

# 'Making a Mark'

## Mark Holder Social Impact Declaration

### Abbeycroft Leisure

Abbeycroft Leisure is an award-winning charitable leisure trust that manages 11 leisure facilities across Suffolk, including a Health and Wellbeing Centre and an Education facility available for community use.



These facilities comprise fitness studios, swimming pools, health suites and exercise class programmes. Concessionary rates are given to students, senior citizens, people with disabilities, the unemployed and people on income support.

The Social Enterprise Mark criteria includes a requirement for all applicants and renewing Mark Holders to provide 'social impact statements', which illustrate how they are striving to meet their social/environmental objectives.

Below are examples of how **Abbeycroft Leisure** is Making a Mark, striving to create a positive impact on people and planet.

### **Social inputs – sports and physical activity outreach**

The sports development and physical activity function organise a wide range of outreach activities so that those communities who have difficulty accessing leisure facilities still get the opportunity to engage in sport and physical activities.

Examples include:

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- **Stand Tall** – 12-week physical activity course aimed at 14-25 year olds living with mental health concerns, who are physically inactive and undertake less than 30 minutes' vigorous exercise per week.
- **Monday Mums** - antenatal group that educates and empowers pregnant women who are overweight or obese, supporting a healthy pregnancy and birth experience.
- **Keep Active** works with under 25's and over 55's to increase participation in physical activity, thereby improving health
- **Explore Outdoor** - working with schools and businesses to develop interpersonal skills and helps to get people active who wouldn't normally engage with traditional sport

## Social outputs – key statistics

Our leisure facilities attracted over 1 million visits in 2015-16, showing an increase of 4%.

- **Stand Tall** received 124 referrals
- **Monday Mums** worked with over 60 mums-to-be
- **Explore Outdoor** worked with over 7000 people / 347 sessions
- **Keep Active** continues to work with over 80 people each week

## Social outcomes – economic, social and wellbeing

- **Stand Tall** has an SROI of £6 for every £1 spent and has seen 66% of clients continue increased levels of participation in physical activity
- In 2014/15 **Monday Mums** resulted in 86% having a vaginal birth, compared with 54% of high BMI ladies who hadn't attended
- We hosted the **Aviva Women's Tour**, which had an economic impact of visitor net expenditure at around £440,000 and an estimated 15,000 spectators. Anecdotal evidence suggests that community cohesion was improved via the activity that took place around the event.



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