What is SCT/SIV

Sheffield City Trust was one of the first not for profit charitable trust’s set up in the UK in 1987 as a direct result of the pending World Student Games in 1991.

It was seen as a more effective and efficient way to deliver the legacy of a major event and continue to invest every penny or surplus back into the city of Sheffield.

Since 1990 the trust will have invested back over £50 million pounds in terms of improving facilities and reaching out into the communities more.

SIV – is the commercial operating arm of the trust, which means it is targeted to deliver a surplus to re-invest back into the city.
Sheffield City Trust (SCT) is a charitable company formed in 1987 with a number of health related Objectives. Two of which are;

- To promote the benefit of the inhabitants of South Yorkshire and surrounding counties by the provision of facilities for recreation and leisure time occupation in the interest of social welfare.
- To promote and preserve good physical and mental health

These objectives are considered in all aspects of programming within our venues.
SPORT & LEISURE

• Complex and diverse of venues from major iconic venues to community venues including 5 golf courses, ice venue, indoor running track and 50 metre pool.

• Complex arrangements from “Charitable Objective” to commercial profit focus.

• Full repairs and maintenance lease arrangements. To hand the venues back in same day condition and includes all major life cycle plans.

• Rates relief pressure 80% charitable relief so the programme needs to reflect community focus.

• Over 5 million visits per year and 9,000 on coached activities each week.
IMPACT & VALUE

- Leisure facilities need to be seen as ESSENTIAL
- Key part of local & national strategies
- Fully embedded into local communities and fully inclusive
- Partnership working with key organisations such as; (NHS, LEA, & Local Authorities)
- Established successful funding partnerships
- Community & Health benefits included in Organisational Plans/Objectives
Example of SROR

Sport Activities - KEY OUTCOMES

- £22m in social value including £4.6m in healthcare cost savings
- Over £1m in educational support
- Over 28k invested in crime reduction
- Social return of £2 for every £1 invested by the tax payer
- Over £1 health and wellbeing return on every £1 spent by customers
- Key partnerships established
- Embedded in local communities
EXAMPLES OF DEMENTIA – INTERVENTION

• SIV working with Alzheimer’s Society and Sheffield Hallam University to support people with early onset dementia and their families.

• At Concord Sports Centre, delivering weekly physical activity sessions and social opportunities, including swimming, badminton and lunch.

• Including activities for carers to improve their health and wellbeing, something so often overlooked. One carer has lost 4 stone since commencing activity!

• Although some data is still to be collected and fully analysed, evidence suggests positive outcomes for all participants.

WHAT PEOPLE ARE SAYING

Participants “I feel better about myself, I don’t feel laid down by my illness”

“I am able to do things, I feel more energetic”

Carers - “Watching him enjoy himself is the best thing”

“It’s helped me cope with stress”
Example of Health Intervention

GP Referral Scheme – KEY OUTCOMES

- Over 1,200 people p.a.
- 12 week programme
- 120k saving on Healthcare
- Over £3.40 return for every £1 spent
- 59% of participants reported their happiness, self confidence and relationship with others had improved since joining
- Equal Male/Female split
WHAT DOES THIS MEAN TO PEOPLE OF SHEFFIELD

- Over 13,500 people report feeling healthier and better about themselves
- 251 cases of CHD/Stroke prevented
- 61 cases of type 2 diabetes prevented
- 60 cases of dementia prevented
- 3 cases of breast cancer prevented
- 1.5 cases of colon cancer prevented
SPORT & LEISURE

- Income in the region of £20 million
- Expenditure in the region of £19,750 million
- Contribution of at least £300,000
- Payroll to turnover as a division around 35%
- Memberships £6 million
- Coached and general admissions £6 million
- Events and hire £4 million
- Food and beverage £3 million
EDUCATION

- Support more than 10 schools per year with funding applications - over £100K per year to deliver more Sport related school clubs, breakfast clubs and get more children active

- Free ice skating and swimming vouchers – Attendance Schemes 2016-2017 is the fifth year with over 175,000 passes given out since it began

- SCT funded ice skating lessons for 2,500 across the city of Sheffield – 35% take up on lesson programme

- 1% Improvement in Educational attainment for sports participants age 11 – 18

- Higher average earnings for graduates who participate in sport at SCT/SIV Facilities
PONDS FORGE

- General admissions £500,000
- Coached programme £400,000
- Memberships £1.7 million
- Events and hire of an area £1.2 million
- Food and beverage £1 million
- Total income £5 million
PONDS FORGE

- Direct costs £2.4 million including payroll £1.5 m
- Overheads/indirect costs £1.5 million including £1.3 on maintenance and utilities.
- Depreciation and service charges £1.5 million
- Subsidy required £500,000
- Payroll to turnover 36%
CONCLUSION

• Build strong partnerships with influential organisations/people
• Business plans – focus on health, wellbeing and changing lives
• Ensure that programmes are fully inclusive for our multi cultural societies
• Utilise quality assurance programmes such as Quest to assist with planning & delivery
• Measure the IMPACT and review your offering
• Communicate the VALUE of your Organisation/Centres in terms of SROR
QUESTIONS?