1,000
As much as a weekend away	£500
As much as a new dress or suit	£200
As much as a spa treatment day for two	£100
As much as a meal in a restaurant for two	£60
As much as a takeaway for two	£25
As much as a coffee and cake	£6

And use this value list to give financial proxy values to some of the main changes in people's lives:

Value of 'more energy'	£5420.28
Value of 'happiness'	£7242.08
Value of 'feeling relaxed or less stressed'	£5869.00
Value of 'socialising or making friends'	£4518.67
Value of 'confidence'	£6416.26
Value of 'losing weight'	£3001.78
Value of a 'healthy lifestyle'	£6013.90
Value of 'good physical health'	£7436.86
Value of 'your child(ren) being able to swim'	£7812.50

Our final 'social values' list includes:

Change people told us about	Number of people affected	Financial Proxy Used
Improvement in physical health	6768	From focus group - £7436.86
More energy	2446	From focus group - £5420.28
Socialising	1579	From focus group - £4518.67
Less illness	587	Absenteeism is thought to cost £554 per person, per year in the UK
Reduction in medication	902	Cost of 2 less prescriptions per year = £17.60 + cost to NHS of 2 prescriptions £16.68, giving a total saving of £34.28 per person
Less GP Visits	2076	Cost of GP Visit = £22.60 per person per visit
Feel Healthier	2910	From focus group – healthy lifestyle = £6013.90
Lost weight	2121	From focus group - £3001.78
Better mental health	4512	Gov.Uk estimates a cost saving of £204 per person for better mental health equivalent interventions
Feeling relaxed or less stressed	722	From focus group = £5869.00
Feeling happier	6948	From focus group = £7242.08
Feeling less lonely	2797	A typical befriending scheme costs £80 per person
Feeling more positive	541	A positive thinking course costs circa £130 per person
Feeling confident	5053	From focus group = £6416.26
Feeling less depressed	180	Kings Fund estimates the cost of treating depression at circa £6000 per person, we can assume this cost halves for these people = £3000, as they mentioned less depression, not no depression
Having more self esteem	3429	Cost of equivalent self-esteem counselling = £350 per person

A better everyday lifestyle	4422	This is not something we can financially proxy
Enjoying life more	3339	This is not something we can financially proxy
Being more organised	451	An organisation course costs circa £50 per person
Your child(ren) being able to swim	1600	From focus group = £7812.50
Your child(ren) being able to swim and enjoy holidays more	200	Cost of a kid's club on holiday = £60 based on three full days or six half days
Our staff shop locally	200	Total benefit of £67,500 per year to local shopkeepers
Community Cohesion	3880	This is not something we can financially proxy

SROI: KEY FINANCIAL INPUTS

This is the money and time invested in Pendle Leisure:

- Activo Memberships - £751, 582.53
- Pay and Play income - £1,350,190.12
- Entertainment ticket sales - £239,518.44
- Hall hire, Muni and Ace - £94,093.90
- Other income – sales - £678,925.79
- Other income – rents - £8,241.66
- Other income – unspecified - £54,188.84
- Other income – interest - £7,504.52
- PBC Grant - £1,437,866.67
- Other Grants paid - £1,021,361.15
- Plus, the cost of the injuries people told us about (812 people, with an average physio cost of £300) - £243,650

SROI: KEY ASSUMPTIONS:

- We have only claimed that these changes will last for One Year
- We have only claimed that 75% of the change is solely due to using Pendle Leisure Trust – we have not included 100% of the change
- Where a change is dependant on the person, we have allocated a further 25% to the individual and not PLT
- Where a change is more dependant on the person, in the instance of eating more healthily, we have allocated a further 50% to the individual and not overclaimed this.

Every £1

INVESTED IN PENDLE LEISURE
TRUST PROVIDES A SOCIAL
RETURN ON INVESTMENT OF

£22.37

ABOUT THE EVALUATOR

This report was written by Kirsty Rose Parker, founder director of The Evaluator and an experienced project manager and evaluator, who previously specialised in arts, regeneration and wellbeing projects. Kirsty has an educational background in Maths and Economics, which covered many statistical topics, leading to an MA Hons in Economics from the University of Edinburgh.

Kirsty has 16 years of charitable project management experience including working with artists and audiences, and 9 years' experience of arts development. She is trained in negotiation, motivational interviewing and 'social return on investment' and is passionate about helping organisations to run the most effective programmes they can.

The logo for 'the evaluator' is displayed in white text on a dark teal square background. The word 'the' is in a smaller font above 'evaluator', which is in a larger, bold font.

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