

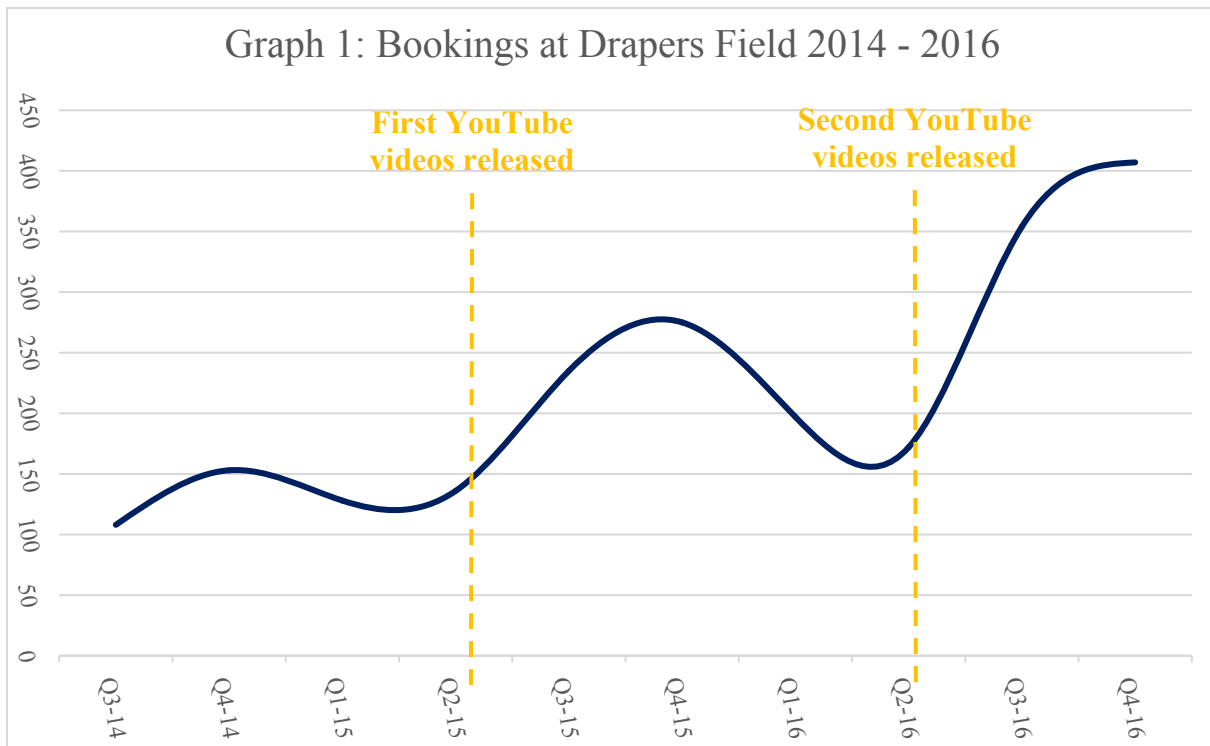
# Jamie Foale – Supplementary written evidence (NPS0167)

## Background

1. Further to my evidence submitted on the 20<sup>th</sup> January 2021 and my appearance in front of the Select Committee on 26<sup>th</sup> May 2021 please find supporting evidence attached as requested by the Committee.

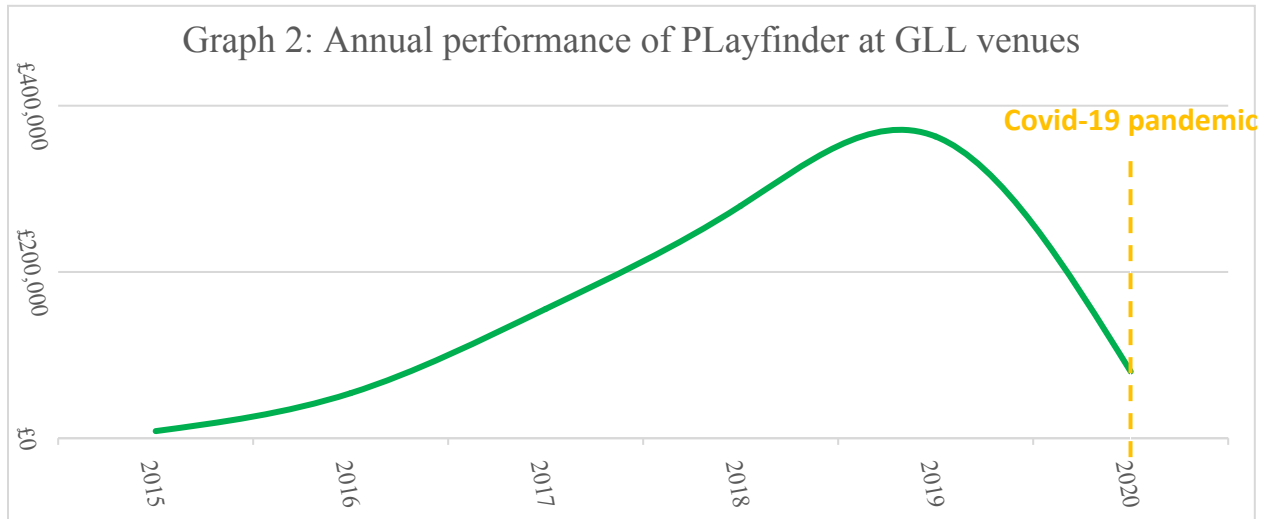
## The impact of YouTube video creators providing exposure to sports facilities

2. Between 2014-2016 YouTube creators such as KSI and Miniminter, with combined social following of 30 million people, filmed at Drapers Field football pitch after booking the venue through Playfinder. The videos were then published on YouTube.
3. These videos, which were of them playing sport and completing various challenges, averaged 4 million views each on YouTube with the average age of the viewer between 16-23.
4. Links were placed to Playfinder where viewers could book at the same pitch these influencers filmed at. Following the videos being published Playfinder saw a 118% year-on-year increase (Graph 1) in bookings with 75% of those people booking returning to book at least one more time.



**A case study showing the impact felt by a national operator, GLL, from increased online exposure through Playfinder**

5. Playfinder and GLL started working together in 2015 in order for Playfinder to fill spare capacity at GLL venues.
6. Since working with GLL sites in 2015 Playfinder have generated £1,029,360 from 35,017 bookings across 21 sites (Graph 2).



7. Looking looking at all bookings generated by Playfinder at GLL venues between 2017-2019, there was an average of 77% off-peak bookings to 23% peak bookings generated.
8. This booking revenue was generated from 11,637 customers, with an average of over 3 bookings per customers (not taking into account other team members booking, and the customer going direct).
9. When checking a sample of Playfinder customers against the leisure management system's database, 97% had not booked directly with GLL before. Furthermore, when using Playfinder, 92% of customers search for an area, eg "Islington", rather than a venue, eg "Market Road" - showing they are likely to be looking for a venue not yet known to them.
10. From Playfinder's analysis of the change in utilisation rates, since working with Playfinder GLL have seen an improvement in the level of utilisation of their facilities, with more slots sold overall. Looking at 7 venues where Playfinder has been tracking historical utilisation rates, we can see that in 5 cases utilisation rates have improved from 2017 to 2019 (Graph 3).

	<b>Improvement in utilisation rates 2017-2019*</b>
Burnt Oak Leisure Centre	13.7%
Finsbury LC	10.8%
Highbury Fields	-7.5%
Market Road	4.2%

Paradise Park	28.6%
Sobell Leisure Centre	-35.7%
Whittington Park	15.3%
<b>Average</b>	<b>4.2%</b>

11. By taking an aggregated view of those booking facilities, it is possible to see the trend of the Index of Multiple Deprivation and the Health and Disability Decile which helps analyse whether Playfinder is attracting players from:

- (a) More disadvantaged backgrounds; and
- (b) Areas where the average health of the population is lower

The data showed a trend that people were increasing playing at these venues that were from areas that scored lower on both counts – and who are therefore from more deprived areas or where the average health is lower (Table 1).

<i>Table 1</i>					
	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>Change 17-20</b>
<b>Average of Index of multiple deprivation</b>	6.2	4.9	4.7	4.7	-24%
<b>Average of Health and disability decile</b>	8.2	6.3	6.1	6.0	-27%

**Camden sports venues benefitted from the same effect of increased accessibility that Playfinder was able to bring**

12. This data shows that from 2018-2021 the average IMD and Health and Disability Decile of people booking Camden sports facilities through Playfinder decreased from 2018 - 2021 by an average of 24% (Table 2)

13. Again this shows that the facilities were being booked by people from more disadvantaged backgrounds or areas with higher rates of disability or poor health.

<b>Table 2</b>						
		<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>Change 18-21</b>
<b>Kilburn Grange</b>	Index of Multiple Deprivation	7.1	5.2	6.0	5.6	-21%
	Health and Disability Decile	8.9	7.0	7.4	7.3	-18%
<b>Lincolns Inn Fields</b>	Index of Multiple Deprivation	5.5	5.7	5.1	4.6	-16%
	Health and Disability Decile	7.6	7.0	6.4	6.1	-20%
<b>Waterlow Park</b>	Index of Multiple Deprivation	9.0	5.9	4.7	4.7	-48%
	Health and Disability Decile	8.0	7.2	6.0	6.1	-24%
<b>Average change</b>						<b>-24%</b>

30 June 2021