



PERFORMANCE REPORT 2023/24

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CHIEF EXECUTIVE'S REPORT

Dear everyone,

Our 10th year as a registered charity has once again been an incredibly busy one for our team but I believe the most rewarding one yet given the scale and breadth of achievements in collaboration with our key partners.

We have surpassed all key performance indicators compared to our re-established base of 2022/23 (which full year since the pandemic without any covid related restrictions), it is fantastic that we've seen the natural demand for our services continue to grow and reach new record levels of usage across our Cheshire East estate.

This is a positive sign that more & more people are recognising the importance of their own health and ensuring they utilise their leisure time in many different active ways. This can of course bring challenges for programming and ensuring equality of opportunity for all users in our pools and wider facilities – trying constantly to create new flexible multi-purpose spaces for all to use.

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.

Our reach and ability to provide more was considerably enhanced with the opening of the new Congleton Leisure Centre on 28th June 2023, after years of planning and development. This fantastic facility has been energised by its new team and thousands of local visitors – exceeding all targets for its first year by Christmas!

I'm delighted that our dedicated Everybody Healthy Team have helped over 3 thousand 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 ...

2023/24 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 objectives. Investments this year have seen considerable improvements in our sites at Wilmslow & Poynton, along with a number of 'pocket' investments in all sites. At the same time this year we have ensured an improved reserves position, including several one-off income receipts, which we will use to enable a medium term sustainable financial plan; enabling us to support even more people in the future.

Highlights of the past year include reaching over 25,000 active fitness members using our facilities and over 10,500 learn to swim participants attending our swimming pools each week.

We were proud to receive a number of accolades and external awards this past year; including retaining our Investors in People status and multiple QUEST accreditations across the different facilities. We were also a finalist for the UKActive Leadership Award nationally and locally for Employer of the Year at the South Cheshire Chambers Award and shortlisted for customer excellence at both North & South Cheshire Chamber Awards. Concluding the year with winning the Outstanding Learning & Development Organisation at the East Cheshire Business Awards.

Despite all the great positives of the past year, there were some challenges. We supported the Strategic Leisure Review undertaken by Cheshire East Council throughout 2023. Given the challenging financial landscape for the Council (& landlord to many of our sites) this was difficult but it was

incredible to witness the passion and local response to the importance of all community leisure assets and services. This review has hopefully enabled us to set a new long-term plan with the Council to continue to invest in towns across the borough – with a new £3.5m capital investment plan and the long term commitment to our charity enabling us to help meet many of the revenue savings required in the years to come through invest-to-save and long term delivery to do more..

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.

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 8.47/10 for overall customer satisfaction. Of course, there is always more to do and improve upon and this survey has helped to inform our 2024/25 plans to continuously improve what we do.

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, and Alderley Park Limited/Bruntwood.

OUR KEY SERVICES INCLUDE:

- 17 leisure facilities;
- 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 on request.
- 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, cafés 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; and,
- 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.

The map below illustrates our locations:



Cheshire East has an estimated current population of 406,500 (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


STRATEGIC AIMS




**IMPROVE THE HEALTH & WELLBEING
OF OUR LOCAL COMMUNITIES**



**PROVIDE A GREAT CUSTOMER
EXPERIENCE**



**GROW OUR ETHICAL
& SUSTAINABLE BUSINESS**



**DEVELOP OUR PEOPLE
TO BE THE BEST**

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 and to 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 foundation of our way of working.

 FIT FOR THE FUTURE	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'.
 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.

KEY ACHIEVEMENTS



EVERYBODY HEALTHY



3,200 people supported on Targeted Health Scheme.



25,872 Attended Health Exercise Classes.



SPORT FOR EVERYBODY



7,092 young people taught to ride a bike.



50,817 Overall Volunteer hours since 2014



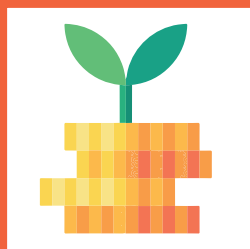
FITNESS AND AQUATICS



Over **25,000** Fitness Members



Over **10,800** Learn to Swim members



INVESTMENTS



Over **3,500 members** welcomed to the new Congleton Leisure Centre.



Working with UK Active and other partners, we are piloting an energy efficiency blueprint for the leisure industry.



ORGANISATIONAL DEVELOPMENT



309 staff onboarded

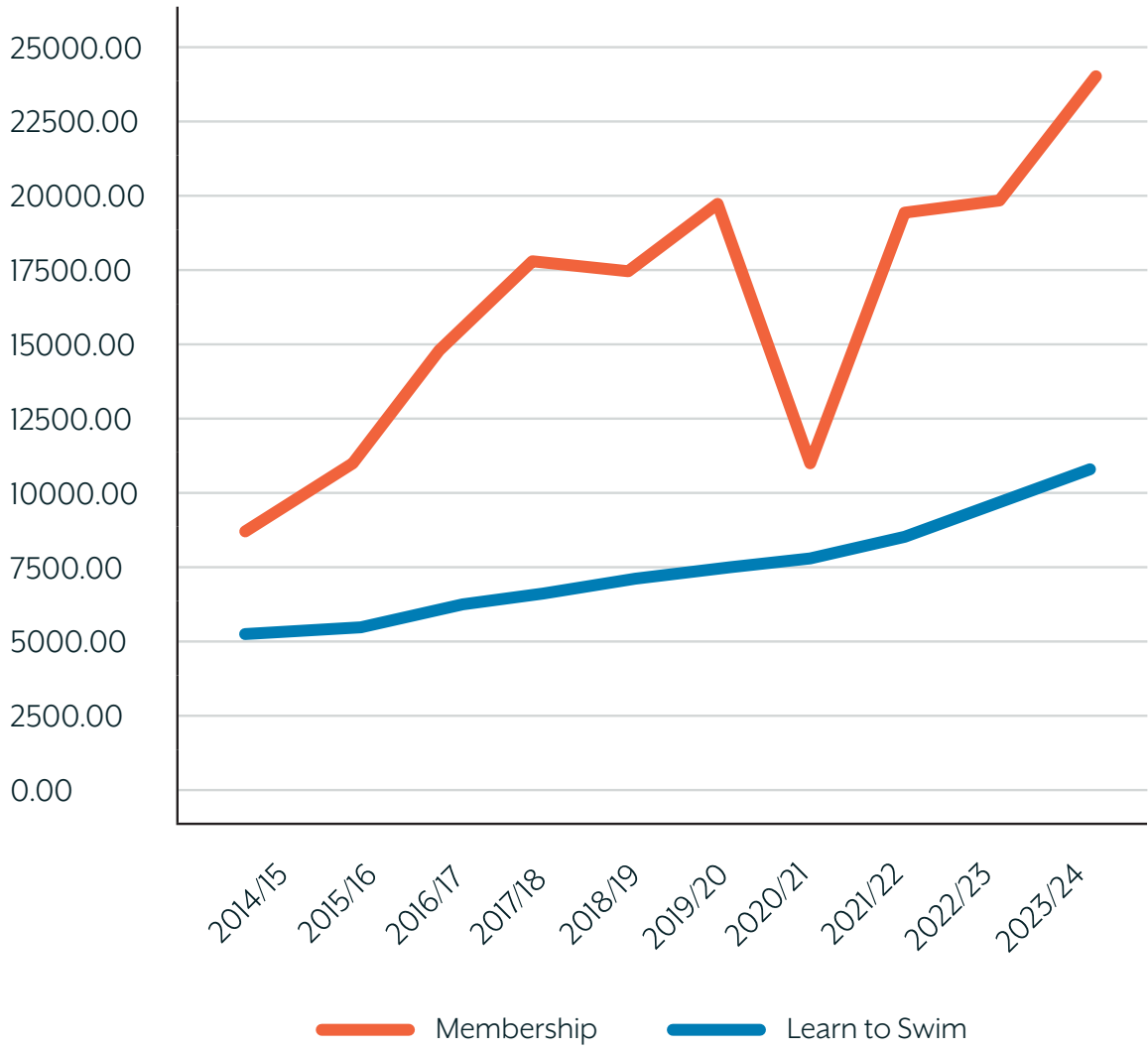


Reached **1000+ Employees** with **91%** working in the community they live



DECADE OF DELIVERY

MEMBERSHIP GROWTH



DECADE OF DELIVERY

2014



1st of May as an independent 'not for profit' organisation with charitable status. Our simple vision of providing 'leisure for life', aimed to help people live well & for longer

First Everybody Awards ceremony

Congleton welcomes the Queen's Baton Relay in the run up to the Commonwealth Games

Launched personal training, initially starting in Wilmslow, Shavington and Macclesfield

Launched our Everybody Academy

Everybody Healthy launched

Alsager new fitness suite upgrade

2015



1st of April saw the arrival of the brand new state of the art Crewe Lifestyle Centre

Partnership with Holmes Chapel Parish Council to re-open Holmes Chapel Community Centre

Everybody Sport and Recreation received the 'Investors in People' award

Everybody wins One You contract

Launched unlimited free swimming for LTSS customers

2016



Volunteers clocked up 20,000 hours of volunteering

Launch of the Everybody Foundation

2017



ESCAPE-pain launch

Macclesfield launched first BioCircuit studio

Everybody Academy launched new E-Learning Platform

2018



Opened brand new Everybody@Alderley Park

Welcomed Baroness Tanni Grey-Thompson to host our Everybody Awards

Named 'Employer of the Year' at the North East Cheshire Business Awards

2019



2020



Re-opening of Alsager Leisure Centre and brand new Alsager Sports Hub.

Doors closed in March due to the pandemic of coronavirus

Launched Everybody@Home online website to host live and pre-recorded fitness classes

Offered outdoor exercise classes and inclusive cycling classes

March - Re-opening of facilities following covid-19

Long-Covid Rehabilitation pilot classes launched

2021



New CEO Thomas Barton & new charity name Everybody Health & Leisure

Dame Sarah Storey opened Nantwich Leisure Centre refurbishment

Crewe Lifestyle opens new improved gym

Won 'Social Value Award' (Cheshire & Merseyside partnership)

Won 'Best Company to Work for 2022' (North East Cheshire Chamber)

Won Contribution to the Community Award (South Cheshire Chamber Awards)

2022



Opening of brand new Congleton Leisure Centre by Ann Brightwell

Wilmslow gets new gym and studios

Pure Padel launches at Alderley Park

Volunteers reach 50,000 hours

Welcomed over 10,000 swimmers on our learn to swim scheme

Delivered targeted health schemes such as exercise referral and specialist rehabilitation to over 1000 people in Cheshire East

2023



2024



WHAT'S TO COME...

IMPROVE THE HEALTH & WELLBEING OF OUR LOCAL COMMUNITIES

The Everybody Healthy Service



3,200
Referrals



51%
Increase in
referrals from
2022-23



76%
Service
retention
rate

26%
Self
referrals



74%
Health
referrals



20%
Of people accessing
programmes from
Crewe 6 Priority Wards



37%
Male
63%
Female



60%
Conversion rate
to full
membership



9.6/10
Customer
satisfaction
score



2,361
Health
classes
delivered

SERVICE OUTCOMES 2023-24

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.



25,872

People attending
a targeted
health class



64%

Transfer rate from NHS
Cardiac & Pulmonary
Rehabilitation



62%

Of people attending falls
programme reduced
fear of falling score



77%

Of people
inactive
to active



58%

Of people now
exercising 150 mins per
week, NICE guidance



66%

People improved
mental wellbeing
score



Long COVID Exercise Rehab

85%

Reduction in
fatigue levels

77%

Improved quality
of life score



ESCAPE Pain

76%

Clinical improvement
in pain management

73%

Improved physical
function

Over the past 12 months the Everybody Healthy Service has continued to demonstrate high quality evidenced based outcomes, providing a wide range of Health and Wellbeing programmes delivered to the highest standards, preventing ill-health, addressing health inequalities, and encouraging lifelong wellbeing.

We are delighted that our healthcare colleagues; local authority partners and community organisations continue to recognise the quality of our service and actively refer people to our programmes. During 2023-2024 the Everybody Healthy Service received 3,200 referrals, a 51% increase in comparison to the previous year and 60% of people completing a health programme continue to exercise with us by taking out a full membership.

Over the past year we have been successful in securing several new commissioned services, adding to our existing contracts portfolio, which emphasises partnership and development of innovative approaches in addressing prevention and tackling diseases, including:

- Central Cheshire and Eastern Cheshire Integrated Partnership - Long COVID Exercise Rehabilitation programme.
- Ansa Environmental Service – Green Spaces for Wellbeing
- Crewe Town Council – Pop Up In The Parks (Crewe)
- Parkinson's Society UK – Bike Therapy Exercise Class
- One Wirral – Prehab Cancer Exercise Classes

Partnership working remains central to the success of our work and we continue to develop new relationships and referral pathways with our communities and healthcare colleagues from services to ensure those most in need have access to our health programmes. We have continued working closely with healthcare colleagues in utilising our facilities to co-locate NHS services, integrating people into the centres as both patients and users. This includes expanding NHS Pulmonary Rehabilitation and Phase III Cardiac Rehabilitation Services into more of our facilities, jointly delivering eleven weekly sessions across five sites. Our collaboration with Central Cheshire Integrated Care Partnership Physiotherapy Service has grown in strength, including training Physiotherapists to deliver dedicated Good Boost water therapy classes to patients. The innovative approach enhances the MKS clinical pathway improving access, provision, and patient outcomes.


Our MKS exercise rehabilitation service has grown, expanding both water and land-based exercise programmes to more centres and receiving 695 referrals during 2023-24. As part of the service, we were delighted in achieving Swim England's Water Wellbeing accreditation for Crewe Lifestyle Centre and Macclesfield Leisure Centre. Accreditation ensures our facilities are accessible, inclusive, and inviting to all and demonstrates the highest standards in quality of aquatic provision offered by our facilities to both healthcare partners and people with long-term health conditions.

Over the past 12 months we have seen a huge increase in customer demand for health exercise classes, with a massive 25,872 attendances, a 64% increase in the previous year. To address demand, further investment was made increasing the number of classes available and across more centres, now offering over sixty dedicated health exercise classes weekly. We piloted a Junior Exercise Referral Scheme, the first in the country, targeting children and young people aged 12-18 years who have a long-term health condition, focusing on encouraging and facilitating exercise. Throughout the pilot phase 46 referrals were received, mainly for MSK and Weight related conditions. Programme outcomes include 47% achieving at least 60 minutes of moderate or vigorous intensity physical activity daily, 67% achieving vigorous intensity activities including movement, muscle, and bone strength and 60% reported improved health status. The pilot phase proved positive and as a result the scheme will continue and be rolled out, subsidised by the Everybody Foundation. Continuation of

the scheme drives change, so young people can enjoy the many health benefits that regular physical activity achieves when living with an illness.

Residents sprang into action last summer, with the launch of Pop Up In The Parks free outdoor fitness and wellbeing exercise classes, commissioned by Crewe Town Council. The introduction of outdoor exercise classes, utilising green spaces, saw a positive response with 54 classes delivered and 344 people attending throughout the summer months. We will continue to grow our outdoor provision, monitoring demand and adjusting the programme to suit customer need and feedback.

Striving for excellence, we set ambitious targets to improve the health of Cheshire East residents and below are just some achievements of the following evidenced based outcomes:




REDUCING INACTIVITY

77% Increased levels of Physical Activity, 58% achieving 150 minutes of exercise weekly, as per the National Institute for Health and Care Excellence (NICE) guidance.



REDUCING THE RISK OF FALLING

62% Improved Strength and Balance




SUPPORTING THE RECOVERY FROM LONG COVID

85% Increased levels of Physical Activity, 85% Reduction in Fatigue Levels, 77% Improved Quality of Life.



IMPROVING MENTAL WELLBEING

66% Reported improved Mental Wellbeing



MANAGING CHRONIC PAIN

76% Clinical Improvement of Pain Management, 73% Improved Physical Function.

We had a continued focus on workforce training, expanding our existing training framework introducing Behaviour Change Coaching, Making Every Contact Counts Physical Activity and Delivering Excellent Service for Disabled Customers. The robust training framework ensures our Health Team and wider business undertake a diverse range of training equipping them to work with a wide range of illness and long-term conditions, including:

- Level 2 Move It Or Lose It
- Level 2 Behaviour Change
- Otago Level 3 Leaders Award
- Level 3 GP Exercise on Referral
- Level 3 Long COVID Rehabilitation
- BACPR Level 4 Cardiac Rehabilitation (BACPR)
- Level 4 Exercise for Neurological Conditions
- Level 4 Obesity and Diabetes
- Level 4 Pulmonary Rehabilitation
- Making Every Contact Count (MECC) Physical Activity
- Delivering Excellent Service for Disabled Customers

We are proud our Everybody Healthy Service continues to be recognised for their performance and impact on people's lives, including:

- Awarded 'Recondition the Nation Gold Medal' by NHS England,
- Demonstrating sustained improvement through best practice health and wellbeing initiatives and performance data.
- Awarded Swim England Water Wellbeing Accreditation at Crewe Lifestyle Centre and Macclesfield Leisure Centre.
- Awarded 'Very Good' for health inequalities category in Quest Assessment for Holmes Chapel Community Centre

CASE STUDIES



David Wood who has successfully completed Everybody's 12 week Exercise Referral Programme at Crewe Lifestyle Centre, with Specialist Health Advisor Rachel Evans.

David, was diagnosed with a long-term lung condition and has recently completed his seven week NHS Pulmonary Rehabilitation course, delivered in partnership with Everybody Health and Leisure.

Specialist Health Advisor Rachel Evans at Everybody Health and Leisure shared:

"David has done amazingly well on the programme he has managed to attend a variety of exercise classes which has seen his strength and stamina improve giving him the confidence to try different more advance exercises and not letting his lung condition be a barrier to exercise."

David attended Everybody's Multi Rehabilitation and Move To Improve Exercise classes, following a structured exercise focusing on improved breathlessness and bodily strength. Since attending David has improved his stamina and strength, which has progressed his exercise regime to a higher intensity level, improving his overall quality of life.

David Wood, Everybody Healthy member shared his thoughts on the Pulmonary Rehabilitation programme:

"The programme has given me the confidence to exercise and to see how well it has helped maintain and manage my lung condition. It has improved my overall health and wellbeing and it is something that I shall continue to do long term."

Since the programme, David is less breathless on exertion, his back pain, stamina and strength has improved through the variety of exercises.

David is benefitting from his more active lifestyle giving him the motivation and peace of mind knowing he can safely manage his lung condition, as well as the social aspect of meeting others improving his mental wellbeing.

Everybody's COPD Exercise Rehabilitation classes, includes tailored exercise for people diagnosed with Respiratory Disease, helping people's lungs and heart work better, enabling you to manage your condition.



Michael Bower eighty two years old, completed Everybody's 12 week Cardiac Rehabilitation programme with Specialist Health Advisor Victoria. Michael got involved in the programme after having open heart surgery in February this year and also completed the Phase 3 cardiac rehab sessions at Wilmslow Leisure Centre.

Before starting the programme Michael was sedentary and wasn't able to exercise for a number of weeks, after his operation. Since joining the Everybody Healthy programme, his health and fitness has significantly improved and he feels more confident about getting back to exercising. Michael has increased his physical activity levels and made healthier dietary changes.

Michael Bower, Everybody Healthy member commented:

"I would highly recommend Everybody's caring health team and excellent facilities to anyone looking to improve their physical health and confidence. The best thing about the classes was socialising and generally feeling better in myself. Victoria has been very supportive, friendly and professional giving me great advice along the way. The sessions have improved my overall fitness and self-confidence."

By completing the 12-week Cardiac Rehabilitation programme, Michael achieved a considerable weight loss, lowered his BMI and blood pressure in the process. He continues to be active by attending Everybody's Multi Rehabilitation class on a weekly basis and does regular active outdoor activities, in his own time.

Victoria Clarke, Specialist Health Advisor at Everybody Health & Leisure shared:

"Michael has worked very hard throughout the 12 weeks. He has followed his exercise programme and has shown progression throughout by increasing the workout intensity. He consistently attended the supervised gym sessions on a weekly basis and Michael has been a pleasure to work with."

Cardiac Rehabilitation classes are a crucial part of recovery and prevention if you have suffered a cardiac event. The programme reinforces positive lifestyle changes and supports participation in becoming active and healthy in a friendly and safe environment.



Kathryn Haigh, 14 years old, completed Everybody's 12 week Junior Exercise Referral Programme with Health Referral Lead Gavin at Crewe Lifestyle Centre. Kathryn was referred to Junior Exercise Referral by her Physiotherapist to help with musculoskeletal pain she was experiencing in her back and neck.

Kathryn was provided with a tailored gym-based programme, designed to reduce the pain she was experiencing and improve her overall general strength and wellbeing. Since starting the programme, Kathryn has been attending the gym two to three times per week, with her mum, Stephanie, as a support Buddy.

Kathryn Haigh, Everybody Healthy member commented:

"Since starting Everybody's Junior Exercise Referral Scheme , I now

feel my strength has improved, I'm able to lift more weight on many different exercises. I have also improved my cardiovascular fitness, which has improved my running over the course of the programme. I would definitely recommend Everybody's Exercise Referral programme to others in a similar situation and loved benefitting from the treadmill the most, as it helped me strengthen my legs and feel stronger. It's something I now want to continue with."

Stephanie Haigh, Kathryn's mum, also shared:

"Supporting Kathryn on this programme has also been beneficial to me as I have enjoyed the exercises, it's helped me physically and made me think about my own lifestyle".

Since attending the programme, Kathryn feels much fitter and stronger with the pain she was experiencing decreasing over the weeks.

Gavin McKeith, Health Referral Lead at Everybody Health & Leisure shared:

"It was pleasure to work with both Kathryn and her mum Stephanie over the course of the 12-week junior exercise referral programme. Kathryn took on the exercises that I prescribed for her gym programme really well with good technique, leading to making great improvement over the course of the programme through improving her cardiovascular fitness as well as muscular strength. It was also great to see how it benefited Kathryn but also her mum Stephanie attending the gym together". Everybody's Junior Exercise Referral scheme is aimed at young people aged 12 to 18 years, who live with an illness or long-term health condition to increase physical activity levels and improve their quality of life.



SPORT FOR EVERYBODY

2023-2024



Overall Attendance
for all programmes

27,222 attendances

TALENTED ATHLETES SUPPORT SCHEME

Number of athletes on
the scheme



338

Level of athletes:



106
GOLD



192
SILVER



40
BRONZE

VOLUNTEERING



Number of
volunteers

110



Volunteer
Hours

4,745



Overall volunteer
hours since 2014

50,817



Volunteers into
employment

7



Volunteers number of training
or qualifications gained

43

Volunteers trained

ACTIVE HOLIDAYS



Number of
attendances

3,169



Number of free
places given to
children on FSM

1,131



Number of teen
gym memberships

213

BIKEABILITY



Number of young people
taught to ride a bike

7,092

GENDER BREAKDOWN



Male

3,353



Female

3,003



Prefer not to say

736



Children on Free School
Meal attendances

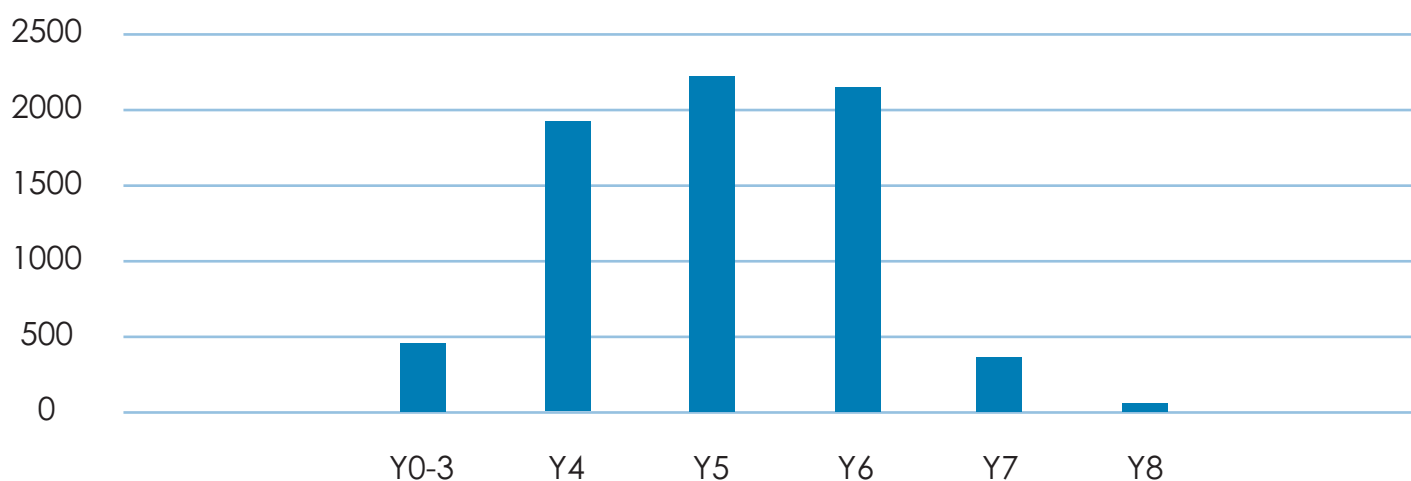
725



Children with SEND
attendance

573

SCHOOL YEAR BREAKDOWN



DISABILITY & INCLUSION ACTIVITIES



Overall
attendance

2,720



Children & Young
people activities

1,791
attendances



Adult (18+)
activities

929
attendances



290

Disability & Inclusion
Activity Sessions



Individual number
of children with
disabilities support
to be active

236

GIVE SPORT A GO! ATTENDANCES



Walking Football

2,284



Walking Netball

3,332



Back2netball

1,170



Sport & Social

1,167



Badminton
No Strings

2,071



VOLUNTEERING:

This year we were selected to be part of the Active Kindness Programme which involved our new volunteer role the Community Connector.

Our Community Connector roles are vital in helping people to socialise within the local community, and encourage people to become more active. Our focus has been on social and inclusivity, offering a welcoming smile with lots of laughter, and has made a massive difference across our sport & activity sessions.

The Active Kindness project ended with an awards evening in December 2023 where the team won the 'Outstanding Contribution Award' for our commitment and dedication to the programme.

This year we have achieved a huge milestone with our volunteer programme with the running total of volunteer hours, since the inception of our trust in May 2014, clocking up 50,000 volunteer hours. We are grateful to all the volunteers that have given any time towards this total and helping us achieve our goals as a charity of providing Leisure for Life.

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 2025 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 3,169 attendances and 1,131 were through the HAF funded scheme.

We have continued our strong partnership with Cheshire Police and with their support we have been able to support more young people access our scheme. We also created new partnerships this year linking with England Boxing, England Netball, & Cheshire Fire & Rescue Team who came and gave a fun yet educational workshop to our young people about fire safety and the role of a fire officer.

GIVE SPORT A GO:

In 2024 we started the year with a 'Give Sport a Go' campaign encouraging people to get active & socialise within our turn up and play sports sessions. We have added new sports to the portfolio this year with Pickleball being the latest sport that has gripped the local community and seen participants come and play. We've seen an increase in participation in nearly all of our sports sessions, with the biggest increases being Sport & Social and No Strings Badminton both have over 50% increase in participation from last year.

DISABILITY & INCLUSION:

We have been delivering a lot of outreach sessions this year with groups such as Friends for Leisure, Iris Vision, and local Stroke Groups all contributing towards the overall attendances of 2,720. We have also worked with schools such as Puss Bank & Macclesfield Academy delivering different sport & activity sessions for their pupils with SEND.

We've invested in our ever popular inclusive cycling sessions, adding 2 new bikes to the portfolio ensuring more children & adults with SEND can learn the life skill of riding a bike.

Our Short Breaks funding has been confirmed until the end of March 2025 meaning we can continue to deliver the important sport & activity sessions across Cheshire East.

TALENTED ATHLETE SUPPORT SCHEME:

We have seen a rise in the number of athletes that have joined the scheme this year finishing with a total of 338 (106 gold level athletes) with some fantastic sporting achievements throughout the year.

We have offered athletes educational workshops on topics such as Sports Psychology and Nutrition, brining athletes together to share experiences and learn from other athletes.

BIKEABILITY:

We have again this year been working with our delivery partner Cycling Training Ltd and delivered the important life skill of riding a bike to 7,092 young people across Cheshire East.



GROW OUR ETHICAL AND SUSTAINABLE BUSINESS

ENVIRONMENT

The Everybody Leisure estate remains committed in reducing its carbon footprint throughout all operations. Across the nation the cost of running swimming pools remains the highest in cost although this has significantly been reduced across the Everybody estate via a number of efficiency adjustments.

To further support and aid this commitment, Leisure Energy have been commissioned to carry out a survey across all of the leisure centres to provide a detailed breakdown on the current usage, cost and efficiencies in place which are to be benchmarked against other operators for further analysis.

Working with UK Active and other partners, we are piloting an energy efficiency blueprint for the leisure industry to follow independently via a steering group. This will outline the benefits of available technology which can be installed and give confidence in working with energy reduction consultants who have joined the steering group.

TOTAL PV GENERATION

Total electricity generation from PV at Leisure sites in FY 23/24 is provisionally 603,004kWh. This represents an increase of 343,584kWh when compared to the previous year's figure of 259,420kWh.

TOTAL CHP GENERATION

Total electricity generation from CHP at Leisure Sites in FY 23/24 is provisionally 464,323kWh. This represents a decrease of 51,866kWh when compared to the previous year's figure of 516,189kWh. This is due to maintenance issues at Crewe and Macclesfield Leisure Centres, there have also been some issues at Congleton Leisure Centre.

TOTAL ELECTRICITY CONSUMPTION

When comparing the 12 month period of consumption data to the 22/23 FY, electricity consumption for the leisure estate increased from 4,065,076kWh to 4,260,111kWh, an increase of 195,035kWh. Even though total electricity generation increased when comparing the periods, which should decrease the total leisure electricity consumption, the reason for the increase is the opening of Congleton Leisure Centre in June.

TOTAL GAS CONSUMPTION

When comparing the 12 month period of consumption data to the 22/23 FY, gas consumption for the leisure estate shows a slight decrease from 14,920,792kWh to 14,850,012kWh, a decrease of 70,780kWh, even with an additional site, Congleton.

Macclesfield, Crewe, Wilmslow, Alsager, Knutsford and Poynton Leisure Centres all show a decrease when comparing the two periods. One of the key drivers is decreasing the operating set points of the swimming pools to 28.5c



PROVIDE A GREAT CUSTOMER EXPERIENCE

CONGLETON LEISURE CENTRE

On the 28th June Everybody Health and Leisure with Cheshire East Council held the opening of the newly refurbished Congleton Leisure Centre, where Ann Brightwell MBE, the 1960s GB Olympic gold medalist and Congleton resident cut the ribbon, together with the mayor of Cheshire East, Councillor Rod Fletcher.

Congleton Leisure Centre contains some of the most up-to-date leisure and fitness amenities:

- Six-lane, 25-metre swimming pool
- 12-metre learner pool
- Thermal spa with scented steam room and sauna;
- 100-station, two-storey gym and fitness suite with state-of-the-art equipment;
- Group fitness studios;
- Group cycling studio;
- Four-court sports hall;
- Café with adjoining three-storey children's soft play area;
- A children's party room;
- Community rooms including treatment rooms;
- Meeting rooms, including the Brightwell Suite;

Since opening the doors, we have welcomed 360,257 visitors, 3,900 members by the end of March 2024 and 1,600 individuals on the Learn to swim scheme.

In September we launched a range of self-referral and referral based, targeted health and wellbeing programmes at Congleton Leisure Centre, including Specialist Rehabilitation exercise Classes, Good Boost Aqua classes, and our very popular Move it or Lose it classes.

We enabled both the return of long-standing staff members who'd been redeployed to secure their employment during its closure and the recruitment of new team members, all coming together to deliver and achieve a fantastic first year for the centre.

Congleton residents and users of the centre tell us we are the best thing to happen to the town in years. Growing a new team with local people and seeing the team grow with the centre's performance.





MEMBERSHIPS



TOTAL ATTENDANCES
3,300,000+



FITNESS MEMBERS
25,500+



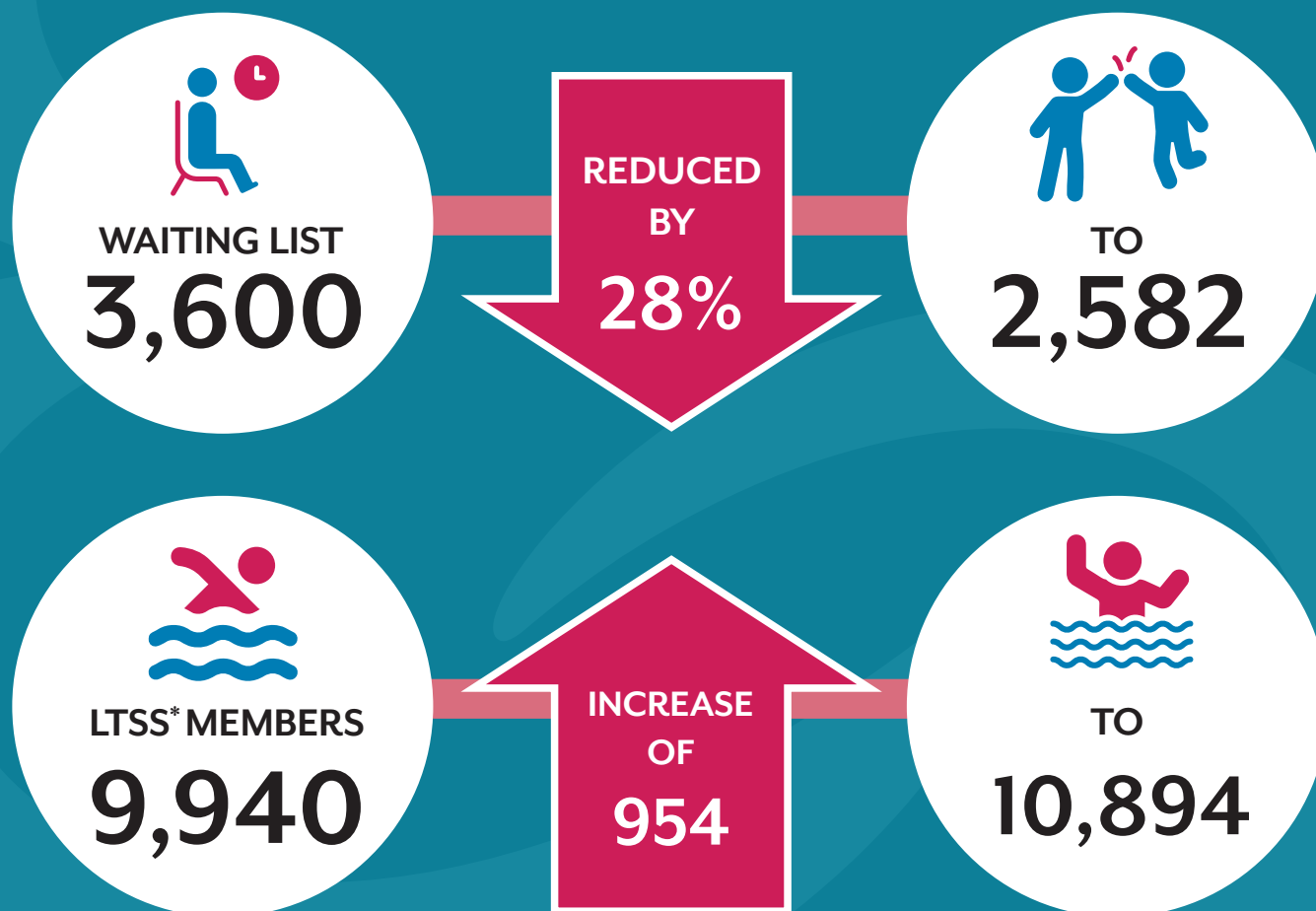
LEARN TO SWIM MEMBERS
10,800+



OPTIONS MEMBERS
5,000+

AQUATICS IN NUMBERS

2023 - 2024



*Learn To Swim Scheme

PRE SCHOOL CLASSES

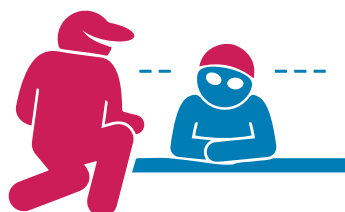
10,800 PREVIOUS YEAR



↑ 13,029

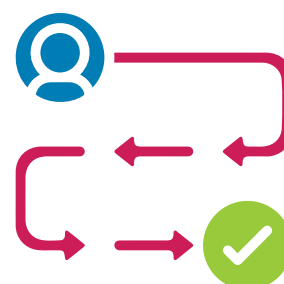
LTSS* CLASSES

59,150 PREVIOUS YEAR



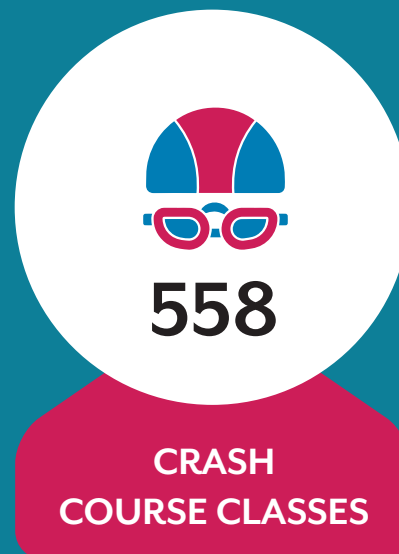
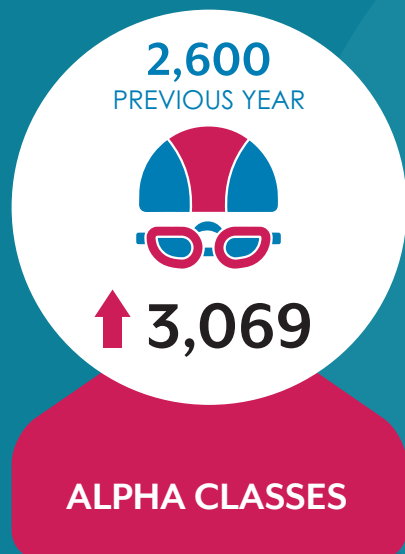
↑ 66,895

PATHWAY CLASSES



2,519

Rookie, SwimFit,
Stage 8,9 & 10



HIGHLIGHTS FROM 2023-2024



Congleton reaching **1,589 LTSS members** in first 10 months since opening.



Over **10,928** classes delivered in Congleton, with **35,805** attendees.



317,048 - total attendance in all swimming classes.



Fire service visiting all sites and delivering **water safety lessons** to the swimmers.



Second Swim Teacher Training Conference – December 2023

EVERYBODY FITNESS

23/24 has been another incredible year, strengthening and enhancing the fitness offering across the Everybody estate. With significant investments last year has brought the launch of a brand new, state of the art gym at Wilmslow, boasting an incredible 100 stations. The space includes a purpose built functional training area which can be used in tandem with the Technogym omnia rig offering in excess of 100 different movements and catering for all abilities. The space has quickly proven one of our most productive and popular TRAIN spaces yet, taking our bespoke Everybody functional HIIT classes from strength to strength.

A huge focus on engagement with new and returning members has driven a spike in activations across the estate, with a strong aim on helping members stay longer and achieve whilst becoming part of the Everybody community. This was the result of a huge piece of productive and ongoing work with GGFit.

There has been an exciting development of 'house' classes over the last 12 months and Everybody Boxing, Everybody Strength and Everybody Stretch classes have now become a well-loved staple of our group exercise programmes across the estate, offering cardio, strength and recovery options to all members.

Outdoor classes were hit with members across the estate and the seasonal drive of outdoor bootcamps, circuits and HIIT classes were beautifully complemented by the introduction of Pop Up in the Parks; a wonderful project delivered by Everybody Health and Leisure for Crewe Town Council. Working closely with the council a suite of outdoor activities were delivered by the fitness, health and sports development teams, offering everybody in Crewe the chance to enjoy and move in their green spaces. Activities on offer included dance, HIIT, circuits, bootcamp, family games and yoga. The programme will be running for a further two years and continues to go from strength to strength.

The integration of Smart Tech across the board continues to form a strong part of members' fitness journeys, with MyZone, Technogym My Wellness and Les Mills The Trip leading the way and building confidence for all those embarking on a new fitness path.



FITNESS CLASS ACHIEVEMENTS



TOTAL CLASSES DELIVERED

40,809



TOTAL NUMBER ATTENDED

397,007



TYPE OF CLASSES

136

MOST POPULAR CLASSES



GROUP CYCLING

36,176

ATTENDANCES



LES MILLS BODY PUMP

33,122

ATTENDANCES



AQUAFIT

32,874

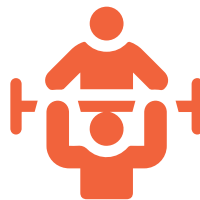
ATTENDANCES

PERSONAL TRAINING



NUMBER OF ACTIVATIONS

6,020



NUMBER OF PT SESSIONS

7,165



NUMBER OF PERSONAL TRAINERS

30

TASTE FOR LIFE

Taste for life have had a hugely successful year with a 15% turnover growth, redesign of all the menus and celebrated the achievement of opening of a new café in Congleton Leisure Centre in June 2023, a welcome addition to the six already operating. Congleton also has the welcome addition of our first dedicated soft play area.

The Taste for Life team increased their work in partnership with the Everybody Health team expanding the capacity of the monthly luncheon Club at Holmes Chapel to 60 places these lunches provide a social event in the calendar for many local elderly residents.

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. Taste for life has also reduced the use of plastic in our cafes through 2023

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 Sport for Everybody team to provide hundreds of lunches to the young people attending our Holiday Activity Schemes



ANNUAL SATISFACTION SURVEY

The annual Everybody Satisfaction Survey was carried out over November 23 and closed in December. Another great year for responses beating last year's figure by 29%.



TOTAL RESPONSES

4,285



VS LAST YEAR

129%



VS TARGET

155%



OVERALL SATISFACTION

8.47/10



SOCIAL MEDIA AND MARKETING

Overall, our social media platforms which include Facebook, X (Twitter), Instagram, LinkedIn and now TikTok have all successfully delivered vs. our KPI's



ENGAGEMENTS

630k+



POST LINK CLICKS

109k+



ENGAGEMENT RATES*

3.3%



AUDIENCE GROWTH

+11.7%

*(industry benchmark for leisure is 0.64%-1.39%)

OUR 23-2024 PR IN NUMBERS (COVERAGE):



Press outlets
overall total
coverage

203



Average
weekly press
coverage

3.9



Press releases
distributed

78



Local,
regional and
national press
coverage

SITE HIGHLIGHTS

ALDERLEY PARK

- In April 2023 teamed up with Conquer Fitness for another epic Conquer Fitness Challenge.
- Invested in Gym floor enhancements to improve the training experience.
- Held the first Menopause event.
- Increased the amount of TRIP classes due to popular demand.
- In partnership with Pure Padel and Bruntwood, three new state of the art Pure Padel courts are available to book at Everybody @ Alderley Park.



ALSAGER LEISURE CENTRE

- Hosted the Alsager 5 event in Feb – over 1,000 competitors and 1,000 spectators.
- Introduction of swimfit/Alpha Swimming lessons as part of the swim scheme
- Introduction and continued growth of pickleball
- We have run a pilot scheme for up to 20 Alsager school students who qualify for a 'no fee' membership. The aim is to improve the wellbeing and behaviour standards of selected students. This continues to be well utilised.
- In March 24 we hosted year 3/4 and year 5/6 swimming galas which included 5 primary schools.
- 3G pitches have been operated by us for over a year in partnership with Alsager school – used regularly by Port Vale, Kidsgrove and DNA.



ALSAGER SPORTS HUB

- Home to Alsager FC (over 200 members)
- Home to Triton Hockey Club (over 200 members)



BARONY SPORTS COMPLEX

- Tennis courts have been refreshed to bring them back to a high standard ready for another season.
- We have delivered 50 Walking Football sessions aimed at our older demographic, with an average of 12 / 16 attending each week.
- An increase in people using the virtual studio (with Body Balance, Body Pump being the better attended).
- PT offer has been introduced at Barony



CREWE LIFESTYLE CENTRE

- Introduction of the Stages bikes into our group cycling classes. This has helped in the growth of the attendance of group cycling, particularly the early mornings.
- Phase 3 cardiac rehab started at Crewe, this is delivered in partnership by the NHS and our staff, also starting this year was the prehab for cancer and the Parkinsons group cycling class.
- NHS physios are delivering Pilates sessions in our studios for patients referred through the local GPs, another great example of partnering with the NHS.
- As part of the Swimtag offer we have introduced screens at the end of the swimming lanes so that swimmers can track the distances, average speeds and times as they go. They can see if they are achieving their goals, keeping up with target distances. We have also installed a new screen in reception which displays the leader boards and the Swimtag challenges.
- Awarded Swim England Water Wellbeing Accreditation at Crewe Lifestyle Centre and Macclesfield Leisure Centre.



CUMBERLAND SPORTS COMPLEX:

- Received a £2.5K grant from England Athletics towards the £15k cost of new hammer cage doors, netting and pulley system allowing the cage to be used for competitions.
- Investment from Crewe Town Council Project



HOLMES CHAPEL COMMUNITY CENTRE

- In March the Spin bikes were upgraded.
- 1,750 Stay and Play attendances
- A number of events held within the centre, Halloween, Christmas and Valentine parties for children and parents to attend. 3 Yoga Wellness events and a gym open day.
- Introduction of Sport and Social to the timetable with over 100 attendances since October
- Served 650 meals for the Lunch Club which takes place on the 1st Monday every month
- New self-testing blood pressure machine in reception.



KNUTSFORD LEISURE CENTRE

- In December eGYM is added to Knutsford Leisure Centre Fitness Suite becoming the region's first eGYM equipped facility.



MACCLESFIELD LEISURE CENTRE

- Growth in membership reaching and maintaining over 3,000 fitness members.
- Growth of active holiday programme
- CRY screening days in January 200 screening made available to younger staff and local juniors across 2 days
- Awarded Swim England Water Wellbeing Accreditation Macclesfield Leisure Centre.



NANTWICH LEISURE CENTRE

- Nantwich Leisure Centre provided local Crewe and Nantwich primary schools with additional lessons for 145 pupils to meet the criteria of the national school curriculum in June 2023
- Investment of £12k in March 2024 for a new energy saving initiative at the centre to reduce the utility consumption at the centre.
- Installation of four new pieces of Technogym equipment in the fitness suite at Nantwich to further enhance the customer experience in October 2023.
- To support our SEND members, the introduction of a weekly quiet period in our fitness suite in January 2024.
- New sun Loungers and bistro sets purchased to enhance the customer experience of the Outdoor Pool and TFL at the centre.
- To support our environmental impact, Nantwich Leisure Centre has set up a recycling initiative in January 2024 with Eco Leisure that enables customers to recycle pool items that are converted into flip flops to buy at the centre.



POYNTON LEISURE CENTRE

- In January 2024 the newly renovated gym opened at Poynton, The renovation included a free weights area and fixed resistance machines. A dual adjustable pulley machine has been added to the resistance equipment as well as updated cardio equipment which includes skill rows, treadmills.
- Poynton Health and Fitness Event offering free taster sessions in the dry side and in the pool, activities included fitness classes such as Train and Yoga, Aqua Fit and even offering Pickleball



SANDBACH LEISURE CENTRE

- Growth in membership from 2020 in 2023 to 2065 in 2024
- Increased the Learn to Swim Scheme to accommodate lessons for stages 8,9&10. Potential for local swim club to gain some future swimmers.
- Completion of improved Wet side changing rooms.



SHAVINGTON LEISURE CENTRE

- Delivered over 140 TRAIN classes & had the highest attendances train class throughout the business.
- Shavington Leisure Centre this year retained their achievement of being the best performing group X throughout the Estate.
- Delivered over 190 U3A classes with an average of 15 attending each week. Supporting and encouraging all ages to exercise.
- We have delivered 52 Next Gen Gym sessions targeting 11-14yrs.
- We worked with Shavington Academy to ensure that ALL of their core exams were delivered using our sports hall.



WILMSLOW LEISURE CENTRE

- Opening of the brand new fitness suite at Wilmslow Leisure Centre which includes 100 stations, with areas such as cardio, resistance, free-weights, functional area including TRAIN and a new stretching area. All supporting residents in their efforts to become more active in their everyday lives and achieve healthier lifestyles.
- Growth of 800 members within the year.
- On the 16th September Wilmslow's Leisure Centre held a Health and Fitness event for the local community. The Event included free gym access, group fitness classes, sports activities, swimming, face painter, football darts. Also, DJ Flourish brought the music to the gym floor with a popular set list.



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	CURRENT QUEST+ ACCREDITATION:	DATE ACHIEVED:	DATE OF NEXT INSPECTION
Alsager Leisure Centre	Very Good	June 2023	Unannounced Visit June/July 2024
Holmes Chapel Community Centre	Very Good	February 2024	Next Assessment February 2025
Knutsford Leisure Centre	Very Good	May 2024	Unannounced Visit May 2024 Next Assessment April 2025
Macclesfield Leisure Centre	Good	May 2022	Next Assessment June 2024
Nantwich Leisure Centre	Very Good	April 2023	Next Assessment April 2025
Poynton Leisure Centre	Very Good	Dec 2022	Next Assessment October/November 2024
Sandbach Leisure Centre	Very Good	July 2022	Next Assessment - July 2024
Wilmslow Leisure Centre	Good	June 2022	Next Assessment - June 2024

The Quest framework is used to form our peer reviews carried out at all our sites.

AWARDS AND RECOGNITION

Everybody Health and Leisure is celebrating after winning the Outstanding Contribution trophy at the inaugural Active Kindness Awards.

Organised by Community Leisure UK, the glitzy awards night – held in the Monastery, Manchester – celebrated the work of Charitable Trusts and Social Enterprises in developing sustainable volunteering programmes in the public leisure and culture sector.

The Outstanding Contribution Award goes to the individual/company who has wholeheartedly embraced the Active Kindness volunteering model and applied it root and branch across their organisation.

Everybody Health & Leisure was awarded the accolade because of Lee Malkin, Sports Development Manager and Keith Rogers, Youth Participation & Talent Lead, commitment to embedding their volunteer strategy business wide.



EAST CHESHIRE BUSINESS AWARDS

Everybody were finalists for two awards at the East Cheshire Business Awards, Excellence in Customer Service and Training & Development Award.

The awards ceremony took place on 22nd March and members of the Academy team were thrilled when they took home the winning trophy for the Training and Development Award.



Everybody Healthy programmes awarded 'Recondition the Nation Gold Medal Award' by NHS England, for demonstrating sustained improvement through best practice health and wellbeing initiatives and performance data.

During the period April 2023- September 2023 the Everybody Healthy Team had 1,470 referrals to their targeted health programmes and a further 134 to commissioned services, such as, Long-Covid Exercise Rehabilitation and the Junior Exercise Referral Programme. These programmes have proved to be incredibly successful and positively impacted the lives of many people in the local community.

NORTH EAST CHESHIRE AND SOUTH CHESHIRE CHAMBER AWARDS 2023

Everybody Health and Leisure were finalists for the following awards three receiving Highly Commended Awards*

- Employee of the Year (SCC)*
- Excellence in Customer Service (SCC)*
- Apprentice of the Year (SCC)*
- Apprentice of the Year (NECC)

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

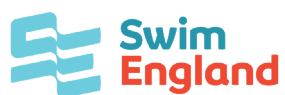


RECOGNITION AWARDS

Awarded 'very good' for tackling inequalities categories in Quest Assessment for Holmes Chapel Community Centre.



Awarded Swim England Water Wellbeing Accreditation at Crewe Lifestyle Centre and Macclesfield Leisure Centre.



Water Wellbeing

Awarded 'recondition the nation gold medal' by NHS England demonstrating sustained improvement through best practice health and wellbeing initiatives and performance data.



Maintained Investors in People accreditation.



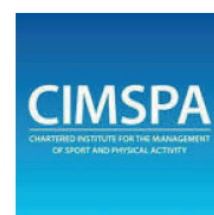
Maintained Cheshire and Merseyside Social Value Award.



SOCIAL VALUE AWARD



OUR PARTNERS



DEVELOP OUR PEOPLE TO BE THE BEST



During 23/24 we've continued to deliver and evolve our People Strategy focussing on three key areas: Employment Deal, Employment Experience, and Caring for Our People. Through these areas we aim as an employer to:

- Provide consistent & rewarding employment experience
- Enable meaningful staff engagement
- Deliver effective internal communication
- Raise the bar on performance management
- Create effective talent pipelines
- Provide continuous & all-round wellbeing support
- Enable further development to create Leadership & Management capability
- Deliver our Fit for the Future aspirations
- Raise the profile of our Employer brand

STAFF SURVEY 2023

The 2023 Staff Survey saw fantastic results once again! Staff gave a 7.4/10 rating to feeling valued, over 92% of staff feel proud to work for us, and almost 95% would recommend us as an employer (with two-thirds having actually recommended us!). In addition, over 90% of staff feel we are an inclusive employer that promotes equality and diversity, and over 94% of people understood how their work supports our vision and aims.

We also received another positive annual IIP review. The assessor commented "feedback reflected very high levels of positivity in relation to satisfaction, motivation and association factors ... you care about your people, and we know you're ambitious to do even more for them." We're looking forward to showcasing how we've progressed even further at next year's full re-assessment in late 24/25.

EVERYBODY ACADEMY

COURSES & LEARNING MANAGEMENT SYSTEM (LMS)

The development of the LMS continues and all centrally delivered learning and development is now through the system. There are now:

- 93 activities available to book face-to-face (seminars)
- 39 e-learning courses
- Partnership portal versions available for Brio Leisure and LiveWire Warrington (see Resilience in Leisure) and a Volunteer portal

It has been a record-breaking year for course delivery. We have facilitated 6,688 learning interactions in 166 different subject areas to more than 800 staff. By comparison, in 2022/23 we delivered 4,584 learning interactions in 121 subject areas.

As part of a wider drive to increase Safeguarding awareness and training a brand-new "Safeguarding in Five" e-learning course has been developed and launched as part of the Everybody Safeguarding week.

APPRENTICESHIP PROGRAMME

Three apprentices from cohort 8 have all now been confirmed as passing their apprenticeships, two with distinctions and are progressing into new permanent roles.

Cohort 9 apprentices are progressing well after a very positive first 6 months with us.

Cohort 10 recruitment is scheduled to start in April. We will be recruiting for Customer Service, Leisure Team and Hospitality apprentices.

RESILIENCE IN LEISURE

We are working in partnership with Active Cheshire, Brio Leisure and LiveWire Warrington on a Sport England funded project to improve the experience of disabled customers within our facilities and encourage greater use by the disabled community.

We are project managing the scheme and will receive funding for this as well as for access to the LMS and some of our courses.

Disability Equality Awareness and Disability Champion training has now been completed and the online Delivering an Excellent Service for Disabled Customers is available to all staff.

Disability Positive have now completed facility audits for nine facilities, 3 for each partner operator, and have supplied reports with recommendations for improvements which we will be looking at the next group meeting to take place in April.

MANAGEMENT DEVELOPMENT

Our 3rd cohort of Aspiring Managers have all been assigned with individual Learning Plans through their LMS accounts where they, their managers and the Academy can monitor progress through the programme. We've continued to grow our range of aspiring opportunities & pathways, this year launching Aspiring Health & Fitness Advisor and Aspiring Personal Trainer opportunities for staff. These programmes include the Level 2 Fitness Instructor and/or Level 3 Personal Training courses, allowing staff to gain additional qualifications. (staff survey - 88%+ of staff said they were aware of the L&D opportunities available to them).

PARTNERSHIPS

Discussions are taking place with Macclesfield College to establish training links between the two organisations that may result in additional funding for courses being available to us.

Partnerships with other organisations continue including:

- **CIMSPA**
- **Highfield**
- **RLSS UK**
- **Swim England**

We've delivered a series of awareness campaigns to colleagues including age-awareness as part of our pledge to be an 'Age-friendly' employer, safeguarding to continue the positive culture around safeguarding children & vulnerable adults accessing our centres & services (over 98% of staff feel we have robust safeguarding arrangements in place), and of Cardiac Risk in the Young (CRY) in Memory of Mia.

We've engaged with local community including business and schools via careers fairs and events, and also through our Mia Magic certificate design competition. This saw over 60 entries from children aged 5 to 12. We also held 4 days of cardiac screening in Memory of Mia, with over 400 staff & members of our local communities screened and over 6% referred for further tests, hopefully preventing the number of premature deaths from cardiac conditions at events.

EVERYBODY AWARDS

Our Everybody Awards took place at Crewe Hall on Friday 13th October 2023, hosted by the fantastic Baroness Tanni Grey-Thompson. 2023 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 sport, physical activity and health & wellbeing, we were overwhelmed by the inspirational stories from all the nominee's, congratulations to you all.

OUR WINNERS WERE:

- **Sports Personality of the Year** - Mia Brookes – Snowboarding
- **Community Initiative of the Year** - Andy's Man Club Macclesfield – Men's Mental Health
- **Community Champion of the Year** - Wendy Howard – Crewe Vagrants Hockey Club
- **Unsung Hero Award** - Timothy Isherwood – School Volunteer
- **Diversity and Inclusion Award** - Mencap Marvels Beech Hall School – English Channel Swim Squad
- **Customer Hero** - Elliot & Colin Ainley
- **Lifetime Achievement** - David Cattell
- **Chairman's Award** - Torbjorn

Thank you to Applewood Independent, Pure Padel, Technogym, Les Mills, Bates Wells, Refer All, Cornerstone, XN Leisure and Hibbert's Solicitors who kindly sponsored our 2023 Everybody Awards.



Tanni Grey-Thompson and award winner Bill Consterdine.



JUNIOR AWARDS

Our teams went out to schools and clubs across Cheshire East to present our 2023 Junior Awards. Recognising children aged 5-15 years 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.

Judges had a difficult job choosing the winners for each category, as all the nominations were fantastic, proving that Cheshire East is home to some amazing superstars.

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

OUR WINNERS WERE:

- **Active Family of the Year**- Ash, Macey and Holly Richardson from Winsford training at Cheshire Ghost Riders BMX Club based in Crewe
- **Rising Swim Star**- Esmé Fraser, aged 7, swimming at Crewe Lifestyle Centre
- **Sports Personality of the Year, age 5-8 years**- Bella-Ashleigh Smethurst, aged 8 from Sandbach
- **Sports Personality of the Year, age 9-11 years** - Amelia Carroll, aged 10 from Poynton
- **Sports Personality of the Year, age 12-15 years** - Thomas Bidgood aged 14 from Congleton
- **Everybody Junior Member of the Year**- Luke Hill-Smith, aged 14 from Holmes Chapel
- **Unsung Junior Hero Award**- Maisy Tomlinson, aged 13 from Crewe
- **Chairman's Award** - Peter Hargreaves, 7 years old from Holmes Chapel

Thank you to Technogym, Fitasylum and Holmes Chapel Parish Council who kindly sponsored our 2023 Junior Awards.

STAFF AWARDS

Once again, we celebrated our achievements together at our annual Staff Awards event in November at Wilmslow Leisure Centre. With over 200 nominations received and over 170 people attending, it was our most successful yet.

OUR WINNERS WERE:

Innovation of the Year	Gold – Nichola Foulkes
Instructor / Teacher of the Year	Gold – Abby Jones Silver – Chris Irvine Bronze – Jake Byatt
Volunteer of the Year	Olivia Egerton-Brook
Fundraiser of the Year	Aquatics Team
Manager of the Year	G – Duncan Hodges S – Charlotte Jackson B – Sam Pickford
Best Team	G - Ability for All S – Apprentices B - Aquatics
Learner of the Year	Ellie Brammall
Customer Hero	Hayley Bicker
Employee of the Year	G - Lucy Bourne S - Sam Jones B - Bethany Garner
Special Recognition	Debbie Christopherson & Ruth Hind
Chairman's Award	Claire Taylor
Anna's Award	Amy Stonehewer



LOOKING FORWARD

In 2024-25 we have many ambitious plans to service our communities and users including:

CUMBERLAND ARENA

As part of the “town centre improvement Plan” Cumberland arena has secured a pot of £2.4m to invest in a new community focused facility targeting health and education. The project will include improvements and provision for spectators including covered seating, accessibility improvements 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.

SPORT FOR EVERYBODY

From 1 April, the Bikeability scheme will be provided by Everybody directly. The Scheme will aim to teach more than 7,000 children in more than 100 Cheshire East schools to ride a bike. Staff from the previous supplier are being transferred to Everybody and more local job opportunities will be created by the charity as a result to support the delivery of this important service.

EB GAMES

A three-day community games extravaganza to celebrate Everybody Health & Leisure’s 10th birthday as a Leisure Trust.

The Everybody Games are being held to celebrate the growth, success & achievements of Everybody with the local communities across Cheshire East, including Inclusive Groups, Schools, Community Groups and local businesses

Each day of the games will be for a different part of the community:

- Inclusive Games
- School Games
- Community Games

MULTI TOWN INVESTMENT

Following the conclusion of the Cheshire East Strategic Leisure Review, an investment of 3.5 million funding has been agreed as part of the invest to save scheme. The details of the investments are set out in the table below.

SITE AND BRIEF DESCRIPTION	INVESTMENT VALUE
Crewe Leisure Centre – repurpose existing underused space	£ 350k
Macclesfield Leisure Centre – expand gym and fitness suite offer	£ 250k
Macclesfield Leisure Centre – new fitness equipment 2024	£ 450k
Nantwich Leisure Centre – Gym extension	£ 1.2M
Sandbach Leisure Centre – internal repurpose / upgrade to fitness equipment	£ 200k
Shavington Leisure Centre – replace end of life with new 4G pitch	£ 250k
Shavington Leisure Centre – internal repurpose / upgrade to fitness equipment	£ 100k
Wilmslow Leisure Centre – indoor/outdoor improvements	£ 250k
Wilmslow Leisure Centre – new changing facilities	£ 500k
TOTAL	£ 3.55M

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
Everybody Leadership Team	Kerry Shea - Director of Health and Communities, Deputy CEO Dawn Aston - Head of CRM Dominic Crisp - Head of Operations Katie Harrop - Head of People & Organisational Development Dave Newport - Head of Finance Kris Sankey - Head of Business Development
Trustees	Andrew Kolker (Chair) Lata Anderson Phil Bland Colin Chaytors Zoe Davidson (until December 2023) Christopher Gee Martin Hardy Harry Korkou Richard Middlebrook Kimiyo Rickett Alex Taylor
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 2DT







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