



SOCIAL VALUE CALCULATOR REPORT

OPERATOR NAME :
PARKWOOD LEISURE

REPORT DATE:
27.04.2026





1 - FILTERS

4GLOBAL Social Value Calculator uses filtering based on date, location, demographics, membership and activity type. The following filters have been selected to generate this Social Value report.

DATE	04-2025 to 03-2026
BENCHMARK PERIOD	Same period last year
LOCATION	LEGACY - VALE OF GLAMORGAN
DEMOGRAPHICS	Gender: All Age: All
CASUAL / MEMBER	All
MEMBERSHIP	-
ACTIVITY	All



2 - SOCIAL VALUE DASHBOARD

The dashboard displays the main Social Value KPIs based on selected filters: 1-Attributable social value generated, 2-Total number of participants generating social value 3-Average social value per person, 4-Leisure centre users full social value per site. The attributable social value is then broken down by month within the selected time period and benchmarked against the same time period from the previous year.

ATTRIBUTABLE SOCIAL VALUE

£8,339,461

TOTAL SV PARTICIPANTS

31,305

SOCIAL VALUE PER PERSON

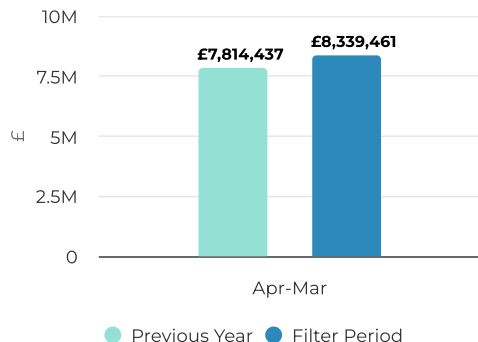
£266

LC USERS FULL SV

£24,227,361

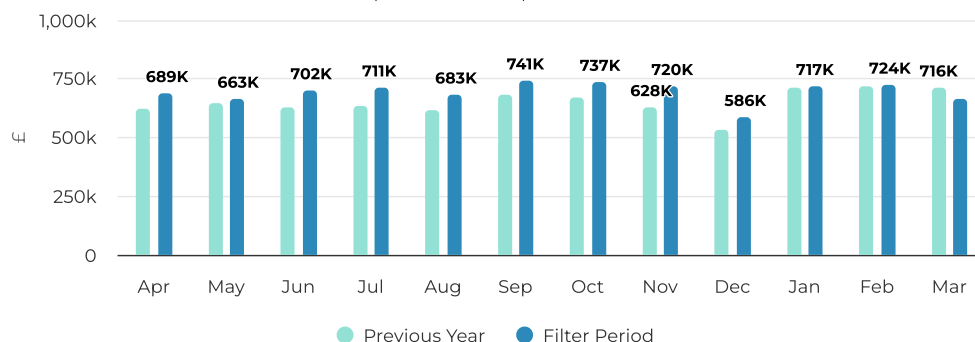
TOTAL SV

Apr-24 Mar-25 vs Apr-25 Mar-26



TOTAL SV PER MONTH

Apr-24 Mar-25 vs Apr-25 Mar-26



YOY (Apr-24 Mar-25 vs Apr-25 Mar-26) ▲

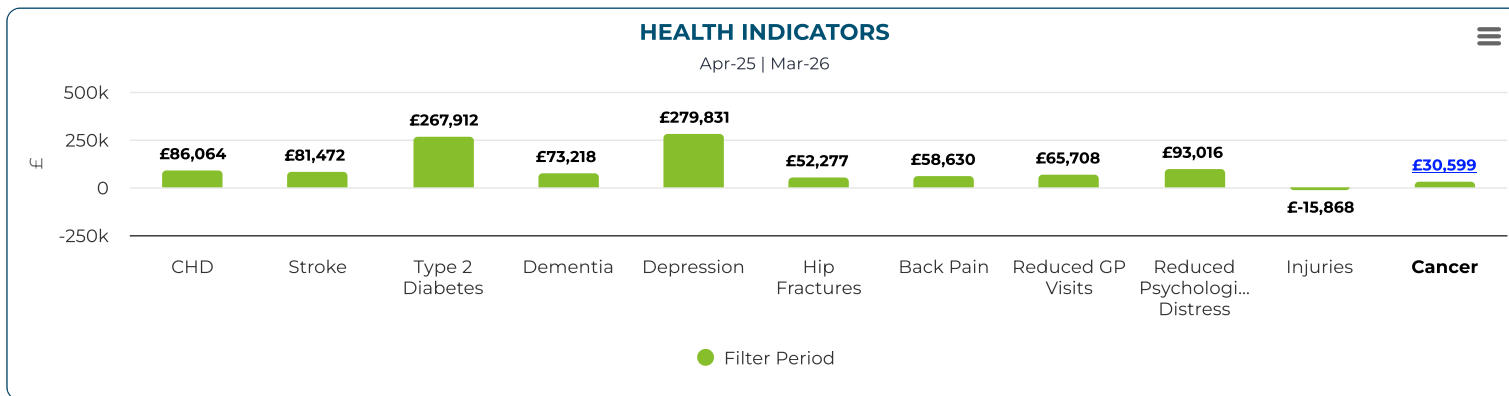
+6.72%

MONTH ON MONTH CHANGE (Mar-25 vs Mar-26) ▼

-6.72%

INDICATORS

INDIVIDUAL WELLBEING	TOTAL SV £ (IND W.)	PHYSICAL & MENTAL HEALTH	TOTAL SV £ (P&MH)
£7,266,601	£334,797.5 £6.9M	£1,072,859	£749,587.5 £323,271.5



PHYSICAL AND MENTAL HEALTH

14 health outcomes (reduced risk of various health conditions) are valued by estimating the number of reduced cases resulting from participation in sport and physical activity multiplied by the associated average annual direct (healthcare) and indirect (social and informal care) cost per case for each health outcome.

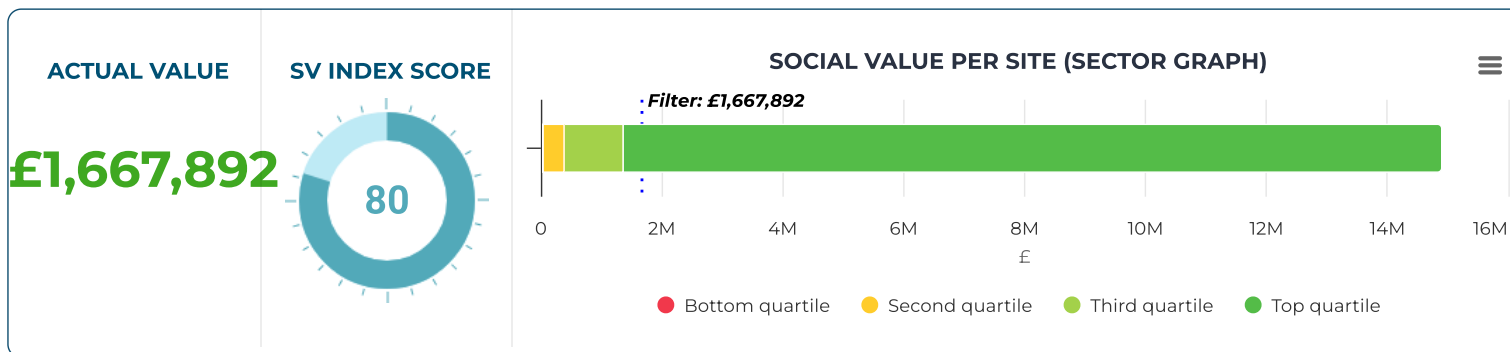
INDIVIDUAL WELLBEING: This outcome is calculated by multiplying the value of the increase in life satisfaction associated with sport and physical activity participation (using the guidance on wellbeing valuation approach) by the number of adults (aged 16+) and children (aged 11-16) meeting a specific threshold of participation.

The wellbeing valuation approach uses large scale survey data to estimate the effect of different physical activity thresholds on people's self reported life satisfaction, which is then converted to a monetary value of enhanced wellbeing using guidance issued by HM Treasury.



3 - BENCHMARKING

This section provides comparisons for the selected KPIs (social value per site, social value per person and social value growth) against the sector benchmarks. For each KPI, you can see the Actual Value, the Index Score and the Sector Graph, which groups all individual sites from the sector into four quartiles based on their performance in the selected KPI.



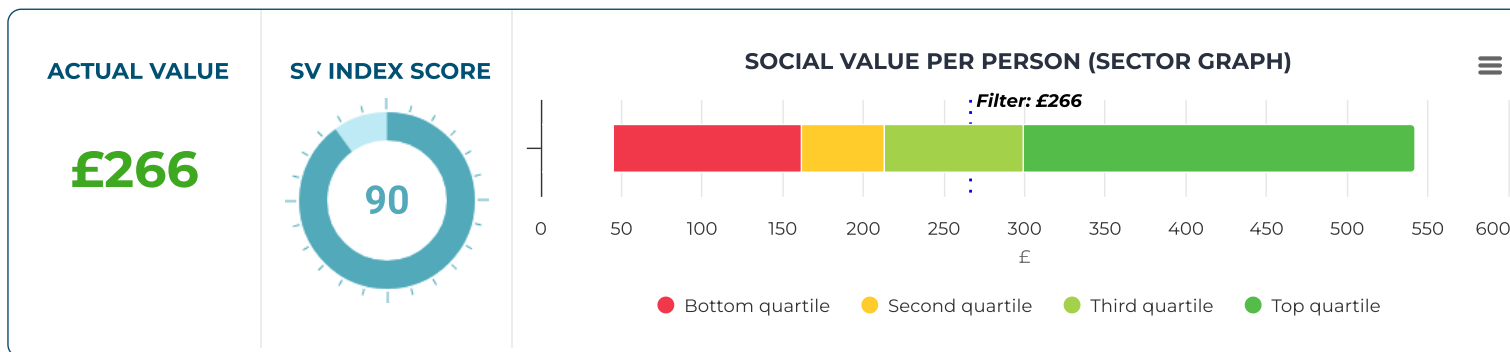
SOCIAL VALUE PER SITE

The average social value generated by each site within the selected time period is calculated by the division of the total social value generated by the operator by the number of sites in the filter. This value is then benchmarked with all sites across the sector.

Actual Value: The actual social value delivered by the operator (or the selected sites) within the selected time period.

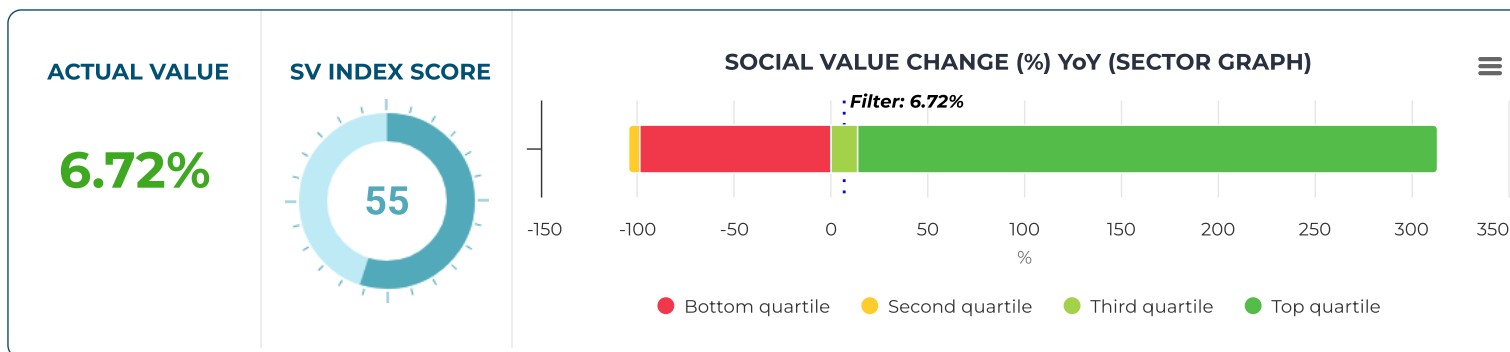
Index Score: The percentage score (1 to 100) given to the operator (or the site) based on their performance against the rest of the sector – a higher score represents better performance (i.e. 100 is the best performing site/ operator).

Sector Graph: The graph with all sites from the sector matching the selected filters grouped into four quartiles based on their performance – i.e. Top Quartile includes the best performing 25% of the sites in the sector and Bottom Quartile included the worst performing 25% of the sites in the sector for the selected KPI



SOCIAL VALUE PER PERSON

Average social value generated by each person within the selected time period. This value is calculated by the division of the total social value by the number of participants that generated social value.



SOCIAL VALUE CHANGE (%) - YOY

This value represents the change in social value generated by the selected operator/site compared to the same time period in the benchmark year.



4 - PEOPLE OUTCOMES

This section focuses on the activity levels of individuals required to generate social value following the CMO guidelines for physical activity. Social value is generated for 'active' participants at the physical activity threshold (150+ minutes per week) and for 'fairly active' participants (30-149 minutes) of moderate activity based on the reduced risk of developing various health conditions and increased wellbeing benefits.



In addition to the activity level classification based on the activity duration within the month, each member is assigned to a demographic segment based on their age and gender. These indicators (activity level and demographic segmentation) combined are used to determine the risk reduction rates for health outcomes and impact the social value generated.

Social Value Participants: Total number of unique individuals that generated social value within the selected time period.

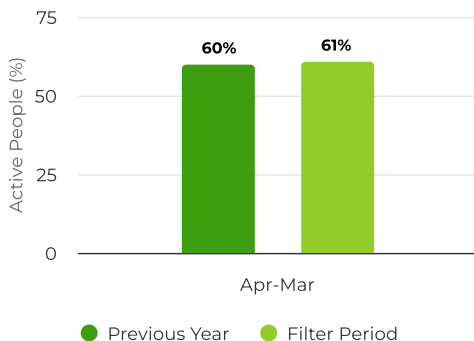
Person Type Breakdown: The breakdown of social value participants into members and casuals. Members are defined as facility users with an active subscription (paid or unpaid) to use the facility. Casuals are all facility users without an active subscription using the facility to do physical activity occasionally or regularly.

Participant Breakdown: The total number of Active and Fairly Active participants averaged across a month, including members and casual users. The sum of the active and fairly active participants are higher than the total SV participants because a person can be active in certain months and fairly active in other months, which would add to the count of active and fairly active users in the dashboard. The classification is based on physical activity thresholds defined by the Chief Medical Officer (CMO) guidelines that are adapted by applying the assumptions from the Active Lives Survey and the DataHub.

Social Value Per Person: Average social value generated by each Active and Fairly Active person within the selected time period.

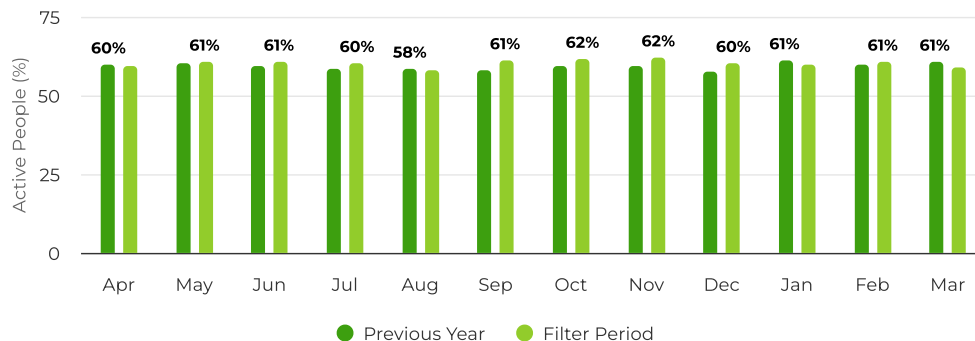
TOTAL ACTIVE PEOPLE (%)

Apr-24 Mar-25 vs Apr-25 Mar-26



ACTIVE PEOPLE (%) PER MONTH

Apr-24 Mar-25 vs Apr-25 Mar-26



TOTAL ACTIVE PEOPLE

In the above graph, the percentage of active people (150+ minutes per week adjusted for in-centre thresholds) over total number of leisure centre users for each month within the selected time period is compared with the same time period in the benchmark year.

INDIVIDUAL WELLBEING

28,730

PRIMARY VALUE

PEOPLE NUMBERS (IND W.)

348 28.381

11-15 YEARS OLD 16+ YEARS OLD

PHYSICAL & MENTAL HEALTH

28,332

SECONDARY VALUE

PEOPLE NUMBERS (P&MH)

26,313 2,018

16-64 YEARS OLD 65+ YEARS OLD

SV PARTICIPANTS PER OUTCOME

Total number of unique individuals (members and casual users) that generated social value in two outcome areas - individual wellbeing and physical and mental health are displayed above. The figures are further broken down into age groups for each outcome area.



5 - LEAGUE TABLE

The data tables in this section display the main social value KPIs for the top ve regions, contract and sites of the operator based on selected filters with comparisons against the same period in the previous year. The full tables are available in SVC4 and can be exported in excel, csv and pdf format.

HIGHEST SV (REGION)

£8,339,461

LEGACY - WALES & SOUTH WEST

HIGHEST SV (CONTRACT)

£8,339,461

LEGACY - VALE OF GLAMORGAN

HIGHEST SV (SITE)

£3,270,061

BARRY LEISURE CENTRE

HIGHEST SV GROWTH (SITE)

8%

PENARTH LEISURE CENTRE

SOCIAL VALUE LEADERBOARD

The region, contract and leisure centre of the operator generating the highest total social value within the selected time period are displayed in the above KPI boxes. In addition, the leisure centre with the highest growth in social value generation is presented with its year-on-year growth rate.

LEAGUE TABLE - REGION (TOP 5)

REGION ↓↑	SOCIAL VALUE (FILTER PERIOD) ↓↑	SV YOY % CHANGE ↓↑	PEOPLE COUNT (FILTER PERIOD) ↓↑	AVG VALUE PER PERSON (FILTER PERIOD) ↓↑	AVG SV YOY % CHANGE ↓↑
LEGACY - WALES & SOUTH WEST	£8,339,461	+6.72%	31,305	£266	+6.65%

LEAGUE TABLE - CONTRACT (TOP 5)

CONTRACT	REGION	SOCIAL VALUE (FILTER PERIOD)	SV YOY % CHANGE	PEOPLE COUNT (FILTER PERIOD)	AVG VALUE PER PERSON (FILTER PERIOD)	AVG SV YOY % CHANGE
LEGACY - VALE OF GLAMORGAN	LEGACY - WALES & SOUTH WEST	£8,339,461	+6.72%	31,305	£266	+6.65%

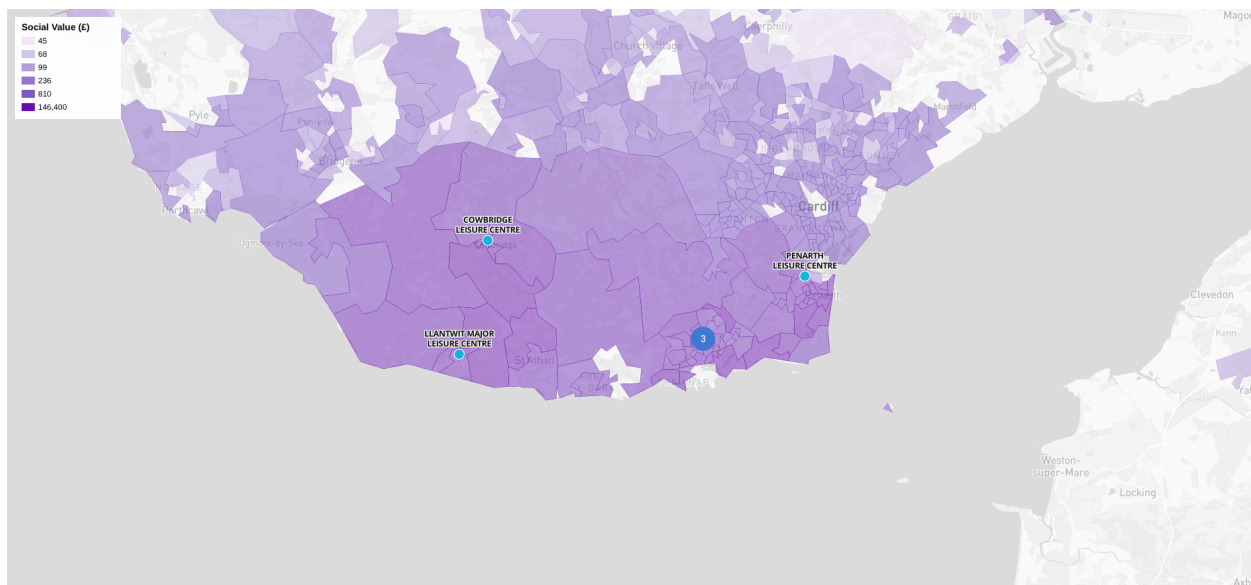
LEAGUE TABLE - SITE (TOP 5)

SITE	CONTRACT	REGION	SOCIAL VALUE (FILTER PERIOD)	SV YOY % CHANGE	PEOPLE COUNT (FILTER PERIOD)	AVG VALUE PER PERSON (FILTER PERIOD)	AVG SV YOY % CHANGE
BARRY LEISURE CENTRE	LEGACY - VALE OF GLAMORGAN	LEGACY - WALES & SOUTH WEST	£3,270,061	+7.17%	11,707	£279	+8.30%
PENARTH LEISURE CENTRE	LEGACY - VALE OF GLAMORGAN	LEGACY - WALES & SOUTH WEST	£3,119,984	+7.87%	12,518	£249	+4.63%
COWBRIDGE LEISURE CENTRE	LEGACY - VALE OF GLAMORGAN	LEGACY - WALES & SOUTH WEST	£939,139	+6.66%	3,455	£272	+7.91%
LLANTWIT MAJOR LEISURE CENTRE	LEGACY - VALE OF GLAMORGAN	LEGACY - WALES & SOUTH WEST	£916,374	+6.53%	3,215	£285	+8.11%
COLCOT LEISURE CENTRE	LEGACY - VALE OF GLAMORGAN	LEGACY - WALES & SOUTH WEST	£93,903	-27.87%	410	£229	-2.16%



6 - MAP

The heat map displays the social value generated by the selected sites on a map view using the same filters from the dashboards.



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