

SOCIAL RETURN ON INVESTMENT

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THE EVALUATOR



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INTRODUCTION

Pendle Leisure Trust (PLT) is the largest provider of leisure services in Pendle. It has gyms, swimming pools, a spa, a golf course, entertainment venues, community grant funded projects 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.”

At the start of this evaluation, which is focussed around a Social Return on Investment (SROI), The Evaluator chose three main categories to ask about changes for people which are:

Physical health

Mental health

Social impact

Throughout this evaluation there will be direct quotes from customers. We wanted to tell the story of their changes in their own words, which range from smaller changes to far-reaching ones. On the whole customers have responded really positively and told us about wonderful improvements to their lives.

This SROI has been updated in 2022. After a challenging three years including the COVID-19 pandemic this update has honed in on impact across the main exercise sites of Pendle Leisure Trust: Wavelengths in Nelson, Pendle Leisure Centre in Colne and West Craven Sports Centre in Barnoldswick, and also some attendances at Seedhill Athletic Track and Fitness Centre.

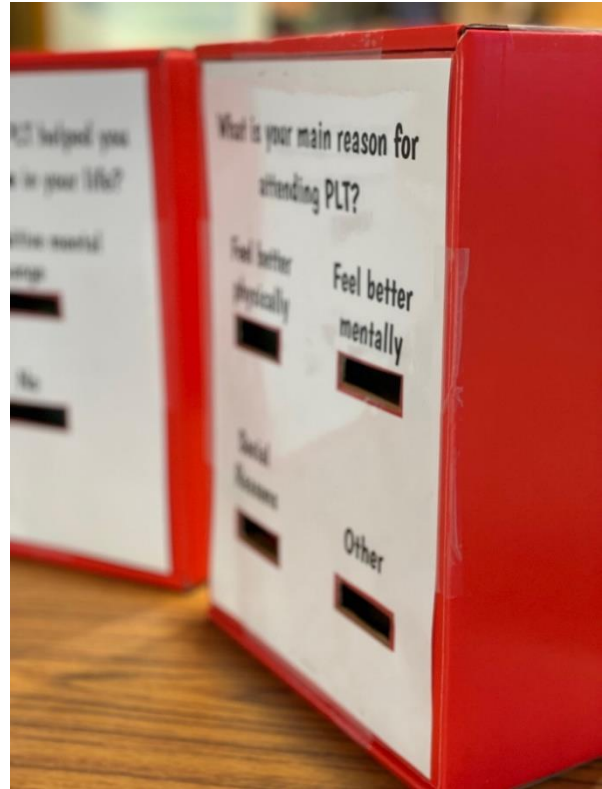
EVALUATION METHODOLOGY

Updating this SROI required a creative approach, as in 2022 Pendle Leisure Trust had already been involved in two different research projects between January 2022 and March 2022 with a third planned for June 2022. We were concerned about survey-fatigue in customers and so designed a creative approach in the main centres to avoid sending an additional survey.

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

- We created a customer feedback exercise using marbles and post-boxes at Pendle Wavelengths, Pendle Leisure Centre and West Craven Leisure Centre where we asked customers what benefits they had seen by attending Pendle Leisure Trust and whether or not they had seen mental or physical improvements.
- We left feedback boxes at three locations asking customers if they missed Pendle Leisure Trust when it was closed, and their reasons for attending.
- We carried out a question-and-answer session at 15 group classes during June 2022.
- We used attendance data provided by Pendle Leisure Trust.
- We conducted an interview with walk leaders.
- We surveyed Pendle Leisure Trust staff.
- We asked questions on social media asking how much they valued mental health, whether attending had improved their mental wellbeing and if they thought attending Pendle Leisure Trust was a social activity.

CREATIVE DATA COLLECTION - JUNE 2022



Pendle Leisure Trust
Published by Christopher Dean · 13 June at 12:42 · 🌐

We'd love to know your thoughts ❤️

WELLBEING SURVEY

Has using Pendle Leisure Trust's facilities and services made any difference to your mental wellbeing?

Comment below...

747 People reached 53 Engagements — Distribution score [Boost post](#)

AT A GLANCE - EXECUTIVE SUMMARY



Core audience is 3887 unique people attending on a weekly basis*

250k gym sessions!*

408,000 swim visits – which works out to around 25 million lengths or enough to reach the moon, and halfway back again*



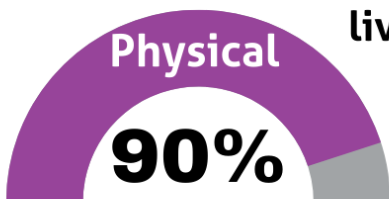
1659 children are learning to swim*

85% of group class participants felt more satisfied with life†

19% of participants have more energy†



PLT helps people make positive changes in their lives!†



143,000 hours of group classes*

1.2 million visits in total*

Every £1

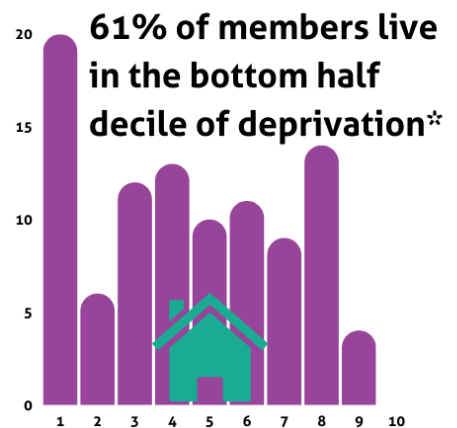
Invested in Pendle Leisure Trust provides a social return on investment of

£22.99**

85% reported feeling happier

85% feel more positive

19% feel healthier†



75,000 hours learning to swim*

† These figures have been collected June 2022 from PLT Attendance data / feedback activities
* Figures taken from attendance data from April 2019 - March 2022
** Calculations on page 17 explain how The Evaluator came to this total



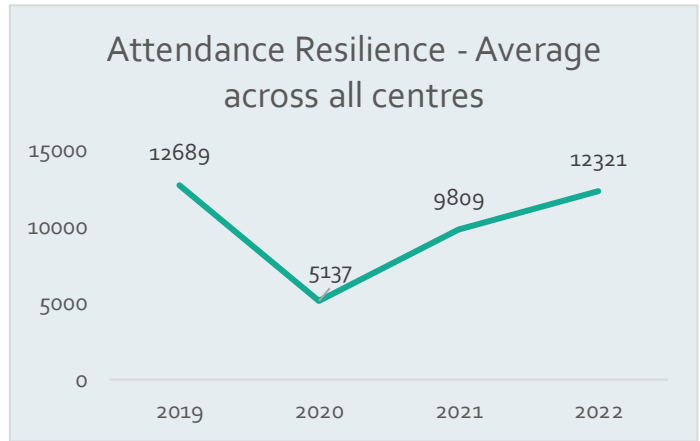
The Evaluator

We looked at resilience, at how well Pendle Leisure Trust has weathered the changes and turbulence of the Covid-19 pandemic. In 2022 Pendle Leisure Trust currently has 3528 Activo members, which is 96% of the pre-Covid membership levels and shows a very high amount of resilience.

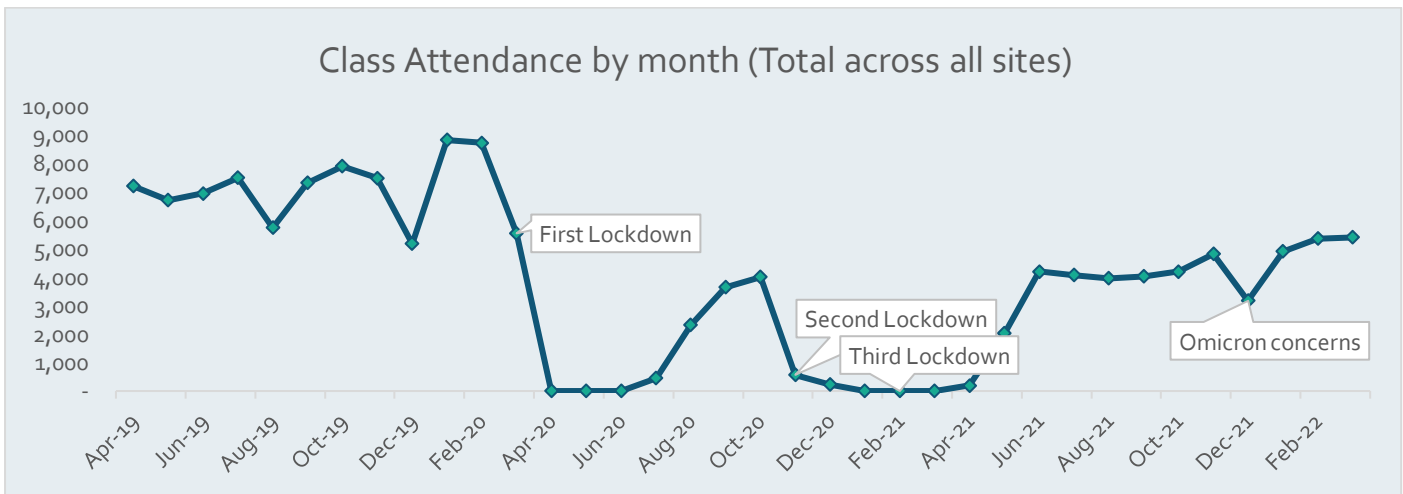
resilience:
 “an ability to recover from or adjust easily to misfortune or change.”
 —Merriam-Webster Dictionary

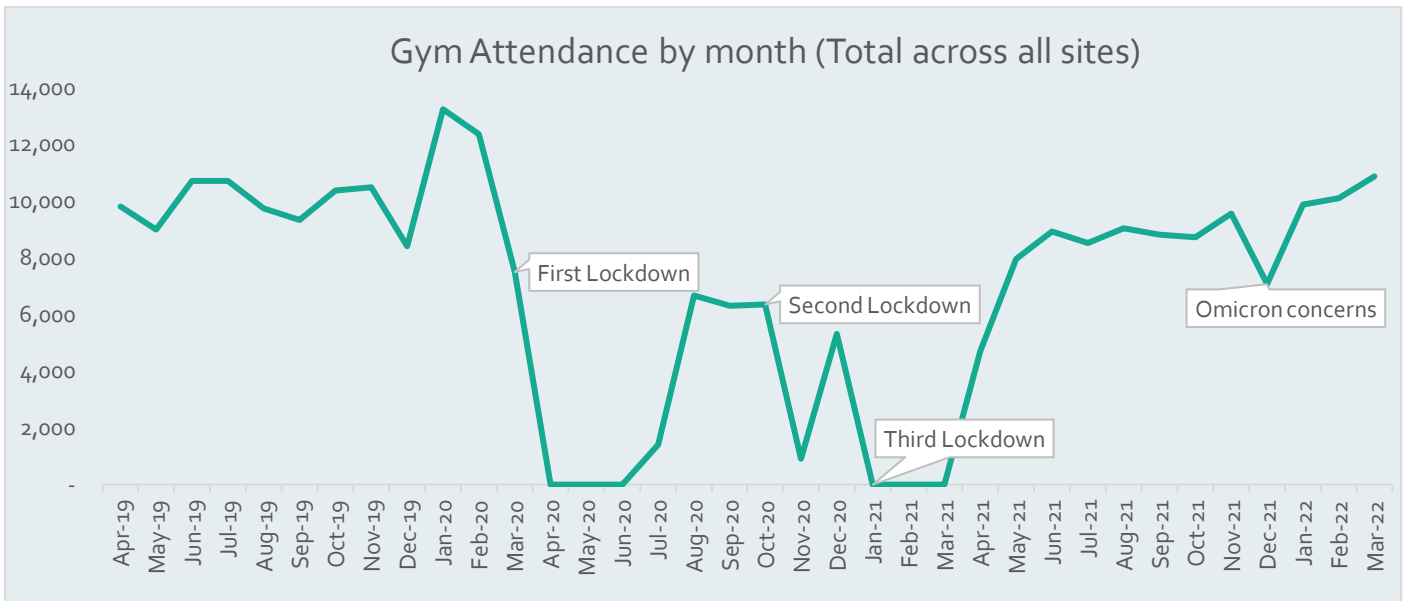
Compared to the pre-pandemic attendance:

- Gym attendance at Colne is back to 96% of average monthly users
- Swim lessons at West Craven is back to 94% of average monthly users
- Swimming at West Craven is back to 79% of average monthly level
- Joint fourth in terms of the most resilient activities are swimming at Wavelengths which is back to 78% of average monthly users and Swimming lessons at Wavelengths and at Colne are also back to 78% of average monthly users.
- In terms of average group workouts, Wavelengths is 59% of the average attendance pre pandemic, Pendle Leisure Centre is at 61% and West Craven is 68% so there is room to keep growing.

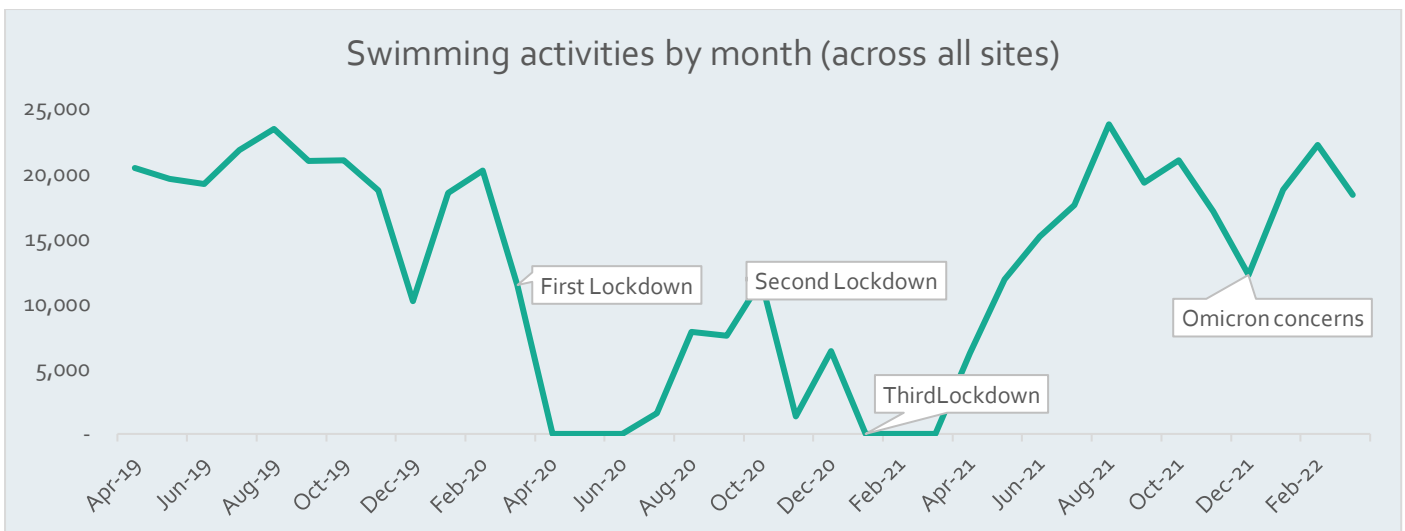


We note that class attendance has not bounced back quite as well as other activities, possibly due to people still being wary of being in groups post-COVID, and there has been an increased offering of online classes which people are now utilising.





Average gym attendances show that Wavelengths is 69% average pre pandemic, Colne is 96% and West Craven is 75% which is a real credit to Colne.



Swimming (not including lessons) shows that Wavelengths is 78% average pre-pandemic, Colne is 66% and West Craven is 79%

Due to the higher resilience of gyms/swimming we feel people are focusing on the essentials, of which their health is one. Wavelengths gym might be worth exploring a renewed marketing campaign as it is only back to 69% of its average monthly visits pre-pandemic, same with swimming at Colne and across the board group classes are not as high as they were. It is likely that they will take time to build back but it is good to know potential.

SOCIAL RETURN ON INVESTMENT

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, and it is presented in monetary terms but describing value, not actual money.

Carrying out a Social Return of Investment is an evaluative process, and this SROI was originally carried out by The Evaluator during February 2019 and updated in 2022.

PRINCIPLES OF SOCIAL RETURN ON INVESTMENT

A Social Return of Investment is robust and has a structured methodology, so 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 more likely to occasionally get injuries.

2. Stakeholders are key to the whole process

- a. We started with customers – asking them what did change for them in their life. We started with their words 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. On an exercise like this honesty is the best policy. For an SROI to be believable it needs 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 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:

- 3687 people originally had Activo Memberships and this figure has changed to 3528 people in 2022, which is remarkably similar despite the challenges of retaining people when centres were closed for approximately 6 months in total.
- During the pandemic, when Pendle Leisure Trust centres needed to be closed Pendle Leisure Trust took the decision to contact all members to inform them about freezing their accounts temporarily. This flagged up 'sleeping members' who were subscribed but were not attending, and prompted them to cancel their membership. This has not impacted upon PLT's financial yield as the quality of their members is more important than quantity

We have strong data on attendances – over the last 3 years we know the following:

Activity	Wavelengths attendance April 2019 – March 2022	Colne	Barnoldswick	Seedhill	Total
Gym	114126	77234	53527	7824	252711
Group classes	36657	68700	37310	-	142667
Swim lessons	50437	49416	49013	-	148866
Swimming	272433	99419	92883	-	464735
Sports hall	-	11396	9966	-	21362
Outdoor	-	-	-	16170	16170
Other	25247	71695	60897	-	157839

The other attendances are for spectators and parties.

This gives us a total attendance at main activities (gym, swim, group classes, sports hall, outdoor and other) as **1,055,484** over three years.

To work out a weekly attendance we divided 1,055,484 by three for an annual attendance, and then again by 52 for a weekly attendance.

This gives a weekly attendance of **6,766**.

We also know of a further total attendance at swimming lessons of 148,866

Given that 2020-21 was such an unusual year, we need to look at just one year – the most recent, to give us confidence in what is really happening on a weekly basis

Activity	Wavelengths attendance April 2021 – March 2022	Colne attendance April 2021 – March 2022	Barnoldswick attendance April 2021 – March 2022	Seedhill attendance April 2021 – March 2022	Total
Gym	41870	38975	20342	2950	104137
Group classes	11087	20756	14527		46370
Swim lessons	22941	21510	21911		66362
Swimming	124775	42076	36369		203220
Sports hall		4038	3815		7853
Outdoor				6436	6436
Other	805	32580	2769		36154

This gives us a total 2021-2022 attendance for the main activities (gym, swim, group classes, sports hall, outdoor and other) as **404,170**.

- Dividing this by 52 (weeks per year) gives us a weekly attendance figure of **7,773**

And a further total attendance at swimming lessons of **66,362**

Pendle Leisure Trust carried out an 'Online Community Survey' in 2022 which asked customers how many of them carried out 150 minutes of moderate intensity activity a week, or 75 minutes vigorous intensity activity - and 70% said "yes always", "yes usually" or "sometimes".

Our previous estimate was 2.8 hours attendance a week.

We should be safe to assume that these 7,773 are made up of many people coming along twice.

Therefore, our core audience is 3,887 unique people attending on a weekly basis. This is comprised of the core business and is not including the community figures.

People attend swimming lessons weekly, but not every week - so we have assumed an average attendance of 40 weeks of swimming in a year. This means 1,659 children are taking part in swimming lessons.

We will consider swimming lessons separately; they are a distinct cohort with 1,659 people attending lessons. We can assume that at least half of these will have two parents also receiving benefits and therefore swimming lessons will have an individual number of 1,659, and a parent number of 2,489.

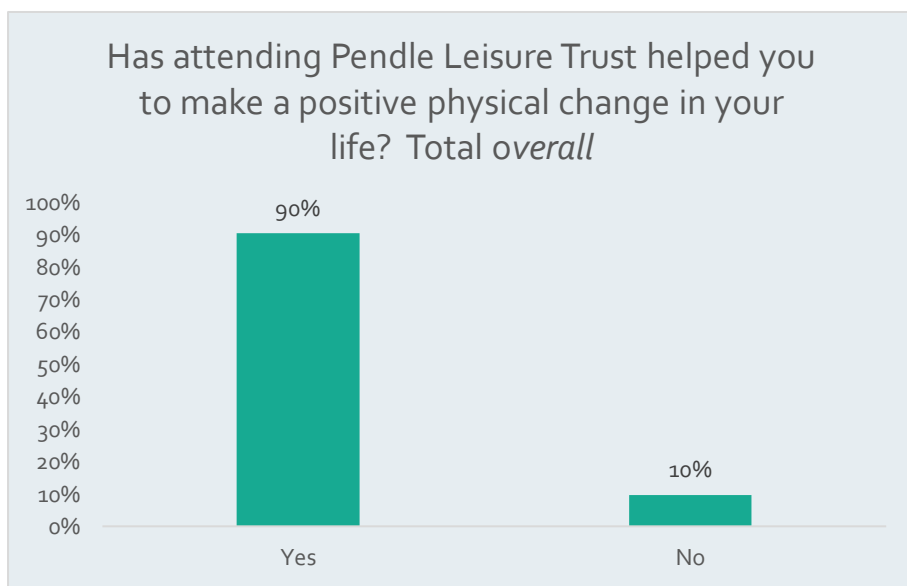
People were asked to vote using post-boxes if PLT helped make a positive change in their life. Boxes were used during a manned voting exercise, and we reached 248 people in total across Wavelengths, Pendle Leisure Centre, and West Craven Sports Centre. The graphs below show the total percentage responses as well as a breakdown by centre.



Ooh, this is a bit more interesting than doing it online.

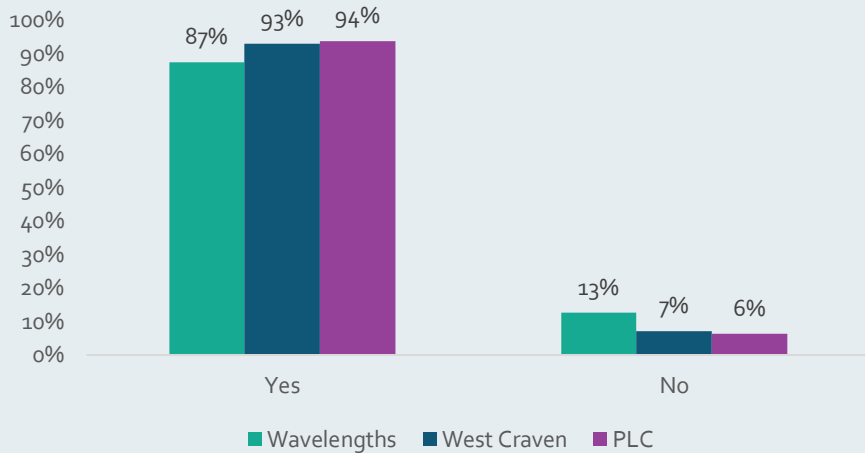
On the whole people responded very positively to being asked to engage in some research. During the activity at both Wavelengths and West Craven respondents included large numbers of children, some of whom queued up to take part in voting with cardboard tokens and marbles. Marbles were a hit with people of all ages, with one older adult reminiscing about playing with marbles as a child.

HAS ATTENDING PENDLE LEISURE TRUST HELPED YOU TO MAKE A POSITIVE PHYSICAL CHANGE IN YOUR LIFE?



When I first came here I lost a hundred pounds.

Has attending Pendle Leisure Trust helped you to make a positive physical change in your life? *By Centre*



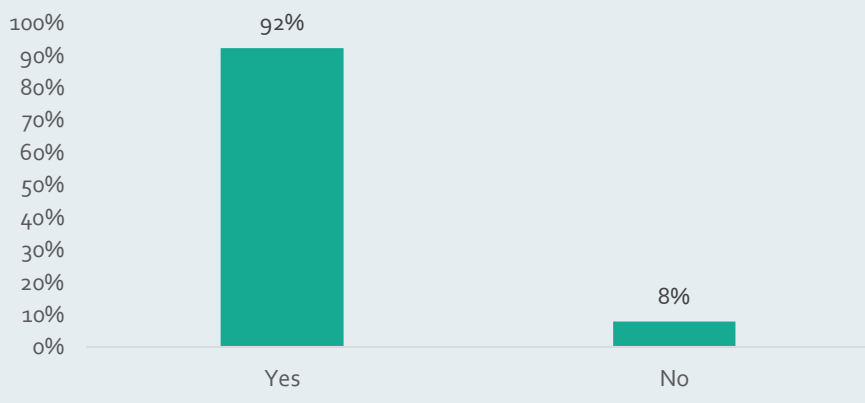
I've lost 3 stone in a year.
Love it. I love this place!

90% of people felt that attending Pendle Leisure Trust has helped them to make a positive physical change in their life: this could have been losing weight, feeling fitter or stronger, gaining new muscles or flexibility or recovering from a condition. We found people who attended the Pendle Leisure Centre in Colne felt this the most (94%), and people attending Wavelengths felt this the least (87%).

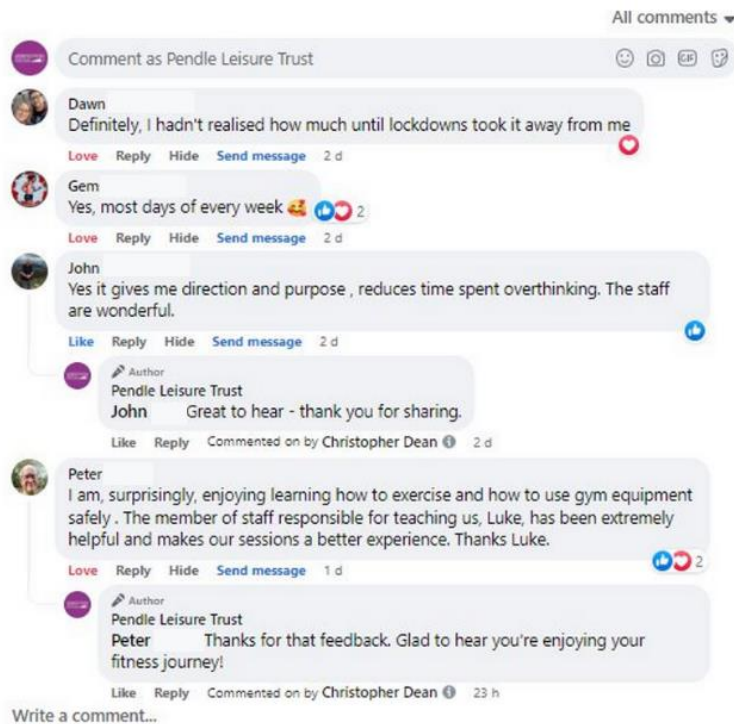
People told us about the impact on their health, with one saying **"mobility, pain free"** was the change in their life, and another explaining **"motivated, helps joints and can do more in pool"**.

HAS ATTENDING PENDLE LEISURE TRUST HELPED YOU TO MAKE A POSITIVE MENTAL CHANGE IN YOUR LIFE?

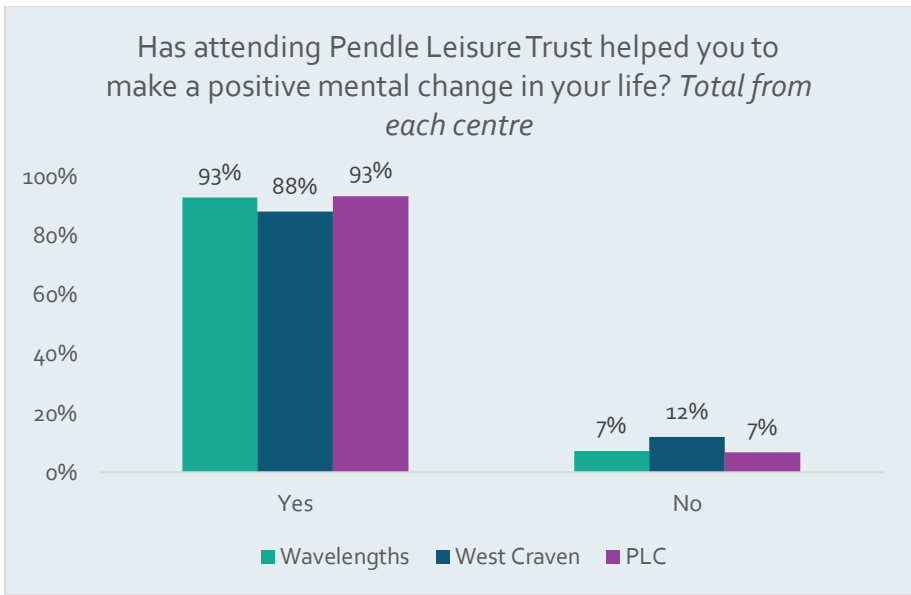
Has attending Pendle Leisure Trust helped you to make a positive mental change in your life? *Total across all sites*



Child was 6 months at start of school.
Had no social skills and was anxious
when first came. Confidence has
grown loads.



Given me more discipline in all parts of my life - I have poor mental health and it's helping in all parts of my life

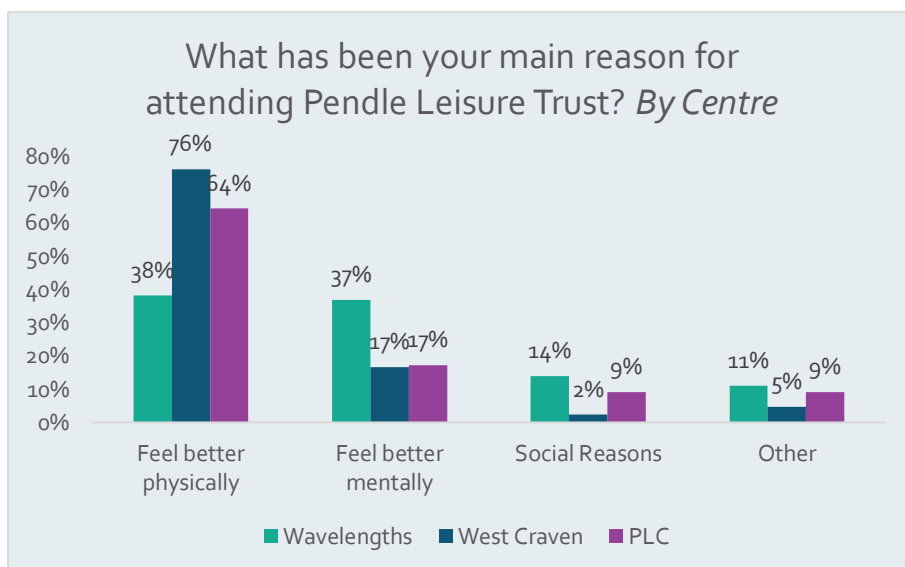
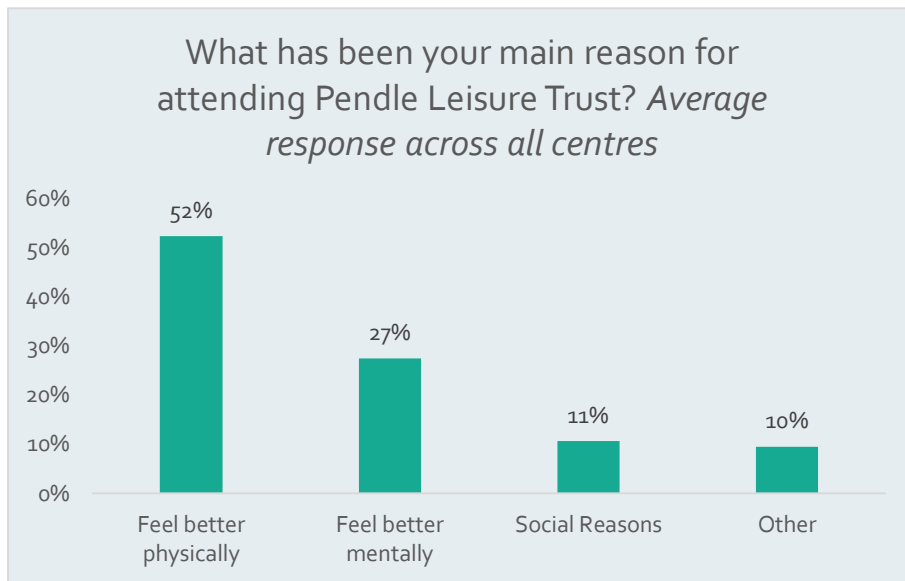


I have made a friend

Whilst we would have expected people attending fitness centres to make positive physical changes, we are pleasantly surprised to see an overwhelmingly positive number of people have made a positive mental change in their lives as a result of attending Pendle Leisure Trust (92%). One person explained that **“Health and equalities and mental health accessibility”** were what had changed in their life, while another said, **“Has definitely greatly helped with mental health”**.

From the people we spoke to this was often due to the social benefits of attending Pendle Leisure Trust, alongside people seeing improvements to their confidence and feeling the benefits of post-exercise serotonin. One or two people even mentioned how it had helped their discipline. People were more likely to see positive mental changes than physical changes, which is an important point to share - as the current world situation (recovery from the pandemic, war in Europe, cost of living crisis) all seems to be leading to increased unhappiness in the general population.

WHAT HAS BEEN YOUR MAIN REASON FOR ATTENDING PENDLE LEISURE TRUST?



Through Covid there was a real support. Online classes were great and the friendships have been a support.

In total 273 participants took part in the voting where we asked people what their main reason was for attending Pendle Leisure Trust. We can see that overall people initially attend to feel better physically (52%) with their secondary reason being to feel better mentally (27%).

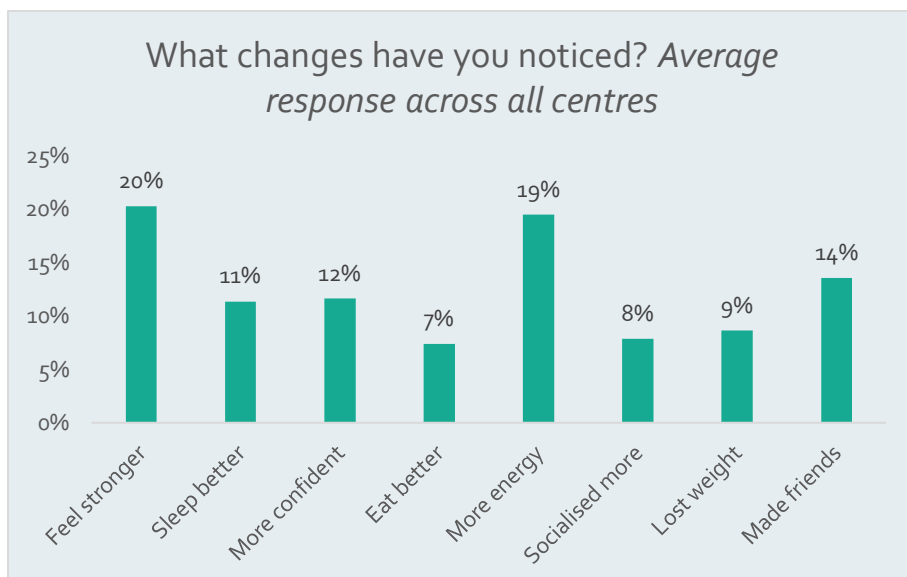
However, individually we can see that people who attend Wavelengths do so almost equally for physical reasons as well as their mental health (37%).

The participants we spoke to at West Craven were least likely to attend for social reasons, but this may have possibly been impacted by the time of day we asked them; we conducted our data gathering exercise in the evening when many children were attending swimming lessons. This was also the same time as our data gathering took place at Wavelengths where swimming lessons were also taking place. West Craven people talked about social reasons, but it was not their main reason for attending.

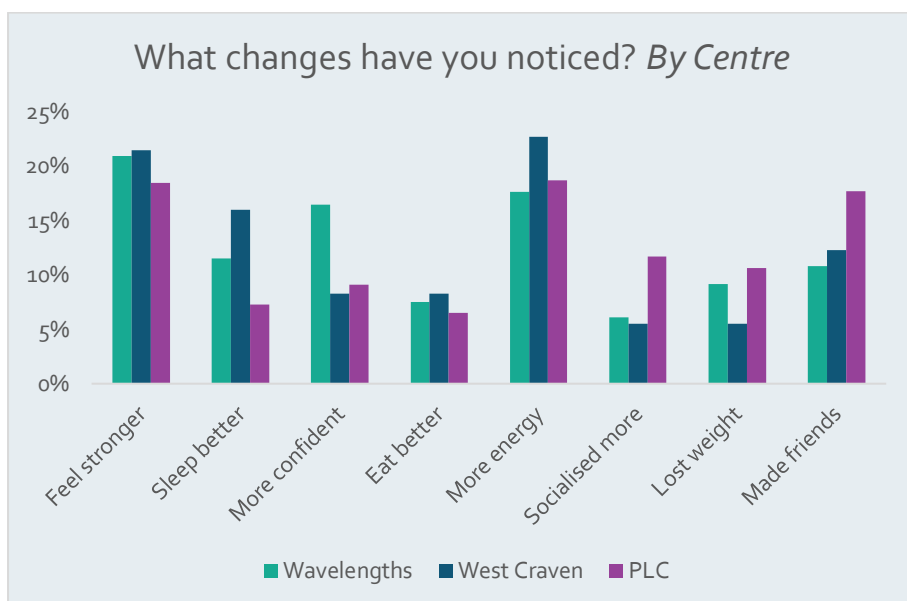
Either way, it is worth considering the wider benefits of Pendle Leisure Trust; it's not just good for your body, it's good for your mind and is an important part of people's social lives.

CHANGES RESULTING FROM PENDLE LEISURE TRUST

In addition to the post-boxes, we conducted another data gathering exercise where we gave people five marbles and asked them to place their marbles into eight boxes which corresponded most with the changes they had noticed in themselves since coming to Pendle Leisure Trust. We gave people the option to distribute the marbles how they saw fit, whether that was five different boxes, or all in the same one. Across the three centres we counted a total of 1,137 marbles which we estimated to be 227 people (some people did not want to place all five marbles) taking part in this data collection exercise.



It's my first time here tonight! Already feel stronger.



Originally physically, but now socially.

**Note - when asking children to take part in the marble exercise we removed the box containing 'lost weight' as we felt it was not appropriate.

The marbles exercise was very well received; children and adults alike enjoyed choosing the colour of their marbles and throwing them into the boxes. From the results above we can see that the greatest changes noted in themselves were that they felt stronger and have more energy. These results were the most apparent at West Craven with children after their swimming lessons. The next highest change was 'made friends' and this was answered the most at Pendle Leisure Centre in

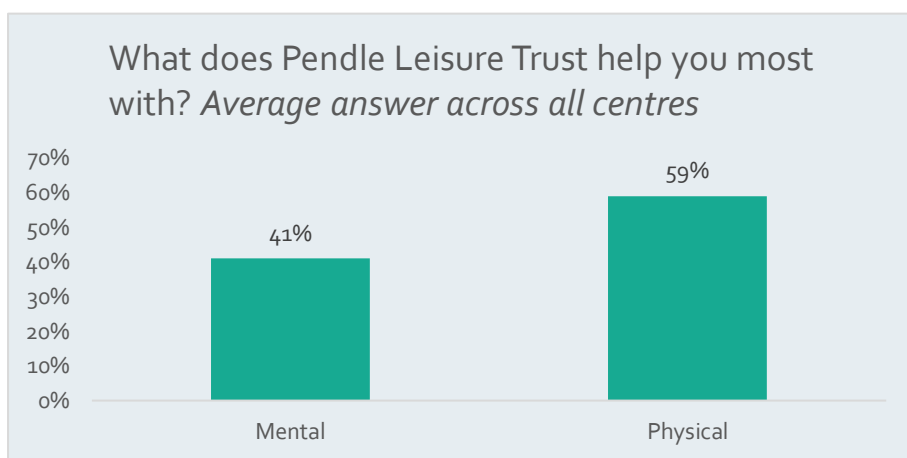
Colne. We conducted the exercise in Colne on a Thursday morning and so mainly met an older customer base of retirees who told us they formed strong social groups as a result of attending classes at the centre. **“People come to aquarhythmics alone, we welcome them, make them included, we go for meals at Christmas.”**

One person told us **“I don't do group things, but I come here with my friends”** while another mentioned **“Obviously I feel strong and I've made friends”**.

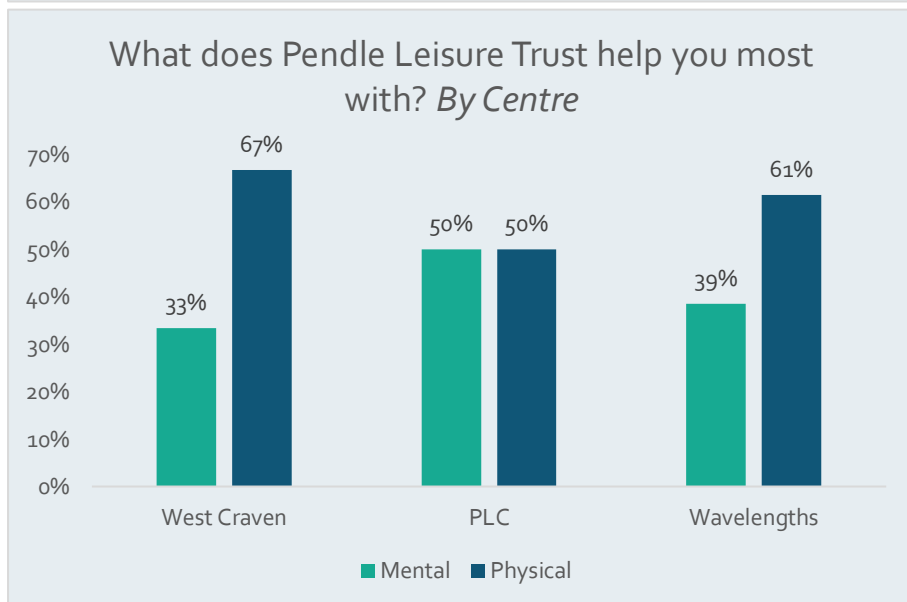
Eating better was a new change not mentioned in 2019, which was something 7% agreed with overall. This could potentially be a controversial result, as we had a few people comment that the fact they had been to the gym/class justified them to then go and eat some junk food.

In addition to the data-gathering exercise we left two post-boxes with a different question each on the reception at each centre. After a week we collected these boxes and all available tokens had been used. We reached a further 223 people with these boxes.

WHAT DOES PENDLE LEISURE TRUST HELP YOU MOST WITH?



Oh I come everyday, when I first came I had no confidence but I've made friends.

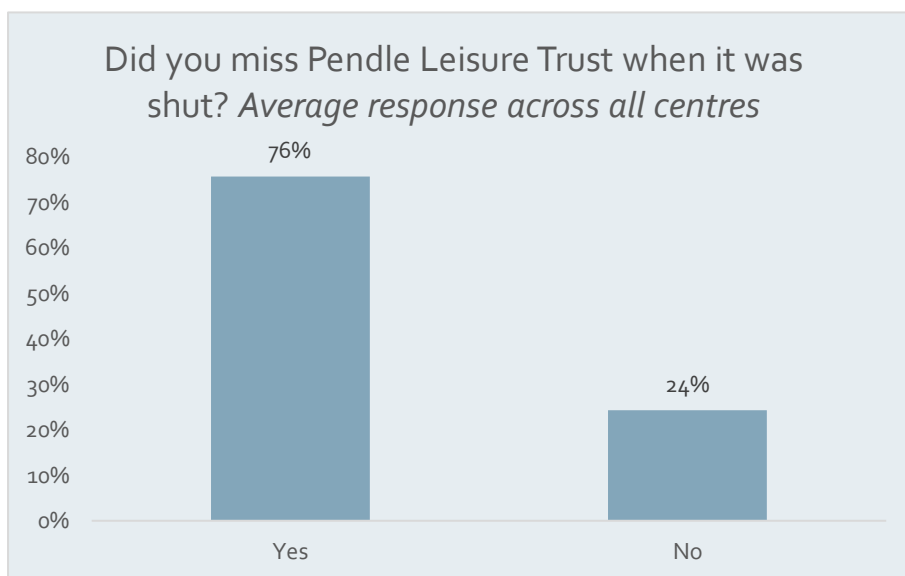


Has definitely greatly helped with mental health.

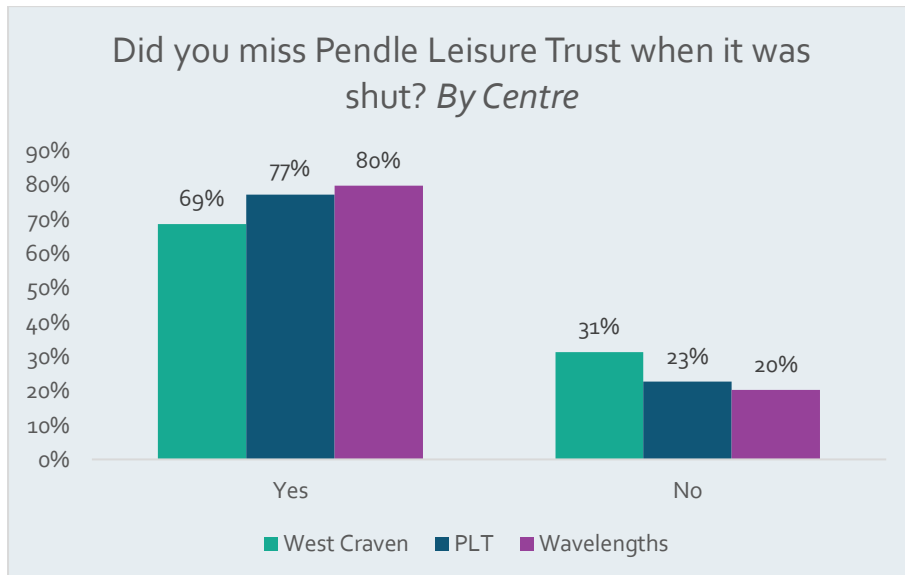
Pendle Leisure Trust helps people most with their physical health (59% overall) but at Pendle Leisure Centre in Colne people were undecided which they are helped most with (50/50 between mental and physical).

Been coming 30 years - it's amazing!

DID YOU MISS PENDLE LEISURE TRUST WHEN IT WAS SHUT?



We couldn't do without this pool. During lockdown we were walking walking but its not as good as a pool. A lot of us have arthritis.



It's absolutely wonderful coming here, had sore hips, sore knees. Twinges. I need to get into a pool. I'm beginning to feel like I'm getting better. During Covid I said 'if it doesn't reopen soon I'll be in a wheelchair'

Three quarters of people missed accessing Pendle Leisure Centre when it was closed due to the lockdown (76%), especially from the people but this was most strongly felt by people attending Wavelengths (80%).

One person explained "When it was shut it did my head in. When it was shut I walked but I've got arthritis." Another person told us they "tried aerobics in the bath during lockdown"

A third form of data collection was to ask some of the group classes to do a quick show of hands at the end of a session in response to questions. In total, 167 people answered questions across 15 different classes, all of which took place at Wavelengths during June 2022.

The group classes included Boxercise, Yoga, Aero/HITT, Pump Start, Metabolic Burn, Aquarhythmics, Fight, HIIT, Aero tone, Freestyle HIIT, HIIT Circuits, Strength, and Conditioning, LIIT and Group Fight.

Key results include:

93% AGREED THAT GROUP CLASSES HELPED THEIR OVERALL MENTAL WELLBEING

And

85% AGREED THAT GROUP CLASSES HELPED THEM FEEL MORE SATISFIED WITH LIFE

SROI: KEY FINANCIAL INPUTS

This is the money and time invested in Pendle Leisure:

- Fees and Charges Income
 - Activo / Membership - £738,725
 - Hall hire - £37785
 - Admission and Hall Hire Fees - £1,085702
- Rents - £4,680
- Trading Income - £345,069
- Interest and Other Receipts
 - Other income - £29,449
 - Interest - £173
- Grants Income
 - Partnership Receipt - £1,632,410
 - Grants and Covid support for West Craven - £40,528
 - Grants and Covid support for Wavelengths - £45,202
 - Grants and Covid support for Inside spa and gym - £23,038
 - Grants and Covid support for Pendle Leisure Centre - £42,024
 - Grants and Covid support for Seedhill - £12,890
 - Grants and Covid support for Head office - £28,932
- Grant Income - £484,858

Plus, the cost of the injuries people told us about (583 people, with an average physio cost of £300) - £174,900

2022 SROI TOTAL OUTCOMES

Change people told us about	Final number of people affected	Change sourced from
Improvement in physical health	90% = 3498	90% of people voted yes
More energy	19% = 739	19% of people voted for this
Socialising	15% = 583	8% told us they socialised at PLT and 14% made friends Unprompted changes - 24% of people mentioned making friends
Less illness	10% = 389	Unprompted changes - 10% mentioned this as part of a huge health change
Reduction in medication	10% = 389	Unprompted changes - 10% mentioned this as part of a huge health change (this figure has been kept from the previous year)
Less GP Visits	10% = 389	Unprompted changes - 10% mentioned this as part of a huge health change (this figure has been kept from the previous year)
Feel Healthier	19% = 739	20% voted for feeling stronger Unprompted 17% mentioned this
NEW Eat better	5% = 194	7% eat better Unprompted 3% mentioned healthy eating
Lost weight	7%=272	Unprompted changes - 7% of people mentioned losing weight
Better mental health	92.5% = 3595	92% voted yes 93% voted for this in the classes sample
NEW sleep better	11% = 428	11% of people told us they sleep better
Feeling happier	85% = 3304	85% voted for feeling more satisfied with life in the classes sample
Feeling less lonely	3% = 117	Unprompted changes - 3% mentioned this as part of a social care change
Feeling more positive	85% = 3304	Included above as feeling happier and mental wellbeing
Feeling confident	9.5% = 369	12% more confident Unprompted 7% mentioned confidence improvements Half of these changes were for young people
Feeling less depressed	10% = 389	Unprompted 10% mentioned a significant improvement in mental wellbeing
Frequent moderate exercise	35% = 1360	From the PLT community survey results carried out in 2022
Frequent mild exercise	35% = 1360	From the PLT community survey results carried out in 2022
Your child(ren) being able to swim	1659	Number of children currently learning to swim
Your child(ren) being able to swim and enjoy holidays more	1659	Number of children currently learning to swim

SROI: FINAL CHANGES AND VALUES

Our final 'social values' list includes:

Change people told us about	Number of people affected	Financial Proxy Used
Improvement in physical health	3498	HACT* value for Good overall health = £19,913.00
More energy	739	HACT value for Feel in control of life = £15,878.00
Socialising	583	HACT value for Member of social group = £1,850.00
Less illness	389	Absenteeism is thought to cost £554 per person, per year in the UK
Reduction in medication	389	Cost of 2 fewer prescriptions per year at £9.35 for a person, and £30.90 for the NHS ¹ each =£18.70 and £61.80, giving a total saving of £80.50 per person
Fewer GP Visits	387	Cost of 2 fewer GP visits at a cost of £39.23 per visit = £78.46 per annum
Feel Healthier	739	HACT value for good overall health = £19,913.00
Eat Better	194	NHS Unit Costs Report 2021 - Emergency Dentist visit = £23.80 TNL (The National Lottery Community fund) Report on SROI - Cost of obesity to the NHS = £304.87 Annual cost of a Slimming world membership = £309.4 Total = £638.07 We considered the cost of additional dentist appointments, but we acknowledge that these could also be attributed to other factors such as smoking habits and poor dental hygiene, so we have increased the Deadweight percentage for this. (Deadweight means determining what would have occurred anyway and is therefore not attributable to Pendle Leisure Trust)
Lost weight	272	From focus group = £3,001.78 Annual cost of a Slimming world membership = £309.4 Total = £3,311.18

1. <https://kar.kent.ac.uk/92342/19/Unit%20Costs%20Report%202021%20-%20Final%20version%20for%20publication.pdf>

Better mental health	3595	TNL Report on SROI ² - average cost of treating a person for mental health to NHS = £2,026.00
Feeling happier	3304	From focus group in 2019 (increased by 1.7% to account for inflation) = £7,492.64
Feeling less lonely	117	HACT value of 'Feeling belonging to neighbourhood' = £3,919
Feeling more positive	3304	A positive thinking course costs circa £130 per person
Feeling confident	369	HACT average of adult and youth 'Feeling more confident' = £11,260
Feeling less depressed	379	HACT average of adult and youth relief from depression = £24,323
Frequent moderate exercise	1360	HACT value of 'Frequent moderate exercise' = £4,272
Frequent mild exercise	1360	HACT value of 'frequent mild exercise' = £3,537.00
Your child(ren) being able to swim	1659	Focus group = £7812.50
Your child(ren) being able to swim and enjoy holidays more	1659	Cost of a kid's club on holiday = £60 based on three full days or six half days

*HACT (Housing Association Charitable Trust) is often used as a proxy within SROIs as they are experts in social value.

SOCIAL RETURN ON INVESTMENT FINAL FIGURE



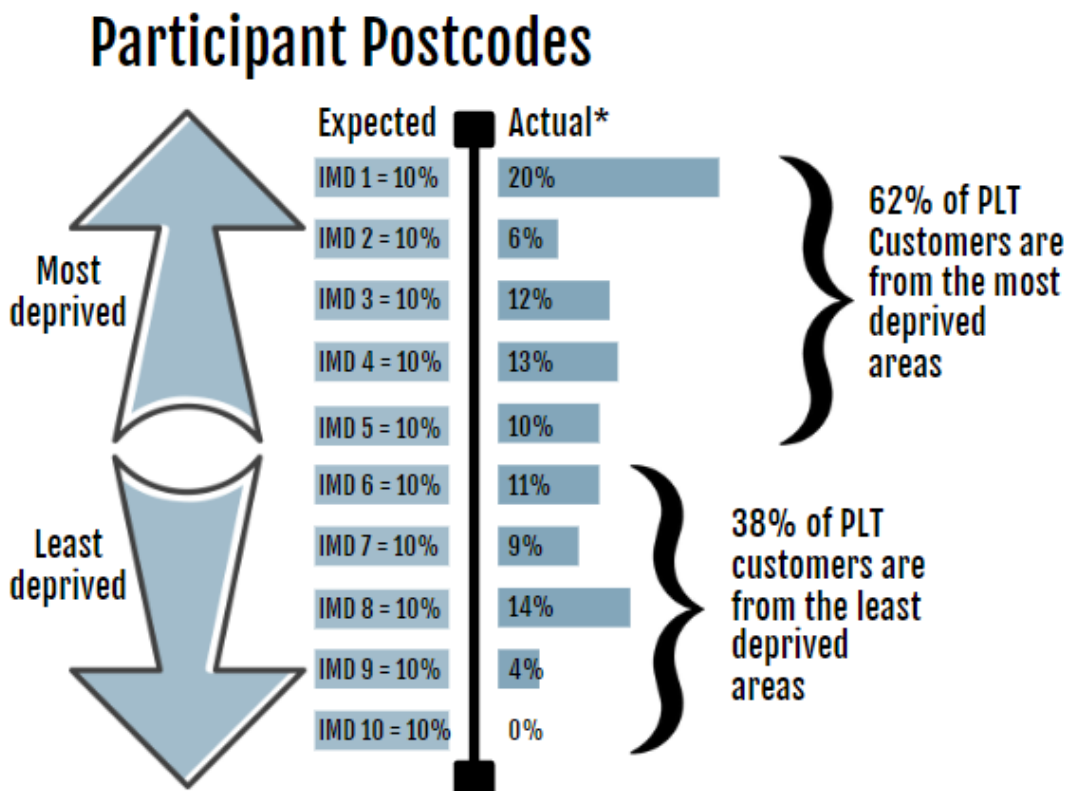
It's clear that Pendle Leisure Trust continues to provide value for money and has maintained their SROI figure over the challenges of the Covid-19 pandemic.

PLT also works with some of the most deprived people in the UK. Analysing the membership data showed that one fifth are from the most deprived places in the UK, IMD1. In the current English Indices of Deprivation 2019 (IoD2019) seven domains

²

https://www.tnlcommunityfund.org.uk/media/insights/documents/wellbeing_social_return_investment.pdf?mtime=20201022163253&focal=none

of deprivation are considered and weighted as follows, Income. (22.5%), Employment. (22.5%), Education. (13.5%), Health. (13.5%), Crime. (9.3%), Barriers to Housing and Services. (9.3%), Living Environment. (9.3%). These domains each have multiple components. For example, the Barriers to Housing and Services considers seven components including levels of household overcrowding, homelessness, housing affordability, and the distance by road to four types of key amenity (post office, primary school, supermarket, and GP surgery). Ultimately the lower the IMD number the more issues that person (in this case household as we have used postcodes) will have as barriers.



*Based on data from 3434 matched postcodes, matched to the 2019 Indices of Multiple Deprivation

Pendle Leisure Trust is working hard for the most deprived areas, this is excluding the charitable projects 'Together an Active Pendle' and 'The Good Life'. This is Activo memberships, the core business, and 20% of members come from the most deprived areas in the UK.

Pendle Leisure Trust is not the cheapest membership around, choosing to offer a quality service and a large amount of choice in centres, and exercise methods as it's Unique Selling Point. This attracted very few comments and only one person negatively mentioned the cost barrier of Pendle Leisure Trust saying "don't like the fact you can't get a swim any or gym any membership. A barrier for some. And paying monthly is 20% more than paying lump sum. Not inclusive".

This was quickly offset by other people telling us that "It's developed into a friendship and support group, and if somebody doesn't turn up one week or they haven't been for a couple of weeks, as a group we'd make a point of following up and checking in on that person to see how they are" and it seemed clear there may be other benefits not included in this SROI, as that particular member explained they could see how there's a financial saving to social care services because they're doing the informal social care themselves. That's all in and around the leisure centre because that's where the connection is, that's where they met. Another member told us that at one point she was thinking I during

Social aspect is good

lockdown that if it didn't end soon, and she couldn't get back in the pool she'd end up in a wheelchair because it was having such a big impact. She even genuinely talked about having some kind of pool built into the back garden.

Finally, it needs to be pointed out that PLT is likely to maintain these levels of social return in the long run, as 30% of their members are aged under 25 years old. This is a service providing a benefit over many years.

ABOUT THE EVALUATOR

The Evaluator is a creative evaluation company who specialises in visual evaluation, and is committed to making evaluation enjoyable for participants, easy for staff and professionals to take part in. All of the work of The Evaluator is underpinned by easy to read, visual reports. The Evaluator says, 'We'll figure it out for you!'

This report was written by Kirsty Rose Parker, director of The Evaluator and Laura Poon, project officer at The Evaluator.

The Evaluator was founded by Kirsty, 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.

Laura has a diploma in creative writing and a strong background in data reporting, loves to create graphs and specialises in writing case studies. Laura has an eye for detail, is a very trustworthy data-inputter and is committed to helping organisations figure out what their figures mean.

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