

The Economic Impact of Live Active Leisure



Live Active Leisure contributes significantly to the economy of Perth & Kinross. It generates Gross Value Added (GVA) and supports employment in the economy, for example its spending in the supply chain and its role in the tourism economy through hosting events and day trippers. However, the largest socio-economic impact comes from the improved mental and physical health of the users which reduces the need for public expenditure on health and social care.

Impact Ratios:



£1



live active

=

£2.32

Generated in
Perth & Kinross

£2.67
in Scotland

Employment:

393 FTE Jobs

Generated in
Perth & Kinross



426 FTE Jobs

Consisting of core, tourism, equipment
spending, facilities and events

Venue Tourism:



Venues attract
130,000+ visitors

Visitors spend
£2.3 million

Consisting of core, tourism, equipment spending, facilities and events

Equipment Spending:

£30k

in Perth & Kinross

Spend based on
8,900 members
and card holders



£70k

Health Care:



£6m
saving



e.g Increasing **exercise**
and **activity** amongst
the elderly

Total Impact:

GVA Impact from:

Direct | Supplier Spending
Capital Spending | Core
LAL Events | Tourism
Equipment Spending
Health Cost Savings

£16.1+million

Total generated in Perth & Kinross

£17.7+million



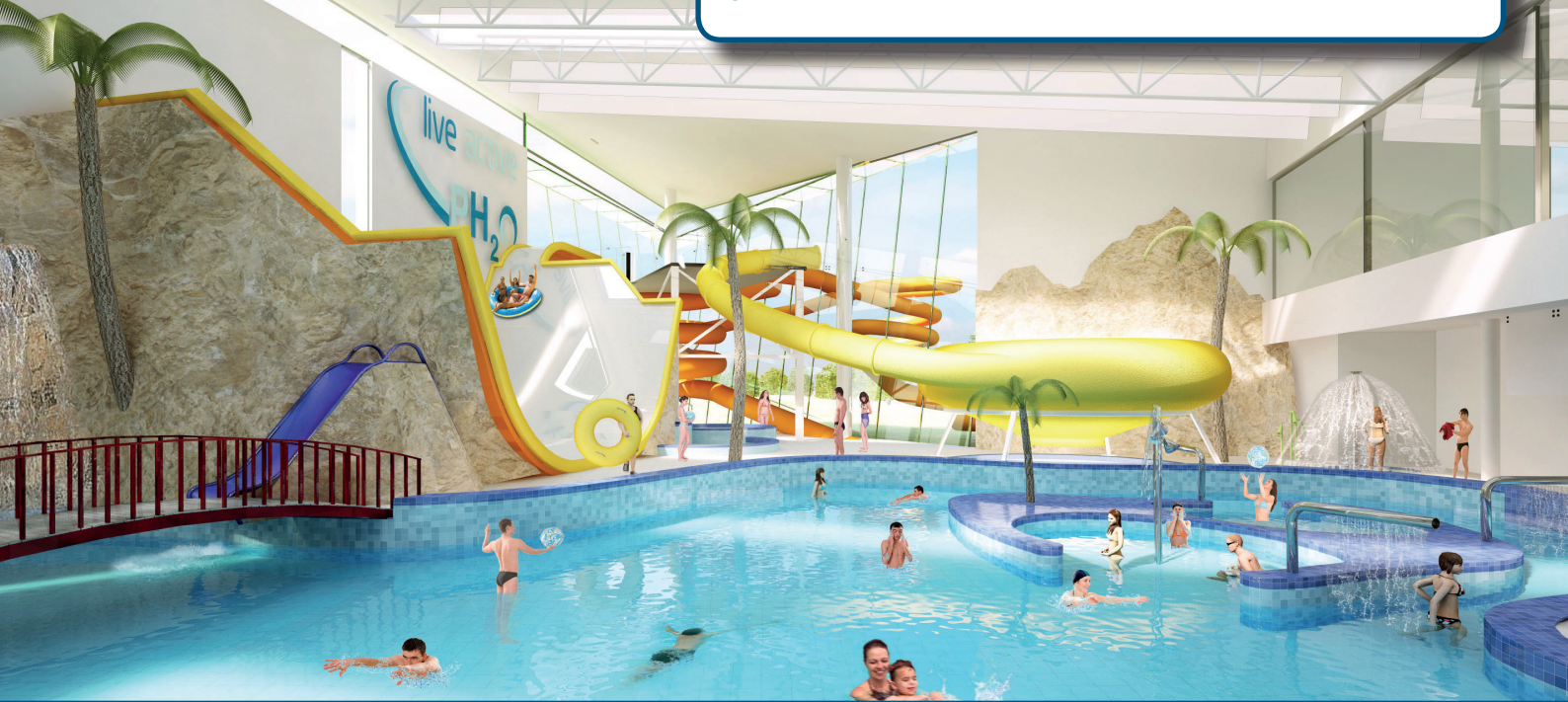
www.liveactive.co.uk



The Economic Impact of PH₂O



The development of the Perth Leisure Pool and Dewars site is critical to the future growth and ambition of the city. The **PH₂O** venue will deliver both economic and social benefits to the community for generations to come.



Total Impact:

Dewars Centre
Perth Leisure Pool
Live Active Rodney

£4.3million

PH₂O

£5.5million

Employment:

live active
PH₂O



95
FTE Jobs

Construction: (24 month period)



138
FTE Jobs



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