



**Social
Value**

Festival

#EssexSocialValue

**Day 3: Social Value Seminar
for Charities and Social Enterprises**

Wednesday 21 July • 11am – 12pm



Essex County Council

Jason Fergus

Head of Active Essex, Essex County Council



Social Value Within The Physical Activity and Sport Sector

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Head of Active Essex



Who We Are



The Importance of Social Value

Social Value has the potential to release millions of pounds of public money for community benefit.

The voluntary, community and social enterprise (VCSE) sector is an important partner for Essex County Council and plays a key role in improving health and well-being.

ECC TOMS: Creating a healthier community - Initiatives taken or supported to engage people in health interventions (e.g. stop smoking, obesity, alcoholism, drugs, etc.) or wellbeing initiatives in the community, including physical activities for adults and children

Through an Asset Based Community Development approach, the VCSE sector represent views and opinions from local communities and provides the platform to amplify the voice of people with lived experience. Ultimately this informs County and National policies.



Social and Economic Value of Physical Activity Nationally

In their study, Sports England and the Sport Industry Research Centre at Sheffield Hallam University model the social and economic contribution of physical activity.

“People who are least likely to be active in England are often the most likely to have ill-health...”

For every £1 spent on community sport and physical activity in England £3.28 worth of impacts are generated through:

Prevention agenda in relation to Physical and Mental Health:



150,000 cases Heart disease and stroke prevented	93,000 cases Dementia prevented	33,000,000 Reduced use of psychotherapy services
900,000 cases Diabetes prevented	375,000 cases Depression prevented	21,000 Hip fractures prevented
8,500 cases Cancer prevented	30,000,000 Fewer GP visits	1,500,000 Back pain cases prevented

=

£9.5 billion
Physical &
mental health
impact generated



What is the value of being active in Essex?

For every **£1** spent on sport and physical activity in Essex, **£3.28** worth of social value is generated.

Taken together, the benefits of physical activity create tangible monetary impacts.



Physical
Wellbeing
£2,610,000



Mental
Wellbeing
£12,740,000



Individual
Development
£100,000



Social & Community
Development
£5,820,000

Forecasted value of every additional 10,000 people who become regularly active

“Organisations can also do their own modelling of social and economic value...”

Social and Economic Value of Physical Activity & The Workplace

Absences for reasons that account for up to 50% of days lost per worker can be reduced or prevented by investing in physical activity

Number of days lost through sickness absence per worker:

Year	Days lost per worker
2018	4.4
2019	4.2
2020*	3.6

Percentage of days lost through sickness absence by reason:

Reason given for sickness	Percentage of days lost		
	2020*	2019	2018
Minor illnesses	22.0	22.9	27.2
Musculoskeletal problems	17.5	20.6	19.7
Other	19.8	14.5	13.7
Mental health conditions	13.4	14.5	12.4
Gastrointestinal problems	5.4	6.3	6.1
Respiratory conditions	5.3	4.0	2.8
Eye/ear/nose/mouth/dental problems	2.9	3.6	3.7
Genito-urinary problems	1.8	2.6	2.9
Heart, blood pressure, circulation problems	3.0	4.1	3.4
Headaches and migraines	3.0	2.1	3.3
Prefers not to give details	5.9	4.8	4.9
Total	100.0	100.0	100.0

Includes back pain & neck and upper limb problems

Includes diabetes, heart disease, and stroke

Includes stress, depression, and anxiety

Impact of sickness absence:

- Reduction in productivity due to less workers.
- Obligations to pay the salary or sick pay of absent workers.
- Having to find, train and pay for temporary cover.
- The possibility of reduced customer satisfaction.
- Reduction in motivation and morale from the other staff.

*Some of the falls in absences due to fewer people working as result of furloughs

Source: ONS and Labour Force Survey person datasets

What does this mean for your workplace and workforce?

The physical and mental health of our Essex workforce has never been more important to contribute to the wellbeing of those who are employed and seeking employment, and to enable the Essex economy to grow and thrive. Investing in workplace initiatives can lead to:

- increasing productivity
- improving the morale and health of the workforce
- improving absenteeism and ability to return to work after illness
- retaining staff
- improving workability among older employees
- reducing workplace injuries
- creating a positive corporate image



NHS Mid Essex Clinical Commissioning Group (CCG)

NHS Mid Essex Clinical Commissioning Group (CCG) won the Active Workplace of the Year Award at the Active Essex Sports Awards 2019.

NHS Mid Essex CCG has a simple objective: “We want everyone in mid Essex to livewell.”

The CCG created a programme for staff called Time to Shine: physical, mindful and volunteering activities running April to September.

Every week the CCG offered a 2.5km lunchtime walk, mindfulness meditation, an arts-and-crafts group and an after-work 5km run. Twice a month, ballroom dance classes and a lunchtime table tennis tournament were available too.

Staff volunteered at local care homes – taking residents living with dementia on walks, running a coffee afternoon and even a beer festival. A lunchtime self-defence course proved so popular, some colleagues joined regular classes. A local food bank appealing for stock received dozens of bags of non-perishables from CCG colleagues. And 10 staff spent a day clearing a local community’s churchyard.

Feedback showed participation rates were over 80%, with 87% of staff saying the challenge supported morale and wellbeing, and 66% that it enhanced physical activity across the workforce. Staff sickness rates fell and many colleagues continued activity they began during the six-month challenge.





For more information:

Visit the Social Value Catalogue at <https://www.livingwellessex.org/social-value/>

Contact the team at Social.Value@essex.gov.uk

