



# **Love Withington Baths**

## **Social Return on Investment**

### **November 2023**



**The**  
**Evaluator**  
We'll figure it out for you

# LOVE WITHINGTON BATHS

For every £1 invested into Love Withington Baths, there's a social return value of

**£21.80**

66% of people attending Withington Baths come from the most deprived areas.



81% of visitors feel that Withington Baths connects them to the community!



**67%** of people feel healthier after coming to Withington Baths

Withington Baths sees between 2,801 and 3,739 unique visitors per year! They make up 192,163 visits per year!



"It's had a massive impact on my mental health... I am more motivated to get out... I get to exercise and socialise."

**59%** of people feel happier after coming to Withington Baths

People have spent 43,130 hours learning to swim!



People have been going to Withington Baths for an average of four years, although the majority have been attending for less than 2 years (36%).



23% of survey responders have been attending for more than ten years!



LWB Is helping Withington age better -40% of regular visitors are aged over 65



57% of people coming to Withington Baths have increased their exercise per week

"It's not just the exercise. I mean, that's fantastic. It's the people... You'll come here on a day when you're feeling really down and you'll see a smiling face and you can just sit and have a coffee some days."



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# Introduction

Love Withington Baths (LWB) is a leisure centre and the only working Edwardian pool in Manchester. It has a rich history and has been an important community facility for many years. The centre provides various facilities for local residents, including a gym, swimming pool, fitness classes, a café and a workspace upstairs. Withington Baths has played a significant role in promoting health and wellness in the community, offering a range of programs and services for people of all ages.

The Baths have recently undergone renovations to meet the changing needs of the community and to ensure that the facilities remain up to date. With its emphasis on community engagement and promoting a healthy lifestyle, Withington Baths is a popular centre for individuals and families looking to stay active and social.

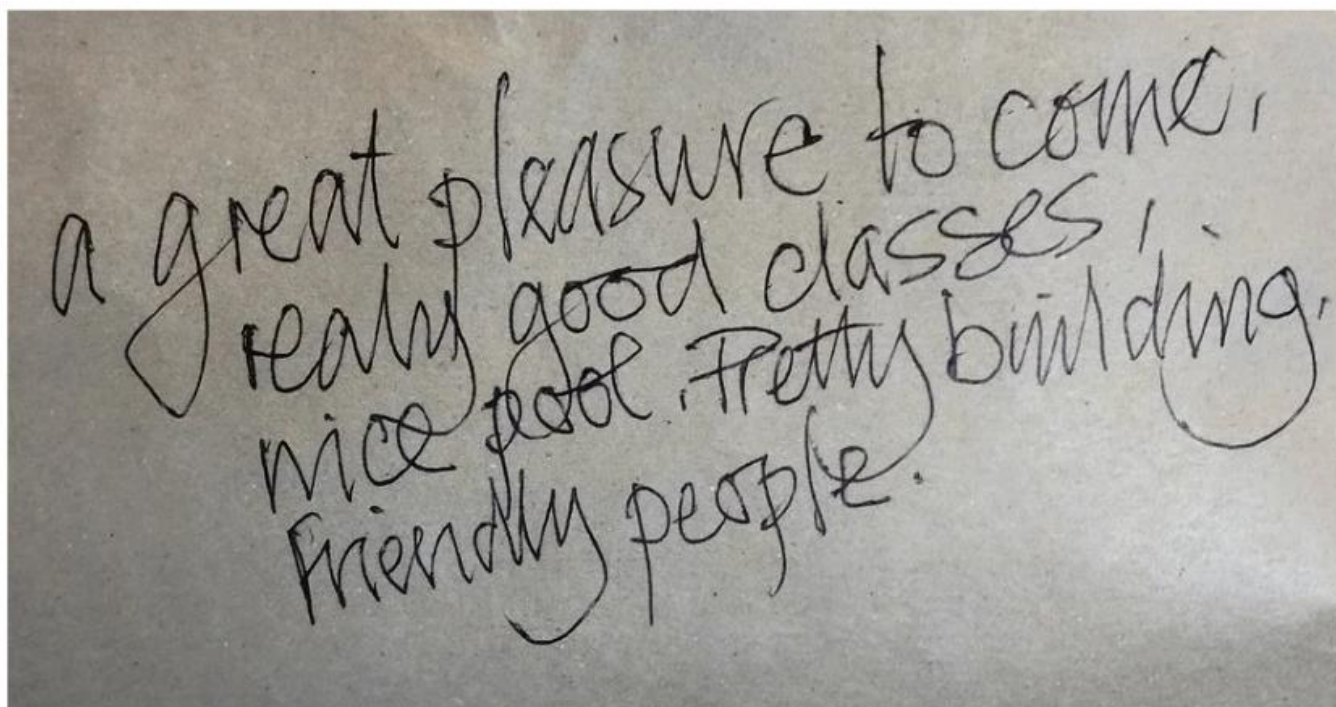


Figure 1 A comment written by a LWB visitor - "A great pleasure to come, really good classes, nice pool, Pretty building, friendly people"



**"The Baths is one of the best things in Manchester. Way more than a gym, it's a real community and for some I suspect a lifeline. Don't go changing."**

**- Survey Response**

## WHAT IS AN SROI?

A Social Return on Investment (SROI) is a robust framework for writing and describing a wider context of value. It puts a financial proxy on the project. It is presented in monetary terms but describes value, not actual money.

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### THE PRINCIPLES OF SROI

Because SROI is robust and has a structured methodology, it does have some key principles.

1. Change is change and might not always be positive:

a. There may be some negative implications, for example, people who exercise more regularly are likely to occasionally get injuries.

2. Stakeholders are key to the whole process:

a. We started with your customers – asking them what did change for them in their life. We started with their words, their quotes, initially as open answers and then with some suggestions about what might have changed in terms of their physical health, their mental health and their general everyday lifestyle.

3. SROI uses financial proxies to value change:

a. Throughout this SROI we have measured similar other experiences that could also make the changes our customers told us about.

4. It can't include everything:

a. Not everything that changes in people's life is down to attending Withington Baths. It is just as important to know when to stop.

5. An SROI should be truthful:

a. It goes without saying really, but on an exercise like this honesty is the best policy. For an SROI to be believable it does need to be based on evidence and data and not over-claimed.

6. An SROI should be transparent:

a. Explaining the process like this gives us transparency.

7. Results should be verified, either by stakeholders or experts or both:

a. This is something that would be able to be checked as part of a new conversation (possibly via social media).



## METHODOLOGY

The Evaluator was able to review many documents and data provided by LWB and completed two team meetings to discuss and understand how the baths is used. The Evaluator additionally provided training to the staff at LWB on how to carry out research by conversation and get the best from people they spoke to.

This SROI was conducted using primary data collected through a mix of qualitative and quantitative information:

- Quantitative information was gathered through a detailed questionnaire completed by 289 people, generating 8,258 pieces of data which were then analysed.
- Qualitative information was collected through the following methods, four telephone interviews which generated 4,428 words which were transcribed and analysed, plus a further set of semi-structured interviews with 7 people which generated an additional 4,700 words.
- This work was supplemented by a visit to Withington Baths where The Evaluator conducted an information gathering exercise with 29 people.

In total, The Evaluator has analysed 17,415 pieces of data for this SROI.

## VOICES OF THE PEOPLE TAKING PART

The SROI methodology was carried out in an ethical manner; anonymous data, GDPR and data protection guidelines were followed throughout, and The Evaluator is registered with the Information Commissioners Office.

We have used financial proxy values from a range of sources, from our own previous data collected in past SROI exercises, online data available at the 'HACT Social Value Calculator', TOMS<sup>1</sup> and online research.

Throughout the process we asked questions about experiences within the Baths. We share some of this learning here, as it is of interest to people wanting to understand more about Withington Baths.

Throughout this evaluation you will see direct quotes from visitors who attend the Baths in a range of capacities. It tells the story of their changes in their own words, some of which are far reaching, some less tangible, but on the whole visitors responded really positively and told us about wonderful improvements in their lives.



**“For my general health I consider Withington Baths more important than the NHS”**

**- Survey Response**

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<sup>1</sup> (The National TOMs – Themes, Outcomes and Measures – is a framework for delivering excellence in measuring and reporting social value.)

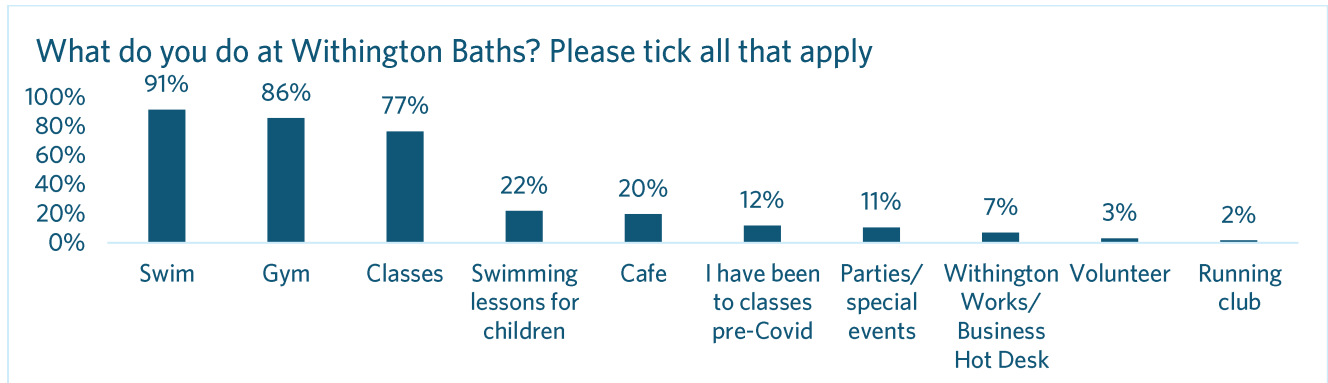


## **Who attends the Baths?**



## PART TWO: WHO ATTENDS THE BATHS?

The majority of visitors to Withington Baths come to swim, followed by attending the gym.



On average, of a total of 11 different activities visitors can take part in at Withington Baths, people do 2 different activities, with the most popular being swim and gym (16% of people take part in these two).

Activity combination:	Number of attendees who said they do both these activities:
Swim and Gym	16%
Gym and classes	13%
Swim and Classes	12%

## ATTENDANCE NUMBERS

From LWB monitoring which details exact attendances for gym, swim and classes we know that the highest number of people paying for memberships to Withington Baths was 2,729 (May 2023) and the highest number of guests attending in one month was 3,448 (June 2023). To work out a cautious count of unique visitors we did the following.

Statista.com reports that 18% of people that take out gym memberships never actually use them. For this reason, we have been cautious and estimated that Withington Baths has 2,262 unique members (82% of the whole number of members) who routinely make use of the leisure centre. From the survey we were told that guests visited LWB an average of 1.6 times per week, which is equivalent to 6.4 visits per month. The monitoring report told us that the busiest month in June saw 3,448 visits, which if we divide by 6.4 gives us a cautious figure of 539 unique visitors to the leisure centre.

Put together, we expect that LWB sees 2,801 unique members and guests throughout the year. This is a very cautious estimate, we expect that figures may be higher than this. The reason for this caution is the SROI principle of evidence. We have evidence of at least 2801 unique people visiting and therefore we will use that number. We expect the actual number of visitors to Withington Baths is between 2801 (minimum) and 3,739 (maximum). The maximum has been calculated using total member numbers, the guest figures, and all swim class attendees with the assumption they attend once per week for 46 weeks.

That's roughly 18% of the population of Withington.

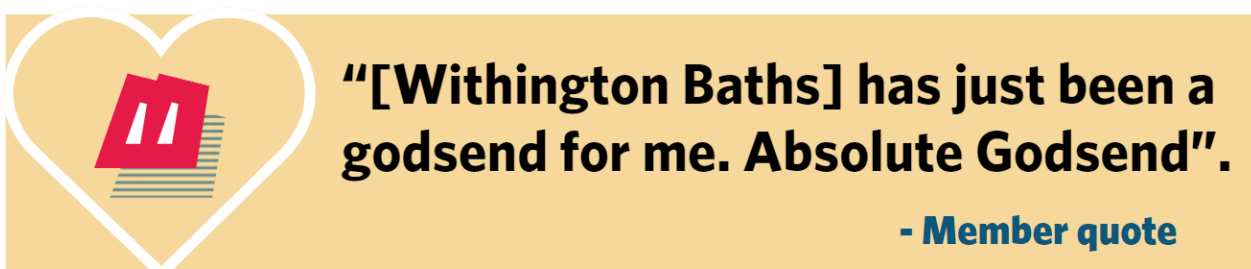
In addition, there are 43,130 people who attend swimming classes throughout the year. If these people attend swimming classes once per week, then that gives a unique visitor count of 829 unique visitors.

We are aware that there are additional visitors to Withington Baths who use the café and workspace. We do not have any additional direct evidence for these visitors therefore we will keep the cautious estimate as it is.

We asked how many times per week members attended Withington Baths, with the average response being three times a week. If we scaled this up to monthly, we could reasonably assume that members attend Withington Baths an average of twelve times per month.

However, these figures do not correspond with the actual membership figures from the monthly data reports.

We expect this disparity is due to people who completed the survey being the most active and engaged members who attend Withington Baths more often than others, Only 8% of survey respondents said they go to Withington Baths less than twice a week.



As part of our survey, we looked at the members and guests of Withington Baths, both in terms of demographics and their thoughts and experience regarding the Baths. The online survey received 288 responses which have formed the basis of our analysis.

In total, 78% of people who responded to the survey were members. They attend on average for 3.9 hours per week, in 1.7 average visits.

Members tend to spend 1.4 hours per visit, and non members spend 1.5 hours per visit. As guests pay per visit it is likely that they want to get their money's worth and attend for longer.

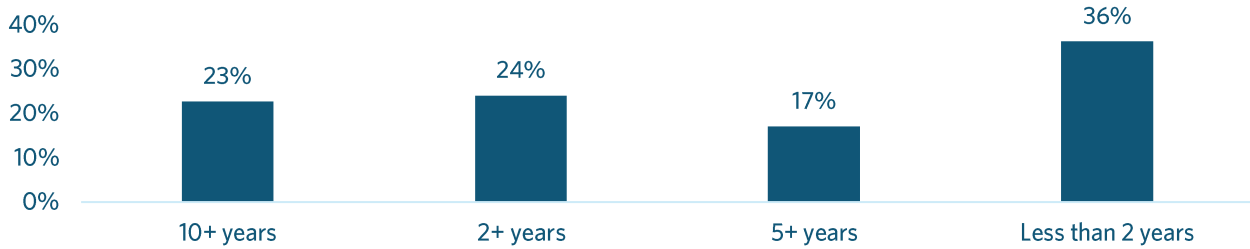
	Hours per week	How many visits per week
Member	4.3	3
Guests	2.4	1.6

When looking at memberships, 75% of the women attending Withington Baths were members, whereas 83% of men were members.

From the survey we found the age category who were most likely to have memberships were under 19s, as 100% of them were members, however they do make up only a small proportion of visitors (5 responses). The next most likely to be members were the 20-44 year olds (163 responses) as 81% had memberships. The least likely to have memberships were the 75+ year olds however they also made up a small proportion (7 responses).

People have been going to Withington Baths for an average of four years, although the majority have been attending for less than 2 years (36%).

### How long have you been attending Withington Baths?



Withington Baths aims to appeal intergenerationally, and the 288 people who responded to the survey have attended Withington Baths for a wide range of years! 23% have been attending for more than ten years! If we sum up the total length of time the survey respondents alone have been going to Withington Baths, then it makes a collective total of 1,137 years!

This is what some visitors have said about Withington Baths:

- "I hugely appreciate the beauty of the building and feel proud of being a member there."
- "The building is brilliant and the work of the community to preserve it has made it a very special place"
- "I love it and it makes me feel very proud that I live in Withington"
- "The staff are like family. They are very relaxed and welcoming. The building feels like it belongs to all of us. You don't get that council or business run vibe where rules are more important than relationships."
- "There are many very friendly and helpful staff members at Withington Baths that make it a pleasure to go there, they know my name and regularly chat to me."
- "You are all wonderful !!! you have no idea how much difference you make"

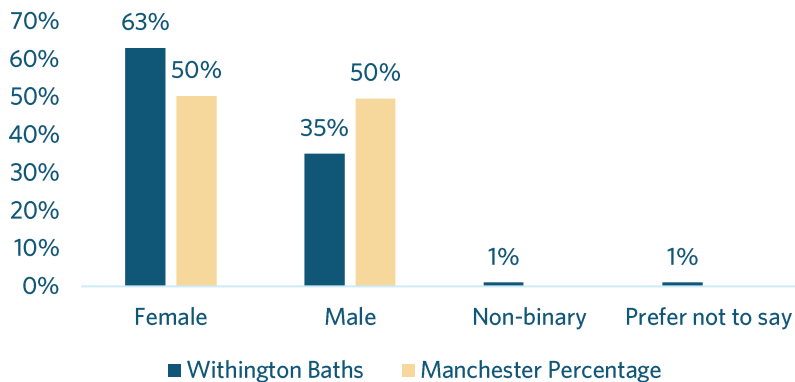


**"My Grandpa learnt to swim here when he was a kid, so that makes it even more special to me"**

**- Survey Response**

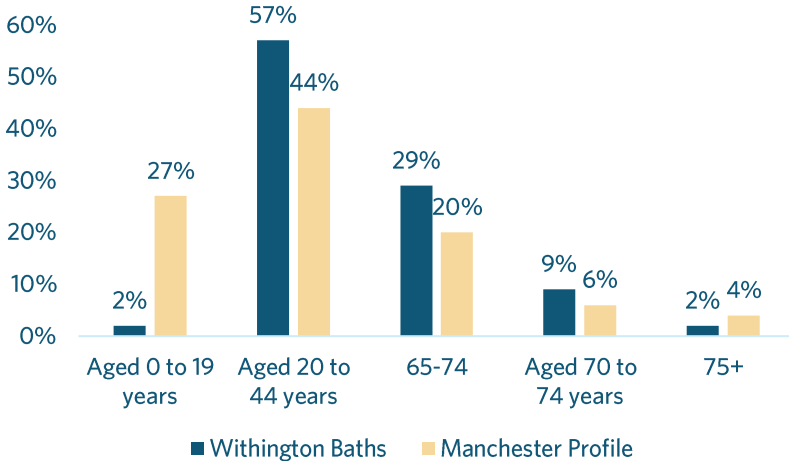
## DEMOGRAPHIC PROFILE OF ATTENDEES

### What is your gender? (n=288)



The majority of visitors are female, although please note that this may only represent visitors who completed the survey. Statistically women are more likely to complete surveys<sup>2</sup>. According to a statista.com, men and women are roughly equal with gym memberships<sup>3</sup>, so Withington Baths has a higher-than-average female representation.

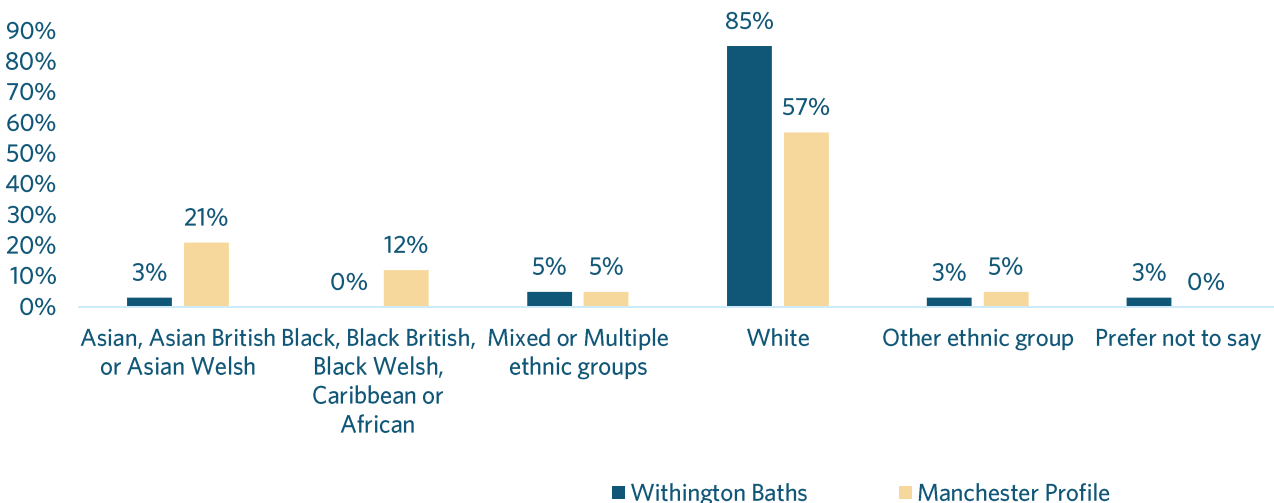
### What is your age? (n=288)



The majority of visitors attending the Baths are aged between 20-44 but there is a wide range of ages attending. This may not be entirely representative as young people and people aged 75+ may be less likely to complete surveys both for time and technical issues.

85% of visitors to Withington Baths are white, which is greater than the average percentage within Manchester. Could there be more to be done to increase the accessibility of the Baths to people from the Global Majority? It may be worth considering exploring a future

### What is your ethnicity?

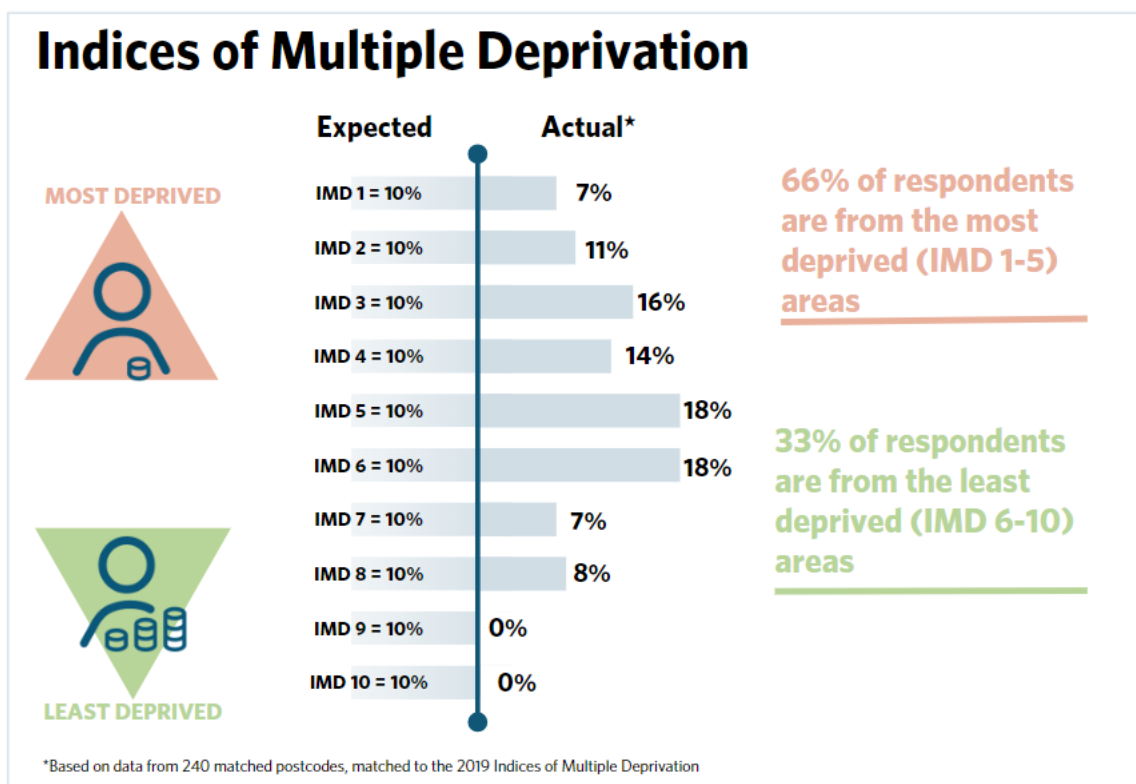
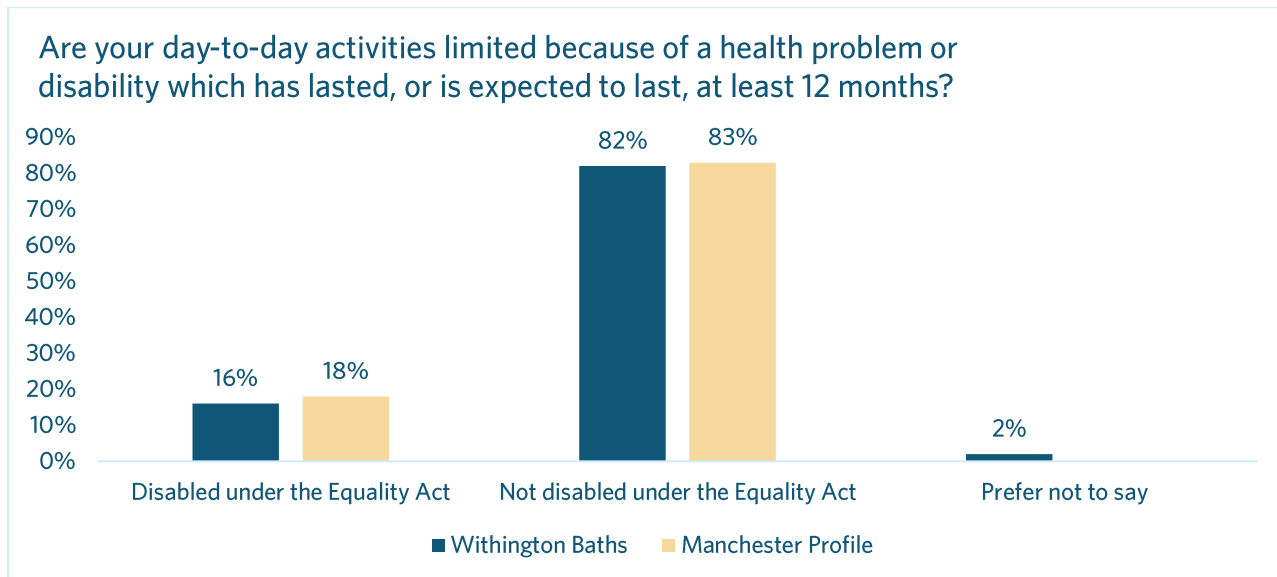


<sup>2</sup> [https://www.researchgate.net/publication/234742407\\_Does\\_Gender\\_Influence\\_Online\\_Survey\\_Participation\\_A\\_Record-Linkage\\_Analysis\\_of\\_University\\_Faculty\\_Online\\_Survey\\_Response\\_Behavior](https://www.researchgate.net/publication/234742407_Does_Gender_Influence_Online_Survey_Participation_A_Record-Linkage_Analysis_of_University_Faculty_Online_Survey_Response_Behavior)

<sup>3</sup> <https://www.exercise.com/grow/gym-membership-statistics/>

project to identify if there are any unknown barriers preventing people from the global majority attending and feeling more comfortable in the centre.

Withington Baths is reaching a similar profile to Manchester’s demographics in terms of disability which is good. This is amazing for a gym, as visitors are finding it accessible, and physical exercise is incredibly important for people with disabilities. One visitor told us, **“My hip issue has disappeared with aquacise,”** and another said, **“I go every three weeks for chemotherapy and I have it on a Monday and I come here on the Tuesday because I know it gets me out of bed and it gets me through.”**



Using postcodes, we measured the levels of deprivation that members and guests of the gym might experience. In the current English Indices of Deprivation 2019 (IoD2019) seven domains of deprivation are considered and weighted as follows, Income. (22.5%), Employment. (22.5%), Education. (13.5%), Health. (13.5%), Crime. (9.3%), Barriers to

Housing and Services. (9.3%), Living Environment. (9.3%). These domains each have multiple components. For example, the Barriers to Housing and Services considers seven components including levels of household overcrowding, homelessness, housing affordability, and the distance by road to four types of key amenity (post office, primary school, supermarket, and GP surgery). Ultimately the lower the IMD number the more issues that person (in this case household as we have used postcodes) will have as barriers. You would usually expect to have 50% of people from the lowest deciles and 50% from the highest. 66% of visitors to Withington Baths come from the most deprived areas and there are no attendees from IMD 9 or 10 which are the least deprived.

As expected the majority of visitors who attend Withington Baths are in the local area, however there are quite a few visitors who travel from as far as Stockport or Central Manchester.

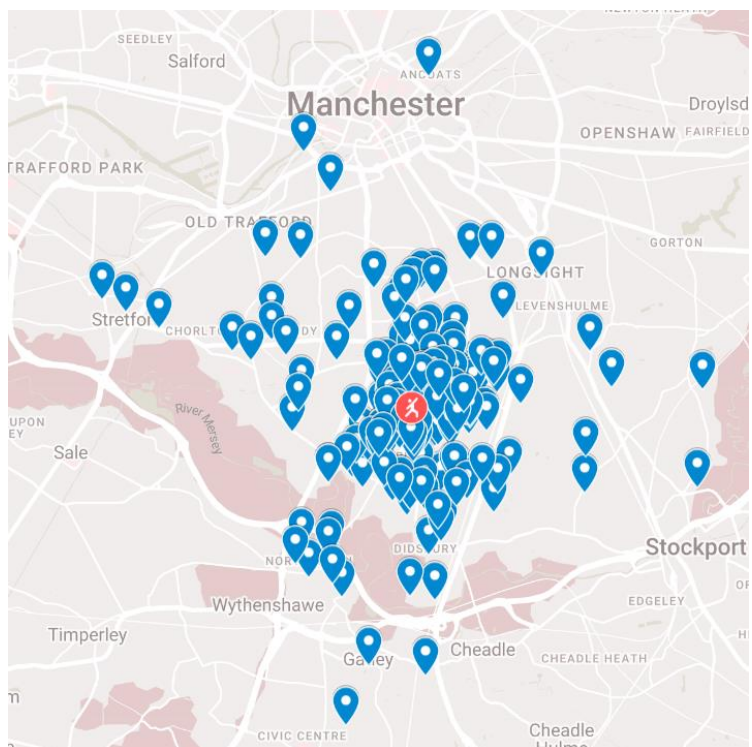
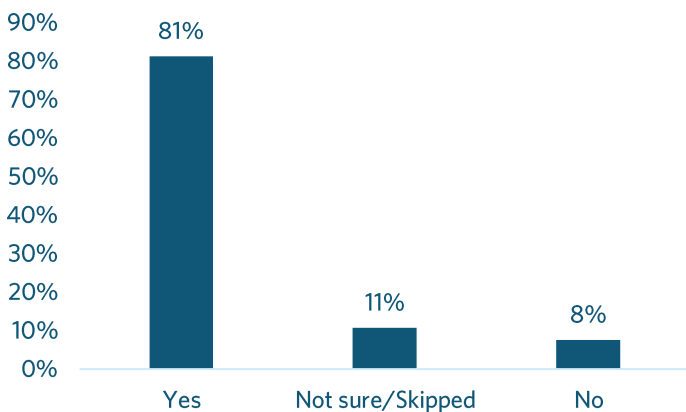
## FEELING CONNECTED

As a heritage site and community focussed organisation, Withington Baths wanted to understand how people felt about that aspect.

We asked if Withington Baths being a heritage building made visitors feel connected to Withington and the local area, and 81% of visitors who answered the survey said they felt more connected.

One person described the Baths as, “a unique place that has a soul” and another said, “my Grandpa learnt to swim here when he was a kid, so that makes it even more special to me.” Withington Baths is connecting people intergenerationally as well as within the community.

Does the fact that the Baths is a heritage building make you feel connected to Withington/the local area? (288)





**"It connects me with the history of Withington"**

**- Survey Response**

**A NOT FOR PROFIT ORGANISATION WHICH LISTENS TO ITS MEMBERS**

We also asked how important it was to the visitors that Withington Baths is a not-for-profit organisation. People answered whether they felt it was extremely important, very important, somewhat important, not so important or not at all important. The total answers were assigned a point value (with a higher number given to greater importance) which were then divided by the whole to give a single value. Visitors feel it is very important to them that Withington Baths is a not-for-profit organisation.

How important is it to you that Withington Baths is a 'not-for-profit' organisation?



We asked members and Guests whether they felt their views were being listened to and whether they felt able to influence decision making at Withington Baths.

	Do you feel able to influence decision making at Withington Baths?	Do you think Withington Baths listen to their community?
Member	4.1	7.1
Guest	3.9	7.2
Average	4.1	7.1

We asked the questions as a sliding scale from 1 to 10, where 1 indicated zero agreement, and 10 indicated full agreement. We can see that both members and guests feel like they are not able to influence decision making at Withington Baths. This could be improved by providing more opportunities for visitors to feed back about their experiences and host community consultations before making any big changes to the centre. People thought that the baths listen to their community much more, this could be linked to the survey sent out for this SROI or it could be that people perceive the baths as an organisation which does listen to the community overall but don't necessarily feel that personally.

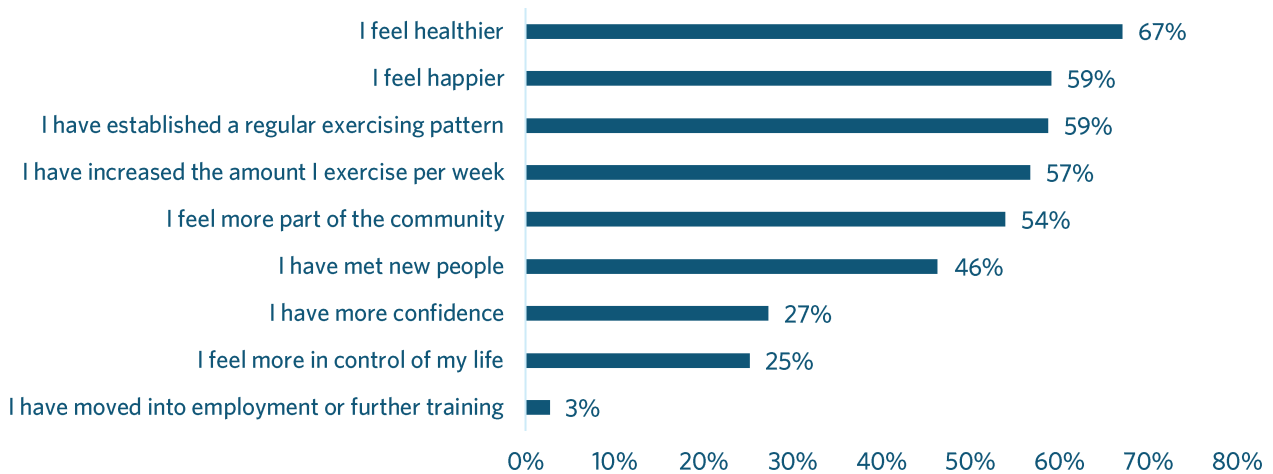
During this SROI process The Evaluator carried out staff training on how to hold better conversations with customers, and make them feel at ease. Carrying through that training into practice will help people feel more able to influence decision making at LWB.





## WHAT ARE THE CHANGES IDENTIFIED?

### What changes have you noticed since coming to Withington Baths?



The most common changes noted from the survey were:

- 1 67% of people reported they feel healthier
- 2 59% of people reported they feel happier
- 3 59% of people have established a regular exercising pattern.

In addition to the survey question where people were able to select from a range of multiple choice answers for changes they might have noticed. We also asked as an open text question "Have you noticed any changes in your life since using Withington Baths? If yes, please describe the changes." We analysed the responses from this question and mapped their answers to the categories below. We also interviewed four visitors to the Baths and used the transcription of their responses to map the changes they had experienced to the categories below.

A social return of investment is about change, so we asked visitors what changes they had noticed as a series of multiple-choice answers. Respondents could tick as many boxes as they wanted. The results are below:

Have you noticed any of the following changes since you began attending Withington Baths?	% of Guests who noticed	% of Guests who did not notice	% of Members who noticed	% of members who did not notice
I have established a regular exercising pattern	21%	79%	69%	31%
I have increased the amount I exercise per week	27%	73%	64%	36%
I feel happier	35%	65%	65%	35%
I feel healthier	35%	65%	76%	24%
I feel more part of the community	49%	51%	55%	45%
I have met new people	37%	63%	50%	50%

I have more confidence	16%	84%	30%	70%
I have moved into employment or further training	3%	97%	2%	98%
I feel more in control of my life	13%	87%	28%	72%
More calm	6%	94%	4%	96%

We can see from the results above that members feel the benefits of Withington Baths a lot more, it enables them to establish a regular exercising pattern which in turn makes them feel happier (members - 65% vs guests 35%) feel healthier (76% of members compared to 35% of guests).

Members are more likely to meet new people, have more confidence and feel more in control of their life.

However, we can see that visitors do feel like Withington are listening to them, so there is just the small step of ensuring that visitors are aware that their feedback is being listened and actioned. This could be through signs such as "You told us X, so we did Y" which will go a long way for visitors to feel their voices are being heard.



**"I feel healthier and happier as a result of my regular exercise, which is due to the proximity and availability of the gym at the baths. I also think the sauna is helping me"**

**- Survey Response**

# Changes experienced



We have separated the changes into healthier, happiness and connectedness changes as this is how the staff at LWB had thought about them when they created a theory of change.

## PEOPLE FEEL HEALTHIER

### BETTER HEALTH

16% of qualitative responses and 67% of quantitative responses said they felt healthier, 57% of quantitative responses said they had increased the amount of exercise and 59% had established regular exercise routines.

In total, 50% of respondents said they felt healthier as a result of coming to Withington Baths.



**“Feeling physically fitter. Doing exercise at the Baths is a great way to destress. It has boosted my self esteem as I feel healthier and like that I'm doing something to look after my body.”**

**- Survey Response**

### FEELING STRONGER AND FITTER

4% of visitors told us they feel stronger as a result of attending Withington Baths, and 18% said they felt fitter. One survey respondent told us about the benefits they felt after doing a couple of hours of swimming per week, **“I feel stronger physically and don't realise how much swimming works out your body until I miss a couple of weeks!”**

This gives an average of 11% of visitors feeling fitter and stronger through coming to Withington Baths.



**“Yes, I've become physically a lot stronger and healthier, the activity also helped me through my mental health issues and helped push myself in my career.”**

**- Survey Response**

## CASE STUDY - SIMON (EMPLOYED MEMBER OF ARCHITECTURAL TEAM AND VOLUNTEER GARDENER)

Simon is part of the architectural team at Withington Baths and a volunteer gardener. Simon's interest stems from "Years ago, when I first came to the baths, when I was at university and I was swimming here, just for exercise. That's how I know the building and everything". He explained what has driven his motivation for his involvement with the bath is that he thinks "It's a beautiful building and it's such a community asset you there's loads of people coming and going all the time. And I just love the feeling of the place really".

Simon described his opportunity to contribute as an architect for the baths as "A once in a lifetime opportunity to do something on your doorstep and with such a special building as well and just the fact I've got to meet loads of new people and some friends too, it's been lovely".

While Simon's experience of, "being involved in the building project was amazing", his contribution did not end there. Simon volunteers as a gardener as "It's just great to share a bit of knowledge with people about gardening, and I quite like doing that. We've got a really good core team now of about four or five people and everyone's really getting stuck in. I like the communal effort here".

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### PAIN REDUCTION / INJURY REHABILITATION

2% of visitors reported that they had reduced their pain and had helped rehabilitate injuries as a result of attending Withington Baths. From the survey, visitors told us, they "Feel pain free and feel healthy and improved mobility" and that "Consistent yoga has been great for my back pain."

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### WEIGHT LOSS

Weight loss is often touted as a primary motivator for people attending the gym, however only 4% reported that they had experienced weight loss as a result of attending the Baths, with one person commenting, "I feel fitter, more motivated and have lost weight."

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### BETTER SLEEP

1% of respondents told us they slept better as a result of coming to the Baths, one person told us they had noticed, "better health and better sleep quality," as one of the changes they had experienced.



**"I make more time for myself and feel more relaxed; my patience has increased as my stress levels have decreased."**

**- Survey Response**

## PEOPLE FEEL HAPPIER

Regular exercise at the gym or swimming pool can enhance mental health and happiness. Physical activity triggers the release of endorphins, reducing stress and boosting mood.<sup>4</sup> From the survey and speaking to guests and members of Withington Baths, we have found this is the case, as many visitors experienced improvements to their mental wellbeing.

### Case Study – Angela living with lung cancer

Living with lung cancer, Angela explained that she had, **“had 35 rounds of chemotherapy and this [Withington Baths] has just been a godsend for me. Absolute godsend”**. She has seen changes in herself which she attributed largely to attending **“6-8 sometimes 10 classes a week”** at Withington Baths.

These changes included improvements in her mobility and mood. She explained the format her cancer treatment came in and how Withington Baths has helped her, **“I go every three weeks for chemotherapy, and I have it on a Monday and I come here on the Tuesday because I know it gets me out of bed and it make it gets me through. It's not just the exercise. I mean, that's fantastic. It's the people... You'll come here on a day when you're feeling really down, and you'll see a smiling face and you can just sit and have a coffee some days. It's a been a lifeline to me”**.

Angela concluded the conversation saying, **“I was only supposed to have 4 rounds of chemotherapy and they gave me six months to a year to live, OK, and I'm still here two years later, 35 rounds of chemo, so I think that says it all!”**

## ANXIETY REDUCTION

3% of respondents said they had reduced their anxiety as a result of attending the Baths, and 1% said they felt less stressed. This gives an average figure of 2%. One member commented, **“I make more time for myself and feel more relaxed; my patience has increased as my stress levels have decreased.”** The yoga classes, in particular were mentioned as great for stress relief. **“Yoga classes have really helped me with my anxiety issues.”**



**“I actually enjoy using the gym now because of the friendly atmosphere. I'm calmer and more flexible thanks to the extensive range of yoga classes available.”**

**- Survey Response**



**“Doing exercise at the Baths is a great way to destress. It has boosted my self esteem as I feel healthier and like that I'm doing something to look after my body.”**

**- Member quote**

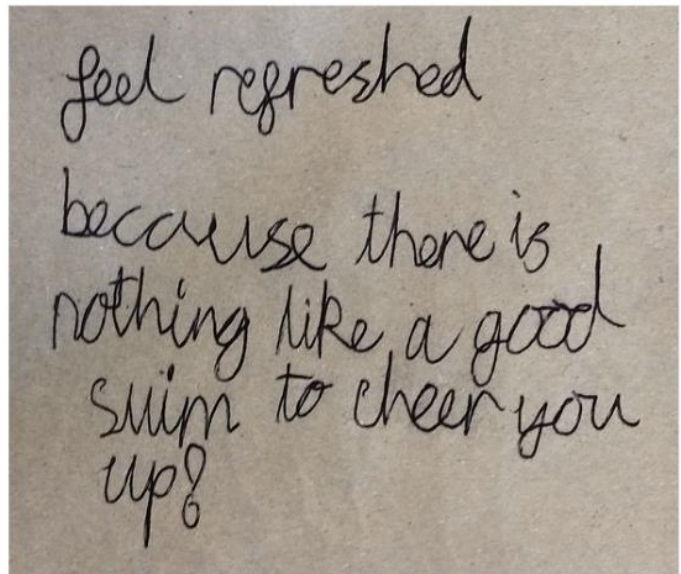
<sup>4</sup> <https://www.mayoclinic.org/healthy-lifestyle/fitness/in-depth/exercise/art-20048389>

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## BETTER MENTAL HEALTH

10% of the qualitative respondents said they had overall experienced an improvement of their mental health as a result of attending the Baths. As we heard from the survey, **"Transformed my life. Was v depressed, not socialising, no structure no routine, no connection. limited income. local yoga classes unaffordable."** And another said, **"I love the amazing classes and the community. I always feel uplifted after attending, and know if I feel lonely I can pop along to a class."**

Figure 3 – We asked how did Withington Baths help them, to which one response was "Feel refreshed because there is nothing like a good swim to cheer you up!"



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## HAPPIER

8% of qualitative responses said they felt happier, and 59% of the quantitative responses said they felt happier. This gives an average of 34%. We heard from the survey, **"I feel happier and healthier. I have something fun to do every evening."**



**"When I go always feel better."**

**- Survey Response**

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## IMPROVED CONFIDENCE

2% of qualitative responses and 25% of quantitative responses said their confidence had improved. This gives an average of 14%. One visitor told us that they, **"find the routine of going to classes and swimming, and the gym occasionally has bettered my mental health and my confidence."**




**"I love it. It has had very positive effects own my mental health. It has also given me some friends."**

**- Survey Response**

## FEELING MORE IN CONTROL OF LIFE

3% of respondents told us they had moved into employment, and 25% said they felt more in control of life as a result of attending the Baths. This gives an average of 14%.



**“All always lovely! Massive shoutout to the class instructors bringing out my confidence! They are amazing”**


**- Member quote**

From the annual report we know that Love Withington Baths has ran courses and supported people to gain the following qualifications.

Qualification	Number of people undertaking the training
National Pool Lifeguard Course	20
Swim Teacher qualification	1
Emergency First aid at work	32
L3 in Education and Training	2
Junior Swim assistant Scheme	3
Swim teacher volunteer Scheme	5

In total, 63 people have benefited from undertaking training with Love Withington Baths.

## PEOPLE FEEL MORE CONNECTED




**“The Baths is one of the best things in Manchester. Way more than a gym, it's a real community and for some I suspect a lifeline. Don't go changing.”**

**- Survey Response**

## FEELING PART OF THE COMMUNITY

9% of qualitative responses and 54% of quantitative responses said they felt like part of the community as a result of attending Withington Baths. This gives a total a 32%. **“Keep up the great work - Withington Baths is amazing for the local community and I am proud to show it to people who visit”**, responded one person from the survey.]



**“I love the community atmosphere at the Baths. It feels like a ‘family’.”**

**- Survey Response**



## BETTER SOCIAL LIFE

10% of qualitative responses said they had improved their social lives, and 46% of the quantitative responses said they had met new people. This gives an average of 28%. One member who had experienced loss told us how they'd made connections as a result of coming to Withington Baths, **"I met some lovely people who have become friends. My husband died nearly 3 years ago, it took me a while to find a class I felt comfortable in but I did and I haven't looked back."**



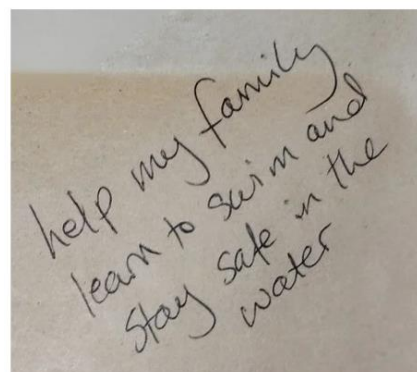
**"I've become friends with people I would never have met. I met them in the sauna. It's an amazing space... a commons where everyone is equal and all sorts of conversations flow."**

**- Survey Response**

## LEARNED TO SWIM

7% of respondents told us they or their children had learned to swim as a result of coming to the Baths. One parent said, **"My children are better at swimming and we love the family swim on a Sunday am."**

Figure 4 - A comment from a Visitor: "Help my family learn to swim and stay safe in the water"



**"Our children's water confidence has greatly improved. They also have a sense of achievement, confidence and are starting to learn the importance of working at something over time - all this is helped by their swimming."**

**- Survey Response**

## HOW MANY PEOPLE SAW THESE CHANGES?

We know that the unique number of visitors to the Swim, Gym and Classes at the gym are 2,801. These are the people who would we expect have experienced changes. We expect that visitors will have experienced more than one change.

Change	% affected	How many people have experienced this change out of all the visitors
Better Health	50%	1401
Feeling Stronger and Fitter	11%	308



Pain reduction and injury rehabilitation	2%	56
Weight loss	4%	112
Better sleep	1%	28
Anxiety reduction	3%	84
Better mental health	10%	280
Happier	34%	952
Improved confidence	14%	392
Feeling more in control of life	14%	392
Feeling part of the community	32%	896
Better social life	28%	784
Learned to swim	7%	58

From the Theory of Change, Withington Baths wanted to measure against the following outcomes. We have grouped the changes people told us about into the following categories.

	<b>Source - Qualitative changes - these came from the survey where 173 people answered a free text question describing the changes they had noticed</b>	<b>Source - Quantitative changes - these came from the survey where 288 people answered a multiple choice question and selected one or more of the following</b>
Feeling Happier	Better mental health - 17 mentions Happier - 14 mentions	Feeling Happier 171/288
Feeling healthier	Stronger - 7 mentions Better health - 28 mentions Better sleep - 1 mention Feeling fitter - 31 mention Pain reduction - 2 mentions	Increased the amount of exercise - 164/288 Established regular exercising - 170/288 Feel healthier - 194/288
Met new People	Better social life 18 mentions	Met new people - 134/288
Have more confidence	Improved confidence - 4 mentions	More confidence - 79/288
Feel more in control of life	Anxiety reduction - 5 mentions Less stressed - 2 mentions Weight loss - 7 mentions Injury rehabilitation - 1 mention	Moved into employment - 8/288 More in control of life - 73/288
Feeling part of the community	Feeling part of the community - 15 mentions	I feel more part of the community - 156/288

We took the numbers above and turned them into a percentage of the whole sample. Please note, the final percentages were calculated by creating a total sum of people who noticed the changes, and then dividing this figure by the total possible number of participants rather than creating an average from the individual percentages. Doing it this way rather creates a more robust figure, as smaller group sizes tend to have more weighting when it comes to percentages.

	Qualitative changes as percentages	Quantitative changes as percentages	Robust Total*
Feeling Happier	Better mental health - 10% Happier - 8%	Feeling happier - 59%	32%
Feeling healthier	Stronger - 4% Better health - 16% Better sleep - 1% Feeling fitter - 18% Pain reduction - 1%	Increased the amount of exercise - 57% Established regular exercising - 59% Feel healthier - 67%	35%
Met new People	Better social life 10%	Met new people - 46%	36%
Have more confidence	Improved confidence - 2%	More confidence - 27%	18%
Feel more in control of life	Anxiety reduction - 3% Less stressed - 1% Weight loss - 4% Injury rehabilitation - 0%	Moved into employment - 3% More in control of life - 25%	8%
Feeling part of the community	Feeling part of the community - 9%	I feel more part of the community - 54%	37%

## THE THEORY OF CHANGE

Following the SROI process allows The Evaluator to add figures to the theory of change that the LWB team had created. Following on from the SROI assessment we can add actual figures to an extract.

Impact	Objective	Outcome	Actual data
People feel more connected to the Withington Community  37% feel part of the community.	To improve physical and mental health and wellbeing	Established a regular exercising pattern	170 people told us they establish, which is 59% of the total survey respondents.
	50% of people with improved physical health	Increased exercise per week	164 people said they increased the amount of exercise per week, which is 57% of the total survey respondents
		Feeling happier as a result of coming to WB	171+14 people, which averages as 34% of the qualitative and quantitative responses.
		Feeling healthier as a result of coming to WB	194 + 28 people said they felt healthier, which makes up 48% of the qualitative and quantitative responses.
People feel happier as a result of visiting the Baths  = 32% feel happier	To increase people's skills and knowledge in specific leisure activities and to support local people into employment	Increased knowledge of LWB and Withington heritage	81% of responses said the fact that the Baths is a heritage building made them feel connected to the local area.
		Qualifications gained	In total 63 people have gained a qualification at Withington Baths
		Local people moving into employment or remaining in education	8 people have moved into employment since they started coming to Withington Baths. This is a percentage of 3%
People feel healthier as a result of visiting the Baths  = 35% feeling healthier	To ensure access to leisure facilities and activities for disadvantaged and/or specific groups	Feeling more part of the community as a result of visiting WB	156 + 15 people said they felt more part of the community. This gives an average percentage of 37%
		Have met new people through WB	134 of survey responses said they had met new people, 18 of qualitative responses said they had a better social life. This gives an average percentage of 36%
	16% of visitors to LWB are disabled, this is close to the local demographic profile of 18%. LWB has visitors from a wide range of ages and 66% of visitors are from the most deprived postcodes.	Have more confidence	83 survey responses told us they had more confidence. This gives a percentage of 18%.
		Strengthening community cohesion	
		Feel more in control of your life	73 people reported feeling more in control of life. This gives a percentage of 25%.

# SROI Calculation

## PART FOUR: SROI CALCULATION

### WHAT ARE THE INPUTS?

These inputs were provided by Paul from Love Withington Baths for 2023.

- Memberships - £690,176. This is a combination of our monthly direct debits (£637,221) and people who pay up front for the year (£52,955).
- Pay and play income - £128,462. This is a combination of our studio classes income (£10,740) and 'Guess fees- wetside' which is 'pay and swim' (£117,722). The total of £128,462 is correct but the sub-totals are wrong. A lot of the studio classes income has been incorrectly recorded under 'Guest fees -wetside' so if the sub-totals are important, let me know and I can come back to you with a more accurate figure. The sauna income is also included under 'Guest Fees - wetside'.
- Non-school swimming lessons - £286,352. The vast majority of this is kids swimming but we do have adult lessons too. Let me know if you would like a breakdown.
- School swimming lessons - £35,172
- Merchandise - £6,901 - this includes things like goggles, swim nappies etc.
- Food sales - £8,107. This is what is sold at Reception, which is largely cold drinks and chocolate, as well as what is sold at the café.
- Room hire - £17,887. This is for hire of our studios for classes run by external instructors and also hire of a space which is used by a physiotherapist.
- Withington Works - £11,965. This is for the hire of desk space upstairs in our managed workspace. This is a mixture of permanent desks, hot-desking, and single visits.

This comes to a total value of £1,185,022.

### WHAT ARE THE PROXIES?

It is often challenging or even impossible to assign a monetary value directly to all the social or environmental impacts and outcomes generated by a project. As the adage goes, 'you can't put a price on happiness', which is where financial proxies come into play.

Financial proxies are financial metrics or indicators that can indirectly represent the value of a particular social or environmental outcome. These proxies are used when it's not feasible or practical to directly convert a non-financial outcome into monetary terms. They serve as a bridge between the qualitative or non-financial impacts and the financial calculations in an SROI analysis.

The Evaluator uses financial proxies from a range of sources, wherever possible we have used focus groups, where people have been directly asked a series of questions to understand how people would value certain measures.

During the survey we asked respondents this question: "If you imagine a wizard appears, and they say you can have one of the options below, but you have to give up being part of the Withington Baths community if you accept. What is the lowest value gift you'd accept but you'd have to leave Withington Baths?" We provided a range of financial values ranging from a meal out worth £100 up to £25,000 in cash.



What we aimed to do here was encourage visitors to think about how important the Withington Baths community is to them and apply a financial value to it. It's a difficult concept but one that the respondents grasped quite well, only 8% of respondents said they did not understand the question.

Positively, 31% of respondents answered that they would not accept, indicating that they valued the Withington Baths community greater than £25,000! Of those that would accept the wizard's offer, the average value of the community to them was £14,037.79.

The proxies we have used for this calculation are as follows:

Change	Value	Where the values have come from
Feeling Healthier	£7,362.62	From Focus group
Improvement in physical health	£9,104.72	From Focus group
Pain reduction	£345.95	Cost of 5 physiotherapy sessions on the NHS <sup>5</sup>
Lost weight	£3675.19	From Focus group
Cost of poor sleep to UK economy	£743.00	Rand.org <sup>6</sup> - A lack of sleep among U.K. workers is costing the economy up to £40 billion a year, which is 1.86 per cent of the country's GDP.
Relief from depression/anxiety (adult)	£36,827	HACT social values -Relief from depression/anxiety (adult) - £36,827
Feeling happier	£8865.99	From Focus group
Improvement in confidence	£7854.76	From Focus group
Feeling more in control of life	£15,878	HACT social values - Feeling more in control of life - £15,878
Feeling part of the community	£14037.79	Direct from Withington Baths community survey responses.
Socialising	£5,532.37	From Focus group
Your child(ren) being able to swim	£9565.04	From Focus group

Some final SROI notes:

1. **Deadweight** - what would have happened without the activity?

This is where we have allowed for change that have taken place but cannot be attributed to Withington Baths. This is things such as making dietary changes or employment changes, or lifestyle changes. They have an impact on the person but people might have had these impacts in other ways. Therefore we have been cautious and allocated 50% of the impact to the baths and 50% to other factors. For relief from depression and anxiety we have been even more cautious and allocated only 10% of impact to the baths and 90% to elsewhere as these are complex issues which have a wide range of causes and impact.

2. **Displacement** - What activity would we displace?

We feel that there is no displacement here, as people have told us about the impact they have received from attending Withington Baths directly.

<sup>5</sup> <https://www.ncbi.nlm.nih.gov/books/NBK564768/>

<sup>6</sup> <https://www.rand.org/news/press/2016/11/30/index1.html>

### 3. Attribution – Who else would contribute to the change?

We have again been cautious in this column and applied a value of 50% across the board. This is because people could make friends elsewhere, they could exercise elsewhere, for example, since lockdown people have been more open to the idea of exercising outside and walking. In terms of diet, healthier options are becoming easier to find and choose, especially for diet options including vegan, gluten free and low sugar.

## FINAL CALCULATION

### Final SROI calculation

The final SROI figure is worked out by taking the total financial proxies – total inputs and then dividing the subsequent total by those inputs.

$$£27,017,966.21 - £1,185,022 = £25,832,944.21$$

$$£25,832,944.21 / £1,185,022 = £21.80$$

**Every £1**

**invested in  
Love Withington Baths  
provides a social return  
on investment of**

**£21.80**

Love Withington Baths provides a return on investment of £21.80 for every pound invested and therefore represents excellent value for money alongside great services for its members and guests.





# About The Evaluator

## PART FIVE: ABOUT THE EVALUATOR

All of the work of The Evaluator is underpinned by easy to read, visual reports. The Evaluator says, 'We'll figure it out for you!'

This report was written by Laura Poon and Bronwen Welch, Project Officers at The Evaluator and by Kirsty Rose Parker, Founder and Director.

The Evaluator was founded by Kirsty, an experienced project manager and evaluator, who previously specialised in arts, regeneration, and wellbeing projects. Kirsty has an educational background in Maths and Economics, which covered many statistical topics, leading to an MA Hons in Economics from the University of Edinburgh.

Kirsty has 16 years of charitable project management experience including working with artists and audiences, and 9 years' experience of arts development. She is trained in negotiation, motivational interviewing and 'social return on investment' and is passionate about helping organisations to run the most effective programmes they can.

The Evaluator is based in Lancashire, although works throughout the UK and can be contacted via:

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