



JUBILEE HALL TRUST SOCIAL VALUE REPORT PERIOD ENDING MARCH 2020

Prepared for Jubilee Hall Trust by Ray Algar Oxygen Consulting September 2020



About this social value report

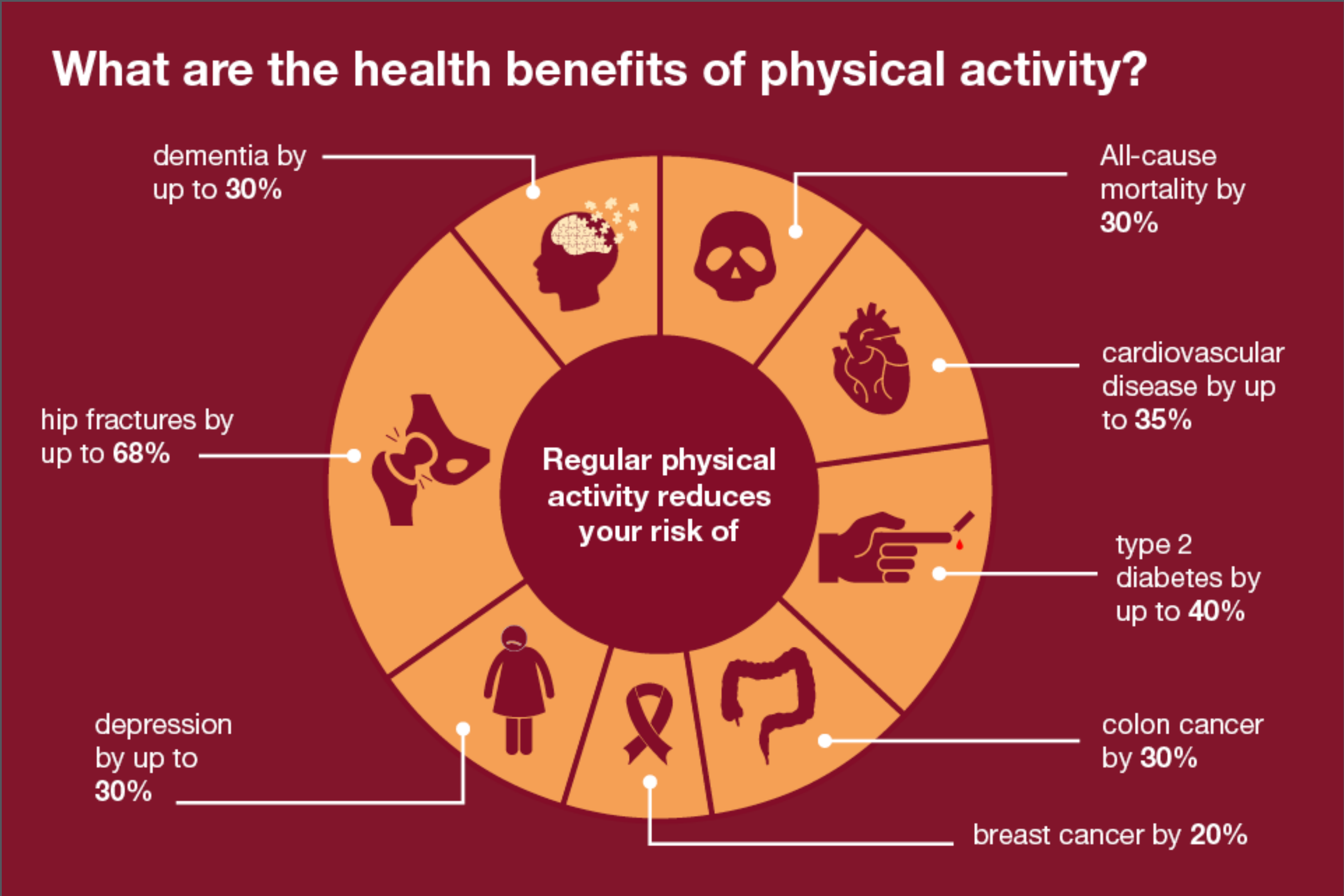
It was a landmark study by Jeremy Morris in the 1940's of London bus drivers and (more active) bus conductors that first discovered a relationship between different amounts of **physical activity** and the incidence of **coronary heart disease**.

Despite the growing body of evidence which supports the value of being physically active, too many people remain inactive, not just across London, but nationally as well. This creates 'costs' for people and for society.

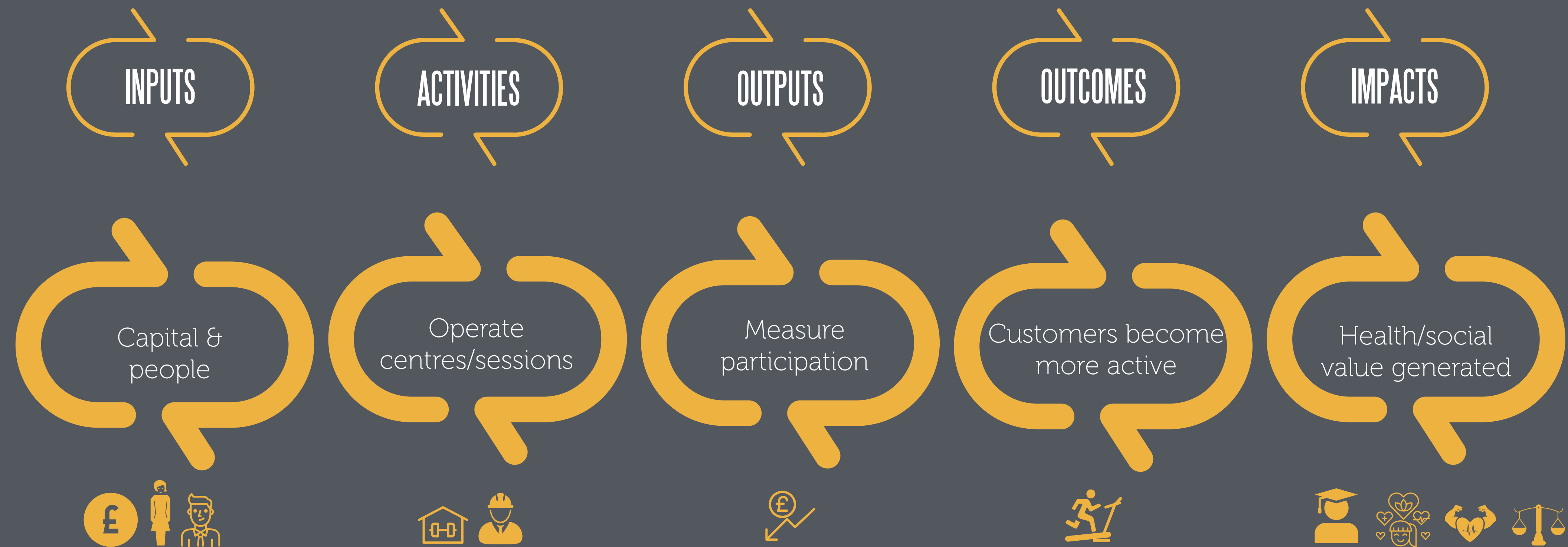
However, if we can move people to become more active, then individuals, our local community and wider society benefits.

By encouraging people to be physically active we create **social impacts**

Source: Public Health England



This is how Jubilee Hall Trust brings about change



JUBILEE HALL TRUST SOCIAL VALUE RESULTS 12 FULL MONTHS – APRIL 2019 TO MARCH 2020



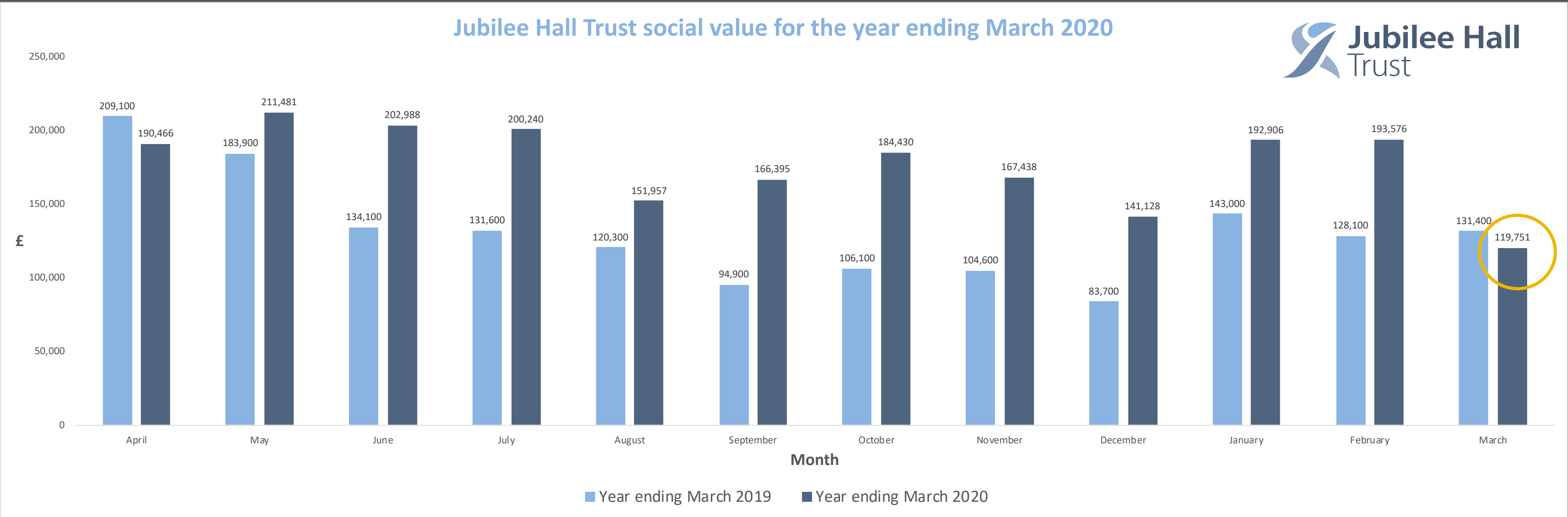
Jubilee Hall Trust: Social value annual summary

Year ending March 2019: Social value generated: £1.6m

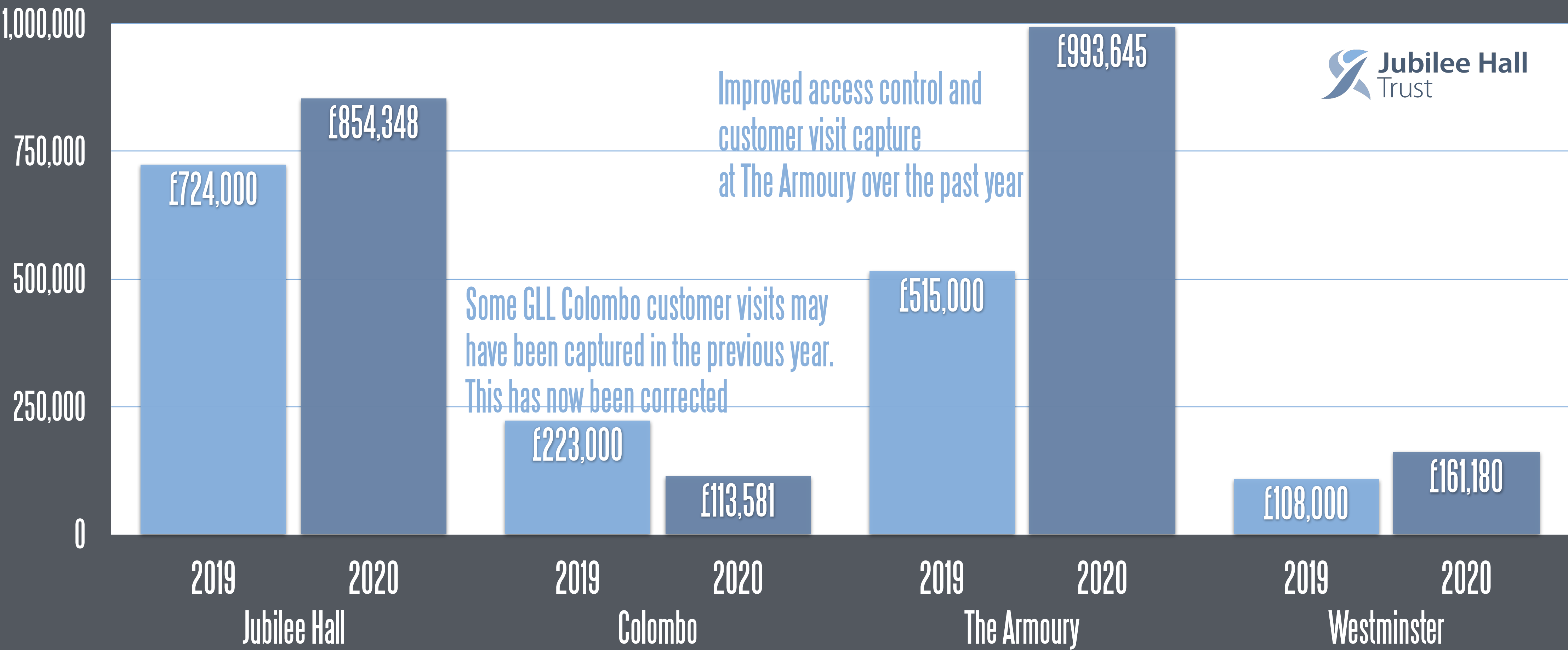
Year ending March 2020: Social value generated: £2.1m

Annual increase of 31%

March 20th gyms closed due to coronavirus

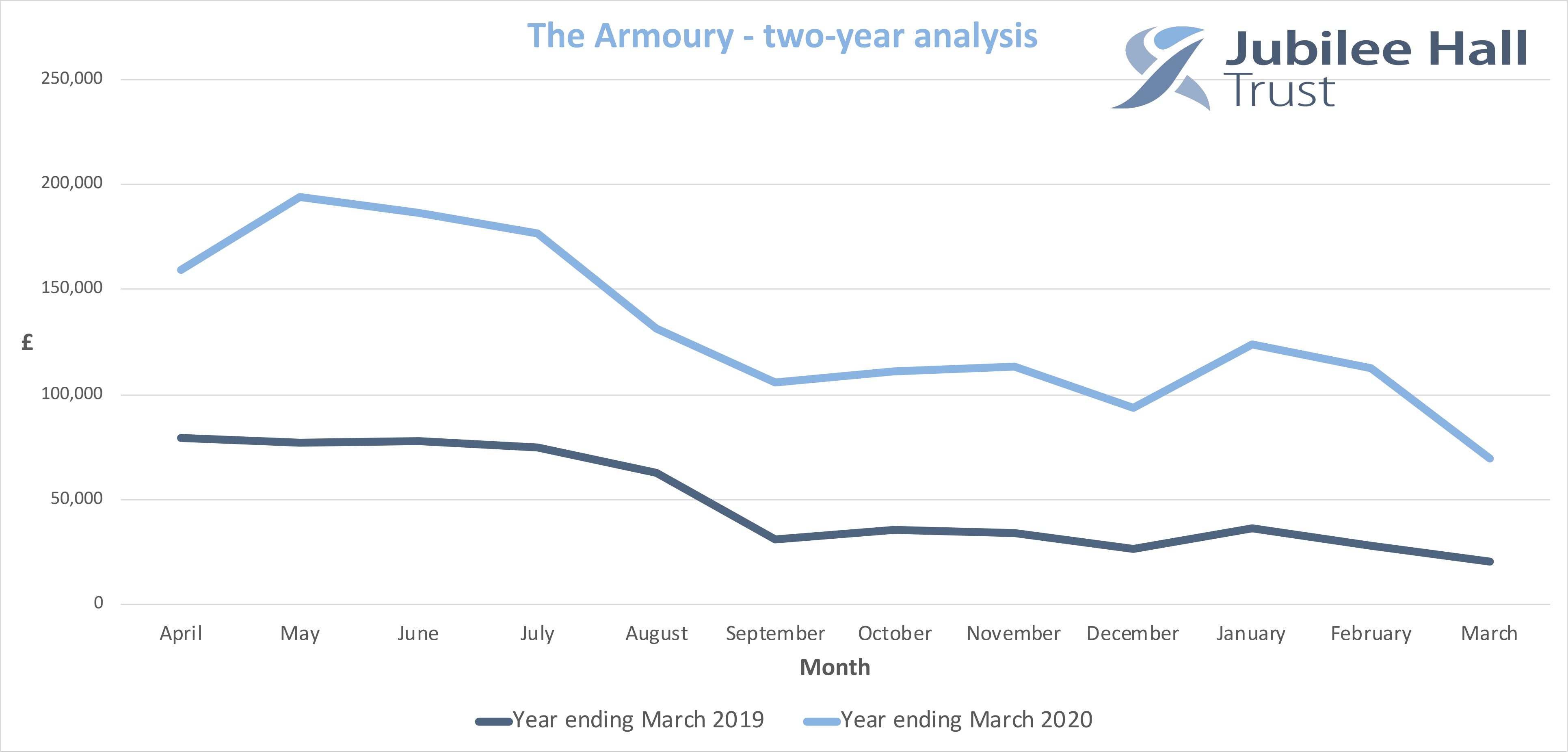


Jubilee Hall Trust: Social value generated – by centre



The Armoury Centre analysis – 2019 v 2020

There has been a doubling of 'core' members (4+ visits a month in 9-12 months in the last year)



For the year to March 2020, Jubilee Hall Trust created a social benefit among 3,997 people (3,362 previously). Social value is generated only when people participate in physical activity **four or more times** in a month.

+635 year-on-year

+19%

3,997



+635 (19%) year-on-year



	Year ending March 2020
The Armoury	1,870
Jubilee Hall	1,453
The Westminster Gym	405
The Colombo Centre	269
Total	3,997

Average annual social value per customer for
year ending March 2020 is ...

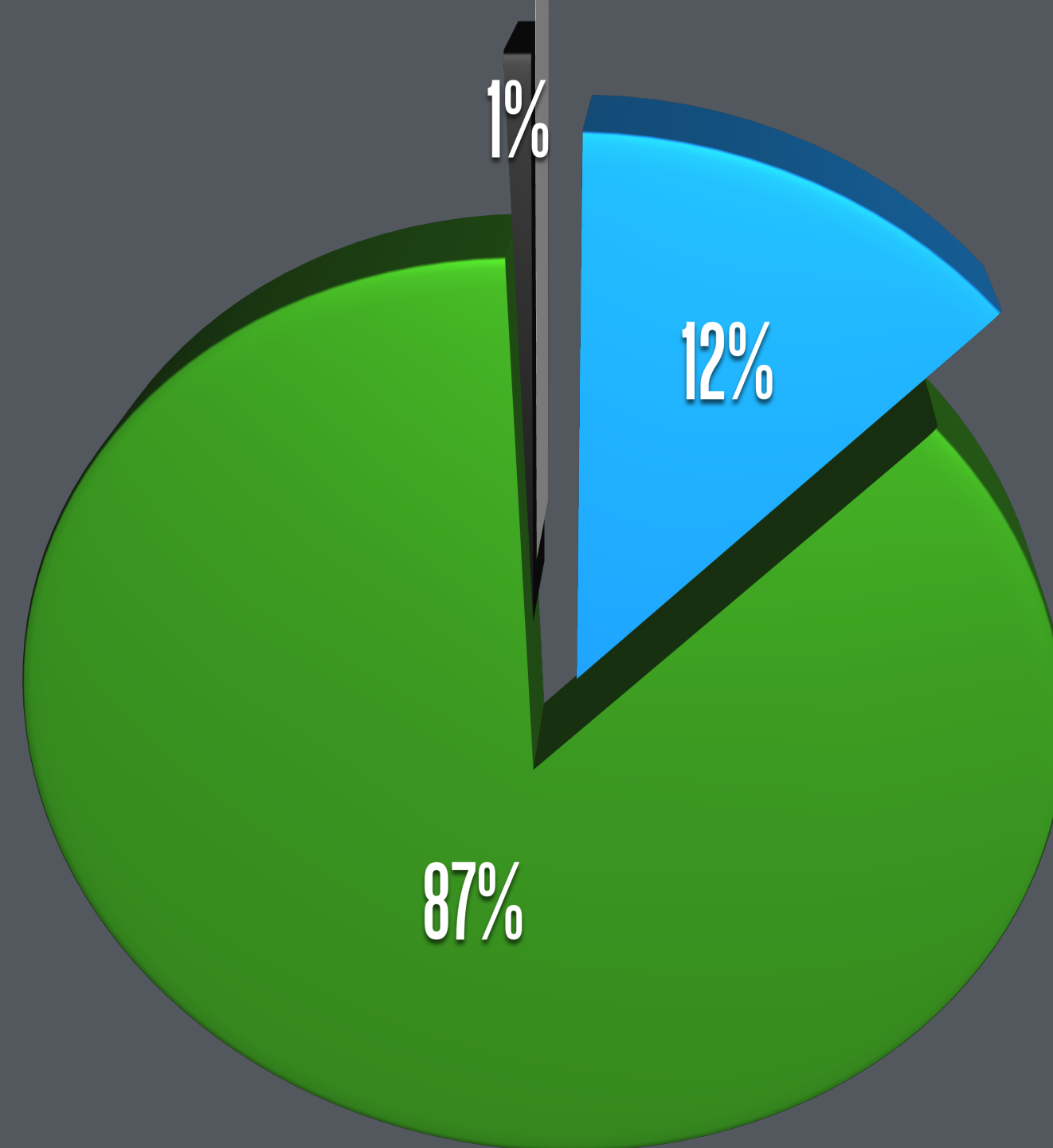
£475/person

Previous year: £469/person



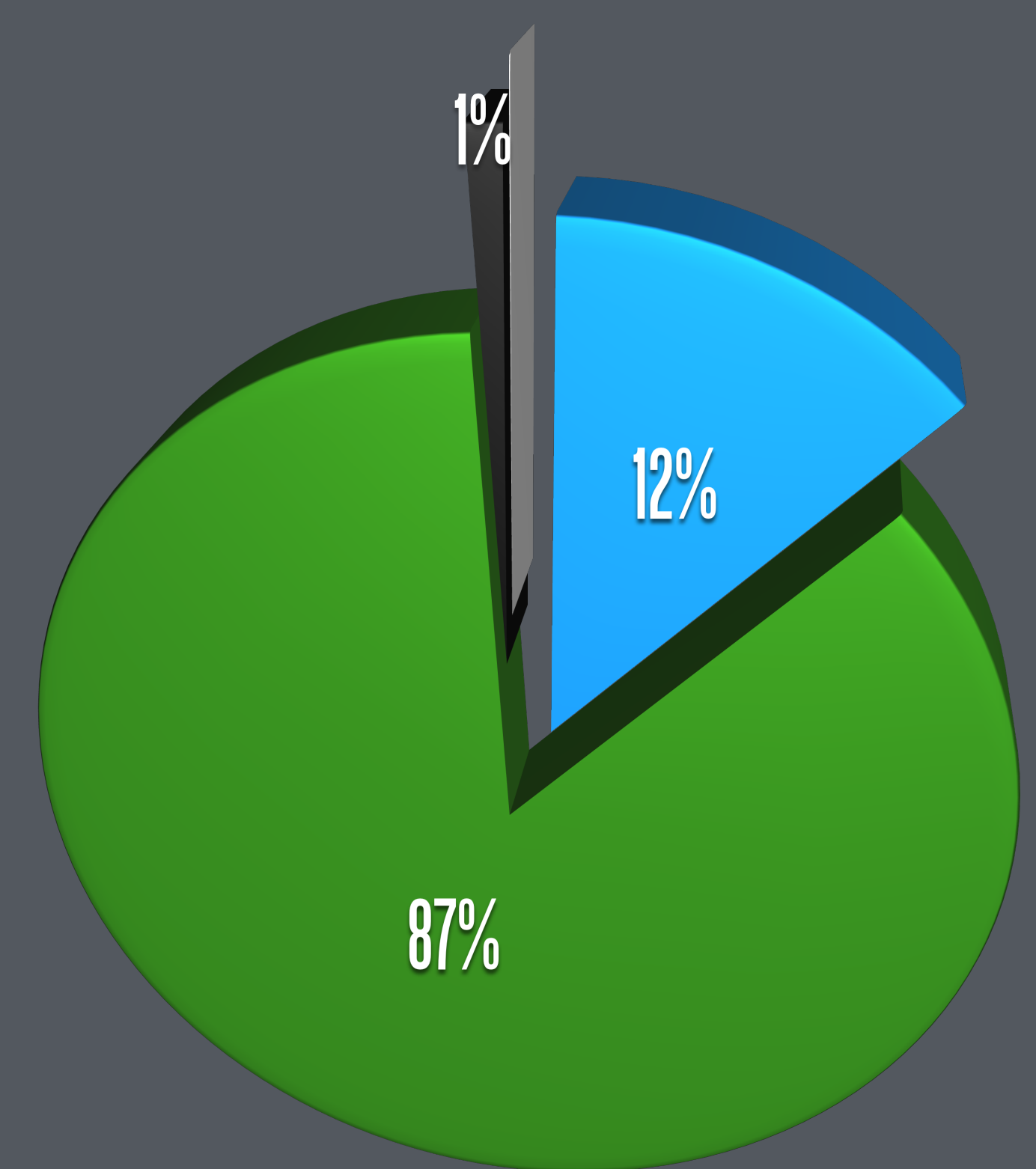
Jubilee Hall Trust social impact **in focus**. The impact areas are the same for both years

To March 2019



- Improved Health
- Improved subjective wellbeing
- Increased educational attainment
- Reduced crime

To March 2020



Jubilee Hall Trust social impact **in focus**

		2019	2020	% change
Total social value		£1.6m	£2.1m	31%
Improved health		£190,0000	£264,000	39%
Improved subjective wellbeing		£1.4m	£1.8m	28%
Increased educational attainment (11-18 years)		£6,000	£22,000	266%
Reduced crime		£162	£590	264%