

PERFORMANCE REPORT 2017-2018

 **everybody**

providing
'Leisure for Life'

Registered Charity Number: 1156084
Registered in England & Wales (No. 08685939)

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Chief Executive's Report

Welcome to our Annual Performance Report for 2017-18, reflecting back on all our achievements and successes over another record-breaking year for Everybody.

Our purpose is to provide 'Leisure for Life' – helping local people to participate in sport & recreation so they can enjoy a long and healthy life. For that reason I am delighted that we have seen a remarkable increase in the number and frequency of residents using our centres and services.

During 2017-18 overall participation has grown by over 397,000 extra visits representing an increase of almost 13% since last year. Our customers are certainly getting more active, more often which is great to see.

Crucially, whilst this rise is across all age groups and all abilities, our under 16's make up almost half of this figure thanks to the introduction of our Teen Gym sessions and bolt-on family memberships.

With local children and young people getting more involved in sport and recreation and becoming increasingly active, we believe this will become an enduring habit throughout their lifetime helping them stay healthy and achieve more than ever in the years to come.



We have all seen the child obesity epidemic headlines nationally and the 'ticking time-bomb' of poor health often reported in the press. Here in Cheshire East, the Council and Everybody are doing what we can to help children get active, stay active and prevent associated health problems from emerging later in life.

As a result of the previous years and continued capital investment in facilities and equipment, we have seen our memberships grow from 14,872 at the start of the year to 17,938 in March 2018, an increase of 21%. In September 2017, we opened the doors to our new 55 station gym in Sandbach following our £500,000 joint investment with Cheshire East Council. For the first time, disabled customers can now access their local gym and make use of the new inclusive fitness equipment available on the ground floor.

This year has been our first full year of delivering Cheshire East Council's 'One You' Public Health contract. These innovative services, designed to help inactive residents and people with existing health issues, are making a real impact on their lives and reducing health inequalities across the borough.

With over 5,000 referrals to physical activity, healthy eating and falls prevention sessions, we have seen a dramatic improvement in the lives and lifestyles of these customers. The following pages will give you just some of the real-life, personal stories of those who have taken part in these programmes and realised the benefits of getting more active, with just a little bit of help from others.

Our volunteering programme continues to thrive with 28,000 hours freely given back to their communities by our volunteers. I would especially like to thank them for the precious gifts of their time and expertise simply to help others get involved in a wide-range of sporting, leisure and recreational activities.



The Bikeability Scheme, funded by the Department for Transport, has trained 6,774 children to cycle safely on our roads and estates. This represents an increase of almost 2,000 more places than our original funded target this year.

Our cohort of Talented Athletes has grown from 81 in 2016-17 to 130 this year. We are proud to support these athletes, across a diverse range of sports, as they develop their potential at regional, national and sometimes international levels.

The Everybody Foundation made its first grant awards to local residents and groups in February 2017 with over £2,500 given to help them achieve their aims and ambitions. We will continue to fundraise and award more grants this year and support those who just need that little bit of financial support to achieve great things.

Our swimming pools are busier than ever and our Learn to Swim Scheme continues to excel, teaching over 8,000 people, giving them enjoyment and a vital life skill.

Our Everybody Awards 2017, held last October, was a fantastic night with over 140 nominees across 37 different sports being recognised for their achievements in 10 separate award categories. Sharron Davies was our guest speaker, inspiring us all

with her personal story of Commonwealth and Olympic success. It was a night to remember for everyone involved and Sharron will be joining us again this year to host the entire evening.

Financially, we continue to make savings, keeping all our centres open and offering an improved service year on year. We have achieved our target surplus this year of £74,000 and this money will be reinvested in accordance with our charitable aims back into our facilities and services.

The latest Customer Survey, undertaken in February 2017, gave us a satisfaction score of 8/10, with staff friendliness and expertise scoring even higher at 9/10. This survey tells us exactly where we need to invest and, with our partners, there are plans already in place for a further £21M during 2018-19 and beyond. We hope that these improvements will help to improve our satisfaction score next year.

This introduction cannot hope to do justice to everything that we have achieved with our communities, clubs and partners. I hope you will read on and see for yourselves over the next few chapters, the individual stories and case studies of remarkable people doing extraordinary things.

If there was ever any doubt about the power of sport & recreation to change lives, build confidence and self-esteem, improve personal wellbeing and boost attainment in education and at work, these pages are proof of what can be achieved.

Finally, I would like to thank all our staff and our Board of Trustees for their support, dedication and enthusiasm throughout the year. Everyone has played their part in delivering this performance throughout the year. 2017-18 has been our best year yet and with a scheduled £21M investment still to come, combined with our future ambition and development plans, 2018 and beyond look very exciting too!

Best wishes

Peter Hartwell
Chief Executive
30th April 2018



Who We Are...

Everybody Sport & Recreation is a company limited by guarantee with charitable status, formed in March 2014 from the transfer of the leisure services portfolio of Cheshire East Council. We are an independent not for profit organisation and reinvest all surpluses back into the services we provide.

Everything we do will seek to support our charitable objects, as set out in our Articles of Association and demonstrate a public benefit. Our objects are;

“the provision or assistance in the provision of facilities for recreation or other leisure time occupation in the interest of social welfare such facilities being provided to the public at large save that special facilities may be provided to persons who by reason of their youth, age, infirmity or disability, poverty or social or economic circumstances may have need of special facilities and services” and;

“the promotion and preservation of good health including but not limited to through community participation in healthy recreation”

Everybody is responsible for the day to day management of a range of facilities and leisure development activity through the staff and executive management team.

Strategic direction is provided by the independently appointed Board of Trustees in accordance with the contract and funding agreement with Cheshire East Council. The Board has ultimate responsibility for the governance of the Trust and supports and challenges the executive management team.



There are 11 Trustees on the board, all of whom are local volunteers with a wide variety of professional backgrounds from various sectors. They bring a wealth of expertise and experience to help shape and improve our services.

At Everybody, we don't just believe in getting more people, more active, more often – that goes without saying! In order to make a real impact on the health and social issues affecting our communities, we need to target our efforts and our service offer. Only in this way can we make participation in leisure and recreation an important part of everybody's day to day lives, whatever their ability or need.

Our simple vision of providing 'Leisure for Life' seeks to make participation in any activity an enduring habit from the earliest years to later life, helping people to live well and for longer.

An essential part of establishing Everybody as an independent charity was to develop a new set of organisational values.

If we are to succeed in delivering on our mission and strategic aims, we will only do so by working with these values at the heart of all that we do.

Fit For The Future

We will give everyone the opportunity to train and enhance skills by encouraging people to develop themselves and others. Creating and promoting 'careers in leisure'.

Working As One

We will all work to the common goal of providing "leisure for life" and support each other in all we do.

Trusted And Honest

We respect and value the input of every person and at all times act with integrity and respect.

In The Service Of Others

We will provide first class facilities and services that are well maintained, inviting and valued by our customers.

Free To Do Our Best

Our culture and business processes will support people to act on their own initiative - with innovation being recognised and rewarded.

Caring For All

We will actively seek to involve everyone in all communities, working in partnership and with a passion for people.

What We Do...

The sixteen leisure facilities managed by Everybody Sport and Recreation Trust are the main component of the Trust's wider offer to enhance the health and quality of life of the residents of Cheshire East, as well as those who work in or visit the area.

With almost 3.5 million visits each year from all ages and now almost 18,000 members across the borough, the leisure centres provide programmes and activities that contribute enormously to the social, educational and economic life of the community and to the physical and mental health & wellbeing of local people.

By providing targeted initiatives in those areas of greatest need, whatever the cause, we will actively seek to reduce health inequalities across the Borough. At the same time, sport and recreation will help tackle anti-social behaviour and assist with town centre regeneration through greater participation, events and activity resulting in increased footfall in our centres.

Involvement in sport and active recreation has the potential to enable everyone to gain access to an avenue of activity and social networks which will remain with them throughout their lives, for some it will lead to performance at the highest level.

Our development programme ensures that pathways and structures are in place to enable people to learn basic skills, participate in an activity of their choice, developing their competencies and reach levels of performance according to their individual aspirations and ability.

Everybody Sport & Recreation will create the right conditions so that sport, play and active recreation can flourish at all levels. Through effective partnerships we will introduce people to active recreation opportunities, teach them the necessary skills and give them the opportunity to participate and enjoy leisure at their own level - whether this is simply playing in a local park with friends, joining in at their local leisure centre or even, representing their country.



Strategic Aims

1. Improve Wellbeing Through Physical Activity & Healthy Recreation

Participation Increase

Attendances have soared during 2017/18 increasing by over 397,000 additional visits across all age categories.

Importantly, under 16's participation has grown by 16.5% this year following the introduction of 'Teen Gym' and Family Memberships.

Membership Growth

In 2017/18 the Sales Team was increased from 3 to 4 Sales Advisors. The sales team provided on site training and mentoring that ensured consistency within the embedded sales processes.

The newly adapted processes have improved the customer experience which is reflected in mystery shopper scores, new membership sales and the increased overall live membership total.

These improvements, alongside investments in refurbishment at Knutsford and Sandbach Leisure Centres have supported membership growth by a further 20% in 2017/18 with 17,938 live members (growth of 117% since transfer)

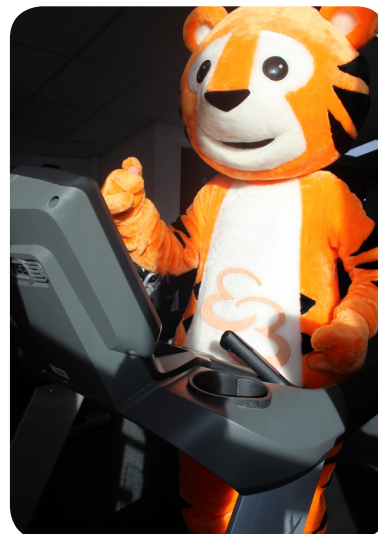
One You Performance Headlines

One You is a series of six services, commissioned by Cheshire East Council, which are delivered across Cheshire East by ourselves, including:

- Physical Activity (Active Lives, Fit For Birth)
- Adult Weight Management (Re-Shape)
- Children's Weight Management (Lets Get Movin')
- Falls Prevention (Be Steady Be Safe)
- Healthy Eating (Taste For Life Cookery Courses for Adults, Fakeaway Classes and Children and Family Workshops)

In 2017/2018 we saw fantastic results from our customers who have made incredible changes to their health, lifestyle and wellbeing. See page 36 for figures.

To raise awareness of these programmes we partnered with multiple organisations across Cheshire East to run



four very successful health campaigns during 2017/18, including, Men's Health Week, Know Your Numbers, One You Wednesdays, and ESCAPE-Pain.

We are delighted to be working closely with our partners Cheshire East Council, NHS Eastern Cheshire CCG, NHS South Cheshire CCG, East Cheshire NHS Trust, and MCHFT Leighton Hospital.

As well as linking in with more organisations this year including, Plus Dane Housing, Cheshire West and Chester Council, Peaks & Plains, Cheshire and Wirral Partnership NHS Foundation Trust and NHS Vale Royal Clinical Commissioning Group, to raise awareness of the importance of looking after our health and wellbeing.

This year our focus will be around Mental Health Awareness Week, Know Your Numbers, Self Care Week, and Dry January.

One You Case Studies

Be Steady Be Safe

Mary Dickinson, who attends the Be Steady Be Safe classes in Sandbach, shares,

"The classes are absolutely super – I had balance and strength problems and it has improved tremendously since doing these "happy" classes. It has been a very positive experience. Something else which is good is at the end of the class we get together and have tea and cakes (if we are celebrating someone's birthday) – the classes have helped me settle so well and everyone is friendly. My balance is much better – I was on the verge of using a stick and now I feel more confident and don't need a stick."

Re-Shape

Hannah was diagnosed with Polycystic Ovarian Syndrome at the age of 17, which brought a lot of health problems and weight loss barriers, such as low mood and depression.

She explains "I had high blood pressure, anxiety, depression, sleep problems, back pain and I was overweight. The weight was creeping up and up, as I ate my feelings rather than doing something about them and taking control of my diet and exercise."

Re-shape gave Hannah the motivation and support in getting back into exercise and trying new things. Hannah lost an incredible 1st 8 lbs on the programme, her waist

ONE YOU PROGRAMMES

 **Be Steady Be Safe**

 **Taste for Life Cookery Courses**

 **Active Lives**

 **Re-Shape**

 **Let's Get Movin'**



measurements fell from 123cm to 115cm, and after her last meeting with Lifestyle Coach Chris in December 2017, Hannah's blood pressure has reduced from 148/98 to 118/84.

The biggest difference Hannah has noticed since finishing the programme in April, is her motivation to continue her programme. She has continued with her gym membership, makes healthier choices with food and now shares her story on her own weight loss account on Instagram. Hannah now has over 1 600 followers @hannahsjourneyposweightloss which is inspiring others like her to lead a healthier more active lifestyle.

"My confidence, self-esteem and positivity have all increased and friends, family and colleagues keep pointing out the changes in me which is a real boost, and again keeps me motivated to keep going. I have also lost two dress sizes which makes clothes shopping a lot more fun! Since maintaining my weight loss and positivity, I have recently been able to reduce the dosage of some medication for my anxiety and low mood."

Cookery

Our Taste for Life Cookery Courses have been extremely popular, resulting in an increase in courses, new fakeaway themed courses and brand new children's healthy cookery courses being introduced.

"Very good programme delivered in a very easy to understand way by knowledgeable and informative tutors. Very approachable too and delivered in a calm and relaxed manner. Nothing was too much trouble. Very enjoyable way to spend a Monday morning. To go home with a meal was a treat and very generous."

"I have really enjoyed the course. I have learnt how to cook basic foods and making them into a family meal and adding flavouring, herbs to enhance the taste. I feel more confident now to cook from scratch and have cooked some of the recipes again already. The tutors are lovely and knowledgeable and the group has been fantastic. I have learnt valuable cutting techniques which I can pass onto my son and I feel more knowledgeable about healthy eating and portion sizes. Really enjoyed it. Thank you."

"Really enjoyed the course, found it very informative and met new people, learned how to cut food up better and cook food from scratch. I also got a better knowledge of my 5 a day and when shopping now I read the labels on the food and know about the traffic light system e.g. more greens are better."



"I have lost two dress sizes which makes clothes shopping a lot more fun!"



Active Lives

Great results from our Active Lives member Roy who has been training with our Lifestyle Coach Kevin. Roy had a total knee replacement last year and had little range of movement in his joint, in fact Roy couldn't use our bikes at the start of his journey. Over the 12 weeks Roy has managed to improve the range of movement over 90° greatly improving his quality of life.

Roy had this to say "It was very good and got me back into wanting to do more exercises to help me improve my quality of life"

Paul has completed our Active Lives programme and has an amazing story. Paul's brother died last year due to his lifestyle, heavy drinking and heavy smoking.

Paul was very overweight, unfit and down in the dumps. In January he started to diet to lose a little weight but was still very unhealthy. In February he went to see the doctor who put him on medication for his blood pressure and was told he was pre-diabetic and that if he didn't change his lifestyle he was heading for a heart attack or stroke.

Since starting the Active Lives programme he has gone from 103kg to 77kg, a BP of 171/91 to 121/77 and has been taken off medication now. He swims 4 times a week, uses the gym, walks everywhere and is generally more active. He says becoming active has given him a new lease of life, and people are asking for his secret.

Learn To Swim Scheme Success

Everybody Sport & Recreation provides a large and diverse Learn to Swim programme through the Everybody SWIM brand, catering for almost 7,800 learners in 2017/2018.

Our lessons follow the Swim England guidelines and best practice for teaching swimming to ensure that highest standards are delivered.

As testament to our development Everybody SWIM was nominated in two categories in the Swim England's national awards, recognising the improving customer experience, visibility and swim product innovation to help more people learn to swim.

Our very own Judith Goodwin won the highly acclaimed 'Teacher of the Year' to the delight of the staff across Everybody and especially her peers at Macclesfield



"It was very good and got me back into wanting to do more exercise"



Leisure Centre. We were short-listed in the 'Swim England Facility Operator of the Year (up to 11 wet sites)' category, our Everybody SWIM brand fought off tough established opposition to gain second place at this prestigious national award ceremony.

Our swim journey starts with Adult and Child classes for babies aged 6 months onwards, progressing to our Duckling classes for children from 3 years old, swimming without parents in the water. Once children are 4 years or older they will then follow the pathway into our main stream Learn to Swim Scheme, which aims to develop the basic and essential skills required for building confidence and technique in the water. On completion of the main swimming framework we encourage 'leisure for life' through Rookie lifeguard courses, competitive swimming and also general public swimming.

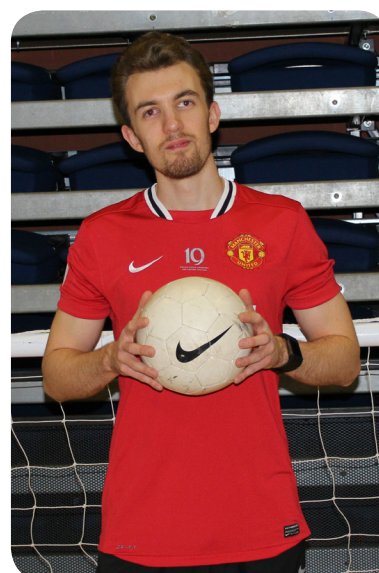
In September 2017 we introduced an Alpha swim option at Congleton, Macclesfield and Crewe. The Alpha swim is a small fun group lesson to help young people with a disability or impairment learn to swim. We up-skilled our teaching staff to meet the expectations of the swimmers and the parents, to provide a lesson with extra support and understanding, we have already received some fantastic feedback, such as "this swim scheme is the best extracurricular activity that I have got my son into. I am extremely happy". These lessons have resulted in a third of the swimmers with their families swimming more regularly.

During this financial year we have again seen a significant growth in participation in our Learn to Swim Scheme, with the total number across our sites rising from 7,034 to 7,771 in 2017/2018. As well as over 100 schools using our sites on a regular basis giving more children than ever the chance to learn to swim. Moving forwards we plan to grow and develop the provision of swimming lessons even further, so that we can minimise the waiting time for all learners, providing everybody with the opportunity to improve their swimming skills no matter what their age or ability.

Volunteering

Tom Paterson Reaches 100 Hours Of Volunteering

Tom Paterson, 26 from Wilmslow, volunteers as a Walking Football Coach and has recently secured his dream job as a Wellness and Fitness Advisor, he said "Volunteering with Everybody has been life-changing for me as not only has it given me the confidence and experience to go out and get a job, but it is also great fun and I have made new friends in the process."



"I'm always learning and growing in confidence which I had greatly lacked in the past. I didn't have the opportunity to learn to swim until I was a teenager so to support the Everybody Swim Scheme and help give young children the chance to learn this life saving skill is incredibly rewarding. I would highly recommend volunteering with Everybody Leisure if you want a career in the fitness industry, improve self-confidence, have fun and meet new people you otherwise wouldn't have."

Tom is now looking to do his Level 1 Swim Teaching Award with the support of the Everybody Academy & Volunteer Programme and has achieved a fantastic 100 hours!

Abi Painter achieves 250 hours

Abi Painter from Crewe volunteers at Active 8 Hub in Shavington, working with children with disabilities. She has just achieved 250 volunteer hours!

"I volunteer because it can give you a whole range of different opportunities. I get to work with people with various abilities which comes as a reward because you know you have helped someone try new activities and have fun. That's why I love what I do!"

Mike and Kath Lead Health Walks in Crewe and Nantwich

Mike and Kath Povall lead our Health Walks from Crewe and Nantwich week in week out and they have done this for 17 years.

In May 2018 both Mike and Kath were presented with the Salt of the Earth award by the Mayor of Nantwich recognising them for all the work they have done within the local communities and giving their time back and making physical activity accessible for people in our community to participate in. Between them they have volunteered an incredible 1,422 hours!

They said, "We volunteer because we like to help, support, encourage and engage others in physical activity and we do this by leading the weekly Health Walks. We get to work with a range of different people and we feel this is very rewarding"

Sharon supports Active 8 sessions in Crewe

Sharon Burrows supports our Active 8 adults sessions in Crewe, she shares, "I love my volunteer role with Everybody. It's a way of giving something back to the community. When my son turns 14 he's going to sign up too!"

"I volunteer because it can give you a whole range of different opportunities!"



"We volunteer because we like to help, support, encourage and engage others in physical activity"

Bikeability

The Department for Transport awarded Cheshire East Council a grant of £590k for Bikeability cycle training until 2020. We continue to deliver the programme on their behalf, due to the success of the scheme over the last three years. Bikeability is cycle training which gives the next generation the skills and confidence to ride their bikes on today's roads.

During 2017-18, we delivered Bikeability to 6775 participants with a total of 130 schools taking part. We had 5848 children pass level 1 to 3. We also now deliver Bikeability for Adults in Crewe, Congleton and Macclesfield which includes commuter confidence and Learn to Ride training.

We continue to have a strong relationship with Cyclist Training Limited who deliver all training, including core Bikeability and Bikeability Plus on our behalf, receiving positive feedback from both participants and schools.

Family Focus

Family Focus is a service commissioned by Cheshire East Council, supporting targeted individuals and families to lead a healthier lifestyle. Families have access to regular physical activities, advice on a healthy diet and support with losing weight.

In year 1, we welcomed 133 referrals, 58 adults and 75 children. The results were 82% Improved Diet, 50% Adults Lost weight, 53% Increased Activity Level and 73% Improved Mental Wellbeing.

Individuals are able to access any Everybody leisure facility free of charge for 8 weeks and receive weekly support through one of our qualified Health Trainers. On completion of the 8 week programme, families will be offered a reduced membership for 12 months to continue their good work.

Due to the success of the scheme Everybody has secured an additional year of funding to deliver the Family Focus Health Trainer service for a second year.

Case Study One

One of our member's main goals was to become more physically active and to improve her mental wellbeing. In her initial assessment the physical activity score was deemed as low and mental wellbeing score of 13.



Following completion of the programme, her new physical activity score was deemed as high, visiting the centre several times per week on her own as well as with her Health Trainer. Her mental wellbeing score increased to 26, with mainly positive answers to the wellbeing questions.

A significant positive outcome to her engagement in the programme is that she has stopped taking her medication for her mental wellbeing. When asked how the programme has helped her, she now has increased energy and feels more useful.

Case Study Two

Family 2 arrived at Macclesfield Leisure Centre and met with the Health Trainer, Denise. During the consultation Mum was very clear and stated she was 75% not wanting to be here and 25 % wanting to do the course.

Mum had low self-esteem and motivation but during the consultation the Health Trainer worked with Mum and because of a positive intervention during the consultation she felt the Health Trainer believed in her so she would try the course.

During the 8 week programme Mum agreed to meet with Denise at different touch points to check how she and the family were doing and to introduce new activities. Since going on the programme the whole family has become more active and home life is so much happier. Mum has achieved some great outcomes as a result of being more active and has now lost 13 pounds and uses the facilities on a regular basis.

Swimming Performance

Throughout 2017/18 Everybody worked tirelessly with the eleven local swimming clubs as well as lifesaving clubs and disability clubs utilising our facilities in order to establish, maintain and improve working relationships as well as improving swimming development pathways for participants.

We are proud of the achievements of all our clubs that use our facilities, especially Crewe Flyers who have made significant achievements over the last 12 months finishing 3rd in division 1 last season. The improved relationships are proving beneficial for the local and surrounding communities not only increasing participation in swimming in our facilities, but also helping more children leave primary education meeting the 25 metre swimming requirement.



Disability Programmes

Ability for All

Ability for All is our overarching programme for our disability and inclusion activities. The Ability for All programme provides a range of bespoke activity sessions for under represented groups with specific medical conditions to help them have a healthy and active lifestyle to maintain their health and wellbeing. These activities are across the age spectrum from early years and reception right through to those who have finished work or retired.

Between April 17 and March 18 we've delivered 188 activities and have had over 1900 attendances.

During this year we've also been successful in being commissioned by Cheshire East Council to deliver Short Break activities as part of our Ability for All programme from 2017 to 2019.

Alpha Swim

Ability for All includes a wide range of activities including some new sessions such Inclusive Gym, multi-sport activity hubs and the Alpha Swim Scheme.

The launch of the Alpha Swim Scheme has proved popular. The scheme provides a 12 week block of swim lessons for non swimmers or very limited ability and in smaller groups to support the young swimmers and their additional needs.

Feedback from parents "This swim scheme is the best extracurricular activity that I have got my son into. I am extremely happy."

"Exceeded expectations as my son has gone from relying on swim aids (floats) to swimming unaided lengths of the main pool."

"It is brilliant: I love it, he loves it, and he's more active he's safer - it's all so good! Thank you, thank you, thank you."

As part of our holiday programme we've also teamed up with Cheshire East Ranger Service to run some Outdoor Experience Days at Astbury Mere Countryside Park. These days have provided children and parents (or carers) the opportunity to cycle around the mere using adapted bikes or try out other activities such as orienteering, archery, pond dipping and other sports activities. We've run 3 holiday events at Astbury during the year and each event has been popular with the families.



**"It is brilliant.
I love it, he loves
it and he's more
active!"**



Feedback from parents included:

"Came home very happy and wanted to go again."

"My child, although usually eager to try new things, sometimes lacks confidence to do so; these sessions give her the confidence to go for it!"

In addition to the commissioned activities we also provide regular activities to a Home Education Group. These are a group of children and young people who are not in full time education due to their disability, impairment or behaviour.

These sessions provide the group the chance to be physically active in a group as well as the social interaction with other young people. During this year we've run 19 activity sessions and have nearly 300 attendances.

Swimming Star Nathan Combats His Fear of Water

In October 2017, 13 year old Nathan Greenford from Sandbach, joined Alpha Swim lessons at Crewe Lifestyle Centre.

Before attending Alpha Swim lessons, Nathan had a fear of water and used to feel uneasy when near a swimming pool. Now just 12 weeks on, Nathan has a love for swimming and is so committed, that even when feeling poorly, his family can't get him out of the pool!

Alpha Swim is a 12 week course of swimming lessons for young people with a disability. These lessons are a basic introduction to swimming which encourage children to have fun and be more relaxed in the water whilst learning basic water skills.

Since attending Alpha Swim, Nathan has learnt that swimming can be fun and his self confidence has grown immensely. He receives individual attention and has built trust with the instructors. Nathan's mum Nikki commented;

"Alpha swim has exceeded expectations as Nathan has advanced from relying on a float to aid him to swim, to swimming lengths of the main pool unaided with his Swimming Teacher Zac, encouraging him at the side of the pool."

Nikki continued; "We now come once a week outside of the Alpha Swim lessons to practise and reinforce what Nathan has been learning during his lesson. When Zac spots Nathan outside of lesson time, he always comes over to encourage him and push him to his limits."



"Nathan can now swim lengths of the main pool unaided!"



Now that Nathan has finished his initial course of Alpha Swim lessons, he has signed up for a second course and looks forward to seeing the other swimmers weekly.

Adult Activities 2017/18 Achievements

In addition to our young peoples activities we also provide a range of adult activities as part of our Ability for All programme which includes our Activ8 Adults and Aqua Relax sessions.

Our Activ8 Adults sessions provide multi-sports and gym sessions to give the participants the opportunity to try new sports or activities. We also link in with day service groups from Cheyne Hall Day Service, The Acorn Centre and The Beeches (David Lewis Centre).

Aqua Relax is a pool session for people with long term medical conditions who are inactive or don't feel confident to go to the gym or a public swim session.

We've had a range of people with different impairments accessing the session and included people who are physically impaired and in a wheelchair, stroke survivors, Fibromyalgia & Rheumatoid Arthritis as well as people with Dementia.

We've also delivered regular activity sessions for the Stroke Association and the IRIS Centre, a visually impaired group in Crewe to help their members to be active and maintain their health. Members from the IRIS Centre have commented:

"I love the archery, I never thought I'd be doing that!"

"It's the only exercise I get, but it's not like doing exercise"

"I like it when we all sit in a circle, I can hear different people in the room that I don't usually hear anything from"

Cared For Children

During 2017/18 our Cared for Children scheme continued to provide fitness and activities in Cheshire East to 443 memberships for eligible children, their carers and siblings. We saw attendances of 2,904 swimming, gym and class sessions from these members maintaining the positive impact on the physical and mental health of these children and their families.

Young Person A uses the Lifestyle Centre frequently, she finds this relaxing. Also she has a diet plan as she wants to lose weight. This has helped young person A with her emotional



well-being and how she feels about herself. She gets a lot of advice from the Lifestyle Centre regarding her diet.

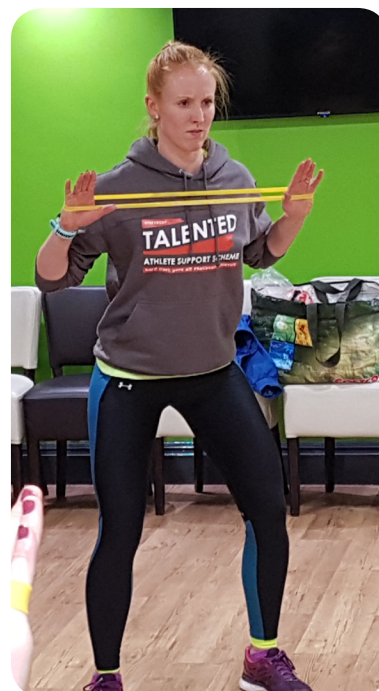
Talented Athlete Stories

2017 has been another year filled with success and astounding achievements from our talented athletes. We have welcomed more athletes onto the scheme and now support 130 athletes with access to use our facilities and gain expert advice from our coaches and fitness advisers.

We ran our first Athlete Camp in March 2018 which saw a group of athletes come together for workshops led by our coaches and Physiofit. They worked on core stability, stamina, speed and took away valuable resources and knowledge to help them reach their training potential. Some of our talented athletes also visited local community schools to support the gifted and talented, offering advice and inspiration to young people on how to get involved in sport.

Our Athletes Achievements #BelieveitAchieveit

- Sian Heslop, long distance runner competed against 464 competitors in the English National Cross Country Championships at Parliament Hill where she finished with an 8 second gap between 1st and second place.
- Thomas Brindley finished 1st (youth category) and 2nd overall in the RYA North West Junior Traveller Series at Hollingworth Lake Sailing Club.
- Molly Griffiths and Isabelle Slinn from Crewe and Nantwich gymnastics club took part in the English gymnastics championships in Ilford, Essex.
- Team GB's Rowan Cheshire finished 7th in women's Ski half-pipe at the Winter Olympics.
- Reece Davies, rugby player, has made it into the second year with the Sale Sharks Development Programme.
- Amy Morris, GB Figure Skater wins 7 golds and 4 silvers out of 13 national and international competition. She competed at the British Championships becoming a silver medallist at Advanced Novice Level this year with personal bests achieved.



Rehab Sessions

In 2017/18 we have welcomed 2405 attendances on to our Rehabilitation Exercise Classes, including Phase IV Cardiac Rehabilitation, Move More Cancer Rehabilitation and Pulmonary Rehabilitation.

Our Specialist Lifestyle Coaches are on hand to get customers back to exercise after suffering and managing long term conditions including Asthma, Chronic Obstructive Pulmonary Disease, Heart Disease and Cancer. Our staff are trained to help customers make positive lifestyle changes and encourage participation in exercise.

We are now celebrating, after being awarded National Lottery funding to deliver a new specialist rehabilitation programme, called ESCAPE- Pain.

The grant has been awarded through the Health Innovation Network in conjunction with Arthritis Research UK, as part of Sport England's Active Ageing Fund. This allows us to deliver a funded, 6 week, evidenced based rehabilitation programme, ESCAPE-Pain; sometimes called the 'knee or hip class', designed to reduce pain and disability for people with chronic joint pain.

Over the 6 weeks, customers receive:

- Information, advice and support from qualified ESCAPE-Pain Instructors, to help customers better manage chronic joint pain and lead a more active life.
- Take part in a group exercise programme, twice a week over 6 weeks, tailored to the customer's individual needs.
- A chance to socialise with and learn from other people living with Osteoarthritis and will result in customers being able to carry out normal activities, manage symptoms and be more active.

Janice who has just completed ESCAPE-pain shares:

"I am 71 years old and I have quite an arthritic left hip, which is also causing pain in my left knee. Before I came on this course, I couldn't get up out of a chair very well. I certainly wasn't very mobile, and I didn't have very much confidence in my physical abilities at all. Since coming on this course, I have very little pain in my left hip, I have almost no pain in my left knee. I can get up out of a chair very well and I have a lot more confidence in my ability to do physical things. It's an optimistic programme physically and mentally."



Heart Attack Survivor Stephen Makes Lifestyle Changes

In January 2017, Stephen Pennell suffered a heart attack and decided to join our Cardiac Rehabilitation programme to ensure he made changes to his lifestyle, safely through exercising.

Since joining the programme, Stephen's exercise levels have increased. He has joined our Aqua Fit sessions, his blood pressure has reduced, and Stephen's confidence levels have increased. Not only this, Stephen has lost an incredible 11 stone through an external healthy eating programme.

After Stephen had a heart attack he wanted to strengthen his heart and muscles but wanted to be monitored to ensure he was doing it correctly.

Stephen first met our Lifestyle Coach Kevin at Leighton Hospital, following on from one of Kevin's regular talks that he carries out at the hospital, Stephen decided to join the Cardiac Rehabilitation Classes at Crewe Lifestyle Centre.

Stephen describes that his exercise levels were shocking before joining the programme, and now Stephen explains,

"My exercise levels have improved, I am getting there with my self esteem. Things like stairs are a lot easier than they used to be. I had a foot problem which is not as bad due to the weight loss and I also have a lot more energy."

He continues "The classes were friendly and very supportive. After having a heart attack I was worried about pushing it too far but Kevin was very experienced and supportive."

The classes offer safe and effective exercise under the guidance of a qualified exercise professional (British Association of Cardiac Rehabilitation) to help with long-term maintenance of physical activity or lifestyle change.

Stephen explains, "There was a good variety of exercises and it was also nice to meet people in similar situations as there was advice available not only from Kevin but advice from others about any aches and pains we were experiencing."

"For people in the same situation having had a heart attack, I would recommend the programme because of all the support and guidance that I received."



"For people in the same situation, I would recommend the programme because of all the support and guidance I received"



Strategic Aims

2. Grow An Ethical & Sustainable Business

Investment Stories

In partnership with Cheshire East Council, 2018/19 will see further significant investment into a number of our existing facilities. July will see the opening of the much awaited Speedflex Studio at Wilmslow Leisure Centre and by the Autumn of 2018, Alsager Leisure Centre will be unveiling a new 60 station gym, multi-use exercise area, group cycling studio and two full size astroturf pitches.

Macclesfield Leisure Centre will benefit from £4m worth of investment during 2018/19. The phased improvements are expected to include a new 90 station gym, improved wetside changing rooms, spa facilities, an updated group cycling studio, upgraded squash courts and an indoor athletics track.

Work is also expected to commence on the new, improved Congleton Leisure Centre in late 2018. A leisure development partner has now been procured and planning permission will be sought for the construction of a new 25m, six lane swimming pool, learner pool, extended gym, café, soft play, various multi-use spaces and improved parking on the existing Worrall Street footprint.

Construction of the new Alderley Park sports complex is expected to begin over the summer, in readiness to open in April 2019. Once complete the facility will include an 80 station gym, two large group exercise studios, a four court sports hall, tennis courts and enhanced astroturf and grass playing pitches.

Surplus Position & Business Growth

2017/18 has been another successful year for Everybody Sport and Recreation and we continue to grow year on year.

Our turnover during this twelve month period has increased to £15,446,000. This turnover growth, alongside control of our expenditure, has enabled us to achieve in year surpluses of £74,000, exceeding our budget targets. This growth brings our free reserves figure in our fourth year of operation to £365,000, with additional designated reserves of £214,000.

These reserves figures continue to support us in our aim to have over £750,000 of free reserves by 2021.



Environmental Policy

2017 saw the introduction of an 'Everybody environmental steering group' with all centres having a representative inputting ideas into the direction of the company's future environmental commitments.

In the space of just a few meetings, an Everybody Environmental policy has been discussed, agreed and implemented, alongside the centres using the platform to share best practice for Quests environmental modules.

The 6 steps of the environmental policy are:

- Set our policy with commitment from the highest level and embed environmental principles within our aims and objectives and review on an annual basis.
- Provide procedures which identify how environmental initiatives will be achieved.
- Review the effectiveness of our action plan through annual audits, such as QUEST to measure continuous improvement.
- Establish an effective environmental management structure, with key responsibilities identified and communicated.
- Monitor progress at improving environmental controls via internal and external audit, including benchmarking through accredited frameworks.
- Identify opportunities for improvement, allocate responsibilities that are Specific, Measurable, Achievable, Realistic and Time linked (SMART).

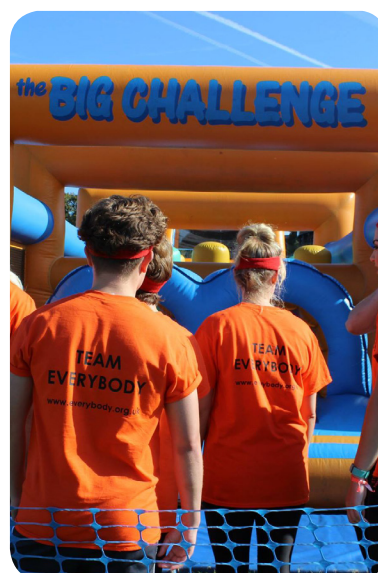
Positive links with Cheshire's East energy management team have already been forged with a close eye being kept on energy consumption and meter readings. The steering group also recently discussed ways of further assisting the council's energy team by tapping into site knowledge to assist with identifying future projects in areas where centre staff feel that energy savings and efficiencies can be made in the future.

ASDV Review Findings & Commentary

In October 2017, EDGE Public Solutions Ltd was asked by the Council to carry out a review of all ASDV's established by them since 2012.

The objectives of this review were;

1) To ensure that the configuration of each ASDV and it's management is meeting the needs of the Council and it's residents.



2) To identify opportunities for possible financial savings and / or income opportunities that could form part of the Council's medium term financial plan.

The consultant met with our CEO Peter Hartwell on a number of occasions to discuss the original business case for transfer, previous year's performance, existing contractual arrangements, commissioning approach and Board governance.

In addition, our Growth Strategy, investment plans and commercial ambitions opportunities were considered.

To summarise the recommendations relevant to Everybody, in it was said that;

"Everybody should be retained and our services expanded to include other CEC activities."

"Everybody is governed well and has clear plans which are delivering."

"This is a successful model which has reduced costs and is recommended to flourish."

"Everybody have already shown demonstrable success."

Foundation Grant Awards & Stories

The Everybody Foundation is a charity (Registered Charity No. 1174873) that raises funds to support individuals and groups to promote a healthy and active lifestyle. So far the staff at Everybody have raised money through various events such as raffles, a mince pie bake off and physical challenges.

The projects that the Foundation funds are endless and include helping a sports club to develop a new session for a hard to reach group, supporting young athletes to access specialist training facilities, or assisting a local group to purchase new equipment.

The Foundation's aims are to promote a healthy and active lifestyle in Cheshire East, to improve facilities used to fulfil an active lifestyle and to assist individuals to achieve their potential.

Organisations and individuals applied in January 2018 to receive up to £500 to help deliver projects encouraging people to be active, healthy and achieve their goals.



Eight were successful and have used the grants to deliver healthy eating programmes in schools, reach national and international sporting trials and purchase new sporting equipment.

Cassius and Fynnlly Loupis, 12 year old skiers from Church Lawton, were awarded £300 each to support with attendance to their first international competition in Switzerland and they took home 2 gold, 1 silver and 2 bronze medals. The twins both compete regularly in Freestyle Skiing and are both at entry level for team GB.

Grace Litherland-Clews, a junior badminton player for Alsager School and Alsger Badminton Club was awarded £150 to help purchase new badminton equipment so she can progress to county level with regional trials in 2018.

Polly Holden, from Nantwich is a national level swimmer who was awarded £355 to pay for her travel and entry to the British Championships in Edinburgh in which she came third in 800m freestyle, her first senior medal!

Rueban Hanks, 11 year old Skier from Congleton was awarded £210 to pay for attendance at a Race Camp in Manchester.

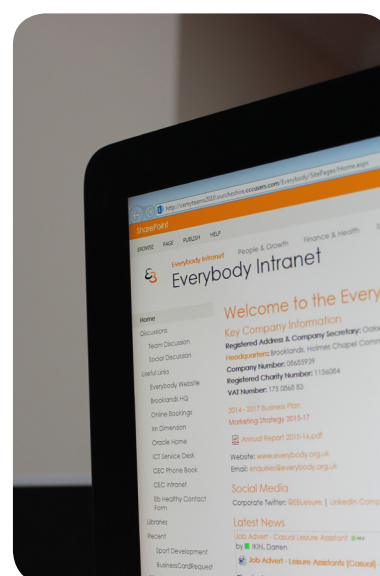
Elworth Preschool Group a charity run pre-school for ages 3-5 years near Sandbach was awarded £154.62 to purchase healthy eating and physical activity equipment to allow the children to be taught about these key principles from a young age.

LS Gymnastic Club, a volunteer run gymnastics club based in Crewe, was awarded £400 to pay for a Level 2 Coaching Qualification for a volunteer which will allow the club to build capacity and cover if one of the two existing coaches is off.

Satellites of Macclesfield Swimming Club was awarded £200 to support eight swimmers to attend the National Swimming Championships.

iTrent, Payroll and HR Services

In July 2017, we successfully launched iTrent, our new HR and Payroll system. This enabled us to bring Payroll and transactional HR services in house, using a product built to suit our needs. During the project, we moved 835 employee records from the legacy Oracle system onto iTrent, with accurate data needed for payroll and



employment. We now run our own payroll - paying around 700 staff each month, and have managed to achieve ongoing annual savings of over £70k per annum. As part of the iTrent project, we achieved pensions auto-enrolment compliance on our deferred staging date of November 2017.

We offer a much improved 'front end' service to employees, who can access and update personal details using the MyEverybody site. They use the site to book annual leave, and submit time & expense claims, which route to managers for approval. Employees access online payslips and P60s and we've delivered a new payslip format, which helps multi-job workers better understand their pay.

We've successfully launched manager self-service. Managers can input, view and report on sickness absence and employment details for their staff. Using MSS, they can review and approve leave requests and time & expense claims. We've managed to harmonise timesheets and pay arrangements for all staff, and remove administrative burdens like calculating holiday pay and leave cards from sites. This frees up time to spend on delivering quality front line services.

Later this year, we plan to extend the iTrent offer to include learning & development and recruitment & selection.



3. Provide A Great Customer Experience

858,148

Website Visits
2017/18

8/10

Overall
Satisfaction
2017/18

326,253

Website Visitors
2017/18

Customer Survey Results

The final customer satisfaction score for 2018 is at an average of 7.98. As it is slightly down on last year we examined the detail of this survey, which showed that investment in infrastructure and equipment is key to customer satisfaction.

Where we have made investment, the average is 8.48, where we haven't, yet, the score is 7.68. Customers in these centres must regard the improvements in other towns with envious eyes and, through this survey, remind us we still have a lot to do to ensure we provide a consistent, quality offer across all our centres.

The good news is that Congleton, Alsager and Macclesfield will get their investment this year and Alderley Park will be a welcome addition to our estate and coverage across the borough.

Poynton, Knutsford and Middlewich, still need the investment boost enjoyed elsewhere.

Customers are continuing to access the website more to book with 35% of our group fitness and sport transactions now online and our website visits increasing from 748,746 visits to 858,148 over the past 12 months. As a result, we have committed to make significant improvements to our customers online experience with the launch of a brand new website in summer 2018!

Sandbach Gym & Spin Studio

Sandbach Leisure Centre has recently undergone an extensive refurbishment which has allowed a brand new,



two-storey, state of the art, multi functional gym to be built and a designated Spin Studio to be refurbished and kitted out with the latest range of MATRIX spin bikes.

The gym refurbishment allowed not only a membership growth of almost 600 between October 2017 and March 2018, but customers can now enjoy daily group cycling classes with a variety of instructors and, those undergoing our Health Programmes can use equipment that suits their needs.

Taste for Life at Macclesfield & Newcastle

Taste for Life aims to deliver an excellent customer experience, offering exceptional customer service and quality, plus value for money products whilst promoting healthy eating. Our Macclesfield Café received a grateful refurbishment in July 2017 also introducing a small soft play area for the younger visitors. Since the re-launch we have seen a considerable increase in trading and very positive feedback. In May 2017 we opened a café in NewcastleJ2 Leisure centre in partnership with Newcastle Borough Council which has been welcomed by the users of the centre and continues to improve in performance. Our events arm of Taste for Life also continues to grow, we have held several successful events at Macclesfield Town Hall and provided refreshments at a number of our own facilities to support a variety of events taking place.

We continue to look at ways of improving our sustainability and in addition to our bespoke coffee, which is Fairtrade and rain forest alliance certified, our fish, which is sustainably sourced MSC and the majority of our takeaway containers being biodegradable, we have now introduced paper straws in all our cafés to reduce our plastic footprint and are looking to introduce further improvements over the coming months.



Everybody Awards

The Everybody Awards 2017 sponsored by Applewood Independent, took place on Friday 6th October at the prestigious Wrenbury Hall; recognising exceptional achievements of sporting and community heroes in Cheshire East.

Over 200 guests enjoyed the evening with more nominations than ever before. Jon Winkle hosted the event and guests were given an inspiring keynote speech from Sharron Davies MBE, Silver and Gold medallist in competitive swimming.

Winners included Sports Personality of the Year Josh Betteley, who represented North England and the North West in the London Mini Marathon. After suffering a serious brain injury he is not letting anything get in his way, Josh has inspired those around him showing great courage and determination to continue in long-distance running. Josh is seen as a true inspiration to those close to him, so much so that his school (Sandbach Boys) have introduced the 'Josh Betteley Award' for students that have shown spirit and overcome significant obstacles.

Everybody Junior Awards

Following the success of the annual Everybody Awards, in 2017, Everybody Sport and Recreation held an 'Everybody Junior Awards' ceremony in December 2017 which recognised the contributions of 21 local superstars aged 5-11 years and their families.

The winners included Jacob Cliffe, a 10 year old boy who raised £2000 for a charity close to his heart, PSC Support UK, by recruiting close to 40 of his Crewe FC team mates and taking on Tough Mudder's 'Mini Mudder' obstacle course.

Mia Brooks, who at just 10 years of age, is competing in snowboarding and ranking just behind our GB winter Olympians Aimee Fuller and Lesley McKenna.

Arthur Elliott who challenged himself to raise just £43 to provide clean water for a child and to pay a park ranger to look after endangered animals for 10 days and ended up raising an astonishing £500!



4. Develop Our People To Be The Best

Apprentice Facts 2017/18

8
Apprentices
Employed
2017/18

16
Qualifications
Completed

APPRENTICESHIPS IN:
Business Administration
Level 2 & 3
Activity Leadership
(Swim/Gym Instructor)
Leisure Apprentice
(Lifeguard)

Apprentices

The level apprenticeship scheme has been a success story since we employed our first apprentices in September 2015 but we are committed to continually improving the programme and we have recently reviewed and improved the scheme to provide more support and personal development training.

Our first cohort of 7 apprentices has now graduated from the scheme and all have permanent positions within the business. Cohort 2 are now in their second year undertaking specialist programmes in either fitness instruction or business administration and our third cohort are now more than half way through their first year in either Leisure or Business related roles.

Changes to the funding of apprenticeships and development of new apprenticeship "standards" have presented a number of challenges to us this year, and will continue to do so in 2018/19. We have been actively involved in the development of new leisure apprenticeship standards which has taken much longer than envisioned as the government process for approvals is very slow and there has been concern regarding the lack of industry knowledge within government that has affected development of standards.

We have developed a new delivery partnership with Macclesfield College to enable us to deliver elements of the new apprenticeship standards and have already being working alongside them with a Level 3 Business Administration apprenticeship. We are aiming to deliver as much apprenticeship training as possible ourselves to ensure that they are delivered to consistently high "Everybody" standards and practices.

The Apprenticeship Levy began in April 2017 with a percentage of our monthly wage bill being paid to a government held account to fund our apprenticeship



delivery. Nationally there has been a great deal of confusion regarding the levy and we believe that we are ahead of the game and built structures to ensure we are getting best value for money for this levy. The restrictions placed on what this levy can be used for does result in challenges to ensure that it does not turn into an additional tax on the business.

Academy Performance

It has been a very busy 12 months with a number of challenges to delivery and business requirements throughout the year. We facilitated 233 different learning and development interactions during the year, up from 120 in 2016/17. This demonstrates that changing business requirements has resulted in us looking at a wider range of development opportunities ensuring that our core training needs are met. Despite this we have managed to increase internal delivery from 71% to 78% (excluding lifeguard ongoing training).

Lifeguard ongoing training is a core area of training for us and during 2017/18 we delivered 247 sessions at an 83% occupancy level. There were over 2,850 individual training interactions within this area this year. We continue to monitor staffing levels ensuring that we have the most effective number of sessions available at all 9 pools.

Significantly we have increased the number of individuals receiving training (outside of ongoing lifeguard training) with 671 receiving some form of formal training during the course of the year.

We continue to make as many courses as possible available to external candidates ensuring that internal training needs take priority to meet wider business goals. Although this does have an impact on Academy income we believe it has a beneficial effect elsewhere in the business allowing us to deliver better and more services to customers.

We are committed to providing high quality training interactions both internally and to customers. Monitoring shows that 98% of attendees were either Satisfied or Very Satisfied with the course that they attended. 90% of staff have reported that there had been an improvement in their competence following training and 91% had applied this to their job role, in most cases it had not been applied as it was emergency and first aid training that had not been required.



Community engagement is an important element of the role of the Academy helping to support Everybody objectives and to ensure that we are contributing to the wider community. In turn this helps to raise awareness of the Academy and the activities that it undertakes.

2017 saw the first apprentice organised community family fun day event at Holmes Chapel Community Centre. Apprentices were responsible for planning and organising the event, presenting to EMT and delivering the event on the day. The event didn't have the best weather but around 250 members of the local community attended and enjoyed a range of activities. This year our apprentices are organising a bigger and, hopefully, better event for this summer that will be a community and staff festival.

We have continued to support a wide range of community activity events throughout the year. This year we tried to concentrate on activities that had the most impact and benefit, learning lessons from previous years activities and those that did not work so well. In total the academy attended 22 events, attended by over 4,600 people. We are seeing the benefit of many of these events with applications for work placements, volunteering and apprenticeships

The work placement programme continues to be popular throughout the business but especially for front line leisure placements. A former apprentice now has a permanent position within Everybody with a specific responsibility for Work Placements and the Volunteer scheme to ensure high quality placements that has helped to increase the number of work placements from 28 in 2016/17 to 60 in 2017/18.

Volunteers

The Everybody Volunteer Programme has grown again this year supporting 170 people find a fun, suitable & safe volunteer opportunity. We have supported a wide range of volunteers with our youngest being 13 and oldest being 72 years old; both became more involved with their community, healthier and sociable through volunteering.

We have supported 25 volunteers with training & qualifications to upskill them and help them become ready for employment, and have supported 16 volunteers move into paid roles within Everybody and other businesses. This year has seen some of our long term volunteers achieve



milestones of 1000, 500, 100 and 50 hours, all of which are fantastic achievements.

The volunteer programme is now supporting various services across Everybody including the swim scheme, fitness roles, health programme & Sports Development team. The end of the 2017-18 year sees the programme hit the 27,500 hour mark, leading us closer towards the target of 40,000 hours by 2020.

Staff Awards

Our second staff awards night took place in December 2017 to recognise the hard work of all Everybody Staff and Volunteers. The evening recognised Innovation, Coach of the Year, Customer Hero, Volunteer of the Year, Fundraiser of the Year and Manager of the Year as well as Employee of the Year (Lee Fahy- ICT), Team of the Year (Aquatics Team) and Special Recognition Kath Gibson (Cleaner, Shavington Leisure Centre).

A number of key milestones were also celebrated including staff with 20 and 30 years of service as well as volunteers with 50, 100, 150, 250, 500 and 1000 hours completed.

We are now looking forward to this years staff awards, taking place in November 2018. A chance for us to see more inspiring nominations from staff, recognising their colleagues for all the hard work they put in to going above and beyond in their job roles for the customers and the business.

Life Saving Stories

On the evening of 6th March a customer collapsed in the changing rooms of Alsager Leisure Centre after playing squash. The team at Alsager responded magnificently and, using the defibrillator equipment, managed to revive him and keep him stable whilst they waited for the emergency services to take over. The customer is now recovering well and has sent his thanks to the team at Alsager.

John Penny while using Holmes Chapel Community Centre had a cardiac arrest whilst on the upright bike. Staff were alerted of the situation and a Leisure Assistant along with a customer performed CPR and AED. John was brought back with 1 shock from the AED.

These teams offered a calm and assured response, their



actions and the actions of all the staff involved in scenarios such as this, will be permanently recognised by us all.

One You - Staff Training & Expertise

In 2017/18 the health team have invested into the skills and development of their staff to ensure a high quality of service, knowledge and support is delivered at all times to our customers. Courses and qualifications include:

- Weight Management & Obesity Diploma
- Level 3 GP Referral
- Level 3 Anti & Post Natal
- ESCAPE-Pain
- BACPR Cardiac Rehab
- Refer-all Training
- First Aid
- Level 3 Otago Leaders
- Move It Or Lose It Group Exercise
- RSPH Train The Trainer Level 2 Understanding Health Improvement
- Level 2 Gym Instructor
- Suicide Prevention
- Dementia Awareness
- Level 4 Chronic Lower Back Pain



Key Performance Indicators At A Glance



Live Memberships

Total
17,938

CEC Contract
16,534

HCPC Contract
1,404

Growth
3,066
New Members

Cared For Children

Memberships

443

(446 in 2016/17)

Attendances

2,904

(3,062 in 2016/18)

Talented Athletes Support Scheme

Number of Athletes

130

(in 2017/18)

81

(in 2016/17)

Exercise Referral Schemes

Memberships

202

Attendances

2,405

Disabled Users

Memberships

763

Attendances

15,308

(13,021 in 2016/17)

Visits Per Member

20

(15 in 2016/17)

Bikeability

Attendances

6,774

(5,612 in 2016/17)

Volunteer Hours

6,995

(6,675 in 2016/17)

Participation

Total Attendance

3,474,264

(3,076,591 in 2016/17)

Adult

1,381,846

(1,338,323 in 2016/17)

16 Years & Under

1,198,560

(1,028,948 in 2016/17)

60 Years +

154,415

(143,491 in 2016/17)

Other

739,443

(565,829 in 2016/17)

Customer Survey
2017 Overall Responses

Overall Satisfaction
7.98

Staff Friendliness
8.61

Staff Knowledge
8.35

Staff Politeness
8.64

NPS
26

General Cleanliness
7.55

Value For Money
8.36

Refreshments
7.04

Variety
8.33

Rehabilitation Exercise

Helping people gently recover and get back into exercise with specialist support.
Conditions: Phase IV Cardiac Rehab, COPD, Cancer, Fibromyalgia and Dementia.



Health Campaigns



Bikeability and Bikeability Plus

A commissioned service by Cheshire East Council, cycle training, giving the next generation the skills and confidence to ride their bikes on today's roads.



Ability for All

Fun activity sessions for people with disabilities.



Home Education Programme

A multi sport session for children who are educated at home.



One You Programmes

A commissioned service by Cheshire East Council consisting of 6 individual programmes, including physical activity, falls prevention, weight management and cookery, to help children, young people and adults make healthier choices and improve their quality of life.



"It's been beneficial and I'm glad it's happened. It's helped us bond as a family, got the kids active instead of being on the gadgets all the time."

"The programme helped me with my depression and mood and self confidence tremendously."

"Exceeded expectations as Nathan has gone from relying on floats to swimming unaided lengths of the main pool."

"Really enjoyed the course, found it very informative and met new people, learned how to cut food up better and cook food from scratch."

Family Focus

A commissioned service by Cheshire East Council. The Family Focus Health Trainer Programme provides individuals within families to access regular physical activities, advice on a healthy diet and support with losing weight therefore improving health and wellbeing physically and mentally.



New Commissioned Services

escapepain

Commissioned by Health Innovation Network, Arthritis Research UK & Sport England. A 6 week evidence based rehabilitation programme, designed to reduce pain and disability for people with chronic pain.

Short Breaks

Commissioned by Cheshire East Council to deliver short break activities as part of our Ability for All programme. Such as Inclusive Gym, Activity Hubs and Alpha Swim Lessons.

Finance

Operating Surplus 2017-18

	Unrestricted Funds	Restricted Funds	01 Apr 2017 - 31 Mar 2018	01 Apr 2016 - 31 Mar 2017
	£	£	£	£
<u>Income:</u>				
Donations and Legacies	2,385,732	-	2,385,732	2,781,274
Charitable Activities	9,250,477	-	9,250,477	9,068,484
Other Trading Activities	705,340	-	705,340	318,158
Investment Income	1,414	-	1,414	2,057
Grants & Contracts	3,101,315	2,000	3,103,315	2,651,257
Total Income	15,444,278	2,000	15,446,278	14,821,230
<u>Expenditure On Charitable Activities</u>				
Other Trading Activities	620,907	-	620,907	350,671
Charitable Activities	14,749,154	2,000	14,751,154	14,359,079
Total Expenditure	15,370,061	2,000	15,372,061	14,709,750
Net Income (Expenditure)	74,217	-	74,217	111,480
Transfers Between Funds	-	-	-	-
Operating Surplus/ (Deficit)	<u>74,217</u>	=	<u>74,217</u>	<u>111,480</u>

YOUR everybody TRUSTEES

FINANCE & RISK COMMITTEE



Andrew Kolker
BOARD CHAIRMAN



Phil Bland
COMMITTEE CHAIR



Zoe Davidson

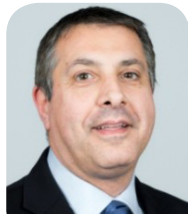


Steve Percy

CUSTOMERS & PARTNERS COMMITTEE



Christine Gibbons
COMMITTEE CHAIR



Harry Korkou



Richard Middlebrook



Kimiyo Rickett



Alex Taylor

PEOPLE & GOVERNANCE COMMITTEE



Martin Hardy
COMMITTEE CHAIR



Helen Gowin



Colin Chaytors

Company Number: 8685939

Registered Charity Number: 1156084

HEAD OFFICE:
Holmes Chapel Community Centre
Brooklands Building,
Station Road, Holmes Chapel,
CW4 8AA

COMPANY SECRETARY & REGISTERED OFFICE:
Oakwood Corporate Services, 3rd Floor,
1 Ashley Road, Altrincham,
Cheshire
WA14 2DT

BANKERS:

Barclays Bank
1 Churchill Place,
London,
E14 5HP

SOLICITORS:

Bates, Wells & Braithwaite
10 Queen Street Place,
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EC4R 1BE

AUDITORS:

Crowe Clarke Whitehill LLP
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Mount Street,
Manchester, M2 5NT



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Registered in England & Wales (No. 08685939)