

# Performance Report 2022/23

*Providing 'Leisure for Life'*



"Volunteering is the best thing to do if you've got an hour or a few hours! I wanted to become a volunteer so I could be more pro-active during sessions I was attending. I like to make sure that everyone who attends is welcomed and supported no matter their ability"

**Christine Percival**

*Everybody Volunteer*



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## CHIEF EXECUTIVE'S INTRODUCTION

Our 9th year as a registered charity and first since becoming Everybody Health & Leisure has been an incredibly busy but rewarding one for all our team and key partners.

With the benefit of the first full year since the pandemic without any covid related restrictions, it is fantastic that we've seen the natural demand for our services grow and reach new record levels of usage across our Cheshire East estate.

This is a positive sign - more & more people are recognising the importance of their own health and ensuring they utilise their leisure time in many different active ways. However, it is our job to identify and encourage all people to take part in sport or whatever activity may be best suited to them that helps them to improve their physical and/or mental health. We've sought to remove any barriers to participation by working with Cheshire East Council to design targeted policies and interventions based on local health data and we have now committed plans to do even more in the future. I'm delighted that our dedicated Everybody Healthy Team have helped thousands of people to start on their journey towards a healthier and more active lifestyle, and/or visit one of our facilities or services for the first time this past year.

Also that our Sport for Everybody initiatives have helped many young people have their first go at different sports and also reached people of all ages to reconnect to a sport they once played – and can now play once again.

2022/23 has seen our highest ever financial turnover as an organisation, which reflects the increased operational performance and output of all our hardworking teams. As a charity we've continued to reinvest income back into our local communities in line with our charitable objects. Investments this year have seen considerable improvements in our sites at Nantwich, Crewe, Holmes Chapel & Wilmslow. At the same time this year we have ensured an improved reserves position and adopted a sustainable financial plan for the coming years, enabling us to support and serve more people in the future.

Highlights of the past year include reaching over 20,000 active fitness members using our facilities and over 10,000 learn to swim participants attending our swimming pools each week. We made 8 community commitments last May which we've met and as you will see in many cases surpassed; including doubling the number of targeted health referrals, ensuring all children on our waiting list could access swimming lessons locally.





We were also proud to receive a number of accolades and external awards this past year; including the Social Value Award (Cheshire & Merseyside Partnership), Best Company to Work For 2022 (North East Cheshire Chamber Business Awards) and Contribution to the Community 2022 (South Cheshire Chamber Awards), along with successfully retaining our Investors in People status and multiple QUEST accreditations across the different facilities.

Despite all the great positives of the past year, there were some challenges and the most significant was the devastating news that our star HR apprentice and model employee; Mia Jennings passed away just 19 years old in January 2023. This shook our charity to its core, leaving many staff and hundreds of customers (many of whom she had taught to swim in Macclesfield) heartbroken. Mia herself had been a finalist in 2 different business awards as an outstanding apprentice in 2022, having made an immeasurable contribution for us. The tributes to this amazing young lady poured in and we have committed to work with her wonderful family to ensure all Mia's beautiful traits and lasting legacy will continue in the years ahead; starting with a commitment to CRY (cardiac risk in the young) creating greater awareness and ensuring screenings for young local people aged 14-35.

Our loyal customers have continued to enable our charity to prosper, and it was lovely to read the feedback in the annual Customer Survey where we scored 8.51/10 for overall customer satisfaction. Of course, there is always more to do and improve upon and this survey has helped to inform our 2023/24 plans to continuously improve what we do. Recent improvements include our new online 'Leisure Hub' service; launched last summer this has been well received and has enabled customers to book and see the range of classes and activities on offer with greater ease – this followed user feedback in the previous years' survey which we acted upon.

Our partnership with Cheshire East Council has strengthened over the past 12-months and I'm grateful for their continued commitment to invest in local residents' health & leisure provision, especially at a challenging financial time for local government. We will continue to work hard to ensure maximum social and financial value for residents and all local communities in the borough.

I hope you'll enjoy reading the many collective achievements, local inspirational stories, and key outcomes of this annual report. Looking ahead, we welcome all new ideas, contributions, and opportunities to partner with like-minded people & organisations in the future - to do as much as we can to support the local public health agenda and ensure the very best leisure experience for all people.

I look forward to working with you and for you in the future to build upon these successes,

**Thomas Barton**  
**Chief Executive**







# ABOUT US

Everybody Health & Leisure is a registered charity and a company limited by guarantee, we re-invest 100% of our surplus back into our local communities.

We are responsible for delivering leisure services and public health initiatives in partnership with Cheshire East Council, Holmes Chapel Parish Council, Alderley Park Limited/Bruntwood and The Madeley Centre.

## Our key services include:

- 17 leisure facilities - full list in Appendix B;
- Everybody Fitness membership scheme;
- Everybody Learn to Swim scheme;
- Everybody Healthy – a range of health and wellbeing programmes and initiatives to support people in our communities. A more specific Health and Wellbeing Strategy is available.
- Sport for Everybody - including key programmes such as Talented Athlete Support Scheme, Volunteer Programme, Club & Coach Development, Bikeability and more. A specific 'Sport for Everybody' strategy details more specific information in this area;
- Everybody Academy – specialist leisure training provider delivering a range of training and development opportunities including volunteering, apprenticeships and work placements;
- Taste for Life Catering – onsite cafés in local Everybody leisure centres in Cheshire East, cafes in leisure facilities operated by others, business and event catering as well as children's party catering;
- Everybody Options concessionary discount programme;
- Everybody Personal Training programme;
- Everybody Foundation – a charity (Registered Charity No. 1174873) that raises funds to support individuals and groups to promote a healthy and active lifestyle.

Strategic direction is provided by the independently appointed Board of Trustees. The Board has ultimate responsibility for the governance of the Trust and supports the management team to deliver their strategic aims.

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.

## Where we work

Most of our work is in Cheshire East, in the communities surrounding our 17 locations throughout Cheshire East with The Madeley Centre falling into the Borough of Newcastle-under-lyme.

The map below illustrates our locations:



Cheshire East has an estimated current population of 398,800 (Cheshire East Council website). The source for these population figures is the 2021 Census.

Cheshire East is noted as having an aging population. According to the Cheshire East Local Plan (paragraph 1.27) there will be a 65% increase in the population aged 65 and above and a 134% increase in the population aged 85 and above by 2030.

The overall population is also expected to increase, due to new housing provision. The overall growth proposition is to deliver at least 36,000 new homes which forecasts an increase in the borough's population of around 58,100 people by 2030.

Our penetration of the Cheshire East total population is 5.2%. and its penetration of the Health and Fitness market is estimated at 14 %.

## VISION

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.

### Leisure for Life

Our simple vision of providing 'Leisure for Life' requires us to help people live a healthy life of course. It also seeks to make participation in any recreational or leisure activity an enduring habit from the earliest years to later life.

### Helping people to live well and for longer

We also have a long-term shared vision with Cheshire East Council, 'helping people to live well and for longer', to emphasise our commitment to positively impacting the health of everyone in the borough of Cheshire East.

By achieving our vision of 'Leisure for Life' we will be making a major contribution towards helping people to live well and for longer.





## Values

To build on our successes to and have an even greater impact on our mission and strategic aims, we will need to continue to work with our values at the heart of all that we do.

These values have guided our thoughts and actions since May 2014 and are the foundations of our way of working.

We are proud of not only what we have achieved but also 'how' we have achieved these with everyone committed to the organisation's values.

We will continue to engage with our people at every opportunity to ensure all are engaged and supported in a positive manner.

 <b>Fit for the Future</b>	We will give everyone the opportunity to train and enhance their skills by encouraging people to develop themselves and others. Creating and promoting 'careers in leisure'.
 <b>Working as one</b>	We will all work to the common goal of providing 'leisure for life' and support each other in all we do.
 <b>Trusted and honest</b>	We respect and value the input of every person and at all times act with integrity and respect.
 <b>In the service of others</b>	We will provide first class facilities and services that are well maintained, inviting and valued by our customers.
 <b>Free to do our best</b>	Our culture and business processes will support people to act on their own initiative – with innovation being recognised and rewarded.
 <b>Caring for all</b>	We will actively seek to involve everyone in all communities, working in partnership and with a passion for people.



## 8 COMMITMENTS TO OUR LOCAL COMMUNITY

**Below are the commitments made on our 8<sup>th</sup> Anniversary as Everybody and are focused in the first 12 months:**



1. Create local jobs for local people with 100 to be recruited into leisure, catering and hospitality, business support and apprenticeship roles.



2. Realise the investment of over £2m to improve facilities at the Crewe Lifestyle Centre and Cumberland Arena.



3. Reopen a brand-new Congleton Leisure Centre welcoming over 2000 health and fitness members and a wide variety of activities for all residents.



4. Deliver targeted health schemes such as exercise referral, long covid and specialist rehabilitation to 1,000 people in Cheshire East.



5. Work with parents and schools to help 5,000 children in Cheshire East currently waiting to learn to swim.



6. Investing in and growing our volunteer programme, to take our total volunteer hours to 50,000 by end 2023.



7. Celebrate with annual awards ceremonies for local talented junior and adult athletes, individuals and organisations making a difference in sport and healthy recreation.



8. Train over 6,000 young people a vital life skill of riding a bike and improve confidence in 5,000 local employees to actively travel to work.





## 8 commitments to our local community in 2022-23

Create 100 local jobs across leisure, catering, business support and apprenticeship roles.

Over £2m investment to improve facilities in Crewe

Reopen a brand-new Congleton Leisure Centre welcoming over 2,000 health and fitness members and a wide variety of activities for all residents.

Deliver targeted health schemes such as exercise referral, long covid and specialist rehabilitation to over 1,000 people in Cheshire East.

Work with parents and schools to help the 5,000 children in Cheshire East currently waiting to learn to swim.

Invest and grow our volunteer programme, to increase our volunteer hours to 50,000 by end 2023.

Celebrate with annual awards ceremonies for local talented junior and adult athletes, individuals and organisations making a difference in sport and healthy recreation.

Train over 6,000 young people a vital life skill of riding a bike and improve confidence in 5,000 local employees to actively travel to work.

## Updates on our 8 commitments



**278**  
Recruited



Crewe Lifestyle Centre   
Cumberland Arena   
£2.3 Million Secured



Re-opening  
**JUNE 2023**



**2,120**  
People supported



**5,000+**  
Achieved



**46,071**  
Hours

**92%**  
to target!



**100+**  
Recognised



**7,883** children trained  
**5,732** local employees  
Actively travelling



## CARING FOR ALL THE EVERYBODY HEALTHY SERVICE



**2,120**  
Referrals



**119%**  
Increase in  
referrals from  
2021-22



**60%**  
Service  
retention  
rate

**63%**  
Self referrals  
number



**37%**  
Health  
referrals



**15%**  
Of people accessing  
programmes from  
Crewe & Priority  
Wards



**803**  
Male  
**1,317**  
Female



**62%**  
Conversion rate  
to full  
membership



**9.4/10**  
Customer  
satisfaction  
score



**1762**  
Health  
classes  
delivered

### Recognition Awards

Recognised nationally  
as 'Site of the Month  
for ESCAPE-Pain' by  
Orthopaedic Research UK



Awarded ' Contribution  
to the Community, South  
Cheshire Chambers  
Award 2022







## SERVICE OUTCOMES 2022-23

Everybody Healthy Service works with the public, private, voluntary sector partners and residents of Cheshire East to provide integrated community-based health and wellbeing programmes, preventing ill-health, addressing health inequalities and encouraging lifelong learning from early years to later life.



**15,442**  
People attending  
a targeted  
health class



**65%**  
Transfer rate from  
NHS Cardiac  
& Pulmonary  
Rehabilitation



**70%**  
Of people attending  
falls programme  
reduced fear of  
falling score



**78%**  
Of people  
inactive  
to active



**51%**  
Of people now  
exercising 150 mins per  
week, NICE guidance



**66%**  
People improved  
mental wellbeing  
score



### Long COVID Exercise Rehab

**77%**  
Reduction in  
fatigue levels

**71%**  
Improved quality  
of life score



### ESCAPE Pain

**90%**  
Clinical improved in  
pain management

**84%**  
Improved physical  
function

Awarded 'Excellent' for  
both Community Impact  
and Health and Wellbeing  
categories in Quest  
Assessment for Macclesfield  
Leisure Centre.



Awarded Cheshire and  
Merseyside Social Value  
Award



The past 12 months has been challenging for all, coming through the COVID-19 pandemic. The Everybody Healthy Service has worked extremely hard to re-establish the service, working closely with healthcare colleagues in developing robust referral pathways from services to ensure those most in need access to our targeted health and wellbeing programmes.

We have undertaken a review of several health programmes, ensuring they are fit for purpose, continue to provide the high-quality outcomes, and remain person centred. We launched our first Health and Wellbeing Strategy and introduced new innovative schemes using digital solutions to being physically active. Over the past 12-months 2,120 referrals have been received by the Everybody Healthy Service, a 119% increase from the previous year and 15,442 people have attended a health exercise class.



Partnership working remains central to the success of our work. We have worked with healthcare colleagues in utilising our facilities with the co-location of NHS services, integrating people into the centres as both patients and users. We have successfully co-located Pulmonary Rehabilitation and Phase III Cardiac Rehabilitation Services into some of our facilities, jointly delivery. Bringing patients into our facilities has created a joined-up approach between healthcare services and physical activity, leading to improved access, provision, and wellbeing.

We have developed and launched our own MSK exercise rehabilitation service, working collaboratively with Central Cheshire Integrated Care Partnership (CCICP) Physiotherapy Service. Together we jointly delivering, evidenced based, MSK exercise programmes which offer accessible and affordable personalised exercise and education, consisting of land based and water rehabilitation therapy helping to maintain mobility, physical function and reduce pain. The collaboration has improved musculoskeletal outcomes for patients, reduced NHS waiting lists and provided a seamless pathway for patients to continue exercising once being clinically discharged.

We have been successful in securing a commissioning contract, by Central Cheshire and Eastern Cheshire Integrated Partnership - Post COVID Recovery Service, delivering our Long COVID Exercise Rehabilitation programme. A partnership approach has enabled the creation of a service which addresses the needs, expectations and outcomes of patients. Over the past 12 months we have received 102 referrals to our rehab exercise programme, achieving fantastic patient outcomes, including:

- 97% inactive to active, 47% achieving 150 minutes of exercise weekly in line with government and NICE guidance.
- 77% reduction in fatigue levels
- 71% Improved Quality of Life
- 62% Improved Mental Wellbeing
- 68% of patient's conversion rate into a full membership



In addition to clinical outcomes we have supported many patients to return back to work, after prolonged periods of sickness absence, patients have resumed hobbies they once enjoyed and overall patients have greatly benefited from peer support.

We have been recognised for our hard work and impact made to people's quality of life, including:

- Recognised nationally as 'Site of the Month for ESCAPE-Pain' by Orthopaedic Research UK
- Awarded 'Contribution to the Community, Cheshire Chambers Award 2022
- Awarded 'Excellent' for both Community Impact and Health and Wellbeing categories in Quest Assessment for Macclesfield Leisure Centre.
- Awarded Cheshire and Merseyside Social Value Award



We placed a focus on workforce training, through the development of a robust training framework ensuring our Specialist Health Coaches undertook a diverse range of training equipping them to work with a wide range of illness and long-terms conditions, including:

- BACPR Level 4 Cardiac Rehabilitation
- Long Covid Rehabilitation
- Otago Level 3 Leaders Award
- Level 3 GP Exercise on Referral
- Level 4 Exercise for Neurological Conditions
- Level 4 Obesity and Diabetes
- Level 4 Pulmonary Rehabilitation
- Making Every Contact Count (MECC)
- Level 2 Move It Or Lose It

Upon marking our 8th business anniversary, eight commitments were made to our local communities, one specifically was to 'deliver targeted health schemes such as exercise referral, long covid and specialist rehabilitation to over 1,000 people in Cheshire East'. We are proud in achieving the commitment earlier than anticipated, exceeding the target figure in receiving 2,120 referrals and 14,458 people attended a targeted health exercise class.





# OUR IMPACT

## 2022-23



Cheshire and  
Merseyside  
Health and Care Partnership

SOCIAL VALUE  
AWARD



**37,819**

People attended a targeted Health & Sport programme



**12%**

People attending from Crewe 6 priority wards



**249**

Children (under 18yrs) with disabilities supported to be active



**7,883**

Children taught to ride a bike safely

### Number of people supported to make positive lifestyle changes:



**78%**

Increased Physical Activity Levels



**66%**

Mental Wellbeing



**71%**

Quality of Life



**2,500**

Volunteer hours contributed by 70 volunteers



**600**

Hot meals served to elderly residents attending Everybody Lunch Club



**461**

Free meals provided to local children in the school holidays



**35**

Outreach and engagements events attended, supporting community partners

Data from 1st July 2022 - 31st March 2023

# CASE STUDIES



## Shaun McMahon

Long Covid October 2022 (Macclesfield)

Shaun McMahon has just completed the Long Covid 6-week rehabilitation programme funded by the NHS. Shaun said the course was invaluable helping him to learn how to pace daily activities and helping him to learn how to adjust his lifestyle. Shaun found the course highly informative. He enjoyed the group discussions, particularly as he had not met anyone before with Long Covid. He said he does not know where he would be without the course. During the 6 weeks, he has made some significant improvements, in his overall health and wellbeing.

- Physical activity has increased from 0 days active to 4 days active (now exercising between 91-149 mins per week)
- QOL scores – improvement in 3/5 areas
- He had “slight” problems with getting dressed at start of the programme and now he has none!
- He had “severe” problems with managing his every-day activities, now he rates this as “moderate”
- His anxiety/depression have gone from “moderate” to “mild”
- He rated his overall health as 50/100 at the start of the programme, this increased to 70/100 at the end of the programme (a 20-point improvement)
- He has lost five kilos (129kg to 124kg), changing his BMI from 39 to 37.5
- His blood pressure improved from 129/7 to 109/77
- His resting heart rate reduced too from 98 to 85

Shaun said he would recommend it to anyone who is suffering with Long Covid.



## Anthony Simpson and Peter Kenny

Completed NHS Pulmonary Rehabilitation followed by Everybody 12-week exercise referral programme.

Congratulations to both Anthony Simpson & Peter Kenny who have both completed their 12-week exercise referral programme with Health Referral Lead Gavin. Anthony and Peter first met at the Pulmonary Rehabilitation service; a session delivered in partnership with the Centre Cheshire Integrated Care Partnership within our centre. From there they have continued to exercise within the gym and the Move to Improve class at least two times per week over the course of the programme.

Here is what they both had to say about the programme:

**Peter** - "To be honest I did not think I'd be able to do it, but it's been really good. Never been in a gym before but now feel more comfortable in there".

**Anthony** - I have had improvement in mobility and muscular strength, become more social and now look at life better! The advice and support from the instructors has been helpful.

## Case Study: Ken & Joan Emberton Exercise Referral with Rachel

Congratulations to Ken & Joan Emberton who have successfully completed the 12-week Exercise Referral Programme with Specialist Health Advisor Rachel. Both had been referred to the programme via their GP to use exercise to benefit and improve their health conditions, Joan having suffered a stroke and arthritis and Ken for his COPD and degenerative spinal pain.

Prior to starting the programme their activity levels were extremely low which meant they found walking, stair climbing and activities of daily living such as housework and gardening a struggle.

Ken & Joan followed a structured exercise programme within the gym incorporating specific aerobic and strength exercises that would benefit and improve their arthritic pain, as well as attending the weekly classes Move to Improve and Good Boost.

Since attending these structured sessions three times a week they have become more active, for Joan she has seen her strength and stamina improve which has reduced her arthritic pain enabling her to walk further and climb stairs better without needing to stop. Joan's own self confidence to exercise has improved she can garden for longer, carry baskets of washing better and bags of shopping around the supermarkets. Balance is better Joan is now able to walk in a straight line knowing she is much less likely to fall now, achieved by completing the various balance and strength exercises on the course. When Ken came onto the programme he walked with difficulty and needed the use of two sticks to support him, however now those sticks have gone! He can walk with confidence and stair climb with reduced arthritic pain. His stamina has improved and is less breathless when walking up an incline or stairs which has meant he can walk further and enjoy tending to his garden better.

Ken & Joan had this to say about the programme "The improvements we have seen to our health since starting the programme have been immense, we have really benefited by doing the Good Boost programme the exercise's prescribed within the water have meant our mobility is a lot better with less pain also as the session is only 30/45mins it has also meant we have managed a swim after or attended the Move To Improve class. All the Instructors are knowledgeable and friendly making our experience of coming to the centre an enjoyable one and we would highly recommend the programme."







Overall Attendance  
for all programmes

**23,094** attendances

## TALENTED ATHLETES SUPPORT SCHEME

Number of athletes  
on the scheme



**188**

Level of athletes:



**55**  
GOLD



**123**  
SILVER



**10**  
BRONZE

## VOLUNTEERING



Number of  
volunteers

**70**



Volunteer  
Hours

**2,504**



Overall volunteer  
hours since 2014

**46,071**



Volunteers into  
employment

**5**



Volunteers number of training  
or qualifications gained

**10**

Volunteers trained

## ACTIVE HOLIDAYS



Number of  
attendances

**2,735**



Number of free  
places given to  
children on FSM

**461**



Number of free  
school meals &  
healthy snacks  
provided

**461**

Best camp  
**EVER!**

We love the  
**SWIMMING!**

Don't change  
a thing  
**WE LOVE IT!**



Number of young people taught to ride a bike

**7,883**

### GENDER BREAKDOWN



Male

**3,702**



Female

**3,431**



Prefer not to say

**750**



Children on Free School Meal attendances

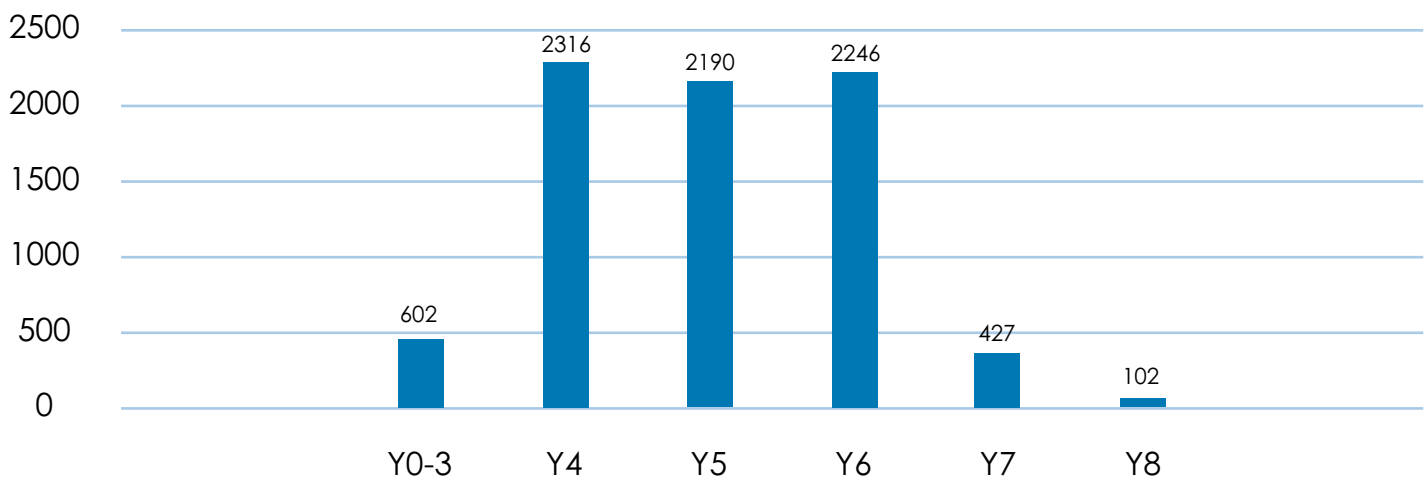
**533**



Children with SEND attendance

**507**

### SCHOOL YEAR BREAKDOWN



### DISABILITY & INCLUSION ACTIVITIES



Overall attendance

**2,452**



Children & Young people activities

**1,836**  
attendances



Adult (18+) activities

**616**  
attendances



**228**

Disability & Inclusion Activity Sessions

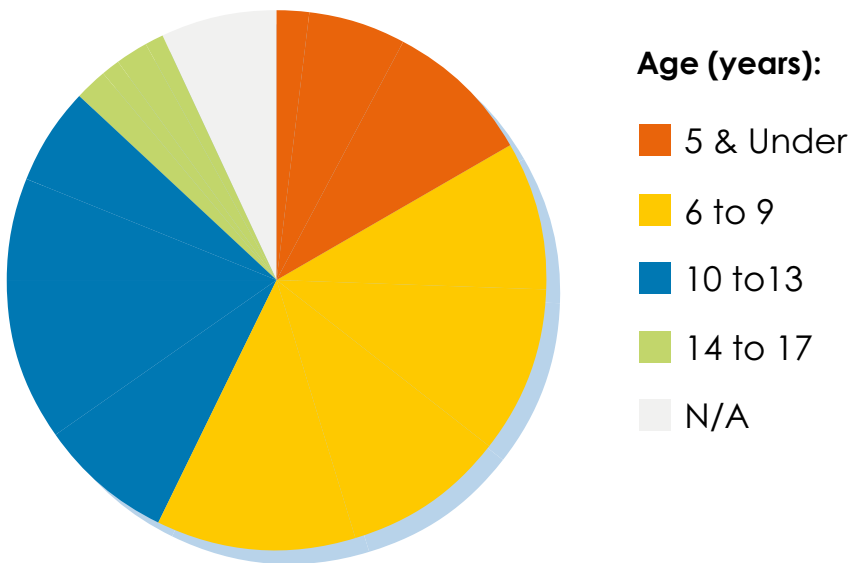


Individual number of children with disabilities support to be active

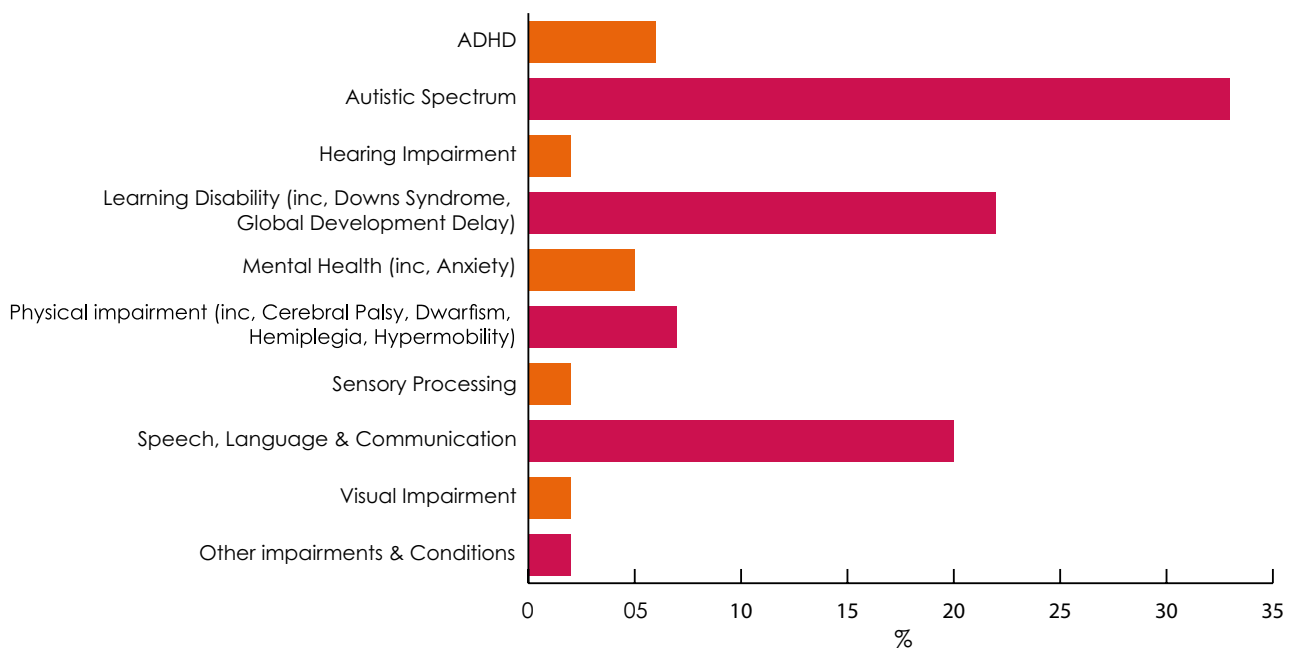
**249**

## DISABILITY & INCLUSION ACTIVITIES

### Age breakdown for our Short Breaks activities:



### Impairment breakdown for our Short Breaks activities:



## GIVE SPORT A GO! ATTENDANCES



Walking Football

**2,284**



Walking Netball

**3,332**



Back2netball

**1,170**



Sport & Social

**1,167**



No Strings

**2,071**



# SPORT FOR EVERYBODY

## Volunteering

We provide a range of volunteering opportunities across Cheshire East including 'Learn to Swim Helper', 'Ability 4 All helpers', 'Active Holidays helper', 'Walk leaders', 'Community Connectors' and volunteers in our Taste for Life cafes.

We work to ensure a sustainable approach for our volunteers, offering pathways to gain experience building self-esteem and confidence. Volunteers are often at the heart of a number of our products and services offering additional support to Everybody staff and participants. The current cumulative total of volunteer hours at the end of 2022/23 was 46,071, with 5 of our volunteers going further and gaining employment.



## Disability and Inclusion

We are awarded the Short Breaks contract by Cheshire East Council, to deliver a range of inclusive sport and activity sessions for young people aged 4-17, with a disability or a life-term condition and do this through our Ability for All programme.

Ability for All provides a range of activities for young people ensuring they have the opportunity to take part, promote independence, improve their health and wellbeing and fulfil their potential. The programme includes the following programmes; Inclusive Cycling, Activity Hub, Activ8 Sessions, School Holiday Sessions and Splash and play.

During the year we ran 146 sessions under the Short Breaks scheme with more than 1,836 young people attending. EOTAS Home School Activity Sessions have been launched this year, these are exclusive activity sessions for children & young people that are educated in another setting other than at school. We are also working with a large number of local charities who support people with disabilities, to offer our expertise in sport & physical activities helping get people more active whilst having fun.



## Active Holidays

The Active Holidays programme offers a wide range of sports and activity camps in direct partnership with 4 of our centres, receiving funding support until 2024 from the holiday activity and food programme (HAF). The funding enabling us to offer free places to the multi activity days, which provides a range of fun activities for children and young people during the school holidays, including swimming, to young people on free school meals.

The programme saw 2,735 attendances and 461 were through the HAF funded scheme.

We've have lots of feedback from the young people on our camps including; "I made loads of friends", "loved playing rugby for the first time", "Love the swimming pool each day", "Best Camp ever"



## Talented Athlete Support Scheme

There has been a steady increase in applications for the Talented Athlete Scheme. There are currently 188 athletes with live memberships on the scheme including 55 at Gold level. A number of athletes are in the process of applying to the scheme with growing interest through clubs and athletes alike.

Here are some comments from our participants on the scheme:

"I value the gym and swim classes provided which help with strength and fitness conditioning in addition to recovery sessions. I also value the help and support the staff have given me over the years to develop."

"I find that the Everybody Talented Support Scheme really helps with my sailing. Another top hobby of mine is swimming so I enjoy using the access to the pools a great way to keep up my fitness along with the use of the gyms. Recently, I've started joining the fitness group sessions such as the Sprint Cycle class. I have started to love these classes because it's great motivation to get my fitness done as I'm amongst others in a room. After a big weekend sailing I love joining the yoga classes to prevent myself from injury and to relax myself and my muscles. So overall, all features of the Everybody Talented Support Scheme are at a very high value to me as they help towards my fitness goals needed for my sport."



## Cared for Children

Supported by Cheshire East Council, we continue to support Cared for Children to access a variety of activities along with their carers and siblings. They can access a variety of activities including attending the gym, going swimming and playing badminton.

## Bikeability

This year we continued delivering the Bikeability programme at Levels 1, 2 and 3.

7,883 children completed a Bikeability course during the year which includes 507 children with special education needs.

Funding has been confirmed for 2023/24 allowing us to continue delivery and help develop children's skills and knowledge to keep them safe on their bike.

## Give Sport a Go!

We have seen high attendance numbers for both the Walking football and Walking netball sessions with a combined total of 5,616. These sessions along with No Strings Badminton, Back2netball and Sport and Social we can make sport more accessible and ensure a welcoming, fun and sociable playing environment for all abilities.

Our members are keen to share their experiences:

"I think people underestimate walking netball when really is a great work out regardless of how much I put in at a session. Its allowed me to gradually build some fitness and given me added confidence to hit the gym. The best bit is getting to know such lovely ladies."

"Walking netball has allowed me to return to a sport that I loved at school but that I feared I would never play again. After serious knee reconstruction surgery 18 years ago and even with a very arthritic hip I can still come along and give as much or as little as I am able to on the day. It's great exercise. And the numbers on my Fitbit look great too!!"





In December 2022, the Everybody Foundation also donated over £2,700 worth of toys to small local charities who work with vulnerable families across Cheshire East as part of the Christmas Toy Appeal. The toys donated were equally split between four charities – Cheshire Buddies, Ruby's Fund, Friends for Leisure, and South Cheshire CLASP.

"We were very excited to receive the gifts from Everybody Health and Leisure, we were amazed at their generosity, there are so many fabulous gifts for the Buddies children, footballs, cricket sets, games, fishing equipment, to name out a few. This will make it an extra special Christmas for them. The children would all like to say a huge thank you to the Everybody Foundation for your kindness, it's fantastic to see so many smiling faces." Louise Bailey, Project Manager, Cheshire Buddies.

In early 2023, the Everybody Foundation finally relaunched with a new process for giving out grants to our community. Due to the cost-of-living crisis, local sports clubs have been seeing a drop-off in numbers of young people attending sessions recently. In response to this, the Foundation is giving clubs in Cheshire East the opportunity to apply on behalf of young people they know will benefit from a small grant to keep playing the sport they love.

These small grants can be used to help pay for travel costs, club subscriptions and essential kit and equipment needed for young people to continue participating.

Since the relaunch, we have awarded a handful of small grants to 2 local netball clubs, to the benefit of 3 different young people.

Fundraising has already begun – Becky Painter has kindly created some beautiful crochet pieces that staff can pick up for a donation to the foundation. She has raised over £50, and with match funding, that is over £100 into the Everybody Foundation pot – enough to cover a small grant for a young person to keep playing the sports they love!

Fundraising efforts will be ramped up in the coming months, with plans to involve customers and staff in events and competitions to raise funds for the Foundation.





## IN THE SERVICE OF OTHERS

### Environment

The yearly generation from solar panels was 4,220,429 kWh, this is equivalent to the electricity consumption of one or two of the smaller leisure facilities.

Site Name	
Crewe Lifestyle Centre	1,069,022
Macclesfield Leisure Centre	813,051
Wilmslow Leisure Centre	508,733
Nantwich Leisure Centre	328,735
Knutsford Leisure Centre	282,889
Alsager Leisure Centre	265,109
Sandbach Leisure Centre (Sandbach High School)	245,395
Poynton Leisure Centre (Poynton High School)	228,263
Middlewich Leisure Centre (Middlewich High School)	98,826
The Barony	82,467
Holmes Chapel Leisure Centre (Holmes Chapel School)	81,895
Shavington Leisure Centre (Shavington High School)	81,061
Congleton Leisure Centre	76,795
Cumberland Sports Arena	58,188
<b>TOTAL</b>	<b>4,220,429</b>

Energy saving measure are in place at all the main pools as the temperature have been dropped to 28.5%. The installation of a Hypolyser unit at Crewe and Macclesfield, means we are generating our own chlorine on site, reducing both scope 2 & 3 emissions.

Investments have been made in further recycling stations across the sites and backwashing measures have been rolled out to reduce water usage and all nonessential nonreusable plastics removed from all operations

We have set up a decarbonisation user group in partnership with Cheshire East.

- Tree Planting – The following sites have been offered out as suitable locations to support the Councils Tree planting strategy to off set Carbon Scope Emissions. Barony Playing Fields, land to the rear of Nantwich Swimming Pool, Holmes Chapel Community Centre, Macclesfield Leisure Centre and Cumberland Athletics Track.
- The community garden at MLC was initiated by the Lifestyle group who use the leisure centre during the week and supported by the facility. It grows a variety of herbs and fruits enabling visitors to the centre to take what they need the strawberries prove most popular with younger users and the herbs with adults for use in cooking.

## HOLMES CHAPEL

### Holmes Chapel Leisure Centre

In October 2022 an Redecoration and upgrade to the Fitness Suite at the Holmes Chapel Leisure Centre was completed.

### Holmes Chapel Community Centre

A full gym refurbishment was completed in the Holmes Chapel Community Centre. The Centre re-opened in November 2022 with an upgraded fitness suite which includes enhanced cardio, resistance, free-weights and functional areas with new additions to the gym such as Stair Climbers and Adductor Resistance machines.



## CREWE LIFESTYLE CENTRE

£500,000 upgrade to the fitness suite at Crewe Lifestyle Centre. The brand new fitness suite includes 100 stations, areas such as cardio, resistance, free-weights, functional area and a new stretching area, all working towards an improved health and fitness experience for the Crewe community.



## CUMBERLAND ARENA

As part of the "town centre improvement Plan" Cumberland arena has secured a pot of £2.3m to invest in a new community focused facility. Project will include improvements to current car parking, accessibility and a rebuild with extension both sideways and upwards.

Result will be three new rooms that can be used for classes, health delivery and community usage, brand new fully accessible changing facilities and car parking.



## CONGLETON LEISURE CENTRE

The £10m refurbishment of Congleton Leisure Centre, which started in June 2021, is rapidly with work scheduled to be completed by 2023 and an opening scheduled for Spring 2023 following fitting out by Everybody.

Once completed the facility will include two new swimming pools, a thermal suite, new gym with state-of-the-art fitness equipment, Taste for Life café area and a soft play area.



### Memberships

Prior to the pandemic in March 2020 we had 19,830 fitness memberships, by March 2021 this had reduced to 12,323. The growth in memberships remained consistent to 21,818 total fitness memberships by March 2023, which is a massive achievement and the first time the 20,000 milestone has been achieved.



**2.8M**  
VISITORS TO OUR  
LEISURE CENTRES

**20,000+**  
FITNESS MEMBERS



REACHING  
A MAXIMUM OF

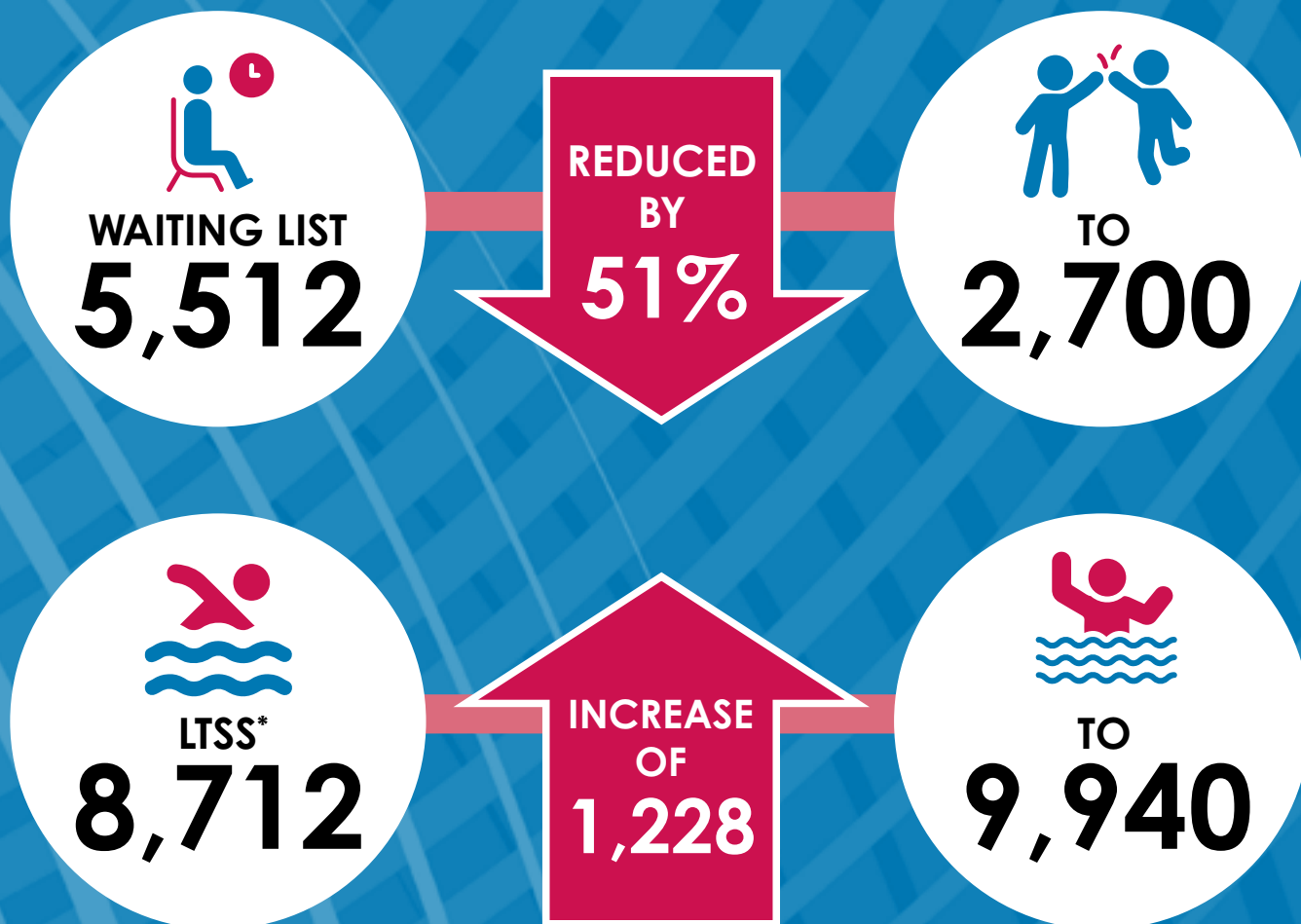


**10,000**  
LEARN TO SWIM  
MEMBERS AT ONE TIME



**4,597**  
OPTIONS MEMBERS





\*Learn To Swim Scheme

**PRE SCHOOL CLASSES**

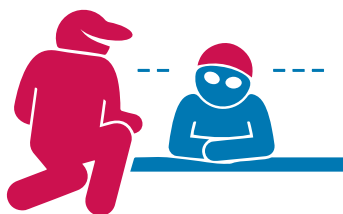
**5,081** PREVIOUS YEAR



**↑ 10,800**

**LTSS\* CLASSES**

**48,451** PREVIOUS YEAR



**↑ 59,150**

**PATHWAY CLASSES**



**2,900**

Rookie, SwimFit,  
Stage 8,9 & 10

1,144  
PREVIOUS YEAR



↑ 2,600

ALPHA CLASSES

500  
PREVIOUS YEAR



↑ 1,100

ADULTS CLASSES

629  
PREVIOUS YEAR



↑ 826

CRASH  
COURSE CLASSES

CRASH COURSES ATTENDANCE

2,209 PREVIOUS  
YEAR



↑ 3,956

CERTIFICATES AWARDED



15,992

AGE RANGE



6 Months  
- 79 Years

## HIGHLIGHTS FROM 2022-2023



First Swim  
Conference  
**20.12.22**  
69 teachers  
attended



**Teacher  
working  
group**  
was established



We hit  
**10,000**  
Swimmers  
(although haven't  
maintained)



Macclesfield  
Leisure Centre hit  
**2,000**  
Swimmers



## Everybody Fitness

Recent significant and effective pocket investment of just over £30,000 has been made across the estate to both benefit member experience and retention and ensure that the product offering continues to stay in line with trend led demands in the fitness industry.

There has been a resurgence of CrossFit trends that is predicted to continue throughout 2023, gyms across the estate have been furnished with brand new Renegade Air Bikes, a state of the art piece of kit designed to help build endurance and intensity; the perfect complement to our popular TRAIN classes, PT sessions and individual training alike.

Several of our sites (Shavington, Sandbach) have also taken delivery of extensive functional equipment, ranging from the ever-popular tyres, facilitating a multitude of challenging exercises, kettlebells, sandbags and Bulgarian bags. There are also a greater range of cable

attachments available at other sites, expanding the number and range of exercises available to the members.

Functional equipment is multi-use – ideal for intensifying training or increasing mobility; making it and the gym floor it furnishes, perfect for all health and fitness members, no matter where they are on their training journey.

Last, but by no means least, there has been increased investment in our stretch and mobility areas. In line with an increased demand for mind and body sessions, and a strong flexibility focus from our member, a number of Bosu balls and new mats for these all important areas will aim to encourage further incorporation of warm ups, cool down and stand-alone stretch and core sessions – all elements of our health and fitness routines that will fuel both sustainable fitness journeys and long term results from all workouts.



## FITNESS CLASS ACHIEVEMENTS 2022-2023



TOTAL NUMBER DELIVERED

**36,835**



TOTAL NUMBER ATTENDED

**319,352**



TYPE OF CLASSES

**115**

## MOST POPULAR CLASSES



AQUAFIT

**30,114**

ATTENDANCES



GROUP CYCLING - ALL

**29,278**

ATTENDANCES



LES MILLS BODY PUMP

**27,315**

ATTENDANCES



**2,269**

VIEWS



**221**

VIDEOS



A bespoke, 1-1 fitness programme with a qualified personal trainer will effectively and efficiently deliver your fitness goals



NUMBER OF SESSIONS

**5,245**



NUMBER OF  
PERSONAL TRAINERS

**27**



Myzone is an accurate fitness tracker and online social platform that rewards effort for all physical activity, helping more people around the world to feel good about exercise



NUMBER OF  
CENTRES

**8**  
(+1)



NUMBER OF  
USERS

**507**  
(+257)

**28,124** SESSIONS

**17,563.15** HOURS RECORDED

**4,204,552** MYZONE EFFORT POINTS



## BODITRAX

Comprehensive body scanning, mental wellbeing analysis, tracking, goals, integrations, and reporting deliver proven outcomes and build a continuous stream of wellness data, second by second.

**10,995** TOTAL  
SCANS



SWIMTAG provides you with a unique view of your swim, you can breakdown each individual length and split, or view your grouped training sets

The system tracks the number of lengths you complete, split times, stroke type and stroke rate. You can then keep track of key swim statistics such as average pace, distance per stroke, calorie burn and rest percentage



NUMBER OF SITES

**3**



NUMBER OF USERS

**349**



NUMBER OF  
SWIMS RECORDED

**6,329**



DISTANCE  
TRAVELLED

**8,890**KM



## Taste for Life

Taste for Life operated seven cafes throughout 2022-23 with another busy year, giving over 3,600 complimentary hot drinks through their loyalty card scheme, Whilst continuing to develop the offer introducing a new menu with an emphasis on balanced choice, plenty of healthy options combined with the established favourites.

The café staff supported several sporting events both inside and outside at our facilities providing a range of catering services from drinks to BBQ. They continued to support our Sports Development team to provide hundreds of lunches to the young people attending our Holiday Activity Schemes.

The Taste for Life team continued to work in partnership with the Everybody Health team expanding on the monthly luncheon Club at Holmes Chapel which provides a social event in the calendar of many local elderly residents, some of whom are isolated and lonely, by introducing a similar event in the Madeley Centre. In addition to this the team worked with the centre staff at Holmes Chapel to provide a warm spaces hub, offering soup and a roll in a warm and friendly environment.

Taste for life continue to look at ways of improving our sustainability along with sustainably sourced fish, fairtrade and rain forest alliance coffee beans and we source Red Tractor produce where possible. We have also increased the range of biodegradable takeaway containers we use.



for LIFE



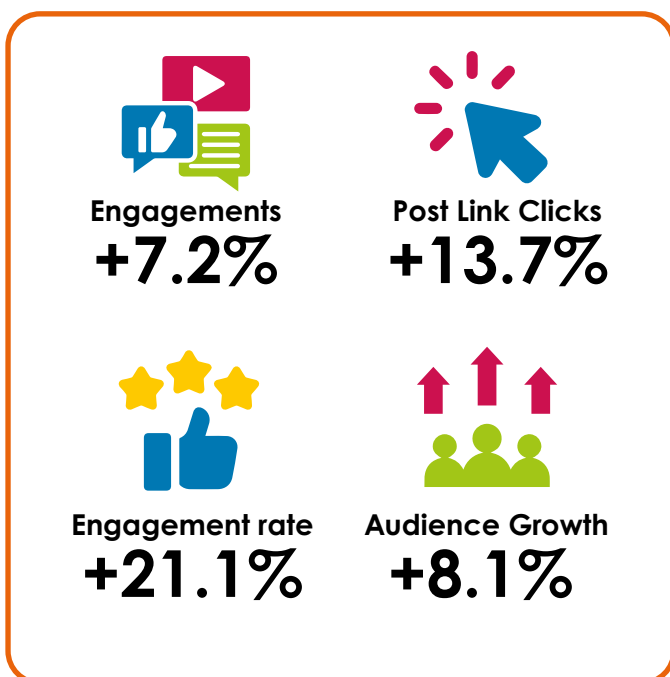
## Annual Satisfaction Survey

The annual Everybody Satisfaction Survey was carried out over November 22 and closed in December. We beat both last year's total responses and this year's response target by some margin.



## Social Media and Marketing

Overall, our social media platforms across Facebook, Twitter, Instagram and LinkedIn have all shown positive increase in performance.



During 22-2023 we had a strong year when it came to our PR content and local partnerships. We worked with local partners that ranged from, NHS England, Cheshire East Council and Motherwell Cheshire, to collaborate effectively on multiple campaigns. We saw a rise in published releases throughout the year, due to identifying when to work in conjunction with local press outlets, acting promptly on industry trends and recognising local community stories.

Leisure Hub a online booking solution was successfully introduced to help your members to join, book and manage their day to day interactions with us. Putting our members in control has given them the tools to manage their own details using personalised search filters, quick book features, personal profiles and payments History. These improvements has meant that the customers benefit at site as staff are more available to focus on other parts of customer service. In addition, we have invested in training and workshops to strengthen and simplify the customer journey and reduce wait times.

## Our 22-2023 PR in numbers (coverage):



**Health**  
**23**



**Sports Development/Fitness**  
**18**



**Investments and Awards**  
**73**



**Member Stories**  
**34**



**Press outlets overall total coverage**  
**148**

# Site Highlights

## Alderley Park

- New Seating area in Reception and upstairs, offering Snacks, hot and cold drinks
- Hosted Conquer Fitness Challenge and this will return this year
- Invited to part of the Alderley Park Farm event providing our mini outdoor bootcamp.
- New Kettlebells for the studio to allow us to run different style classes and adds extra for classes already running.
- New classes running at the Nest which is situated within the Glasshouse.
- Women with Weights course.



## Alsager Leisure Centre

- Over 1,100 children registered for Swimming lessons
- Offering Inclusive Cycling sessions and Inclusive Swimming Club
- Alsager Swimming Club grown this year, with Commonwealth Games competitor & 3 national swimmers.
- Joint use working with Alsager School including managing their 3G pitch supporting Port Vale FC, Kidsgrove FC and DNA youth academies.
- Hosted Alsager 5 Community Road race with 1000 competitors



## Alsager Sports Hub

- Over 1800 weekly users and spectators of the Grass pitches, England Hockey artificial pitch and FIFA regulated 3G pitch,
- Home to Triton Hockey Club (over 200 members) and host to East Cheshire Hockey Development programme.
- Home to AFC Alsager (over 200 members)



## Barony Sports Complex

- 3G pitch have been recarpeted
- The new floodlight was installed on the 3G
- Gym & Group X attendances have increased over the year
- 2 Cheshire Triathlons have successfully taken place which are staged at both Nantwich outdoor pool & Barony Sports Complex



## Crewe Lifestyle Centre

- Implementation of Good Boost Trial. Scheme has been a great success and has led to Casual Good Boost sessions where people can access a tablet and complete a pool based workout in a general session.
- New Fitness Suite opened December 2022 following a £500k refurbishment with brand new Technogym equipment.
- Hosted ICB Cheshire East Board meeting and marketplace in October. Event saw 14 NHS partners host a marketplace event on the back of having the full Board meeting on site in the morning.
- Installation of a Hypolyser unit at Crewe, this means that we are generating our own chlorine on site, making significant savings against the cost of buying Chlorine tablets and giving some resilience against future shortages.



## Holmes Chapel Community Centre

- 600 hot meals served at our Lunch Club
- Holmes Chapel Community Centre awarded Connective Community Status by CEC, providing up to 200 hours of free room hire to grass roots organisations.
- Holmes Chapel Community Centre awarded Warm Hub status, providing free soup and a roll during winter and supporting people during the cost-of-living crisis.



## Knutsford Leisure Centre

- New Les Mills Kit purchased for fitness classes to enhance the offer available at Knutsford
- Tables & chairs have now been provided in the viewing area upstairs with a hot drink vending machine. A new seating area has also been provided in the reception area.
- The carpark has been relined to provide easier access to the facility for our customers.
- The Group Cycling Studio is back in use, with more classes now available



## Macclesfield Leisure Centre

- After securing a £5,000 grant from UK Athletics we have further invested in the athletic facilities hammer cage to bring it up to new specification and were therefore able to secure UKA's Track Mark Accreditation. This involved inspections on all track and field facilities along with viewing the facilities safety and accessible arrangements.
- Another grant from secured centrally for £2,500 by the Bruce Wake Charitable Trust we have invested in a new pool hoist.



## Nantwich Leisure Centre

- The £1.6m investment at Nantwich Leisure Centre saw a growth in membership by 436 from 2,405 to 2,841.
- 1,336 weekly participants on the LTSS.
- Nantwich Leisure provide the opportunity for 130 primary school children to completed additional lessons to meet the national curriculum for swimming
- 300 participants from a local ethnic minority group were able to participate in a ladies only swimming session over a 10-week period at the centre.





## Poynton Leisure Centre

- Aquafit Gold teacher, Doreen Harper celebrated her 94th Birthday she has been teaching swimming activities at Poynton Leisure Centre since she was in her 40's.
- Introduction of a Functional training area to compliment Poynton's Gym offering.
- Update of poolside / Viewing area – including new viewing area replacing old style benches with bespoke chairs and glass partition
- White rock fitted around poolside



## Sandbach Leisure Centre

- Growth in membership from 1,910 in 2022 to 2,020 in 2023,
- 1,268 weekly participants on the LTSS and reduced waiting list of 159,
- Improved the front area of the site purchasing scrubber dryer, cleaning stations and new planters for an improved customer experience.



## Shavington Leisure Centre

- We ended the year on 1,501 members from 1,289 an increase of 212.
- Our Group X attendances are regularly the best in the business
- Train classes were introduced to the program from January & have been well received.



## Wilmslow Leisure Centre

- Pay by Phone to introduce a parking app that tied in with our parking procedures that removed the need to use the parking machines which has reduced waiting times drastically.
- Piloted the first caught short kit locker for Everybody, making period products available free of charge, for anyone who needs them, without needing to ask.
- Partnered up with local coaching company Sportspoint to launch a 6-week holiday camp, attracting 985 attendances over the 6 weeks
- Funding from Wilmslow Town Council and support from Wilmslow Cricket club we were able to install boulders around the perimeter of the cricket pitch to reduce anti-social behaviour and stop unauthorised access
- November 2022 we had a bike repair kit installed to help promote cycling to the facility to help reduce carbon emissions.



## Quest

Quest is the Sport England recommended Continuous Improvement tool for leisure facilities and sports development teams, designed to measure how effective organisations are at providing customer service. It is also supported by CIMSPA, UKActive, the Chief Leisure Officers Association and SPORTA.

Site	Inspection:	Accreditation:
Crewe Lifestyle	Directional Review	Very Good
Macclesfield	Quest+	Good
Poynton	Quest+	Very Good
Sandbach	Quest+	Very Good
Wilmslow	Quest+	Good
Nantwich	Quest+	Awaiting Final Report

# WORKING AS ONE



**Employer of the Year**  
North Cheshire  
Chamber Awards



**Highly commended  
Apprentice of the Year x2**  
North & South Cheshire  
chambers

- Successful Financial wellbeing month (sept'22)
- People policies now accessible to all staff digitally (via Itrent).
- Most successful staff awards to date (based on attendee feedback)
- Cost of living support payments provided to staff (winter 2022)
- SIS/vouchers etc to people..
- Good / very good Quest assessments at various sites.
- IIP annual review positive feedback.
- CLC resourcing – returning staff, new staff, numerous promotions
- Trained many new swim teachers & lifeguards through our aspiring campaigns
- Developed our staff to become first line managers and HFAs through our aspiring campaigns
- Team Chats at all sites
- New newsletter format inc. monthly Chief's Chat
- Swim Teacher conference (December 2022)
- Almost 300 new roles for potential and existing staff – a mix of new recruits, promotions, & additional roles
- Developing Everybody Group re-launched & our first staff pool party!
- Implemented new Everybody Leadership structure
- Implemented new Business Development structure
- Re-launched management fundamentals training
- Continued our apprenticeship scheme
- Supported delivery of our 8 commitments to the community
- Delivery our 8 commitments to our people
- Acquisition of new Learning Management System

## **Thomas Barton** Chief Executive

Following Tom Barton's new CEO appointment a core Executive Leadership Team was selected to renew the focus in all areas of the business.



**Kerry Shea**  
Director of Health &  
Communities



**Dominic Crisp**  
Head of Operations



**Kris Sankey**  
Head of Business  
Development



**Katie Harrop**  
Head of People &  
Organisational Development



**Dawn Aston**  
Head of CRM



**David Newport**  
Head of Finance



# FIT FOR THE FUTURE EVERYBODY ACADEMY

A very busy year for the Academy as we supported in more than 4,500 learning interactions, totalling almost 18,500 hours in 121 different types of learning and development.

The management development programme continued with a second cohort of entrants who have all been given an individual learning and development programme to follow. We will be recruiting the next cohort in the summer of 2023.

We have entered into a wider partnership with our long-term delivery partner FLM which will allow us to deliver accredited fitness qualifications ourselves, utilising their expertise and delivery centre.

Last year we developed our own Essential Safeguarding course, mapped to the CIMSPA Professional Standard. We have now developed and started to deliver the next level course, Safeguarding for Teachers and Coaches which has also been accredited by CIMSPA. We will shortly complete the set of qualifications with Safeguarding for Managers.

The Academy continues to take an active role in national working groups for CIMSPA, RLSS and Swim England which includes development of new and revised qualifications.

## Annual Satisfaction Survey

Our e-learning platform has been vital to our learning delivery in the last few years and we recently made the decision to not only improve the functionality of the system but also to upgrade to a full Learning Management System.

The new system is designed to bring all of our learning bookings and online delivery into one place and to improve functionality and usability for learners, trainers and, crucially, managers who will, for the first time, be able to quickly see and report on the current training and qualification status of their reportees.

New employees and those moving into new roles will be automatically allocated a learning plan for them to complete and follow to ensure that we are meeting all compliance and development requirements.

The system will also enable us to deliver hybrid learning and live, online sessions.

## Apprenticeship Programme

Our 8th apprenticeship cohort started with us in September 2022 with 5 new Leisure Team apprentices (completing lifeguard, swimming teacher and gym instructor qualifications) and a marketing apprentice completing a level 3 apprenticeship.



## FREE TO DO OUR BEST EVERYBODY AWARDS

2022 was another amazing year recognising and celebrating sporting, health and community heroes in Cheshire East. We received an amazing number of nominations, showing a huge commitment to health, sport and physical activity!

The Awards which took place at Crewe Hall on Friday 7th October was hosted by the fantastic Baroness Tanni Grey-Thompson and the keynote speech, delivered by the inspirational ski jumper, record breaker, and author Michael 'Eddie' Edwards (also known as Eddie the Eagle). During the evening, Eddie shared his journey to the Winter Olympics, his willingness to take risks, the importance of pushing yourself outside of your comfort zone and allowing yourself to fail but also to get back up and try again. Reminding us that success isn't always in the winning but in the trying.

We were overwhelmed by the inspirational stories from all the nominee's, congratulations to each one of you!

### The winners were:

- Young Sports Achiever – Isabella Serventi - Nantwich Lifesaving Club
- Disabled Sports Achiever – Rachael Partington - Para Swimming
- Coach of the Year – Chris Ogden – England Squash
- Customer Hero – Alyson Walker – Macclesfield leisure Centre
- Health and Wellbeing – Crewe Central Table Tennis club
- Club of the Year – Nantwich Lifesaving Club
- Volunteer of the Year – Liz Clark – Volunteer at Sandbach United FC
- Lifetime Achievement – Bill Consterdine
- Chairman's Award- Mia Teburi





## Junior Awards

Our teams went out to schools and clubs across Cheshire East to present our 2022 Junior Awards! Recognising children aged 5-11 for their inspirational efforts and contributions to local sporting and activity success.

What a fantastic time we had, hearing all the inspirational stories and celebrating with nominee's friends, family members, school buddies and club members, a great opportunity to all come together to recognise these inspirational and talented young people!

Thank you to all schools and clubs who made this possible, it was great to celebrate with you!

The Winners were:

## The Winners were:

- Junior Helper of the Year - Isabella McKinney, 9 years old from Nantwich
- Sports Personality of the Year (5-8 years old) - Thea Heys, 8 years old from Haslington
- Sports Personality of the Year (9-11 years old) - Esme Roberts, 11 years old from Holmes Chapel
- Family of the Year - Frost Family, from Crewe
- Junior Achiever of the Year - Elliot Coates, 8 years old from Sandbach
- Everybody Swim Rising Star - Fergus Kellett, 5 years old from Knutsford
- Member of the Year - Nathaniel Bird, 10 years old from Handforth





# EVERYBODY STAFF AWARDS

## Innovation of the Year

Gold - Laura Allcock  
Silver - Ryan Rea & Daniel Lishman  
Bronze - Everybody Healthy

## Instructor / Teacher of the Year

Annette Wallace

## Volunteer of the Year

Josh Roche

## Fundraiser of the Year

Becky Painter

## Manager of the Year

Gold - Lisa Walford  
Silver - Liam Ormonde  
Bronze - Peter Wilson

## Best Team

Gold – Crewe Cleaning Team  
Silver – Wilmslow Events Team  
Bronze – Nantwich Reception Team

## Learner of the Year

Josh Tunnicliffe

## Customer Hero

Wesley Smith

## Employee of the Year

Gold - Zac Garner  
Silver - Jodie Entwistle  
Bronze - George Ball

## Special Recognition

Brendan Meenan

## Chairman's Award

Keith Rogers

## Anna's Award

Andy Molyneux

## Long Service

### 30 years

Rich Jones

### 20 years

Michelle Cookson  
Nicola Steele  
Paul Grant  
Mark Messenger  
Chris Poolford  
Adam Kessey

## Apprentice Graduations

Louise Elleray  
Lauren Cardno

## Social Value Award



This year we were very proud to be awarded the "Cheshire & Merseyside Social Value Award" at the very first attempt, this award is a recognition of our commitment to Social Value across our region, the award which lasts for five years, is only awarded to organisations that can demonstrate the impact that their work has in their local communities. This award demonstrates, to all of our customers and partners, the value that our programmes and services bring to the Cheshire East region.

## Contribution to the Community Award

2022 was also the year that our Long Covid Programme was recognised in the South Cheshire Chamber Business Awards, where the panel awarded us the "Contribution to the Community Award" – the competition for this award was very strong, and we were shortlisted in very good company against several well respected local charities and social enterprises. Our Long Covid Programme remains recognised nationally as an exemplar, and this award recognises the impact that this programmes has on people's lives.



## North East Cheshire and South Cheshire Chamber Awards 2022



We were thrilled to be awarded Employer of the Year at the North East Cheshire Chamber Awards, and Contribution to Community at the South Cheshire Chamber Awards. Everybody was also a finalist in 3 other categories – receiving highly commended in all three:

- Apprentice of the Year (SCC)
- Apprentice of the Year (NECC)
- Best Company to Work For (SCC)

Receiving these accolades showcased the amazing work of our whole Everybody team, all of whom we're extremely proud of.

## Nominated for the New Concept & Build award at the annual UK Active Awards

The Nantwich Leisure Centre project which was finalised and fully re-opened in January 2022, it was successfully shortlisted and nominated for the New Concept & Build award at the annual UK Active Awards. The design and build phase of the project took a ground-breaking approach in working within the BREEAM sustainability assessment. Factors such as Environmental Social Governance, Net Zero Carbon, Health & Social Impact, Circularity and Resilience and Whole Life Performance are all measures considered and scored against accordingly. The running of the building has also benefitted from state-of-the-art SMART Technology controlling all the heating, airflow and air-conditioning throughout out. Along with PV/PI sensors and LED lighting, the building was set a new

standard within the estate for being Eco Friendly. Whilst the facility wasn't successful in winning the award, it has since gone on to exceed all initial targets set and continues to receive unprecedented attendance numbers for pool access, gym usage and classes.

## Mia Jennings

The highly commended Apprentice of the Year at both Chamber awards was our dear colleague and friend Mia Jennings, who unexpectedly passed away in January 2023 aged 19.

Mia was our star HR apprentice and was over the moon when she received her Level 3 CIPD certificate earlier that week. Her journey with Everybody actually started back in 2017 though, when she began to volunteer with our Learn to Swim programme. She loved working with children and qualified as a swim teacher in October 2020, working at Macclesfield Leisure Centre.



## IN LOVING MEMORY

Then in 2021 the apprenticeship programme then caught her eye, seeing it as an opportunity to stay with us but develop her career further. We saw the potential in her to – it was endless! Bags of enthusiasm, an unbelievable work ethic, and a smile that lit up every room she walked into.

Words can't quite do justice to how amazing Mia was ... the impact she made on so many people in her short life, and even shorter time with Everybody was inspiring. While she may not have realised this, it was evident for all to see through the many tributes left by the children she taught and their families in the books of condolence and memories at Macclesfield Leisure Centre.

Following her passing we've been working closely with Mia's family to develop 'In Memory of Mia' initiatives. The first of these was to enable heart screenings with Cardiac Risk in the Young (C-R-Y) which were offered to all eligible staff (aged under 35) in the Macclesfield and Poynton areas. This partnership will continue with all eligible staff across the organisation given the opportunity to attend a screening in Cheshire over the next 12 months.

# LOOKING FORWARD

In 2023-24 we have many ambitious plans to service our communities and users including:

## Congleton Leisure Centre

The redeveloped Congleton leisure Centre is going to provide a much needed platform to deliver a number of key objectives within the town. Having a 6 lane 25m pool along with dedicated learner pool is going to help elevate the current pressures with lesson access which were initially stemmed from the Covid pandemic. In time this will help open the doors for thousands of young swimmers and create greater public access.

The 100 station fitness suite has been designed to suit all demographics, the concept has various training zones on the gym floor which will support an all inclusive offer for both younger and older members.

The design of the facility has a clear emphasis on providing a great customer experience for all, the open plan reception/viewing area provides an area for parents to watch young swimmers whilst also being located next to a Taste for Life Café and soft play area for under 8's.

We are currently in talks with local health providers such as the NHS to see what additional initiatives can be run from site to support different clinical commissioning pathways as part of our all-encompassing offer.



## Sport for Everybody

The Sport For Everybody Team will have a key focus on volunteering, launching our new Community Connector Role which will make an impact on many lives across Cheshire East, bringing people together to socialise, become active, and make friends.

We will be working on developing our Talented Athlete Support Scheme, listening to the needs of our athletes to devise workshops and training support to ensure they achieve the best they can.

We are excited to be launching our Multi-Activity Days at Congleton Leisure Centre this year getting more children in Cheshire East active during the school holidays. We have also been successful in receiving HAF funding for Congleton so will be offering free places, with lunch and health snacks to children who receive benefits related free school meals.

## Active Kindness



We have been selected as one of only fourteen providers across the country to deliver a brand-new Sport England funded volunteering programme. Community Leisure UK (CLUK) and the National Council for Voluntary Organisations (NCVO) have partnered up to ensure that the Active Kindness project makes a difference to volunteers across the country. The Active Kindness project believes volunteers can be the link between their community and local physical activity opportunities. Active Kindness wants Trusts and volunteers to make a bigger difference together in their communities through new ways of working, better volunteer experiences and new volunteer roles.



## Everybody Foundation

The cost-of-living crisis is at the forefront of everyone's mind right now and helping to relieve the local community of some of the pressures is the Everybody Foundations top priority.

The Everybody Foundation has recently relaunched with a new focus, giving clubs in Cheshire East the opportunity to apply for grants on behalf of young people they know will benefit from a small grant to keep playing the sport they love.

Local sports clubs are seeing a decline in numbers of young people attending sessions recently, when times are tough, parents and carers may be forced to pull their children out of extra-curricular sport due to the costs it can bring – and this is where the Everybody Foundation comes in.

## Environmental Actions

Due to the ongoing national energy charge inflations we are introducing 50p energy surcharge applicable to all swim transactions. This fee is processed back to Cheshire East Council to help with their contributions on the energy costs to help our pools stay open.

Key environmental actions going forwards – Roll out of estate Green Care cleaning chemicals (Cradle to Grave accredited), estate refuge audit to measure recycled/none recycled waste, heat map surveys carried out across JU sites,

## Wilmslow Leisure Centre – opening in May

Over £500k investment has enabled a brand-new and extended 90 station gym, designed to accommodate all abilities and ages, with multiple zones, including free weights, resistance machines, cardio equipment, functional and stretch areas.

We can now offer more weekly classes and have introduced new classes in the different zones of the gym, as well keeping all existing popular sessions.

Visitor improvements have also been made to parking arrangements via pay-by-phone app, together with upgraded theatre and stage equipment.





## ■ FINANCE

### Non-Statutory Statement of Financial Activities period ended 31 March 2023

	Unrestricted Funds	Restricted Funds	2022 - 23	2021 - 22
	£	£	£	£
<b>Income</b>				
Donations and Legacies	4,217,570	-	4,217,570	4,118,107
Charitable Activities	12,334,437	-	12,334,437	9,024,076
Other Trading Activities	803,396	-	803,396	375,796
Investment Income	42,587	-	42,587	1,074
Grants and Contracts	3,445,489	23,619	3,469,108	4,768,225
<b>Total Income</b>	<b>20,843,479</b>	<b>23,619</b>	<b>20,867,098</b>	<b>18,287,278</b>

<b>Expenditure on Charitable Activities</b>				
Other Trading Activities	876,019	-	876,019	509,412
Charitable Activities	20,315,118	4,168	20,319,286	18,985,569
<b>Total Expenditure</b>	<b>21,191,137</b>	<b>4,168</b>	<b>21,195,305</b>	<b>19,494,981</b>
<b>Net Income (Expenditure)</b>	<b>(347,658)</b>	<b>19,451</b>	<b>(328,207)</b>	<b>(1,207,703)</b>
Transfers Between Funds	-	-	-	-
Other Recognised Gains/(Losses)	-	-	-	-
Actuarial Gains/(Losses) on Defined Benefit Pension Schemes	13,477,000	-	13,477,000	5,372,000
<b>Net Movement</b>	<b>13,129,342</b>	<b>19,451</b>	<b>13,148,793</b>	<b>4,164,297</b>
<b>Total Funds Brought Forward</b>	<b>(12,180,337)</b>	<b>-</b>	<b>(12,180,337)</b>	<b>(16,344,634)</b>
<b>Total Funds Carried Forward</b>	<b>949,005</b>	<b>19,451</b>	<b>968,456</b>	<b>(12,180,337)</b>

## COMPANY INFORMATION

### Registered Office

Everybody Health & Leisure, 3rd Floor, 1  
Ashley Road, Altrincham, Cheshire  
WA14 2DT

### Head Office

Holmes Chapel Community Centre, Station  
Road, Holmes Chapel, CW4 8 AA

### Company Number

8685939

### Registered Charity Number

1156084

### Chief Executive

Thomas Barton

### Director of Health & Communities, Deputy CEO

Kerry Shea

### Trustees

Andrew Kolker (Chair)  
Suzie Akers-Smith (*Resigned*)  
Phil Bland  
Colin Chaytors  
Zoe Davidson  
Christopher Gee  
Martin Hardy  
Harry Korkou  
Richard Middlebrook  
Kimiyo Rickett  
Alex Taylor  
Lata Anderson (*Appointed*)

### Bankers

Barclays Bank, 1 Churchill Place, London,  
E14 5HP

### Solicitors

Bates Wells, 2-6 Cannon Street, London,  
EC4M 6YH

### Auditors

Crowe Clarke Whitehill LLP, 3rd Floor, The  
Lexicon, Mount Street, Manchester, M2 5NT

### Company Secretary

Oakwood Corporate Services, 3rd Floor, 1  
Ashley Road, Altrincham, Cheshire WA14  
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