

4GLOBAL *Social Value Calculator*

v.3

**MAKE
SOCIAL IMPACT
YOUR MOST
COMPELLING
BUSINESS CASE**

4GLOBAL

The future is active



WHAT IS SOCIAL VALUE?

As a provider of sports facilities and services, you will need to measure the social impact, or Social Value, of facilities on the communities they serve.

Social Value is the term used for the health, wellbeing, educational and social benefits experienced by people, communities, and society through physical activity.

The **4GLOBAL Social Value Calculator**, now in its third release, was designed to give leisure operators (as well as local authorities, national funding bodies and stakeholders across the sector) a way of measuring and providing evidence for the Social Value created from investment in sport and physical activity.

In short, it is a tool used to monetise the Social Value created by participation in physical activity and leisure facilities.



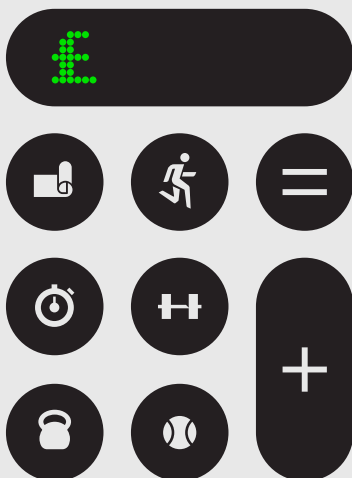
THE CALCULATOR WORKS BY:

1.

Capturing and standardising participation data from across all your facilities.

2.

Overlaying your data with several lifestyle, social segmentation and risk assessment at both the individual and household level*.



3.

Searching for positive changes caused by regular physical activity across four outcome areas:

- Improved physical and mental health
- Improved subjective wellbeing
- Increased individual development and educational attainment
- Social and community development, including reduction in crime.

4.

The calculator converts these positive changes into monetary value.

HOW IS DATA CONVERTED INTO VALUE?

Suppose the prevalence rate for coronary disease or stroke in a particular age group declines in an area where people in that segment are doing physical exercise. The Social Value is then calculated by the savings to the public health system.



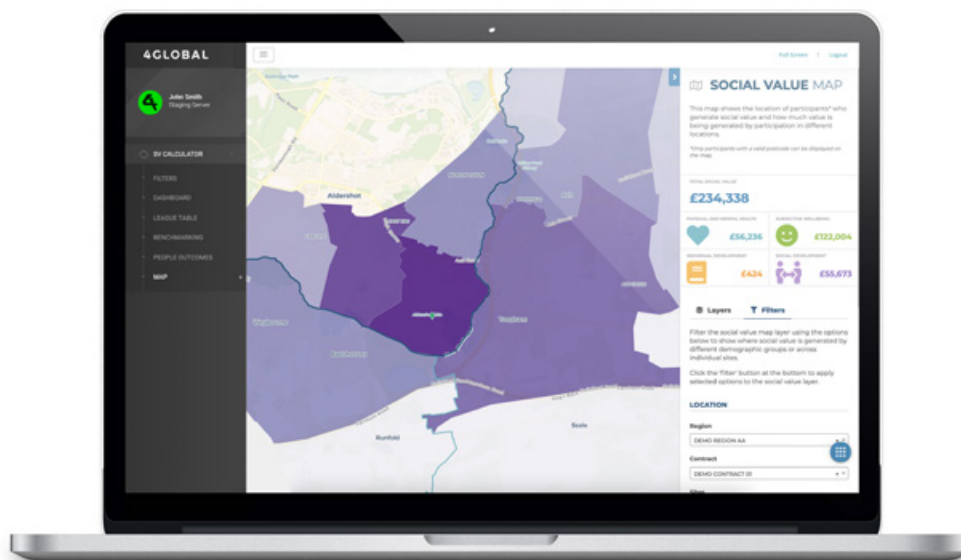
Similarly, if crime rate drops in an area where 10-24 year old males are involved in sport and physical activity, the Social Value is based on the savings to the probation and rehabilitation services.



VERSION 3. A MORE INCLUSIVE MODEL

The **4GLOBAL Social Value Calculator 3** is the latest update. A more inclusive duration-based model generates a social value for active (150+ minutes of physical activity per week) and fairly active (30-149 minutes physical activity per week) people who fell below the frequency-of-exercise threshold in the previous model.

Version 3 allows the user to do detailed searches and to generate reports automatically. The design of **Version 3** emphasises simplicity, clarity, and ease of use to create a smooth and enjoyable user experience.



An interactive mapping feature allows the user to isolate any area across the UK and plan local programmes and interventions.

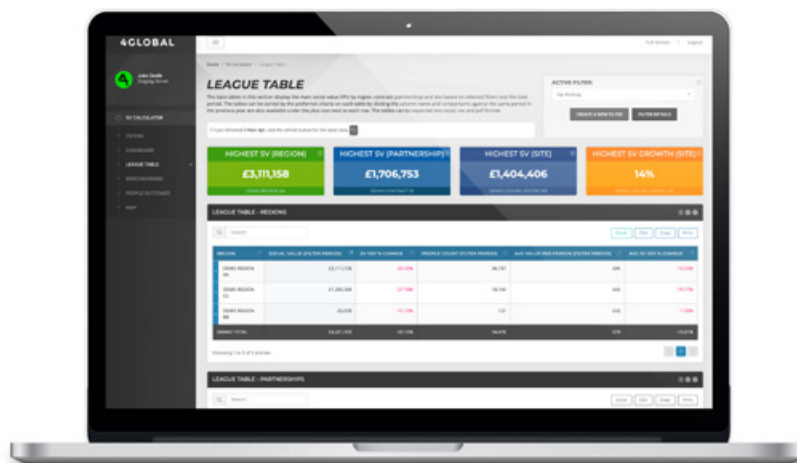


A WIDER APPLICATION

The **4GLOBAL Social Value Calculator 3** is a stand-alone tool embedded into the **4GLOBAL DataHub** platform which is the largest repository for sport and leisure data in the UK.

The platform currently has over one billion data points, with 2,500 leisure sites actively sharing data, 21 million individual participants and 5,500 licensed users. The platform unlocks the potential of sports and activity data by turning intelligence into actionable insights.

The **4GLOBAL Social Value Calculator 3** is also integrated into the Sport England Moving Communities platform providing a summary dashboard to local authorities and facility operators.



UNLOCK DATA TO TRANSFORM YOUR BUSINESS

As a facility operator, you could use the platform to enhance your business development activities and management programmes by doing the following:

1. Give stakeholders an indication of the social value created from investment in sport and physical activity.

2. Support funding applications and programme commissioning while identifying areas with high social value potential through targeted activity.

3. Provide transparent evidencing of community impact of your programme or facility aligned to your strategic objectives

V.3

ARRANGE A FREE DEMO TODAY

See the **4GLOBAL Social Value Calculator 3** in action. See for yourself how it can become your most compelling business case. Send an email to ***enquiries@4global.com***

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4GLOBAL is a world-leading technology and professional services company that works with governments, cities, international bodies, sports federations, NGOs, and local authorities worldwide to increase interest and participation in sport and get people active.

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