



# SWALE COMMUNITY LEISURE **SOCIAL IMPACT REPORT** 2023

## About us

Swale Community Leisure (SCL) operates leisure and community facilities across Kent, as well as delivering an extensive outreach programme to benefit local people.

Swallows Leisure Centre in Sittingbourne, and Sheppey Leisure Complex in Sheerness, are operated in partnership with our agents Serco Leisure. Hermitage Park Community Centre in Maidstone, and Meopham Leisure Centre are operated independently.

The SCL Community Team work with a wide range of partners to engage with, and make a positive impact on the health & well-being, of individuals, families, and communities.

## The Swale Leisure Contract

2004	Contract commences
2009	SCL gains charitable status
2014	Formation of SCL Community Team
2015	Launch of SCL 2020 Vision strategy
2018	Leisure facility refurbishment
2019	5.5 year contract extension gained
2020	Storm Ciara and the Covid years
2025	Expiration of current contract on March 31

## What is Social Impact Value (SIV) and why measure it?

Provision of leisure services, and physical activity, have long been recognised to contribute to people's health & well-being. Since Covid, the need for such activity, that addresses not just physical fitness, but mental health and even issues such as raising employment aspirations, has increased dramatically.

SCL and Serco have contributed through their service delivery to reduction in infrastructure costs across multiple sectors such as health and employment.

## Calculating SIV

In order to illustrate the monetary value to the national economy, SIV calculations have been made in a straightforward manner to demonstrate the impact.

NICE guidelines give a monetary value to Quality Adjusted Life Years (QALY), to which a major contributory factor is physical activity. This allows us to calculate the value for physical activity from which we can determine the SIV.

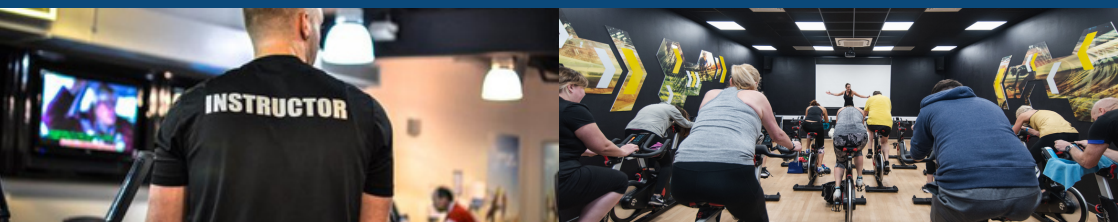
EU calculations give us an infrastructure cost per year to support an unemployed person. This also gives us our SIV.



## Aquatics Yearly

Over 3,000 children learning to swim across Swale, over 1100 swim members across Swale & 24 schools attending learn to swim each week.

**Social Impact Value £6,207,224**



## Health & Fitness Yearly

48 people attending specialised health classes, nearly 500 student members across Swale & Over 4,000 health & fitness members across Swale.

**Social Impact Value £7,518,246**



## **Holiday Activities and Food (HAF) Yearly**

12,286 sessions for children on FSM provided across Kent with each child receiving a hot meal, a snack and participating in enrichment activities.

**Social Impact Value £3,279,379**



## **Reconnect Yearly**

207 FSM Children actively using a sports membership including 21 on Dryside Sports, 144 on Swimming Lessons, 42 Student Gym Memberships.

**Social Impact Value £46,043**



## **Dame Kelly Holmes Trust Yearly**

542 young people have taken part in "Get on Track"  
Workshops in partnership with DKHT  
90% of young people have successfully gone back into  
employment, education or training.

**Social Impact Value – £903,333**



## **Health Studio Yearly**

174 Health Studio Members with over 400 visits per  
week and over 20,000 visits per year.

**Social Impact Value £201,257**



## School Participation Yearly

Over 1000 primary school students attending sports events including:

KSENT Games, Kwik Cricket, Indoor athletic events, swimming galas.

Nearly 400 secondary school students participating in school games lessons.

**Social Impact Value - £133,460**



**Swale Community Leisure  
Social Impact Value Total**

**£18,288,945**

# Testimonials



"I have struggled in and out of work for a couple of years, but after completing Get on Track I had the confidence to attend interviews and even secured myself a full time job"

*DKHT "Get on Track" young person*

"Amazing. William really enjoyed himself, thanks to the hard work of the staff. This has given him the opportunity to take part in activities he would not normally do"

*SEND Parent*



"The Health Studio has given me my life back, I have lost over 7 stone and can walk unaided"

*Health Studio Member*

"We have four boys in foster care who attend the HAF programme, they have been looking forward to it for months. Our boys enjoy socialising and doing activities in the school holidays"

*HAF Children's Carer*

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**SWALE**  
COMMUNITY LEISURE

Swale Community Leisure (SCL) is an Exempt Charity and a Registered Society under the Co-operative and Community Benefit Societies Act 2014. Registration Number: IP031132R  
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