

brio social value report 2025/26

Creating healthier, stronger and more connected communities
across Cheshire West and Chester.

foreword

At Brio, we believe leisure is far more than access to facilities or activities. It is about creating healthier communities, strengthening social connections, supporting economic resilience, and helping people live happier, more independent lives. This is our mission in action – to enable happier, healthier lives through movement and experiences.

As a Community Interest Company, every decision we make is driven by our purpose to create positive social impact for the residents and communities of Cheshire West and Chester. Through our leisure centres, wellbeing programmes, outreach activity and partnerships, Brio plays a vital role within the wider health and wellbeing system.

This report demonstrates the scale of that impact.

£24.7 million

in social value generated during 2025/26 through our services, programmes, workforce and partnerships

that's £67,670 of social value created every single day.

This value reflects evidence-based estimated improvements in physical health, mental wellbeing, community resilience, skills development, environmental sustainability and local economic contribution.

Behind every statistic are people whose lives have been improved through increased confidence, better health, stronger social connections, reduced isolation, greater independence and improved opportunities.

We are proud of the impact highlighted throughout this report and remain committed to strengthening our contribution to healthier, fairer and more resilient communities.

why brio matters to the wider system

Brio operates as a core part of the place-based health, wellbeing and community infrastructure across the borough. With strong relationships across health, education, local government and the voluntary sector, our sites, programmes and partnerships support preventative health, reduce inequalities, strengthen communities and contribute to local economic resilience – reaching residents who may not traditionally access leisure or wellbeing services, particularly those facing health inequalities, social isolation or barriers to participation.

Brio's role within the wider system is increasingly important at a time when public services face growing demand, financial pressure and widening health inequalities. This systems leadership role is a direct expression of our Inspiring Partnerships pledge and our strategic driver to deepen collaboration, expand our reach and reduce inequalities.

brio's social mission

This mission underpins Brio's 2026–2030 strategy, great futures, together, and is delivered through our five pledges – Inspiring People, Inspiring Places, Inspiring Partnerships, Inspiring Promotion and Inspiring Performance. The activity set out in this report provides clear evidence against each of these pledges.

social value is not an additional outcome of brio's work; it is the purpose of brio's work.

Everything Brio delivers is designed to improve health, strengthen communities, increase inclusion and create long-term public value.

Brio is proud to be recognised as a Cheshire and Merseyside Health and Care Partnership Anchor Institution and continues to embed social value throughout its operations, partnerships and decision-making.

Our commitment includes:

- paying the Real Living Wage
- supporting local employment and procurement
- investing in workforce wellbeing and development
- reducing environmental impact
- creating accessible and inclusive community spaces
- strengthening community partnerships

Brio has also been recognised nationally and regionally for its impact, including:

- Social Value Quality Mark (Bronze)
- Cheshire and Merseyside Social Value Award
- ukactive Outstanding Organisation of the Year 2025

These recognitions reflect Brio's growing role as a strategic social impact organisation delivering measurable benefits across communities.

headline social value results

during 2025/26 brio generated an estimated £24.7 million in social value.

This reflects the combined economic, health, wellbeing and community value created through Brio's services, programmes, workforce and partnerships. It is tangible evidence that our mission to enable happier, healthier lives through movement and experiences is working, and demonstrates progress against our Inspiring Performance pledge to generate, evidence and communicate our social value with partners through clear, credible reporting.

Measuring impact through the Social Value Calculator

Brio uses the Social Value Calculator developed by 4GLOBAL and embedded within the national DataHub platform to measure the impact generated through physical activity participation.

The methodology is backed by Sport England and aligned with HM Treasury Green Book guidance, providing a robust and nationally recognised approach to valuing social outcomes.

key results

£16.9 million

generated through physical activity across Brio hub sites – up 7% on 2024/25

£14.8m from improved wellbeing & life satisfaction · £2.1m from reduced health & social care costs

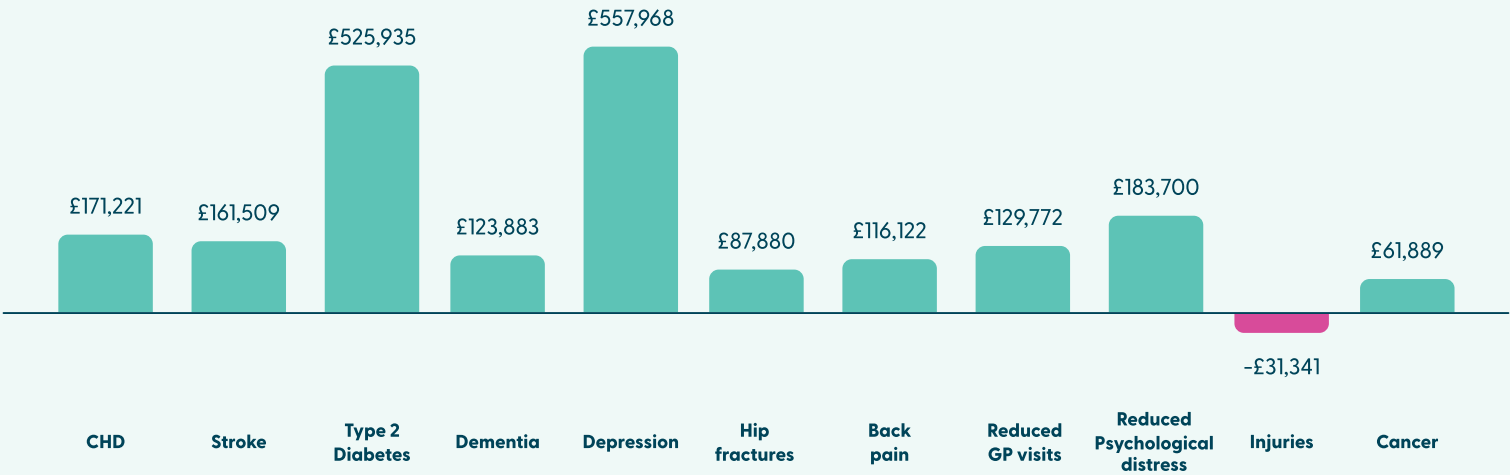
56,655

people whose wellbeing improved through physical activity at Brio sites

health indicators breakdown

The chart below illustrates the specific health-related savings achieved through participation at Brio's facilities:

health related social value savings by condition



These savings reflect estimated reductions in incidence of conditions such as type 2 diabetes, heart disease, depression, and dementia, among others.

1. improving health & preventing ill health

Brio plays a significant role in preventative health and reducing inequalities through targeted wellbeing interventions and accessible opportunities to be physically active.

These programmes support residents to improve physical health, mental wellbeing, confidence and independence while helping reduce demand for health and care services. This work brings to life our strategic commitment to prevention and early intervention and provides clear evidence against our Inspiring Performance pledge.

targeted wellbeing interventions

delivered targeted smoking cessation, falls prevention and weight management programmes – helping reduce the long-term impact of chronic disease and pressure on health and care services.

£944,973 generated in social value

supporting community integration through active futures

delivered physical activity and wellbeing opportunities for refugees, asylum seekers and vulnerable adults – including drop-in football, women-only dance and subsidised memberships – reducing barriers to participation and connection.

£200,800 generated in social value

2. strengthening communities & social connection

Brio's facilities and programmes create safe, inclusive and welcoming environments where people connect, participate and access support.

As community hubs, Brio sites help strengthen social cohesion and enable partner organisations to co-locate and reach local residents. This activity brings to life our Inspiring Places pledge to create welcoming, inclusive community spaces, and our Inspiring Partnerships pledge to co-design joined-up services with partners.

community space & partnership support

provided free room hire and promotional space for community organisations, nhs partners and local support services across brio sites, strengthening local networks and access to support.

£900 generated through in-kind community support

education & young people

worked with schools and colleges on water safety education, exam-period yoga and relaxation, and careers engagement – building resilience, confidence and lifelong healthy habits among young people.

£481 generated in social value

3. investing in local people & skills

Brio continues to invest in workforce development, employment pathways and staff wellbeing to strengthen local skills, create opportunities and support economic resilience. This is central to our Inspiring People pledge, through which we aim to attract, retain and develop a skilled, locally based workforce and create career progression opportunities for our people.

local employment & economic contribution

employed 669 people during the year, the majority living within cheshire west and chester – keeping economic value local and strengthening household wellbeing.

£6.03m generated in local social value

workforce wellbeing

delivered the happy, healthy & here initiative, giving staff wellbeing support and free leisure memberships to build a healthier, more engaged workforce.

£38,305 generated in social value

mental health first aid training

supported 44 employees to become certified mental health first aiders through mhfa england, building awareness and support across the workplace.

£59,259 generated in social value

skills development & professional training

delivered national pool lifeguard qualification training, first aid courses and wider adult learning – strengthening capability, career opportunities and service quality.

£158,600 generated in social value

apprenticeships & leadership development

funded six employees through the future team leader programme, aligned with chartered management institute and institute of leadership standards – building progression routes and organisational capability.

£196,200 generated in social value

[watch Beth's story](#)

work experience & employability support

provided meaningful, unpaid work experience placements for people facing barriers to employment, building confidence and improving long-term job prospects.

£23,536 generated in social value

4. delivering environmental & sustainable impact

Brio continues to integrate sustainability into its operations and decision-making while promoting healthier and more environmentally responsible behaviours. This supports our Inspiring Places pledge to embed environmental sustainability as a core organisational principle.

active & sustainable travel

supported cycling and car sharing among staff – cutting carbon emissions while improving health and wellbeing.

£35,448 generated in social value

circular economy & asset reuse

redistributed fitness equipment from the brio northgate refurbishment across other brio sites, extending its lifecycle and reducing waste.

£5,710 generated in social value

supporting the voluntary & community sector

invested in voluntary, community, social enterprise and faith organisations through room hire and local procurement, strengthening the local social economy.

£13,787 invested in vcsef organisations

real people, real impact

The figures within this report represent real people whose lives have been positively changed through Brio's services.

Whether through disability swimming, targeted wellbeing programmes or community outreach activity, Brio's impact is experienced every day by individuals, families and communities.

These are just three stories among thousands that demonstrate the wider human impact behind the social value generated:

- [Falls Prevention programme](#)
- [Disability swimming](#)
- [Pulmonary Rehabilitation programme](#)

our approach to measuring social value

Brio's approach to measuring social value is underpinned by robust, transparent and evidence-based methodologies. This report is one of the principal ways we deliver our Inspiring Performance pledge commitment to generate, evidence and communicate our social value with partners through clear, credible reporting that demonstrates meaningful community impact.

We align our reporting with:

- the National TOMs Framework
- HM Treasury Green Book guidance
- Sport England social value methodologies
- our Corporate Social Value Statement

Our approach focuses on ensuring reported impact is:

- credible
- measurable
- proportionate
- evidence-led
- additional

looking ahead

As demand for public services continues to grow, the importance of prevention, partnership working and community resilience has never been greater.

Brio is well placed to build on this foundation – deepening preventative health work, increasing access for underrepresented communities, strengthening partnerships and continuing to evidence the public value we create. These priorities are set out in full in Brio's 2026–2030 strategy, great futures, together, delivered through our five pledges.

Brio remains committed to deepening partnerships, strengthening community impact and supporting a future where every resident has the opportunity to live a healthier, happier and more connected life. In doing so, we will continue to deliver our vision to inspire and empower people to move more and enjoy experiences that support communities to thrive – great futures, together.

work with us

Brio welcomes opportunities to collaborate with partners, commissioners, community organisations and stakeholders who share our ambition to create healthier, stronger and more connected communities across Cheshire West and Chester.

To find out more about Brio's services, partnerships and social impact work, please contact:

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