



Social Value Model

and the role of business intelligence



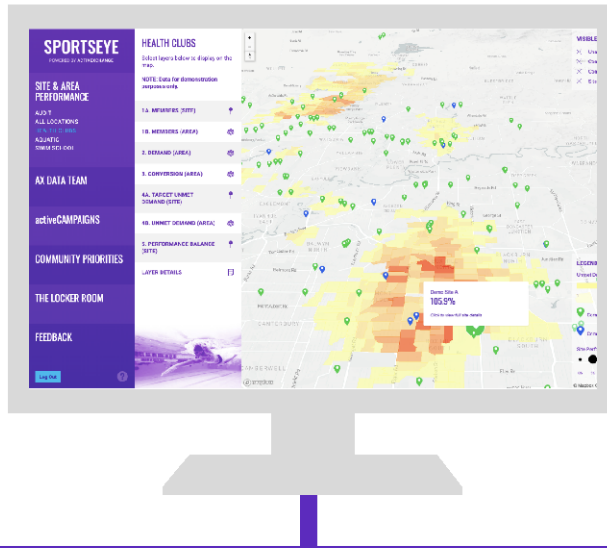


ActiveXchange & the SportsEye Network
Committed to creating active communities - unprecedented intelligence



OVER 2 MILLION MEMBERS
300+ VENUES
A DATA TEAM + PREDICTIVE MODELS
SIMPLE DECISIONS
MORE MEMBERS MORE ACTIVE MORE OFTEN

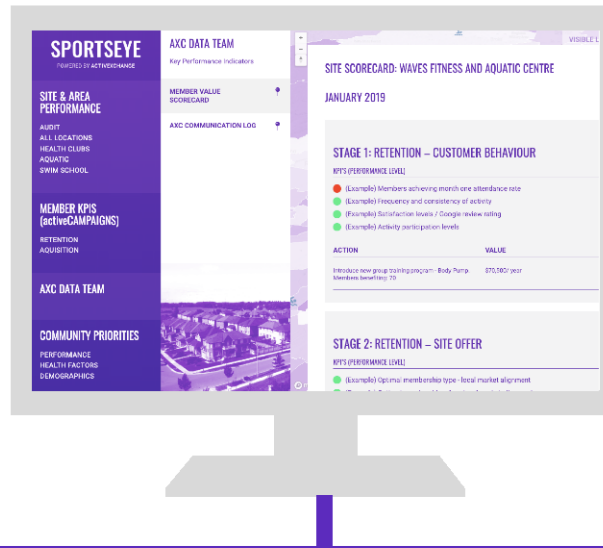
4 predictive models powering positive change



PERFORMANCE & GROWTH

Pinpointing growth potential

- 1) Understand relative under/over performance
- 2) Optimal site investment options
- 3) Target 'unmet demand'
- 4) Integration into target digital campaigns



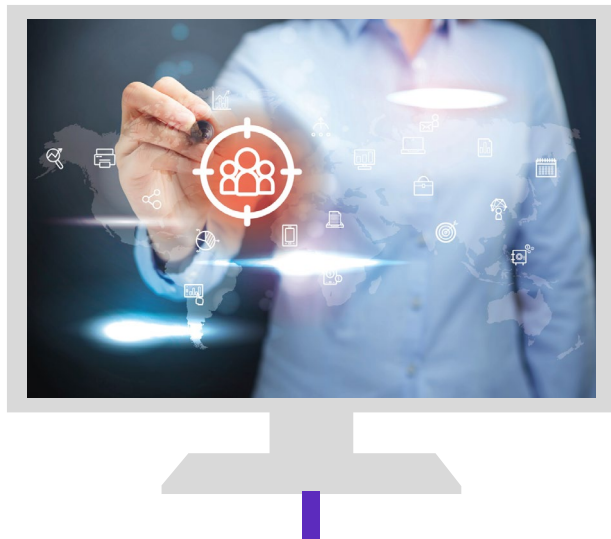
MEMBER VALUE MODEL

'The so what next' question
Focussing on 2-3 ongoing 'change' priorities

- 1) Optimal offer for current members - increasing the number of live member days in the business (retention)
- 2) Align the offer with unmet demand in the area (prospect acquisition)



4 predictive models powering positive change



activeCAMPAIGNS MARKETING

Right person, right message, right time
Risk-free with upfront lead generation guarantee

- 1) Reduced cost of member acquisition
(targeting unmet demand)
- 2) Retention Model - predicting drop out + optimal
intervention to mitigate - increasing member lifetime



SOCIAL VALUE MODEL

**Accurate, consistent, credible. Automated tracking of
social value (community savings) generated by sites**

- 1) Aligned with Federal Government research principles
- 2) Supported by State associations
- 3) Social Value growth plan linked to SportsEye intelligence
and tailored for each partner operator



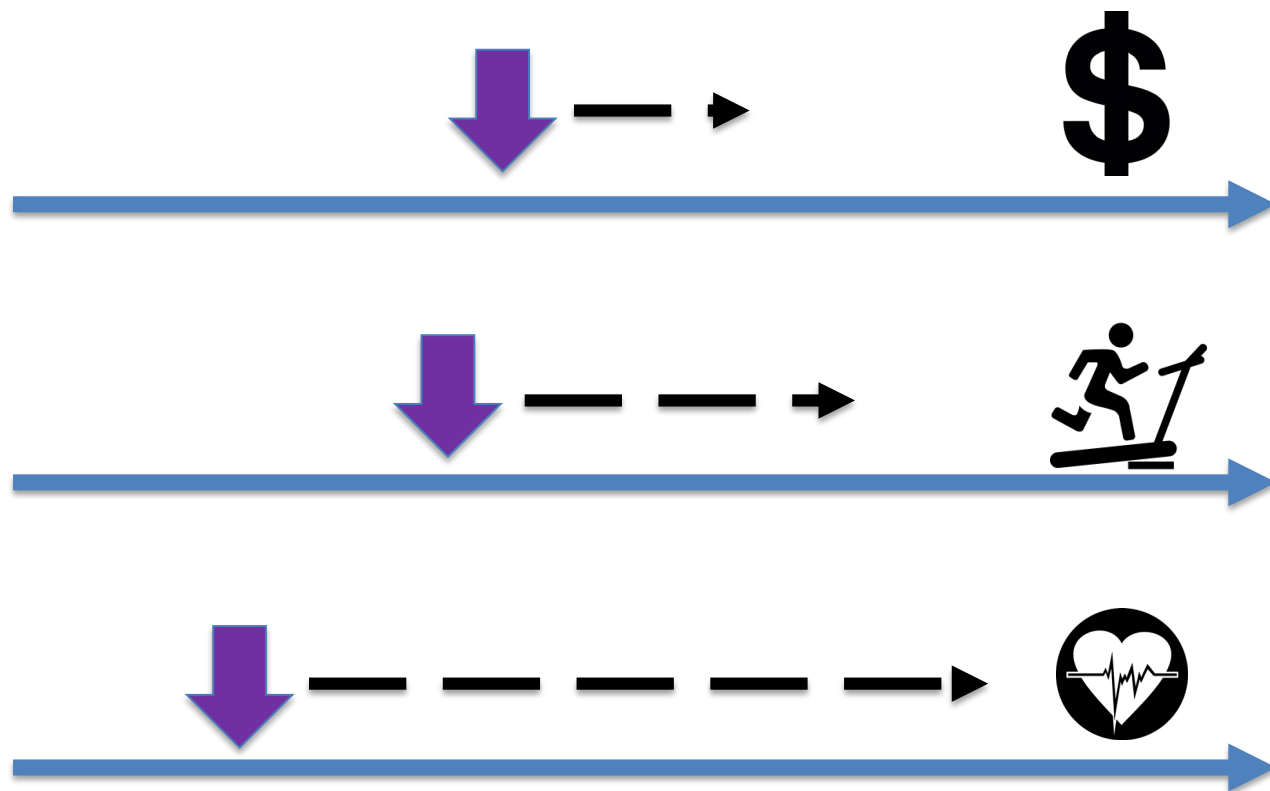
SportsEye partners - Social Value Growth Plan
Using wider intelligence (facility, program, pricing, operations, marketing)

For full details on SportsEye for Operators please visit
<https://activexchange.org/sportseye-operator>

Recognising
community
savings through
physical activity

Ensuring
funding is
allocated to
where it will
make the
greatest impact

Engaging a
wider range of
funding sources





SOCIAL VALUE MODEL

ACCURACY – CREDIBILITY - CONSISTENCY



The Value of Community Sports Infrastructure



Quantitative

The value of community sports infrastructure in Australia is **at least**

\$16.2b

Supported by 56.5m
hours of volunteer time

Used by 8m people
annually

Employing 57,000
people

Preventing 24,000
DALYs

(Disability adjusted life years)

Economic value of community sports infrastructure
\$ 6.3b

=

Increased productivity
\$ 0.8b

+

Increased economic activity
\$ 5.5b

+

Health value of community sports infrastructure
\$ 4.9b

=

Health system benefits
\$0.5b

+

Personal health benefits
\$ 4.4b

+

Social value of community sports infrastructure
\$ 5.1b

=

Green space benefit
\$ 0.8b

+

Human capital uplift
\$ 4.2b



Qualitative



Employment



Volunteering



A reduced risk of drowning and falls



Social inclusion



Community pride



A reduction in crime and anti-social behaviour



Increased levels of trust

KPMG

Activechange
Empowering data. Intelligent investment.



Social Value Model

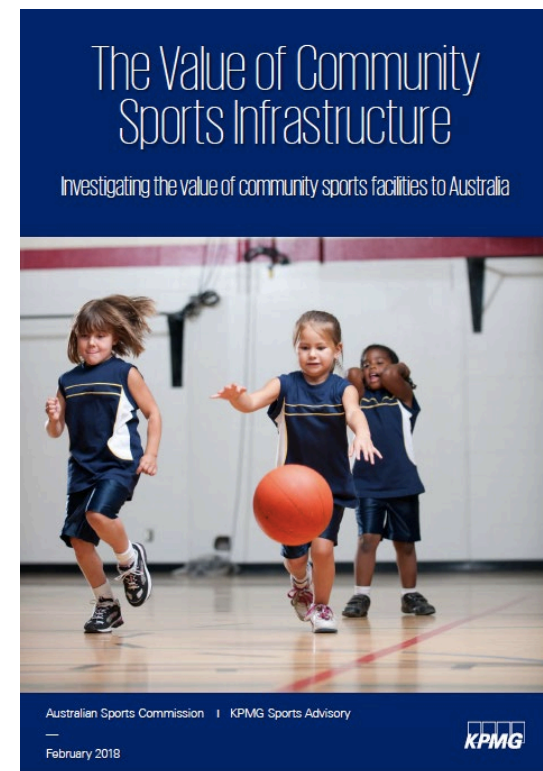
Key principles

The social value model provides a quantified estimate of the health and social value generated by member activity

- Each member is first segmented into demographic groups to facilitate individualised estimates of the impact of their activity.
- Each month of member activity is then analysed to generate an estimate of their health effective minutes for that month, which is determined by a combination of the intensity and duration of the activities within that period.

The model then calculates whether in a given month, a person has met the required level of activity in order to meet the threshold to generate benefits.

- This threshold has been based upon the Australian Institute of Health and Welfare (AIHW) Guidelines for Physical Activity.
- The social value model includes ten social value indicators, some of which are able to be attained in a given month (Acute value), and some which require an annual threshold to also be met (Chronic value).





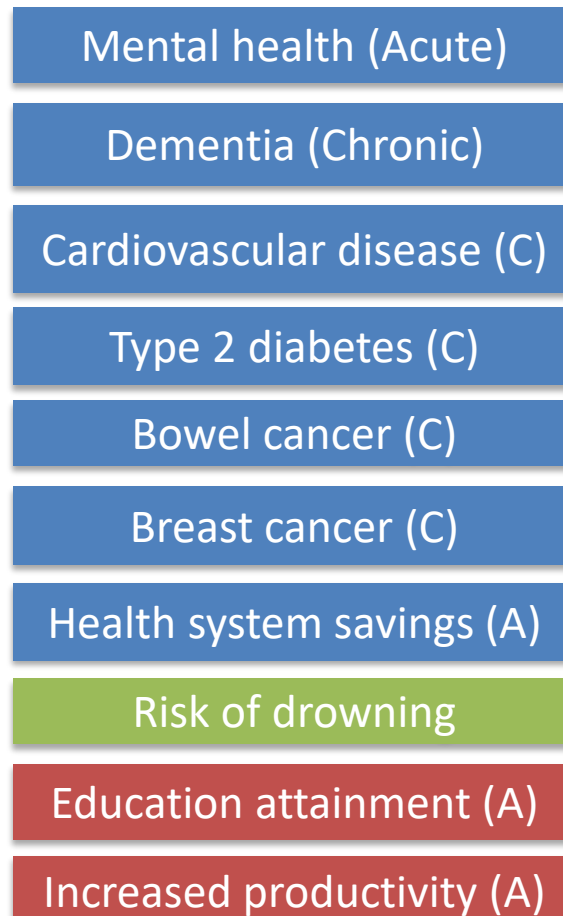
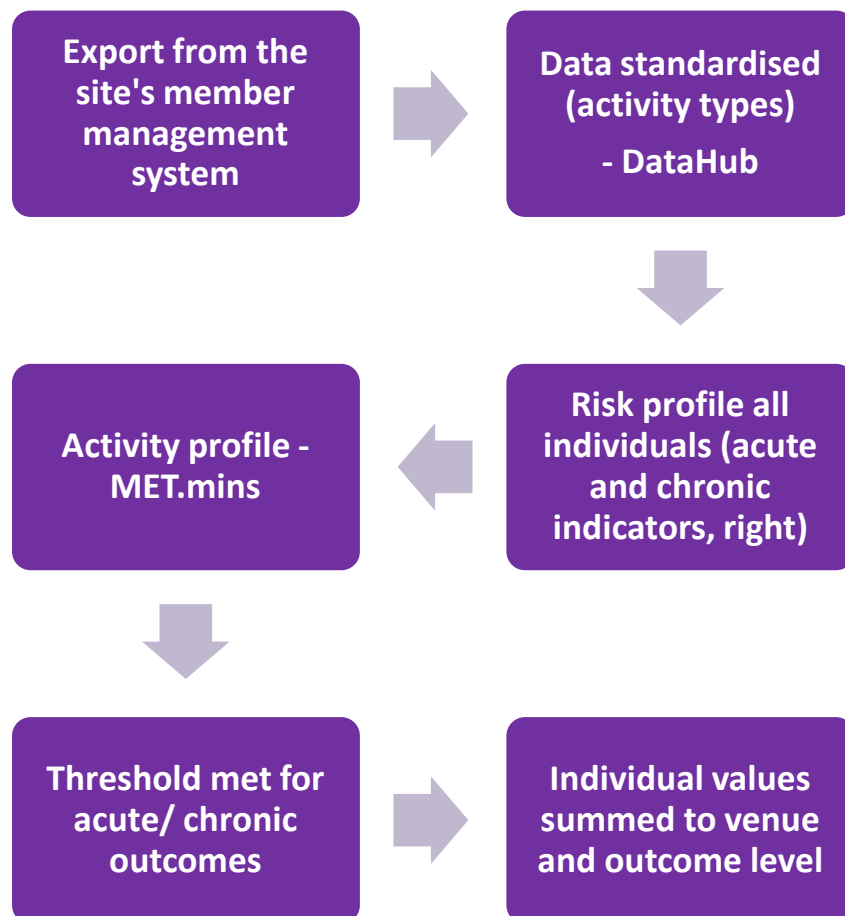
SOCIAL VALUE MODEL

An average 65 year old male in Queensland...





The Value of Change Social Value Model Process





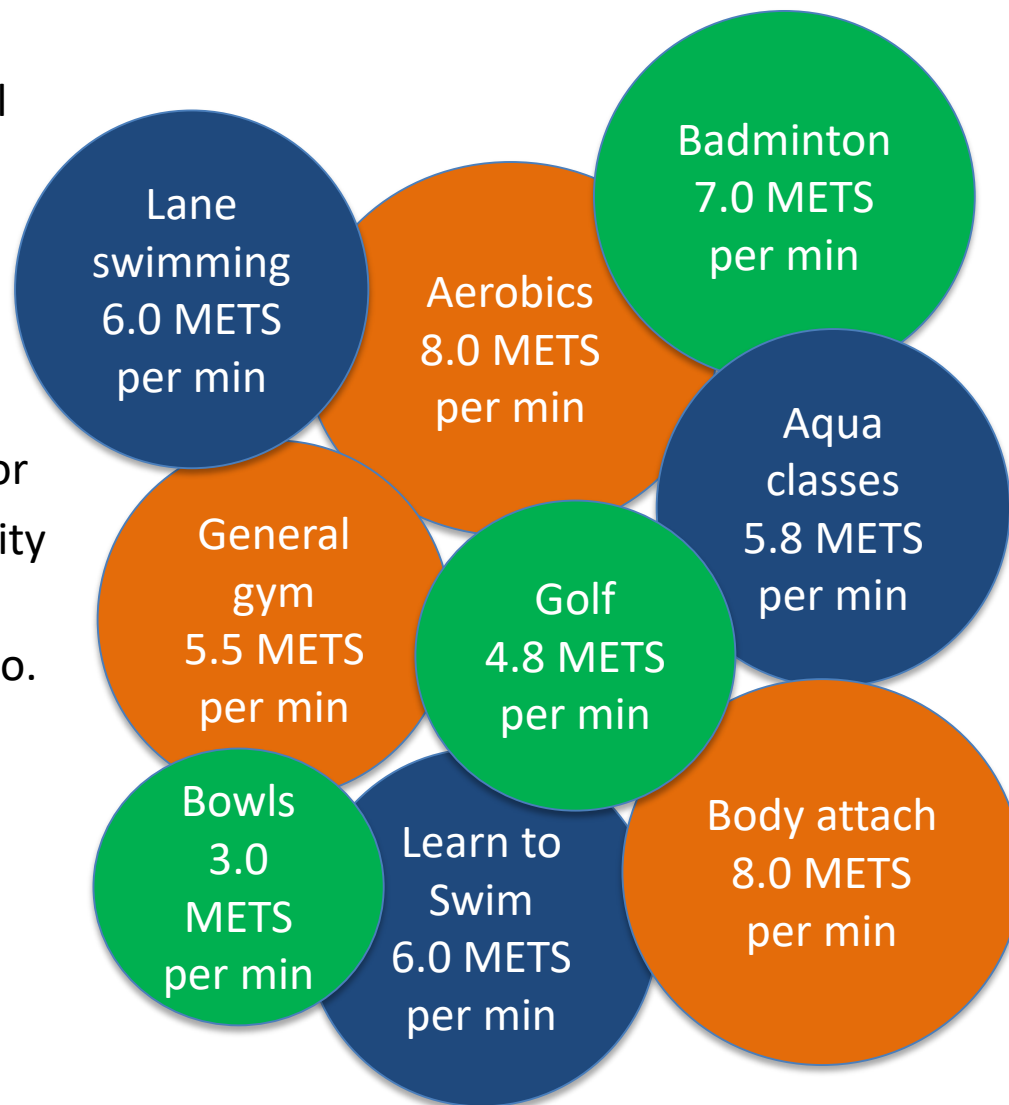
The Value of Change Social Value Model Process

The Social Value Model methodology aligns closely with the AIHW Guidelines for Physical Activity levels in adults. These guidelines recommend that adults undertake the following:

- 150 to 300 minutes of moderate intensity physical activity per week; or
- 75 to 150 minutes of vigorous intensity physical activity per week; or
- An equivalent combination of the two.

Acute threshold: 1,500 MET.mins per month

Chronic threshold: 13,500 annual MET.mins
+ minimum acute threshold for at least 6 months





Social Value Model
Output: Report - consistent, accurate, credible



SOCIAL VALUE CALCULATOR REPORT

OPERATOR NAME :
DEMO OPERATOR

REPORT DATE:
15.01.2018



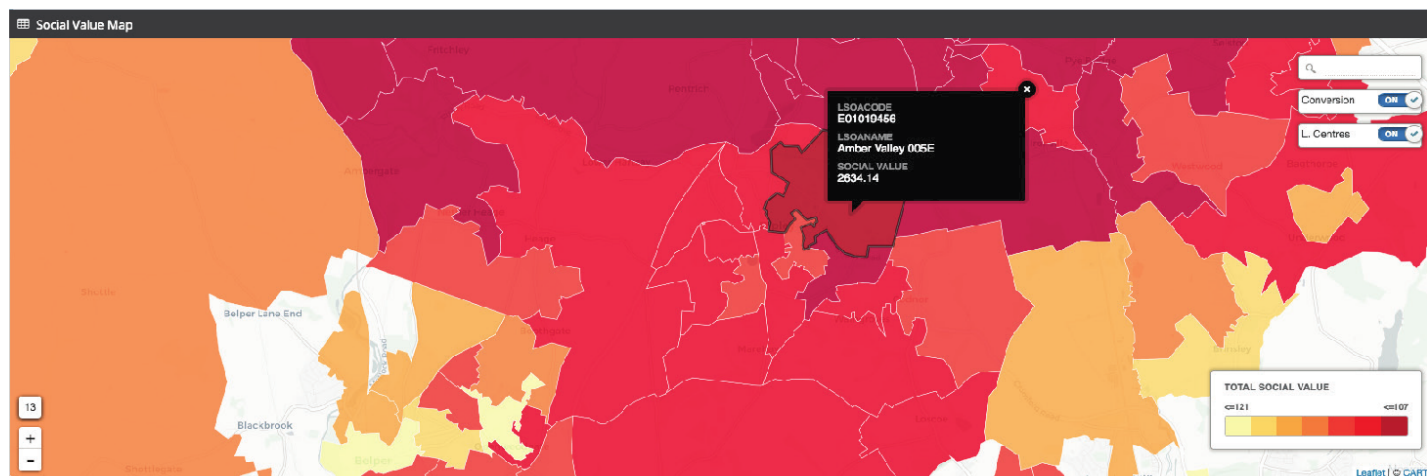
5 SOCIAL VALUE MAPS



MAPS - FILTER COMBINED VIEW

The heat map below shows the social value generated by the lower-super-output-area (LSOA) level. The darker colours indicate

higher social value generated compared to lighter coloured area. The blue dots on the map show other leisure centres in the catchment area.



Average
value per
leisure &
aquatics
participant:
\$3,932



SportsEye partners Social Value Growth Plan

SPORTSEYE
POWERED BY ACTIVECHANGE

SITE & AREA PERFORMANCE

AUDIT
ALL LOCATIONS
HEALTH CLUBS
AQUATIC
SWIM SCHOOL (APRIL 19)

MEMBER KPIS (activeCAMPAIGNS)

AX DATA TEAM

COMMUNITY PRIORITIES

PERFORMANCE
HEALTH FACTORS
DEMOGRAPHICS
SPORT NSW DEMAND
AREA INFO

THE LOCKER ROOM

PERFORMANCE

Select layers below to display on the map.

1. DEPRIVATION CONVERSION (SITE)

2. AXC RISK OF INACTIVITY CONVERSION (SITE)

3. SOCIAL VALUE GENERATED (SITE)

Size: Social Value Generated in last calendar year

4. SOCIAL VALUE PERCENTAGE CHANGE (SITE)

Size: Social Value Percentage Change between last 2 calendar years
Colour: Change %
Red: Reduction
Green: Increase

LAYER DETAILS

AQUATIC & FITNESS CENTRE

1. DEPRIVATION CONVERSION (SITE)
47%

2. AXC RISK OF INACTIVITY CONVERSION (SITE)
87.4%

3. SOCIAL VALUE GENERATED IN LAST CALENDAR YEAR (SITE)
\$ 2375227

4. SOCIAL VALUE PERCENTAGE CHANGE BETWEEN LAST 2 CALENDAR YEARS (SITE)
11.7 %

SOCIAL VALUE SUMMARY DASHBOARD

Click here to view Social Value Summary Dashboard for subscribed Sites.

ORDER SOCIAL VALUE REPORT

Click here to order Social Value Report from the AX Data Team.

39 43 125

Social Value (\$) Generated at Site

0 5000000 10000000

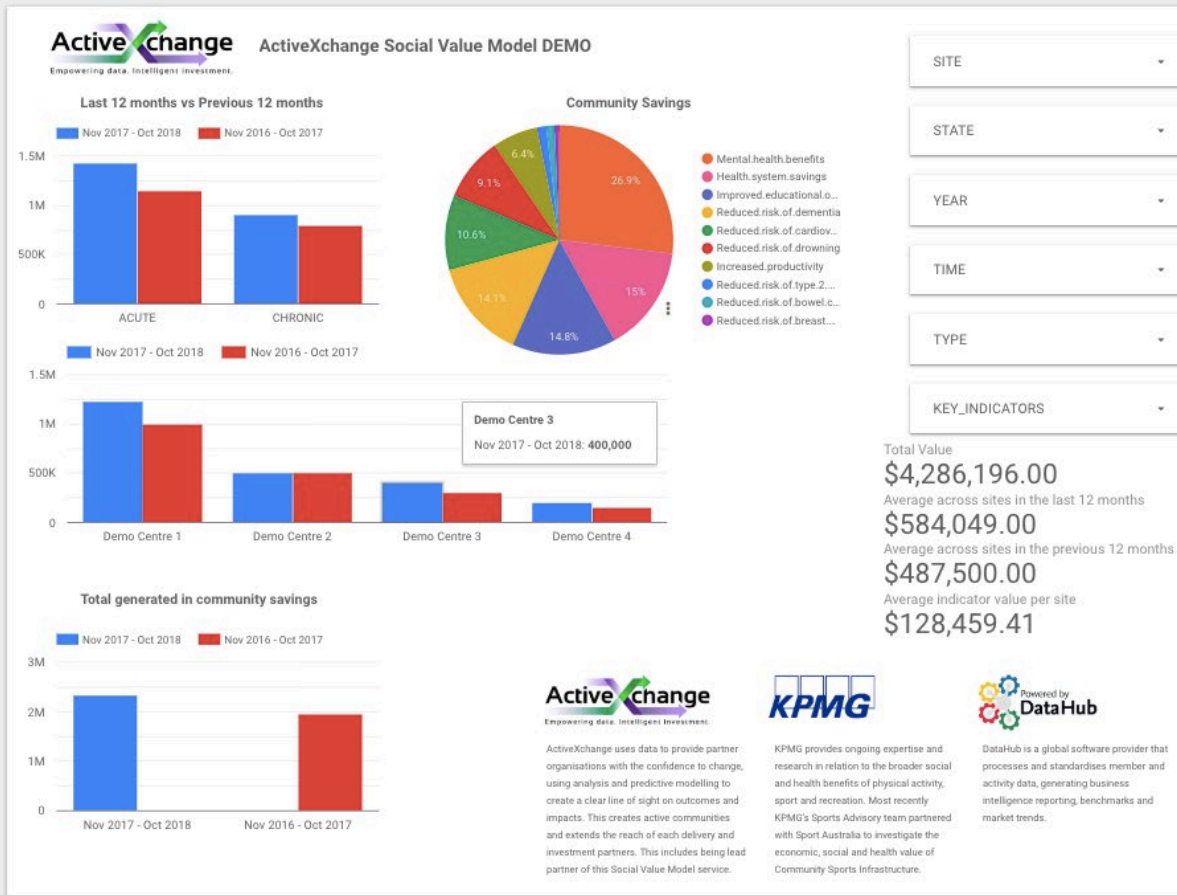
© Mapbox © OpenStreetMap Improve this map

SportsEye Partners – summary uploaded Social Value Model - Reporting

Average value per participant: **\$3,932**

AX_Social_Value_Model_Report_Demo

EDIT

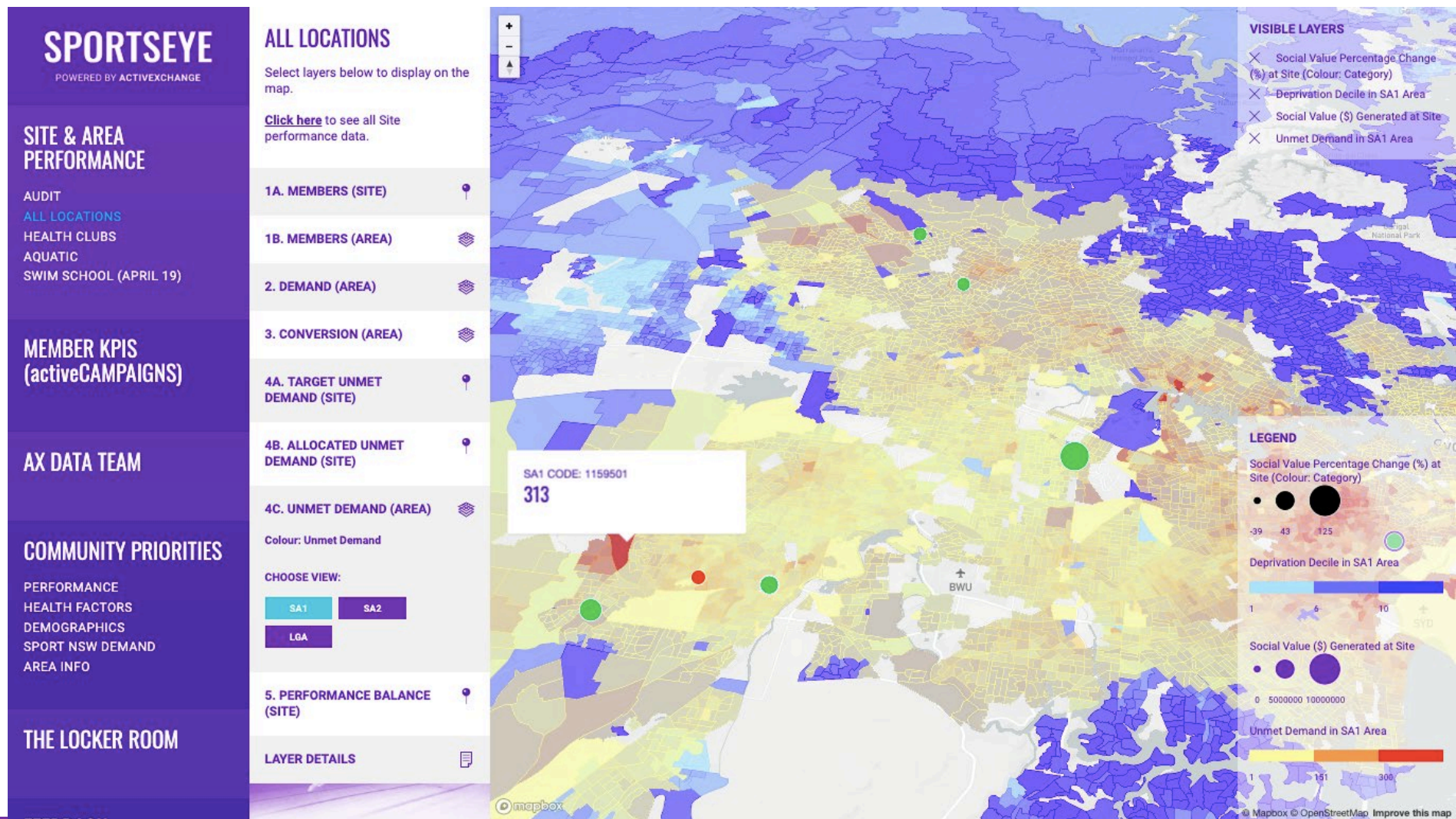


Data Last Updated: 7/3/2019 9:47:51 PM | [Privacy Policy](#)



SportsEye partners - Social Value Growth Plan

Using wider intelligence (facility, program, pricing, operations, marketing)





ALFAQ member price:

- \$2,995 per operator setup (removed for ALFAQ members in August/ Sept)
- \$995 per site per report (typically ordered annually)
- 2-3 week turnaround

ActiveXchange ongoing commitment:

- Presentation/ briefing on outputs with each Council
- Bi-annual 'State of the Sector' social value summary report to support SportsEye partners to influence stakeholders
- Direct support for SportsEye partners to grow their social value on a rolling basis.

Social Value of an Individual

What contribution does one person make to the overall Social Value?



The total includes members and an estimated non-members (casual users)



The overall Social Value generated by the 61st store has increased by £49 million over the last year.

Social Value per person has dropped slightly by less than £2 due to a slight decrease in frequency of use per user.

What is the difference between male and female contributions in 2017?

	Male	Female	Total
HEALTH	£93	£94	£96
SUBJECTIVE WELLBEING	£317	£320	£326
EDUCATION	£16	£15	£17
CRIME	£0.31	-	£0.65

52% of sample

48% of sample

£10

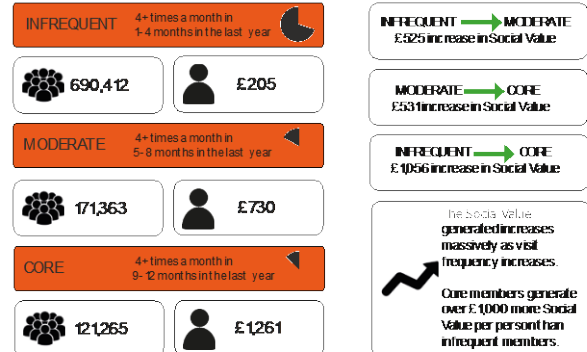
These figures are only at members of the facilities and not casual users, as gender is not recorded for this section of the sample. The Social Value contribution of a male is £10 higher than that of a female. Contributions are higher for males across all four components. Crime is modelled only on male demographics so no value is recorded for females. The percentage of females in the sample was 52%.

Social Value of a Member

What is the difference between members and casual visitors in 2017?



How does the frequency of member visits impact Social Value in 2017?



ACQUISITION VS RETENTION



Turning a casual user (non member) into a moderate member generates 18x more social value.



Turning an infrequent member to a core member generates 6.1x more social value.

Social Value of Sports

Which Sports provide the highest Social Value in each of the components in 2017?

Overall Social Value (in 2017) is broken down into its four component parts - Health, Subjective Wellbeing, Education and Crime - with the distribution shown below. The distribution of four components differs between each sport. The table below highlights the sports that have the highest contributions to each of the four components based on the participation frequency of participants and their demographic and Mosaic segments.

	Overall	Health	Subjective Wellbeing	Education	Crime
Overall	£93	£317	£16	£0.31	
The table below highlights the two sports that have the highest contributions					
Swimming	£78	£260	£4	£0.11	
Fitness	£83	£284	£20	£0.44	
Group Workout	£95	£321	£15	£0.14	
Football	£82	£285	£45	£0.92	
Badminton	£80	£275	£8	£0.24	
Squash	£75	£259	£8	£0.20	
Tennis	£85	£282	£5	£0.24	
Golf	£99	£311	£3	£0.09	
60+ 60+ activities	£92	£306	£0	£0.00	
Dance	£73	£242	£13	£0.01	



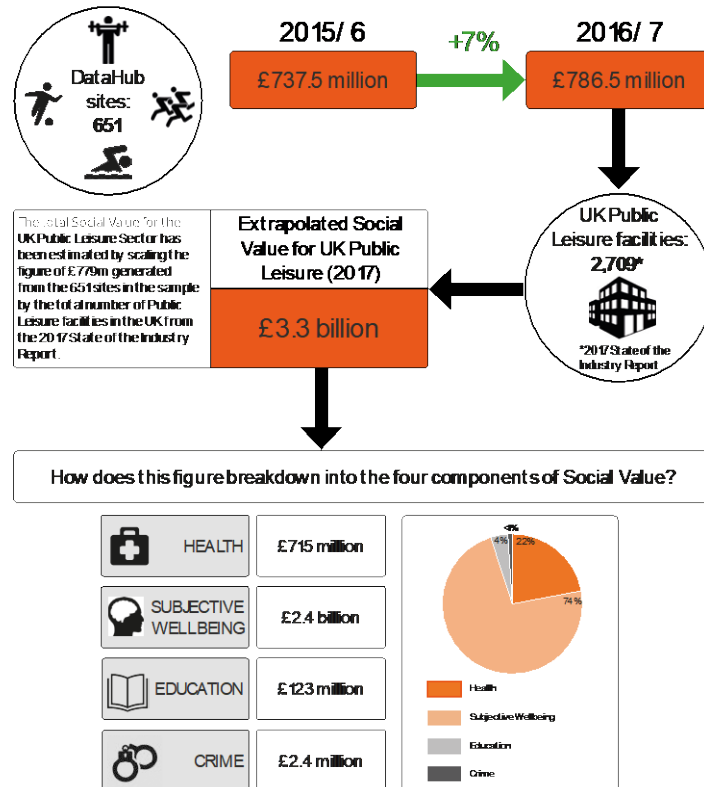
Group Workouts contribute the biggest amount to Wellbeing



Football contributed the biggest amount to Education and Crime

Social Value of the Sector

Data has been taken from 651 public leisure facilities across the UK and processed using the DataHub Social Value Calculator to determine the overall Social Value that these sites are generating. The year used for calculations runs from October to September.

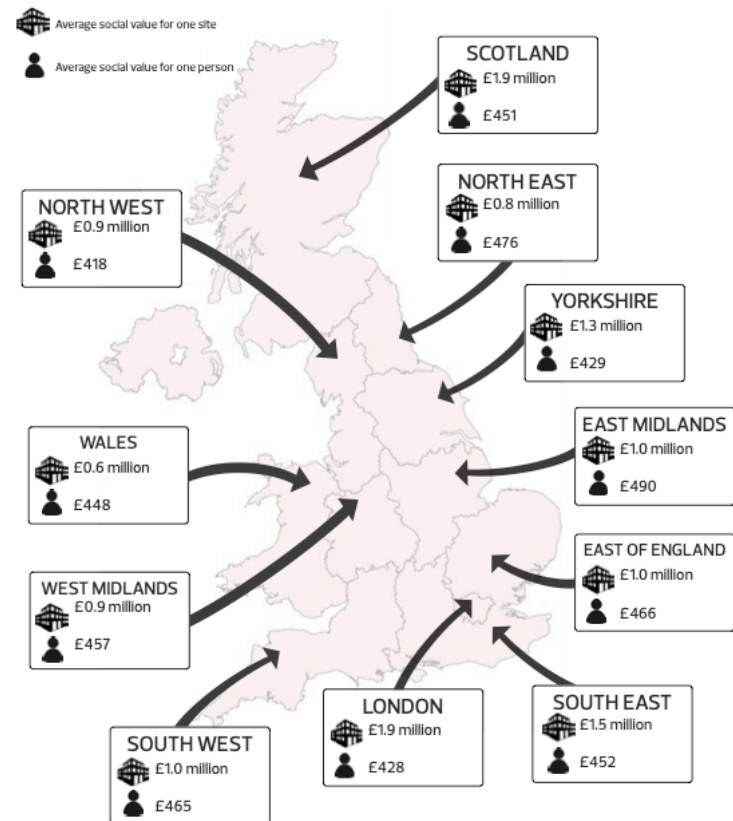


The magnitude of these numbers serves to highlight the importance of keeping the already active moving and encouraging the inactive to participate in exercise.

Social Value by Region

How does Social Value differ by Region?

The difference in average social value generated per region is driven by the difference in participation frequency of users and their demographic and Mosaic profiles rather than differences in the social return per region.

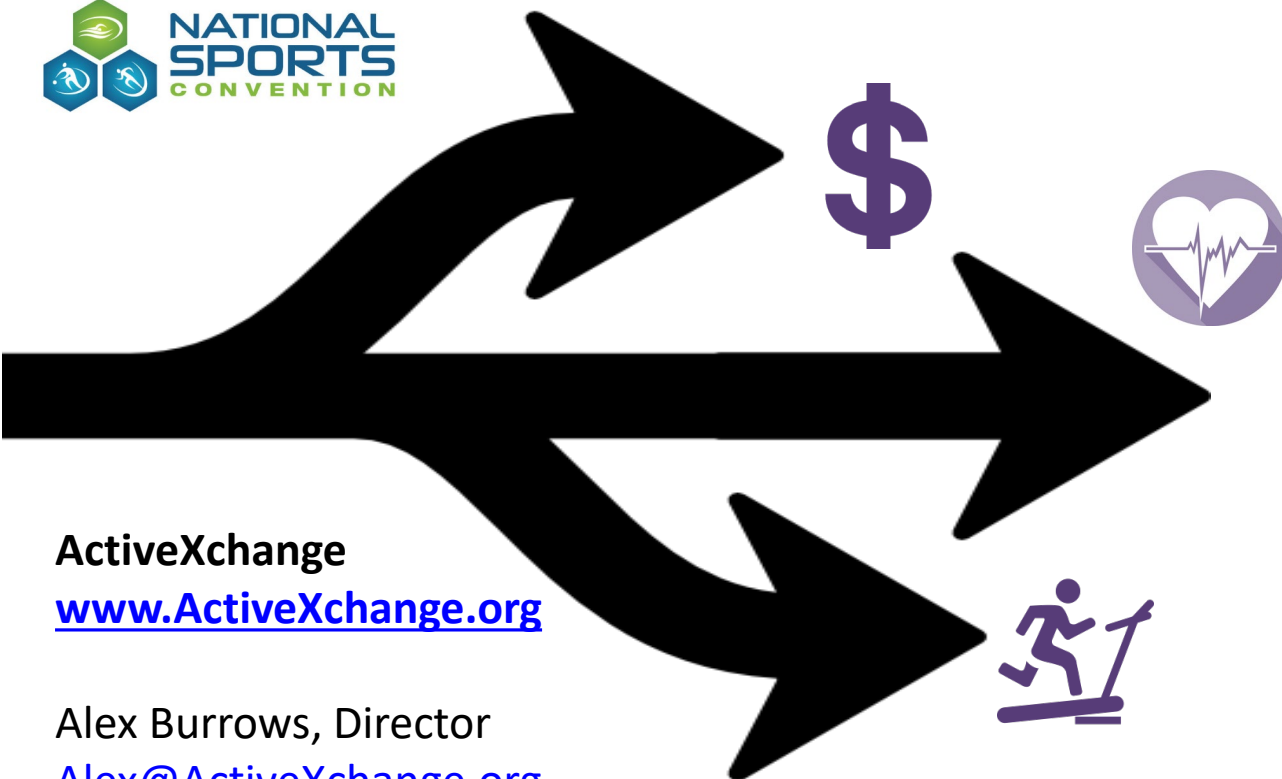




Contact the team today
The ActiveXchange team can manage your data transfer

★ 2019 National Sports Convention Award

- Best Tech Solution
- All categories



ActiveXchange

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