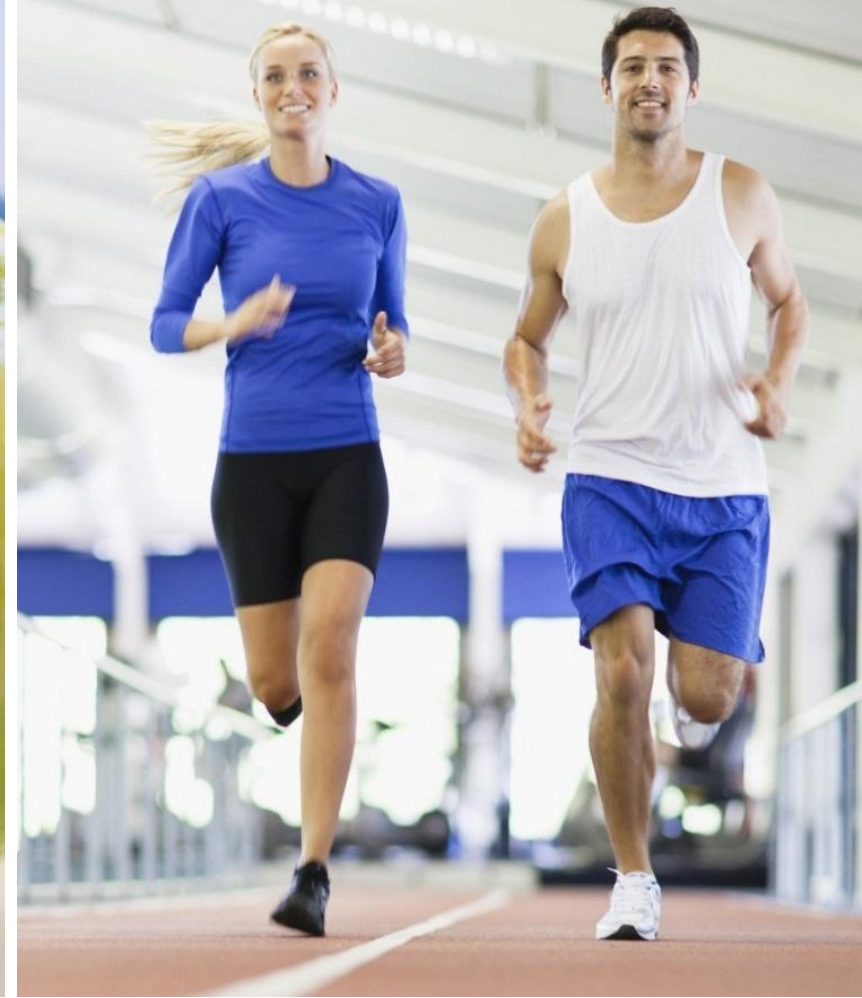




WHAT IS THE TRUE VALUE OF PHYSICAL ACTIVITY TO ACTIF SPORT AND LEISURE'S ACTIVITY PARTICIPANTS AND WIDER SOCIETY?

CARL DANIELS, ACTIF SPORT & LEISURE, CARMARTHENSHIRE COUNTY COUNCIL
MODULE CODE: BMPF7010

Key sources:

Daniels, C. (2026) *BMPF7010 WBLP Final Assignment*.

BACKGROUND, PROBLEM AND PURPOSE

- Public leisure under sustained financial pressure
- Risk of value being reduced to **cost, throughput or a single headline figure**
- Sector trend towards **single-figure social value reporting** (e.g. DataHub/4GLOBAL-linked systems)
- **Local fit matters:** Carmarthenshire differs from national averages
 - Median age **46 vs Wales 42**
 - Mixed urban–rural authority with access and travel constraints
 - WIMD 2019: **4%** of LSOAs in most deprived 10%, but **54%** in most deprived 50%
 - WIMD “Access to Services” explicitly includes travel time to **sports facilities**
- Project purpose: **triangulate outcomes, lived experience and cautious valuation**

Key Sources:

Nichols et al. (2020); Parker & Lloyd (2017); DataHub (n.d.); ONS (2023); Welsh Government (2019; 2025).

RESEARCH QUESTION, AIMS AND FOCUS

What is the true value of physical activity, and can it be evidenced credibly in a local authority context?

Core focus

- **Experience of value** (what participants say changes)
- **Quantification of value** (outcomes and indicative monetisation)
- **Policy and governance relevance** (safe use of evidence)

WHAT THE LITERATURE SUGGESTS (AND WHY THAT MATTERS)

Three dominant approaches

- Social Return on Investment (SROI)
- Wellbeing valuation (WELLBY-based approaches)
- Calculator-based social value models

Common challenges

- Attribution and counterfactual assumptions
- Transparency and replicability
- Risk of **over-precision** and “headline ratios”

Key Sources:

Arvidson & Lyon (2014); Maier et al. (2015); HM Treasury (2022); Frijters et al. (2020); Shields et al. (2025).

METHODOLOGICAL RESPONSE TO THE LITERATURE

- **Mixed-methods, convergent design**
- Quantitative patterns + qualitative meaning
- Pragmatic, proportionate and **non-causal**
- Methods adapted during delivery to remain **ethical, feasible and meaningful**

ETHICS, POSITIONALITY AND INSIDER RESEARCH

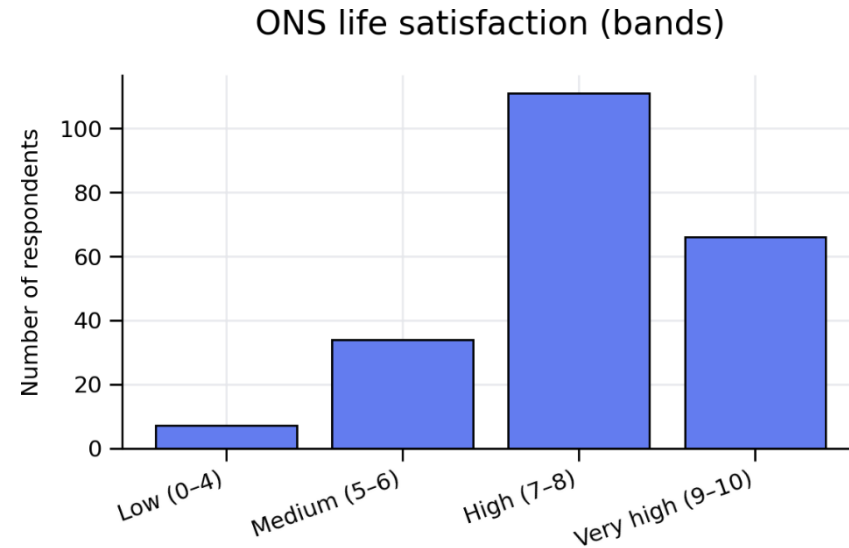
- Ethics approval obtained
- Insider researcher: **access and insight**, but also **risk and power dynamics**
- Survey distribution supported operationally to ensure governance compliance
- Interviewees were also **customers** – roles and boundaries explicitly clarified
- Reflexive practice throughout the research process

QUANTITATIVE FINDINGS: PATTERNS, NOT NUMBERS

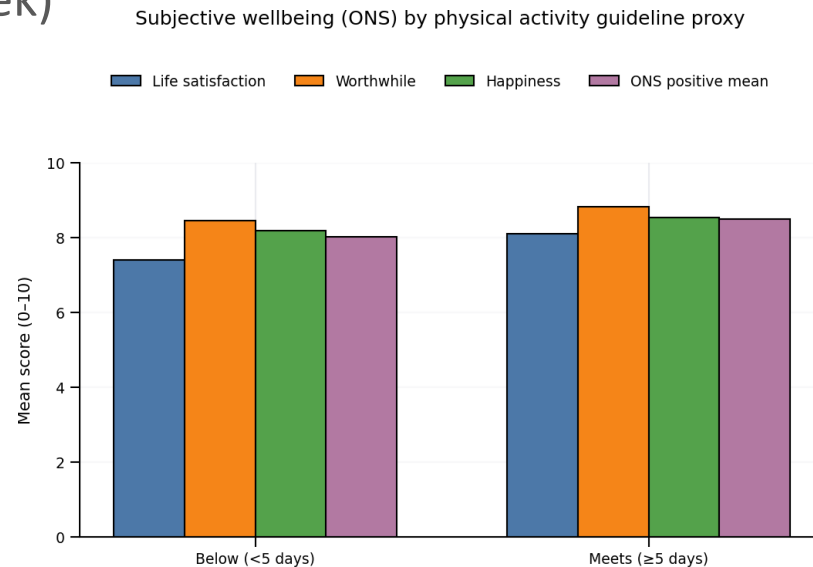
Key figures:

- **Fig 4.4** – ONS life satisfaction bands by activity frequency
- **Fig 4.5** – Anxiety bands by activity frequency
- **Fig 4.8a** – ONS wellbeing by guideline proxy (≥ 5 vs < 5 days/week)

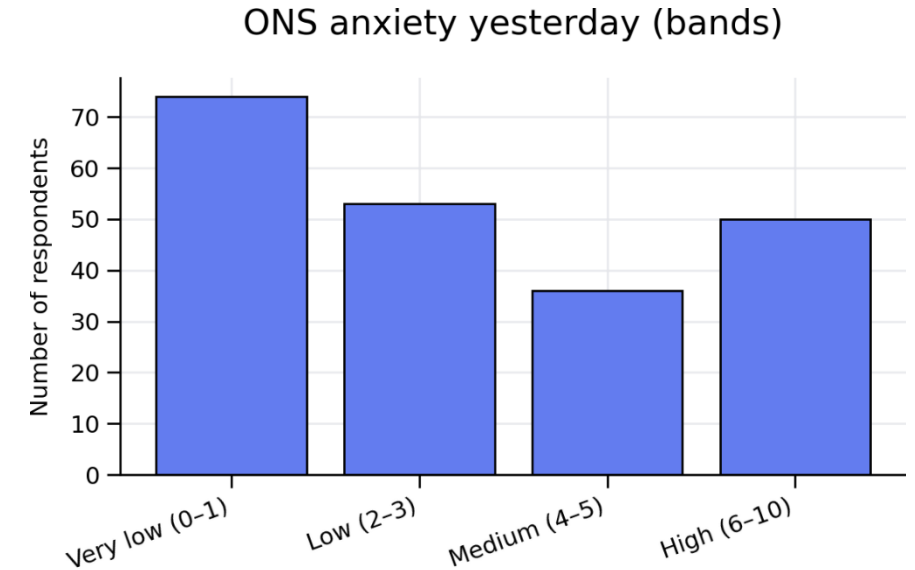
- **Fig 4.4 – ONS life satisfaction bands by activity frequency**



- **Fig 4.8a – ONS wellbeing by guideline proxy (≥ 5 vs < 5 days/week)**



- **Fig 4.5 – Anxiety bands by activity frequency**



- **Key message**

- Outcomes improve in a **graded pattern**
- Strongest differences often occur between **low and moderate activity**, not only at the highest levels

Key Sources:

ONS (n.d.); Downward & Rasciute (2011); Daniels (2026), Figures 4.4, 4.5, 4.8a.

QUALITATIVE FINDINGS: LIVED VALUE

- Independence and everyday functioning
- Feeling “level” and coping
- Routine and structure
- Belonging without pressure
- Prevention and manageability rather than cure
- Small sample, but rich data used for explanatory depth rather than representativeness.

Key Sources:

Daniels (2026), Appendix E; Dalziel et al. (2018); Devlin & Brooks (2017); Berkovic et al. (2020)..

INTEGRATING EVIDENCE & INDICATIVE VALUATION

Why integrate?

- Quantitative data = **patterns and scale**
- Qualitative data = **meaning and mechanism**
- Valuation = **communication of scale (with caveats)**

Indicative scenarios (annual values)

- **Route A – Benchmark difference:** Cohort (n = 219): upper ≈ **£0.81m**...Scaled to eligible membership (n = 1,719): upper ≈ **£6.35m**
- **Route B – National transfer values:** Cohort (n = 219): ≈ **£0.14m–£0.27m**...Scaled (n = 1,719): ≈ **£1.08m–£2.08m**

Key message

- **Same data → materially different values** depending on assumptions

CONCLUSIONS, RECOMMENDATIONS & LEARNING

Key conclusions

- Value is real, consistent, and unevenly distributed
- Greatest gains often at **low–moderate activity levels**
- Monetisation is useful but **assumption-sensitive**

Implications

- **Multi-lens value reporting**
- Transparency over precision
- Protect conditions that enable **regular participation**

Reflection

- Professional judgement with evidence
- Insider research awareness

Key Sources:

Daniels (2026), Chapter 5; Arvidson & Lyon (2014); Maier et al. (2015); Shields et al. (2025).

THANK YOU — HAPPY TO TAKE QUESTIONS



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