

APSE Presentation

10th February 2020

Alice John, 4global and Jeff Gorse, IHL





Agenda

1. Intros, objectives and about 4global
2. DataHub Model in Wigan - Leisure Operator and Public Health
3. Use of data in the wider sector
4. Learning from the Wigan Model
5. Future opportunities and next steps



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4global

Shaping the Future of Sport

We help our clients get more people active and work with them to shape the future of sport.

We use our experience, data-led insight and new technologies to empower our clients and to become the number one trusted advisor in sport..



Major Events

Sport Planning

Strategic Services

Sport Intelligence

SHAPING THE FUTURE OF SPORT





A sector leading collaboration



An international sports consultancy using our experience, evidence-based advice, new technologies and insight to empower clients



The DataHub is the largest repository for sport and physical activity data in the UK, integrated and enhanced through a suite of participation and business intelligence modules



The industry body for the sector, serving 4,000 members from across the public, private and third sectors, facilitating partnerships, campaigning and providing membership services

SHAPING THE FUTURE OF SPORT





DataHub in Numbers

The largest repository for sport and leisure data in the UK, integrated and enhanced through a suite of participation and business intelligence modules, accessed anywhere via a single online portal.



700million
visits tracked

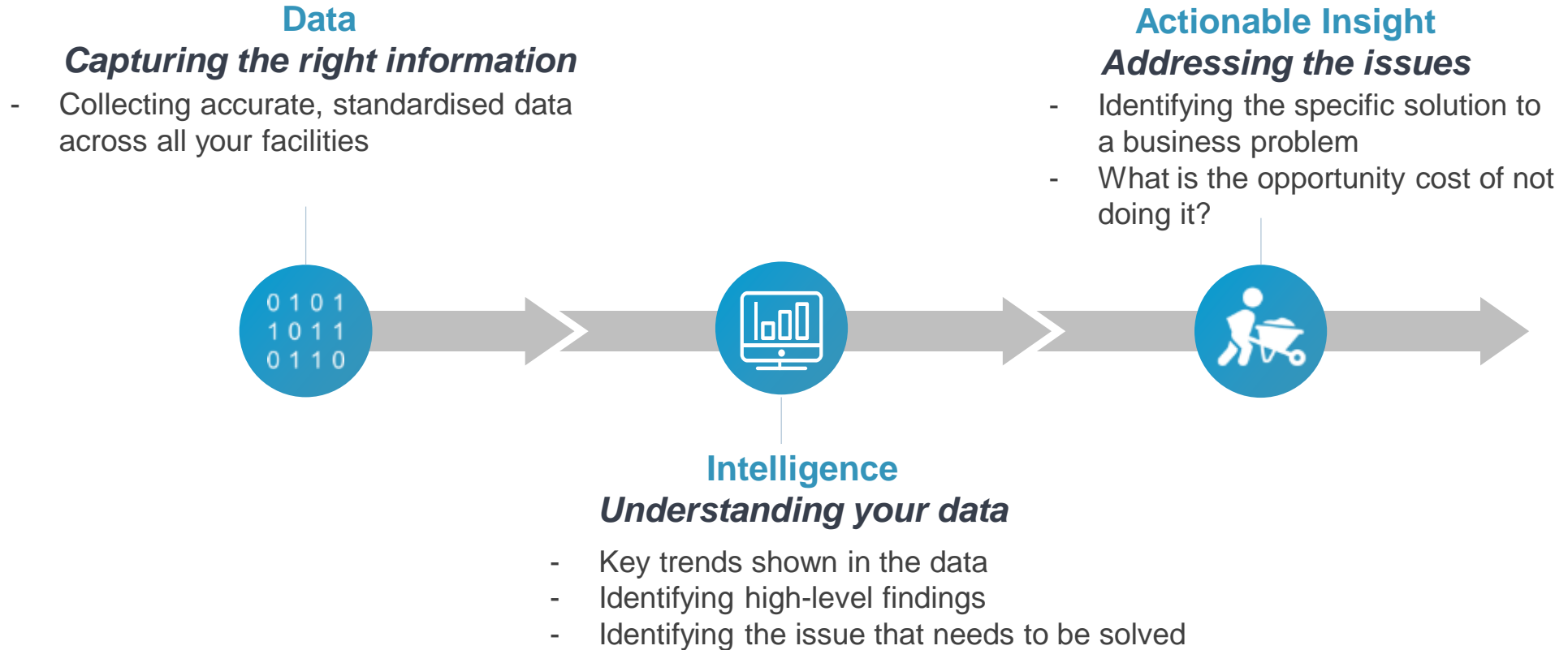


3000
sites sharing data



12million
unique members

Using data and insight to drive change

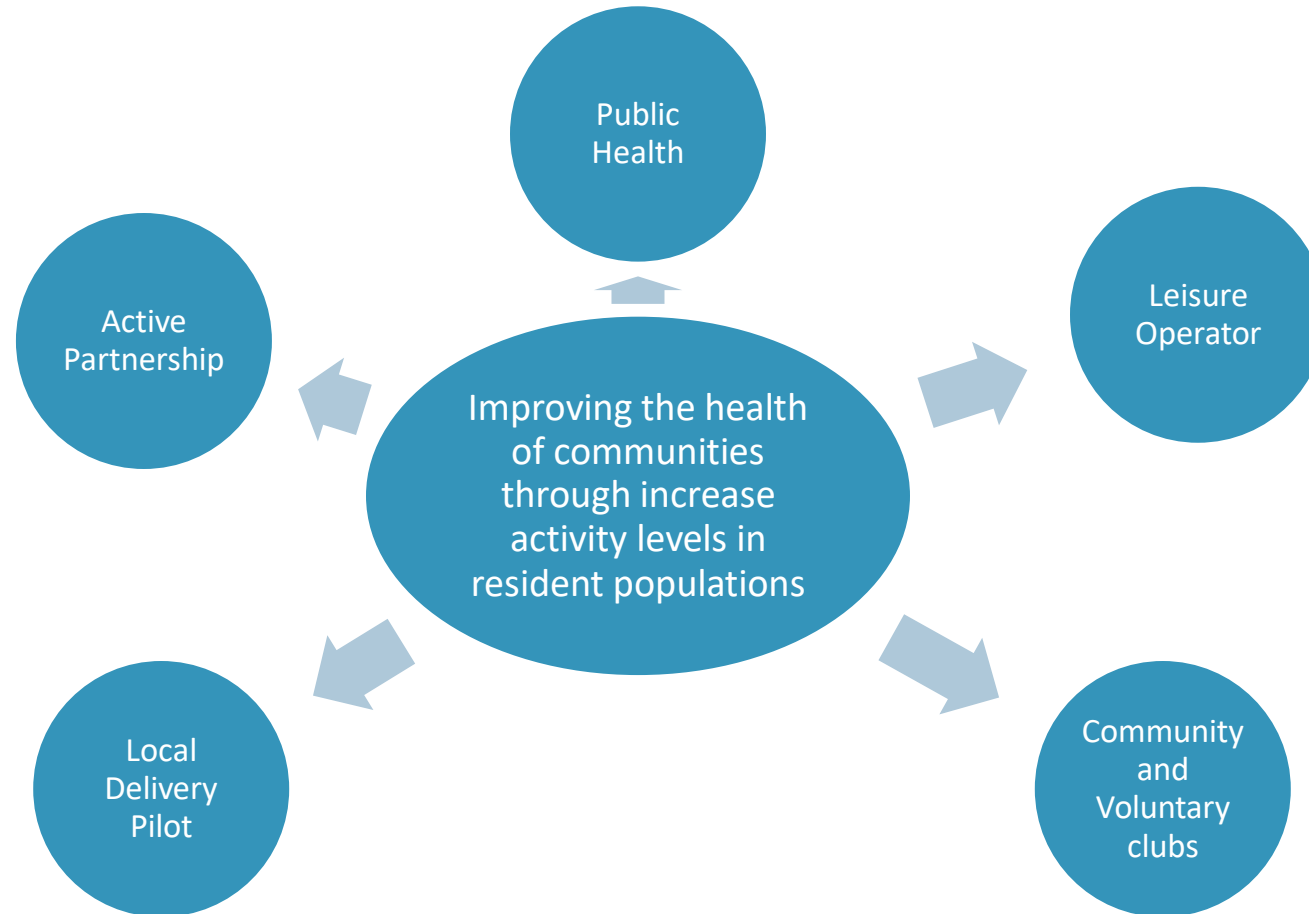




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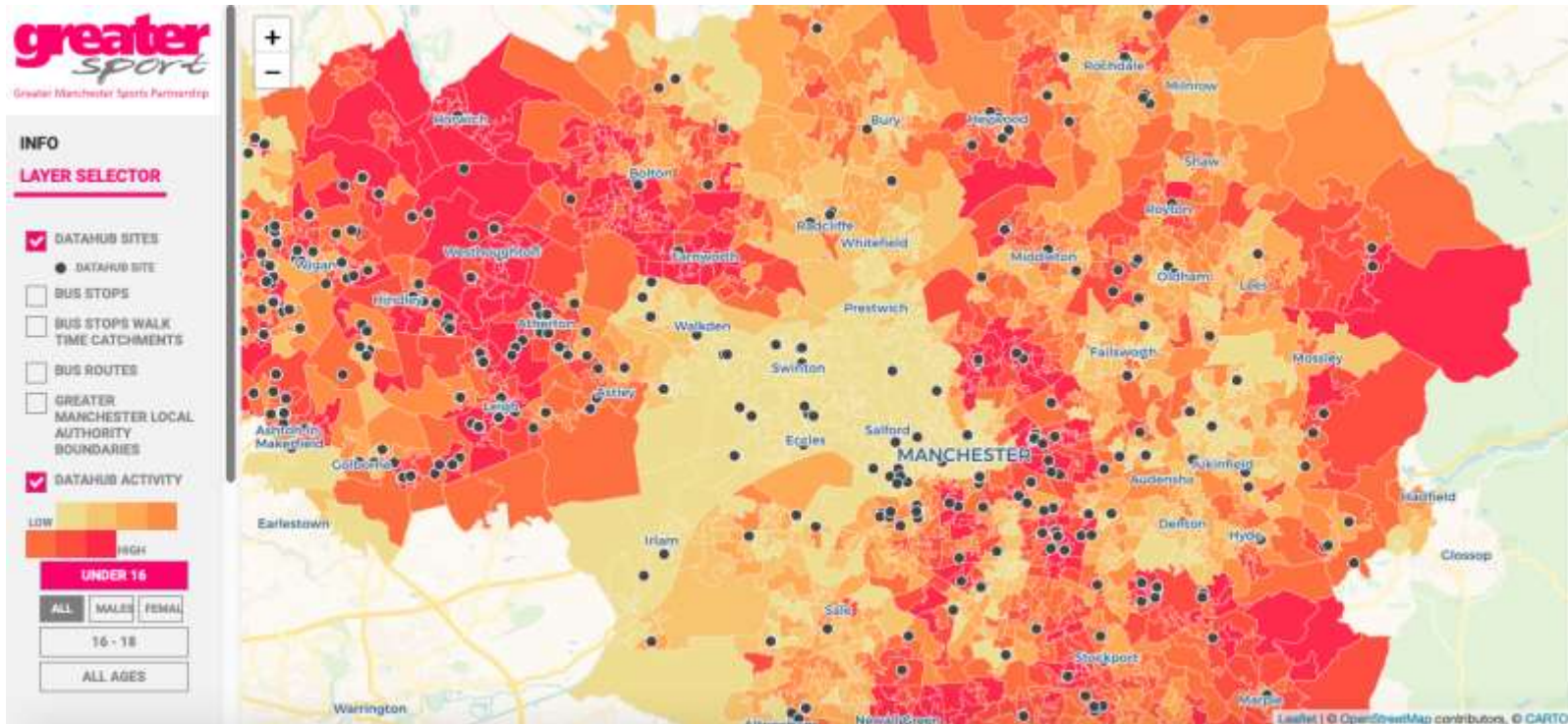
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Wigan Stakeholder Map



4global working across Greater Manchester

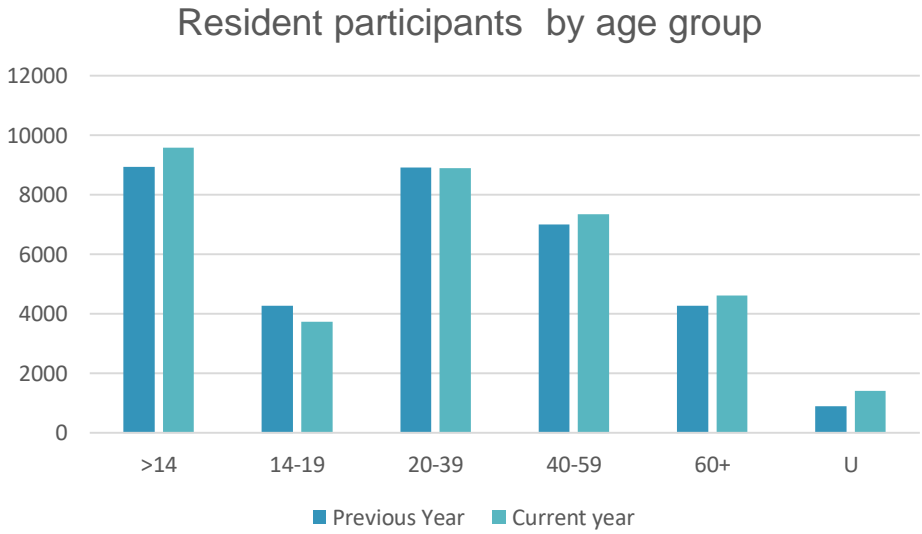
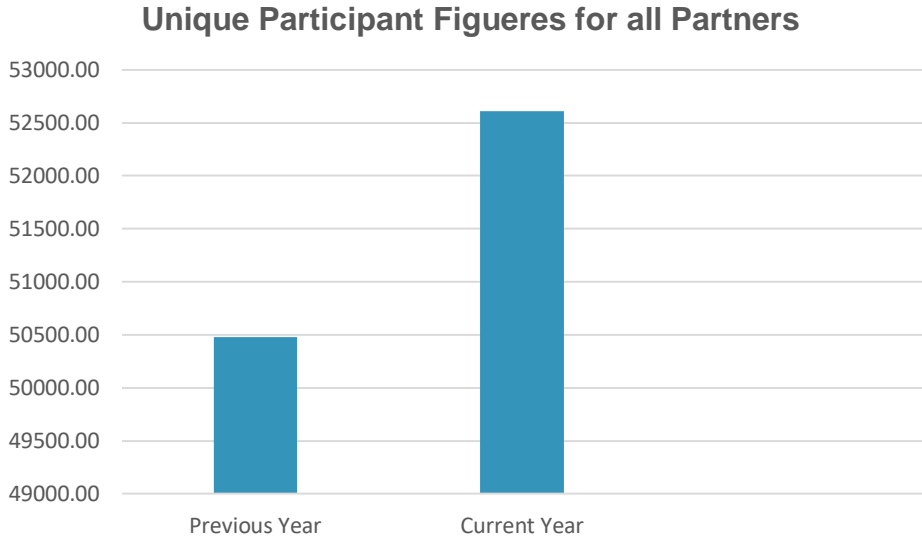
Working with Greater Sport to use insight effectively



- Place-based partnership programme
- Consortia spanning leisure, health, NGB and community sport
- Analysing participation trends by demography, geography and activity type
- Identifying gaps to drive commissioning decisions



Sample of analysis available



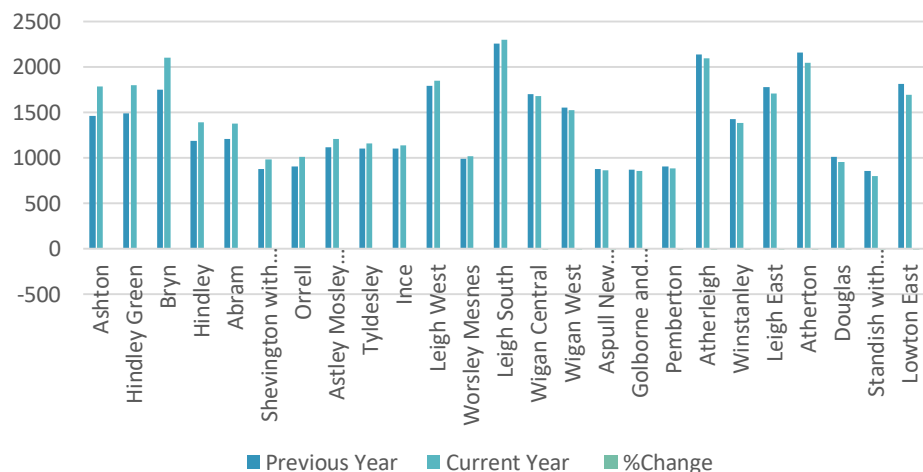
52,621
Increase of 4.22% on previous year

- Throughput for the current YTD is reported as **1,077,238** Small decrease of 0.77%
- Throughput by gender and age group can be provided if required

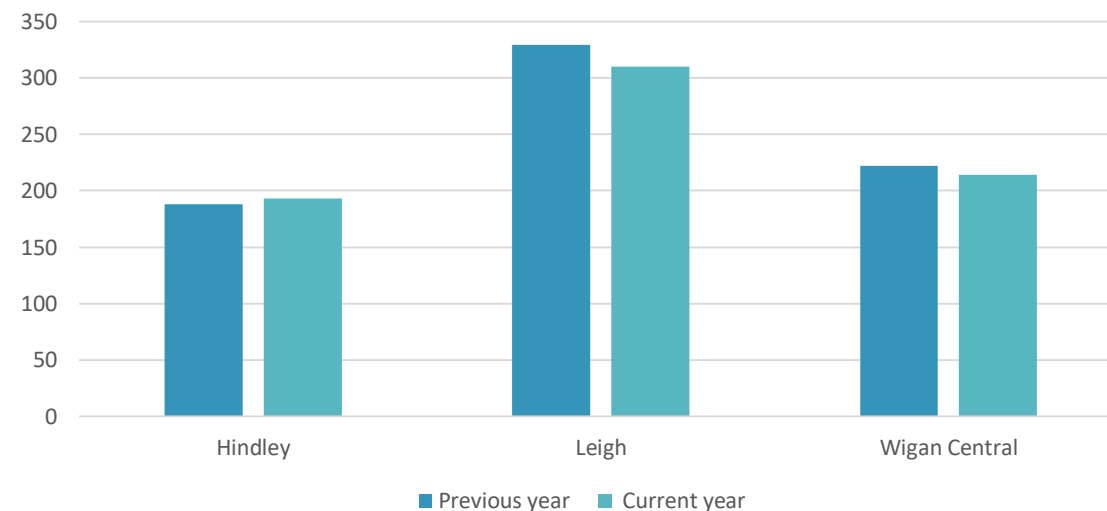


Geographical Participation Trends – By Ward

Participant by Ward



Participants by Ward (as defined by LDP)



- Highest participant rates (based on postcode) in Leigh South
- Lowest participant rates in Standish with Langtree
- Highest % increase (year on year) is in Ashton (22.1%)
- Highest % decrease (year on year) in Lowton East

Aligning with LDP ward/area:

- Hindley:** Scholes, Scholes/Birkett Bank
- Leigh:** Higher Folds North/Higher Folds South
- Wigan Central:** Norley East/Norley West

Data indicates a 2% increase in participation from Hindley residents and a decline of 5.78% and 3.60% in Leigh and Wigan Central respectively.



Social Valuing – Demonstrating Sport and Physical Activity contribution to other outcomes

Quantifying the value of Greater Manchester



Last 12 months

12.2 million visits tracked



90 sites sharing data



345,000 unique members

Sheffield Hallam University



Category	Social Value projections
Improved health	£16,639,905
Improved subjective well-being	£76,620,672
Increased educational attainment	£1,789,761
Reduced crime	£63,382
Total	£95,113,722



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Use of data in the wider sector

Evidencing the value if investment into facilities and programmes

SPORT ENGLAND STRATEGIC INVESTMENT PARTICIPATION IMPACT REPORT

PROJECT GO-LIVE DATE: April 2018
DEMO OPERATOR - DEMO LEISURE CENTRE

EXECUTIVE SUMMARY

- 63% growth in total throughput
- Increased female participation
- 163% increase in low-seg participants



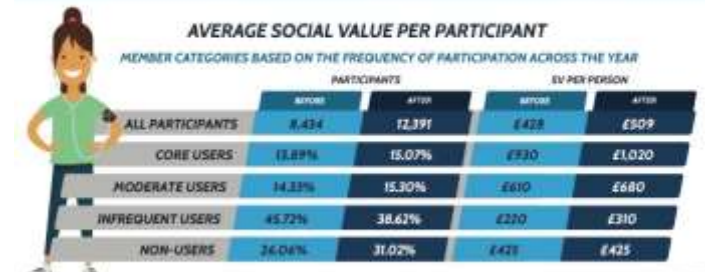
SPORT ENGLAND STRATEGIC INVESTMENT SOCIAL VALUE REPORT

PROJECT GO-LIVE DATE: April 2018
DEMO OPERATOR - DEMO LEISURE CENTRE

TOTAL SOCIAL VALUE GENERATED

Category	Value
IDM BEFORE INVESTMENT	£3,525,000
IDM AFTER INVESTMENT	£6,310,250
% CHANGE	79.01%

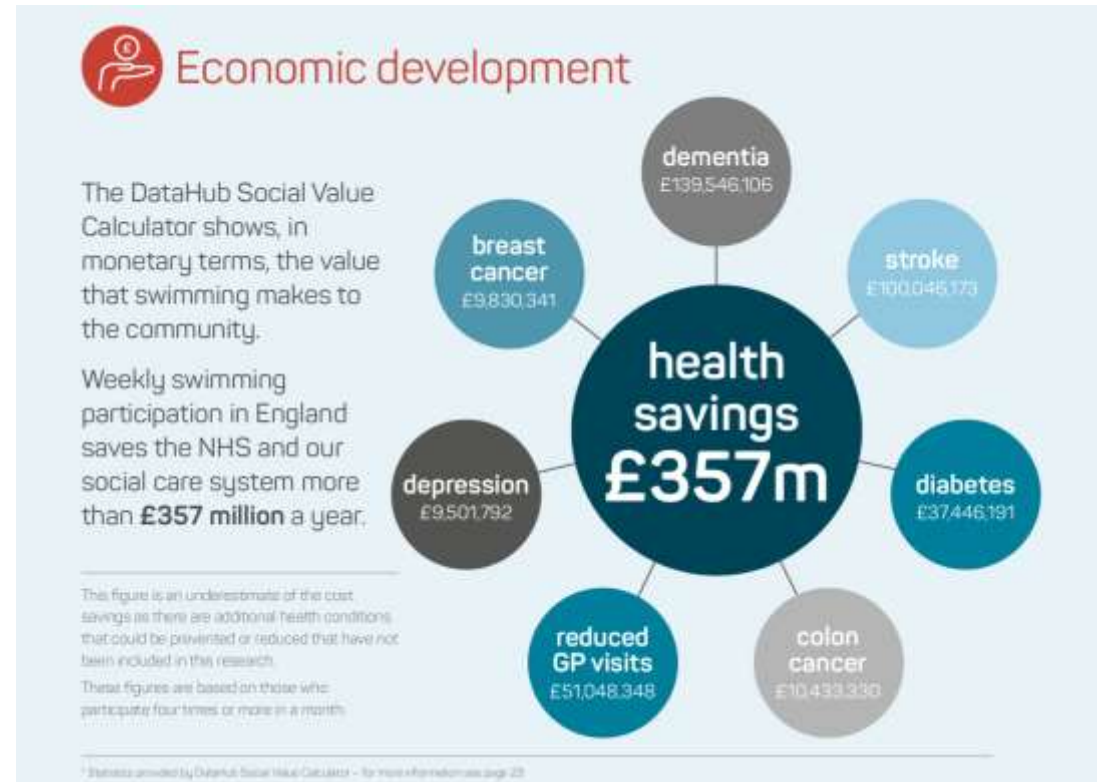
Increase in social value based on new member acquisition and higher frequency of participation by existing members.





Use of data in the wider sector

357m in health benefits, as part of the Value of Swimming Report





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Learning from the Wigan Model

- Bring Public Health colleagues to the table early in the process
- Engage with LDP leads to unlock resource and co-ordinate efforts
- Support community partners to improve data capture processes
- Aggregation and analysis of multiple and varied datasets can build the case for investment





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Discussion and next steps





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