

PERFORMANCE & IMPACT REPORT 2024/25

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CHIEF EXECUTIVE'S REPORT

This past year marked our 11th as a registered health and leisure charity dedicated to serving our local community. It has been an extremely busy one for our hard-working Everybody Team(s) but it has once again been very rewarding - given the range of impact on so many people and the different communities across Cheshire East, which we are proud to set out in this report.

In collaboration with our key partners, including Cheshire East Council; we have exceeded all our key performance indicators by continuing to work both collaboratively and innovatively to adapt our services, and to personalise our programmes, along with scaling our offer in the largest towns with the greatest need.

We are continually encouraged by the natural growing demand in the area for our services and we welcome all people whatever their starting point and circumstances. However, given the stark health inequalities reported across the borough - we've prioritised those with the greatest need for support; whether that is a young person gaining their first positive experience to be active or someone referred to us through our new One You Health Service.

We started the year in April 2024; by transferring in a highly skilled group of Bikeability Instructors and support staff to work directly for us. Having invested further in this important service I'm proud to see our reach into over 100 primary schools, enabling thousands of young people the important life skill - to safely ride a bike.

On 1st May, we celebrated our 10th Birthday, and we marked our decade of delivery in the area by hosting our inaugural 'Everybody Games'. We did this over 3 days at Congleton Leisure Centre and sought to involve many different audiences as we held our inclusive games on day 1, our school games on day 2 and our community games on the third and final day. With over 200 people taking part, it was a real celebration of community, activities and importantly people. The privilege of presenting medals to the many participants was my personal highlight of the year!

During the summer months we expanded our reach by opening 2 new Taste for Life Cafes by welcoming the Queens Park (Crewe) team onboard and recruiting a new team for the West Park site (in Macclesfield). These services have not only enhanced the local food and beverage offer for visitors, but they have given us the opportunity to engage new customers in health and wellbeing activities in these additional settings.

The summer months were particularly busy with key investments at Sandbach LC & Shavington LC - resulting in new flexible gym and fitness environments. However, a significant focus was on submitting our tender for the new One You Service Contract (Cheshire East Integrated Health & Lifestyles Service). We submitted this and presented our offer to commissioners in the summer and in late summer were delighted to be chosen ahead of other national

providers to take on the service from 1st November 2024. This was a remarkable achievement and illustrated the high quality of our local team to take on this range of health services, which we are committed to now embedding and to reach all those people that need this support in the years ahead.

2024/25 has seen our highest ever financial turnover as an organisation, which reflects the increased operational performance and output of all our busy teams in multiple locations. 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 Sandbach LC and Shavington LC, as mentioned, but also with a brand new AGP Football Pitch in Shavington, which we prioritised the opportunity for female participation. We made considerable investment into Macclesfield with a new state of the art fitness suite opened in December and visited by the BBC in early January to showcase the flexibility of use and demand for this site. We also opened a new site in Macclesfield town centre (Macclesfield Central), given the size of the town, community transport restrictions and the close proximity of the GP services; this new health & fitness hub will accommodate those referred into our health services or a new place of convenience for those on their fitness journey.

Whilst making important investments this year, we have ensured an improved reserves position, including a few 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 26,000 active fitness members using our facilities and over 11,000 learn to swim participants attending our swimming pools each week.

We've been pleased to once again enable our own Everybody Foundation to raise money through various initiatives led by our staff & customers. This has resulted in multiple grants being awarded to local clubs, groups and individuals to help them start or continue in sport. We have also proudly supported CRY (Cardiac Risk in the Young) with another 420 young people (aged 14-35) screened at our sites; including staff, volunteers and users.

We believe 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 and leisure provision, as we seek to align with their many important local services for local people. 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 great to read the feedback in the annual Customer Survey where we scored 8.33/10 for overall customer

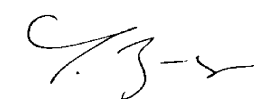
satisfaction. Of course, there is always more to do and improve upon and this survey has helped to inform our 2025/26 plans to continuously improve what we do across the board.

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 concluded the year by being named 'Business of the Year' at the East Cheshire Chamber Business Awards - this was a great recognition to our trustees, staff and volunteers who have given and achieved so much, this past year.

I hope you'll enjoy reading the many collective achievements, local inspirational stories, and key outcomes of this annual report. A sincere thank you to all the people that have contributed to this exceptional performance and made real impact to people's lives - especially our incredible 1,100+ people representing Everybody with such distinction this past year.

Looking ahead, we have many more ambitious plans for the next year and beyond - with a renewed focus on sustainability and digital! We always welcome new ideas, contributions, and opportunities to partner with like-minded people and organisations - so that we can do as much as we can to support the local public health agenda and ensure the very best leisure experience for all people.

We 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:

- 18 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.
- 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, 2 cafés located in Cheshire East parks, 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; 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.

Most of our work is in Cheshire East, in the communities surrounding our 18 locations throughout Cheshire East.

Cheshire East has an estimated current population of 421,500 (Cheshire East Council website). The source for these population figures is the mid 2023 estimates produced by the Office for National Statistics (ONS), published in November 2024.

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

GROW OUR ETHICAL & SUSTAINABLE BUSINESS

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 mission 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.

PROVIDE A GREAT CUSTOMER EXPERIENCE

DEVELOP OUR PEOPLE TO BE THE BEST

HELPING PEOPLE TO LIVE WELL AND FOR LONGER

We also have a long-term shared mission 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.

	<p>FIT FOR THE FUTURE</p>	<p>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'.</p>
	<p>WORKING AS ONE</p>	<p>We will all work to the common goal of providing 'leisure for life' and support each other in all we do.</p>
	<p>TRUSTED AND HONEST</p>	<p>We respect and value the input of every person and at all times act with integrity and respect.</p>
	<p>IN THE SERVICE OF OTHERS</p>	<p>We will provide first class facilities and services that are well maintained, inviting and valued by our customers.</p>
	<p>FREE TO DO OUR BEST</p>	<p>Our culture and business processes will support people to act on their own initiative – with innovation being recognised and rewarded.</p>
	<p>CARING FOR ALL</p>	<p>We will actively seek to involve everyone in all communities, working in partnership and with a passion for people.</p>

KEY ACHIEVEMENTS



EVERYBODY HEALTHY



2,904 total Health classes delivered



36,755 Attended Exercise & Rehab Class



42% increase from previous year



Awarded the **One You Cheshire East Integrated Lifestyle Contract**



3,000 Referrals to the One You service in the first 6 months



SPORT FOR EVERYBODY



7,288 young people taught to ride a bike.



120 schools Participated in the Bikeability scheme



31% growth of the volunteer programme



Held our inaugural **Everybody Games**



204 participants



49,680 minutes of moving



INVESTMENTS



Investments in Macclesfield, Sandbach & Shavington



Opening **Macclesfield Central** and the refurbishment of the **Leisure Centre**



ORGANISATIONAL DEVELOPMENT



75% growth of training delivered

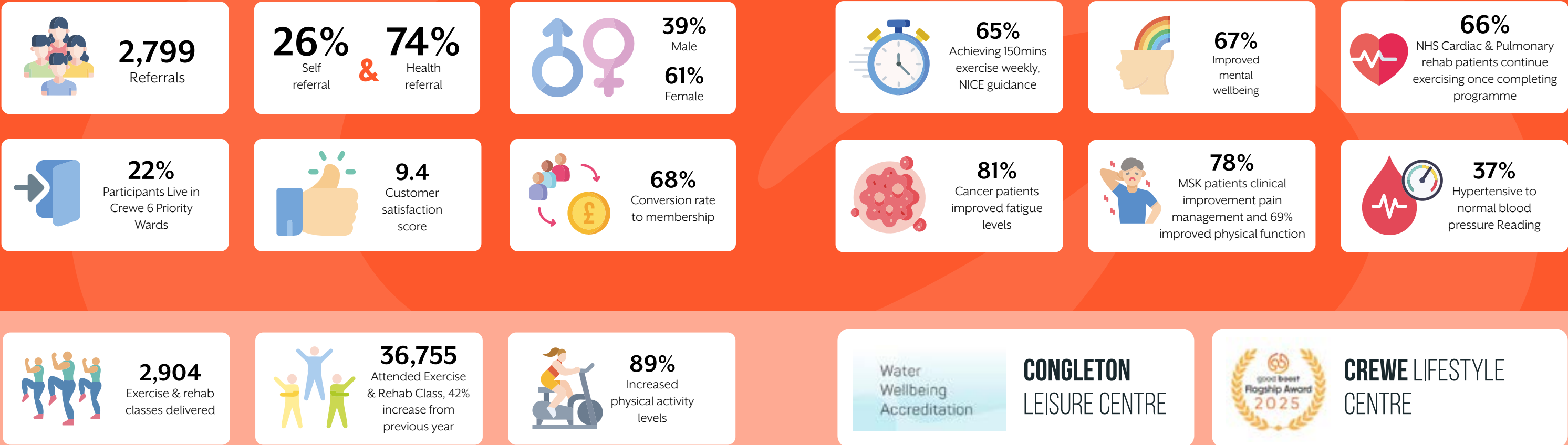


Over 1,100 staff with 900 on average working each month



IMPROVE THE HEALTH & WELLBEING OF OUR LOCAL COMMUNITIES

THE EVERYBODY HEALTHY SERVICE



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 Lifestyle programmes delivered to the highest standards, preventing ill-health, addressing health inequalities, and encouraging lifelong wellbeing.

We are delighted that our healthcare and community partners continue to recognise the quality of our service and actively refer people to our programmes. During 2024-2025 the Everybody Healthy Service received 2,799 referrals, with a further 68% of participants completing a health programme continue to exercise with us by taking out a membership.

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

- Ansa Environmental Service – Green Space for Wellbeing
- Crewe Town Council – Pop Up In The Parks (Crewe)
- Re-Condition Cheshire East
- Change For Health – CHOC Care Community Partnership
- One You Cheshire East Service

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.

Over the past 12 months customer demand for health exercise classes has continued to grow, with a massive 36,755 attendances. To address demand, further investment was made increasing the number of classes available and across more centres, offering over seventy dedicated health exercise classes weekly.

Residents sprang into action last summer, with our Pop Up In The Parks free outdoor fitness and wellbeing exercise classes, commissioned by Crewe Town Council. The programme continued to grow with 45 classes delivered and 350 people attending throughout the summer months, increasing on the previous year.



Everybody member overcomes quadruple bypass surgery thanks to charity's health programme



Congleton resident reclaims her health and mobility after hip replacement

ONE **YOU** CHESHIRE EAST

In the summer of 2024, we undertook a rigorous bidding process for the One You Cheshire East contract—and we're proud to announce that we were successful.

One You Cheshire East is a comprehensive lifestyle service designed to support individuals in making small, sustainable changes that enhance their health and wellbeing. Our goal is to help people live longer and better lives.

Commissioned by Cheshire East Council, our service launched on 1st November 2024 under an initial three-year contract. In just the first six months, over 3,000 people were referred to the programme—a testament to the demand and impact of the service.

The programme is delivered by our dedicated Everybody Healthy Team and is strengthened by collaboration with a wide range of internal services, ensuring a truly integrated and team-driven approach.

The service is free for everyone and focuses on five key lifestyle areas:

- Physical Activity
- Falls Prevention
- Adult Weight Management
- Family Weight Management
- Be Smoke Free

To reach more people, especially those most in need, we have partnered up with several organisations. Bollington Health and Leisure helps deliver Active Lives and Stand Strong programmes. Second Nature delivers our digital weight management programme, while Slimming World assists residents living in rural areas.

For harder-to-reach communities, we work with Pathways CIC. They provide two Community Link Workers who operate in Crewe and Macclesfield. These workers build connections with local groups and residents, helping to identify those who can benefit from the programme and guiding them to access the services.

OVER 3,000 REFERRALS TO THE SERVICE!



From smoking 30-40 cigarettes a day, Dee is now smoke free, feeling healthier and hardly has to use her COPD inhalers.



SCAN THE QR
CODE TO FIND
OUT MORE

SPORT FOR EVERYBODY



Overall Attendance
for all programmes

34,806

ASPIRING ATHLETE PROGRAMME 2024-25



TOTAL ATHLETES

371



INTERNATIONAL ATHLETES

110



FEMALE ATHLETES

192



ATHLETES U18

226



TOTAL SPORTS

50

TARA BOURNE



MITCHELL FLETCHER



SARAH BELLEW



VOLUNTEER PROGRAMME 2024-25



SOCIAL VALUE

£229,800



VOLUNTEERS HOURS
SINCE 2014

57,029



VOLUNTEER HOURS THIS YEAR

6,212



PROGRAMME GROWTH

31%



NUMBER OF VOLUNTEERS

122



VOLUNTEERS INTO
EMPLOYMENT

11

ACTIVE HOLIDAYS PROGRAMME 2024-25



ATTENDANCE

2,497



NUMBER OF CHILDREN

686



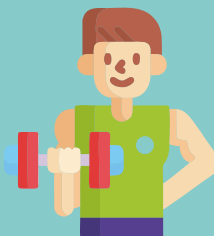
CHILDREN
RETURNING

478



FUNDED PLACES &
MEALS PROVIDED

1,093

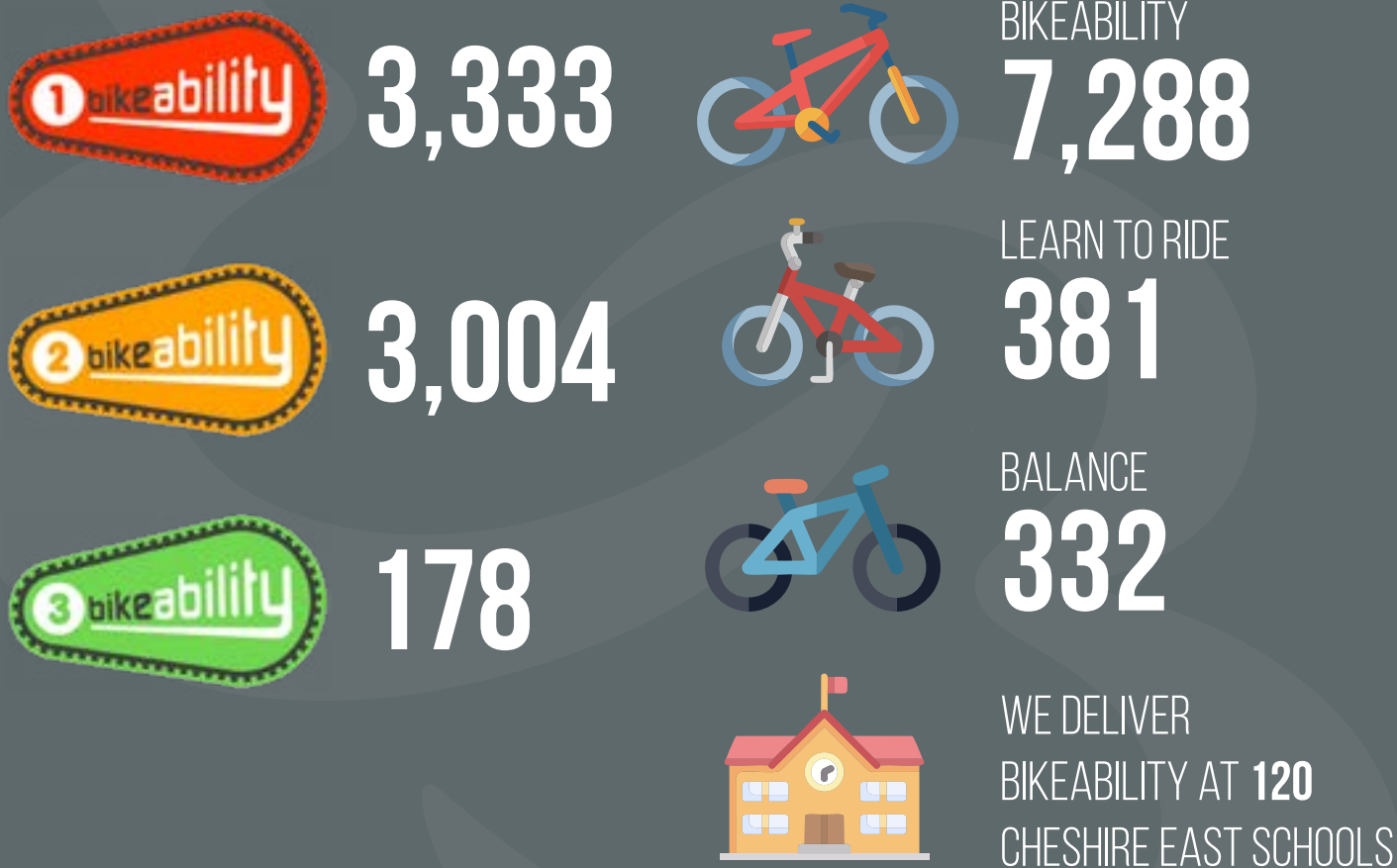


FUNDED TEEN
MEMBERSHIPS

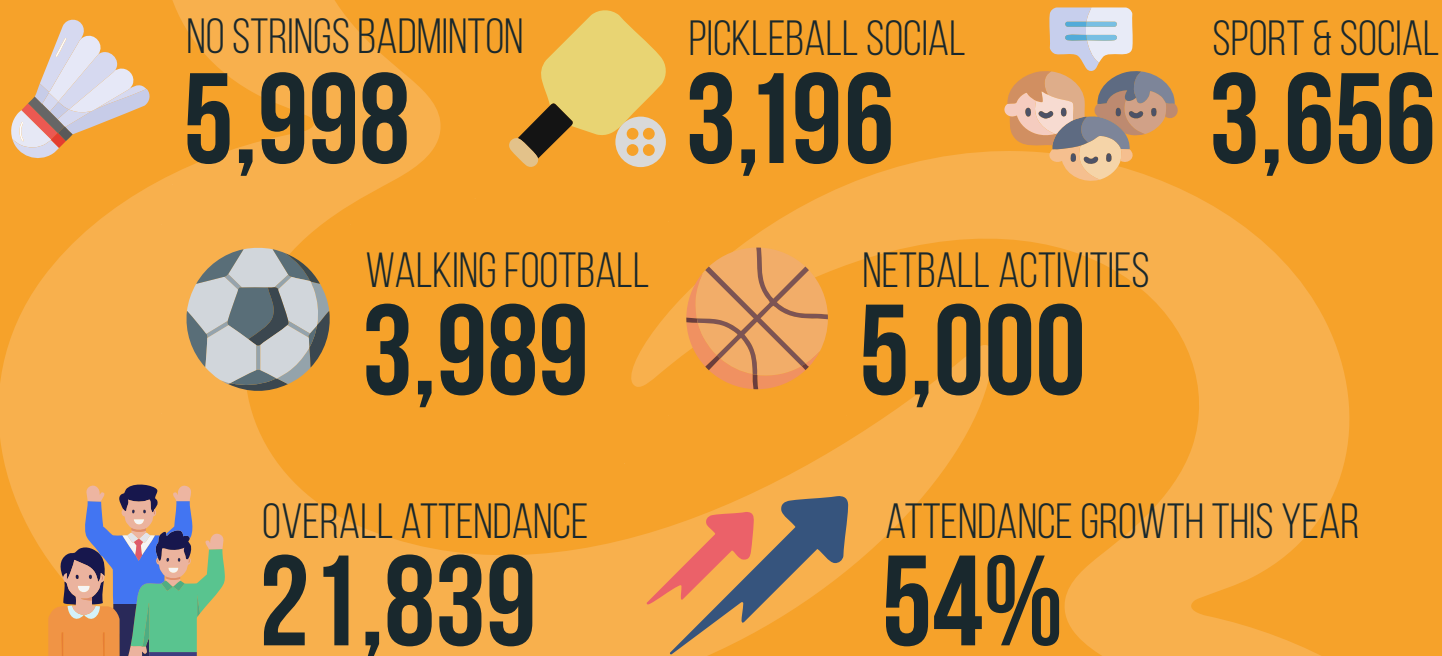
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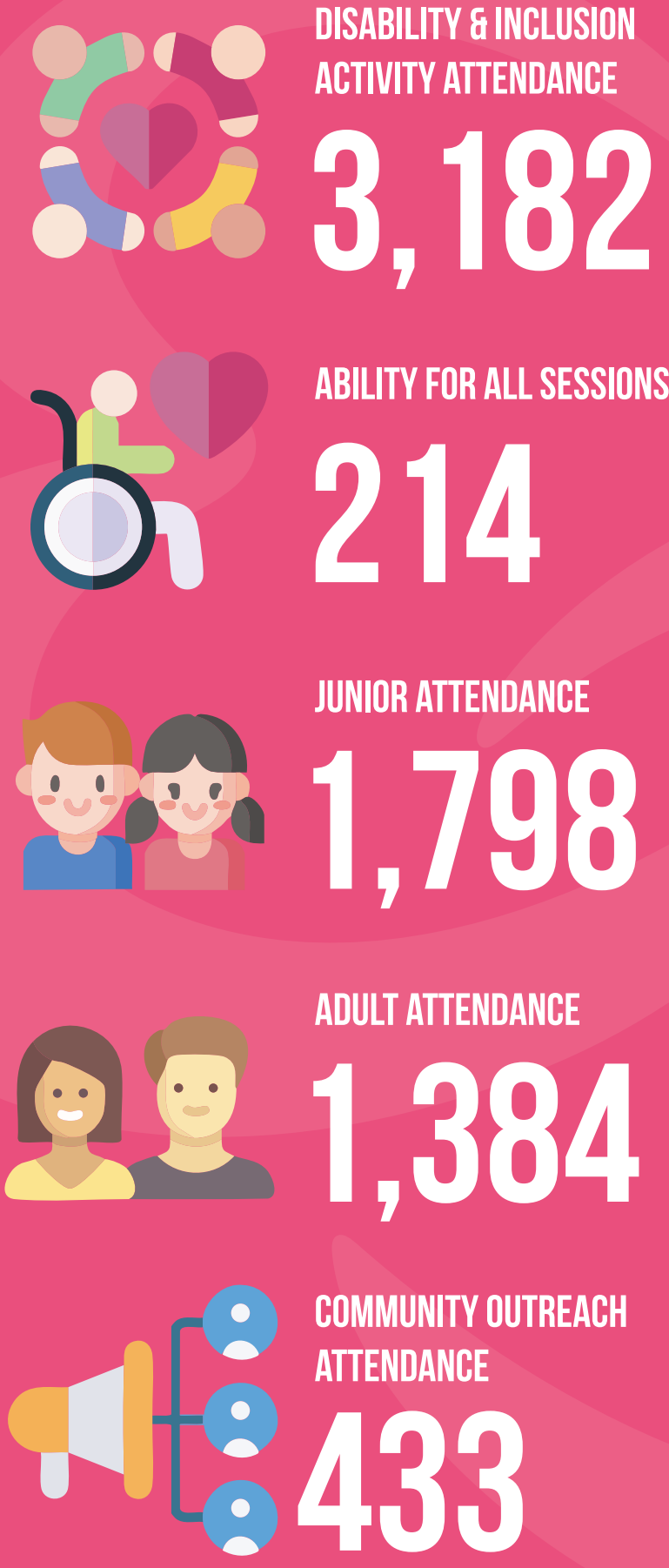
BIKEABILITY 2024-25



GIVE SPORT A GO ATTENDANCES 2024-25



ABILITY FOR ALL ACTIVITIES 2024-25



The Sport for Everybody Team has had another fantastic year seeing growth in the number of activity sessions we deliver across Cheshire East, and therefore a growth in the number of people able to access our services.

VOLUNTEERING

- The Everybody Volunteer programme has continued to grow year on year since we stopped all activity during covid. We have just had our highest number of volunteer hours since then, and continue to bring in new volunteers, along with existing offering their support year-on-year.
- With 57,029 total number of volunteers hours, and 122 volunteers on the programme in a number of new opportunities, including; Swim Helper, Catering assistant, sports coach, holiday club helper, events support, & many more.

ACTIVE HOLIDAYS

- The Active Holidays programme offers a wide range of sports and activity camps in direct partnership with 3 of our centres offering a wide range of sport & activities for children aged 8-13 years old. We have been successful in receiving funding again to continue these services into 2025/26 due to the high quality offer that has been delivered this year. This programme is vital as it is providing young people with a warm place to go & provide with a free hot meal over the holiday periods. Our offer this year has grown offering places on our Multi-Activity Days Playscheme, Teen Gym & Swim Membership, and Family Swim Voucher.
- The programme saw 3,169 attendances and 1,131 were through the HAF funded scheme. We have continued to build on our strong partnership with Cheshire Police and England Netball with their support we have been able to support more young people to access our scheme.

GIVE SPORT A GO

- We have continued with our 'Give Sport a Go' campaign encouraging people of all ages & abilities to come and have a go at different activities. After seeing a rise in the number of people playing Pickleball we launched our incredibly popular 'Pickleball Social' sessions that are now being delivered in 6 sites.

DISABILITY & INCLUSION

- During 2024-25 we've continued to deliver the important sport & activity sessions across Cheshire East for both young people and adults which has included a range of activities as part of the Short Break funded programme which has been extended to August 2025. This has seen total attendances of 3,182 for the year.
- Provided a range of bespoke outreach sessions this year for community groups such as Friends for Leisure, Iris Vision, Audlem & District Carers, Space4Autism, The Thursday Club in Nantwich and local Stroke Groups. (293 attendances from 20 sessions)
- We have also worked with schools such as Puss Bank PS in Macclesfield and a 3-month block of sports activity sessions for the 6th form pupils at Springfield School in Crewe.
- Following on from the launch of the ongoing Calm Bag initiative that was launched last year, we've worked with Rubys to deliver some Sensory Awareness training workshops to support staff working with SEND families and individuals with more awareness of sensory difficulties and increase confidence in offering the calm bags to customers.
- We have continued to deliver the Caught Short Lockers across all of our Everybody Facilities giving free sanitary and personal hygiene products to those that need it.

ASPIRING ATHLETE PROGRAMME

- In 2024 we undertook the re-design of the Talented Athlete Support Scheme and the creation of the Aspiring Athlete programme, relaunching athlete workshops and growing the athlete membership to approx. 360 athletes.

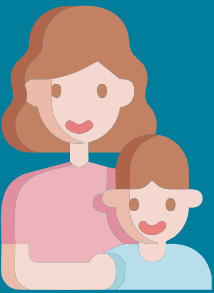
BIKEABILITY

- In April 2024 we began a new journey as Bikeability Training providers delivering high quality bikeability lessons in 120 schools across Cheshire East. We have delivered levels 1, 2 & 3, Balance and Learn to Ride, and also launched our Bikeability Holiday sessions offering children who have missed out during the school term a chance to learn this life skill.

EVENTS

- Throughout 2024/25 the Sport for Everybody Team have been working hard on mass participation events with the aim of bringing together different residents of Cheshire East, and surrounding areas, to be active, socialise and try out new activities.
- We delivered a Walking Netball Festival in November at Macclesfield Leisure Centre in partnership with England Netball, with 10 teams entering & 70 participants taking part in this inclusive event. Teams entered from a number of our sites including Macclesfield, Congleton, Poynton, Wilmslow, Middlewich, and teams coming as far as New Mills and Hartford to play.
- We celebrated 10 years being a charity with the Everybody Games which involved a number of activities testing the mind and body. We reached 204 participants, 25 teams, 14 schools involved, awarded 18 trophies and 204 medals, over a 3 day period.

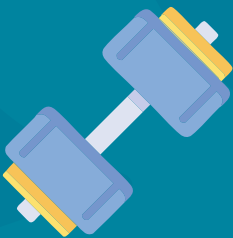
MEMBERSHIPS



**TOTAL
ATTENDANCES
OVER 3.5 MILLION**



**LEARN TO
SWIM MEMBERS
11,000**



**LIVE FITNESS
MEMBERS
25,500+**



**OPTIONS
MEMBERS
5,674**

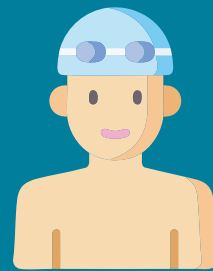


WAITING LIST

2,030

VS
LAST
YEAR

2,582



LTSS MEMBERS

11,049

VS
LAST
YEAR

10,894

MARCH 2025

MARCH 2024



PRE-SCHOOL CLASSES
(ANNUAL TOTAL)

16,068

VS
LAST
YEAR

13,029

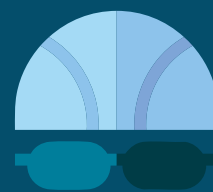


PATHWAY CLASSES

2,756

VS
LAST
YEAR

2,519

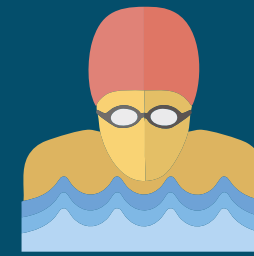


LTSS CLASSES

74,984

VS
LAST
YEAR

66,895

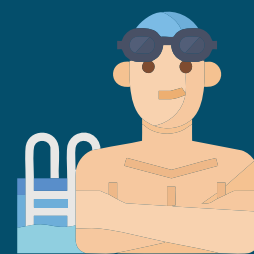


ALPHA CLASSES

4,160

VS
LAST
YEAR

3,069

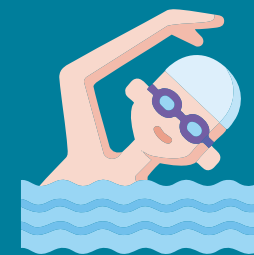


ADULT CLASSES

2,392

VS
LAST
YEAR

1,445



CRASH COURSE
ANNUAL ATTENDANCE:

2,169
(VS 1,468)

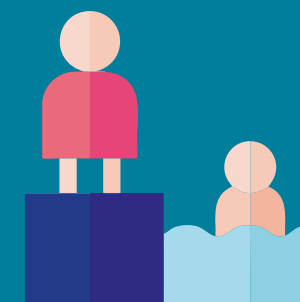


CERTIFICATES AWARDED

16,805
(VS 14,636)



LTSS AGES
**7 MONTHS TO
82 YEARS OLD**



TOTAL ANNUAL
LTSS ATTENDANCE:

331,746
(VS 307,379)

EVERYBODY FITNESS 2024-25

TOTAL NUMBER OF
CLASSES **DELIVERED**

33,398

TOTAL NUMBER OF
CLASSES **ATTENDED**

398,759

TYPE OF
CLASSES

110

MOST POPULAR CLASSES:

GROUP
CYCLING



58,896

LES MILLS
BODYPUMP



41,129

AQUAFIT



10,943

PERSONAL TRAINING:



NUMBER OF
ACTIVATIONS

6,137



NUMBER OF PT
HOURS **DELIVERED**

6,593



Taste for Life proudly opened two new cafés in 2024, both located in the scenic parks of Cheshire East. The first, situated in Queens Park, Crewe, opened its doors in July. Staffed by a dedicated team of 10, the café operates seven days a week, offering a welcoming space for park visitors.

In September, the second café launched in West Park, Macclesfield. After a refreshing refurbishment, The West Park Café introduced the popular Taste for Life menu, quickly becoming a favourite among dog walkers and families enjoying the park.

We're delighted to be expanding our park cafe presence in Summer 2025 with the opening of Taste For Life in Congleton Park, complimenting our other park cafe venues.



COMMUNITY ENGAGEMENT AND SOCIAL IMPACT

The Taste for Life team continued its valued partnership with the Everybody Healthy team, maintaining the monthly Luncheon Club in Holmes Chapel. Serving 643 meals, these lunches provide a cherished social occasion for many elderly residents in the local community. Also, at Holmes Chapel, over 2,300 children attended our weekly stay and play sessions in Holmes Chapel averaging over 45 children per session

COMMITMENT TO SUSTAINABILITY

Taste for Life remains committed to sustainability. Throughout 2024, the cafés have taken steps to reduce plastic usage and prioritise environmentally responsible sourcing. This includes using sustainably sourced fish, Fairtrade and Rainforest Alliance-certified coffee beans, and Red Tractor-assured produce wherever possible.

SUPPORTING EVENTS AND YOUNG PEOPLE

Café staff played a key role in supporting a variety of events, including catering for schools who participated in the inaugural Everybody Games—a celebration of the 10th anniversary of Everybody Health and Leisure. They also provided catering services for numerous sporting events, both indoors and outdoors, ranging from drinks to full BBQs. Over 300 children's birthday parties catered for across our centres.

In addition, the team continued to support the Sport for Everybody initiative by preparing and delivering hundreds of lunches to young participants in the Holiday Activity Schemes, ensuring nutritious meals were available during school breaks.



GROW OUR ETHICAL & SUSTAINABLE BUSINESS

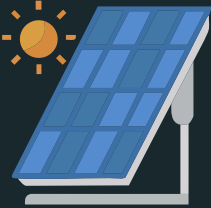
ENVIRONMENT

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. Working in partnership with Cheshire East Council, a number of renewable energy options

have been explored and installed which will aid the long term sustainability of the leisure estate. Having commissioned detailed site surveys via the sectors leading energy advisor “Leisure Energy”, Everybody is now using the data provided to make adjustments to its operation along with exploring further green technology solutions.

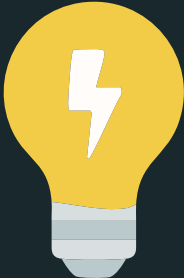
TOTAL PV GENERATION

Total electricity generation from PV at Leisure sites in FY 24/25 is provisionally 510,020kWh. This represents an decrease of 92,984kWh when compared to the previous year's figure of 603,004kWh. This was due to a poor summer of weather which impacted on sunny days to harvest energy.



TOTAL CHP GENERATION

Total electricity generation from CHP at Leisure Sites in FY 24/25 is provisionally 225,600kWh. This represents a decrease of 238,723kWh when compared to the previous year's figure of 464,323kWh. This is due to lengthy and ongoing maintenance issues at Crewe, Macclesfield, Nantwich and Congleton Leisure Centres. Cheshire East Property Maintenance and Equans are aware.




TOTAL ELECTRICITY CONSUMPTION

In the financial year 2023/2024, Everybody Health and Leisure (CE Sites) used 4,386,461 kWh of electricity and had 3,301,001 visits, resulting in an energy consumption of 1.33 kWh per visit.

In 2024/2025, electricity usage increased to 4,710,443 kWh (+7.4%), but visits also rose to 3,646,916 (10.5%), bringing the energy consumption per visit down to 1.29 kWh per visit.

This indicates an improvement in energy efficiency, as more visits were accommodated with only a modest increase in energy use.




TOTAL GAS CONSUMPTION

In 2023/2024, EH&L (CE Sites) used 16,060,333 kWh of gas and recorded 3,301,001 visits, resulting in an energy consumption of 4.87 kWh per visit.

In 2024/2025, gas usage slightly decreased to 15,940,198 kWh, while visits increased to 3,646,916, bringing the energy consumption per visit down to 4.37 kWh per visit.

This demonstrates a clear improvement in gas energy efficiency, as more visits were supported with less energy.



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.



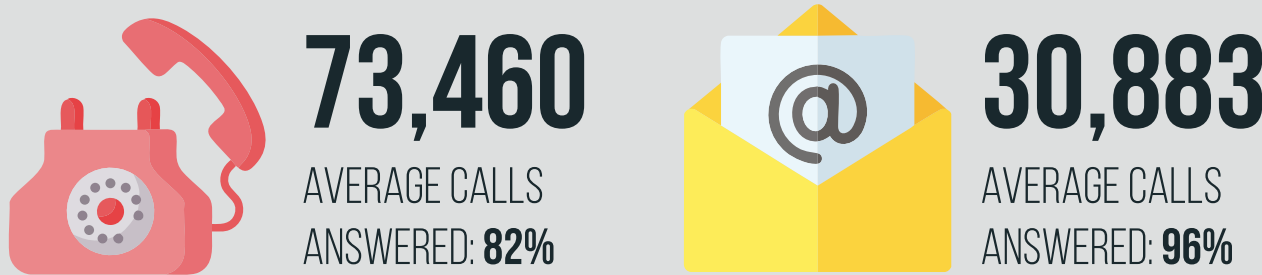
SITE	CURRENT QUEST+ ACCREDITATION:	DATE ACHIEVED:	DATE OF NEXT INSPECTION
Alsager Leisure Centre	Very Good	June 2024	June 25
Congleton Leisure Centre	Very Good	January 2025	Unannounced visit January 26
Holmes Chapel Community Centre	Very Good	March 2025	Next assessment March 26
Knutsford Leisure Centre	Very Good	April 2024	April 25
Macclesfield Leisure Centre	Very Good	June 2024	Unannounced visit June 25
Nantwich Leisure Centre	Very Good	April 2024	April 25
Poynton Leisure Centre	Very Good	February 2025	Unannounced visit February 26
Sandbach Leisure Centre	Very Good	July 2024	Unannounced visit July 25
Wilmslow Leisure Centre	Very Good	June 2024	May 26

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

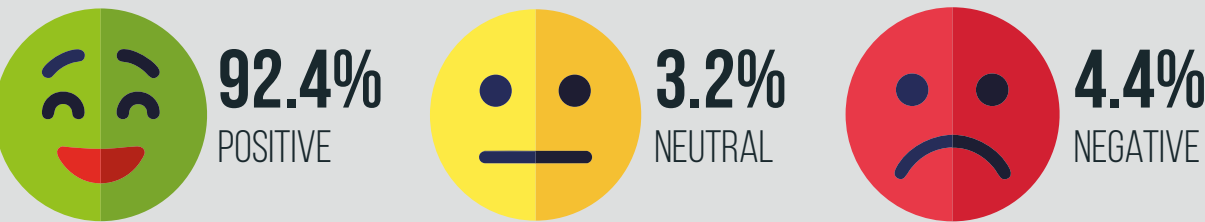
PROVIDE A GREAT CUSTOMER EXPERIENCE

CELEBRATING EXCELLENCE: OUR CUSTOMER EXPERIENCE TEAM'S PERFORMANCE 2024- 2025

As we look back on the past year, we're thrilled to highlight the amazing efforts and achievements of our Customer Experience (CEx) team. Our dedication and hard work have led to some fantastic results. The team has collectively tackled a huge number of tickets and calls this year, with great quality and efficiency.



Our customer satisfaction rate stands at an impressive 92.4%, reflecting our commitment to delivering a top-notch service.



We don't stop at just managing the everyday activities of immediate customer needs; everything has to run smoothly. By keeping an eye on ICT functionality, resources, and ticket volumes, we made our processes much more efficient. Real improvements were made with the introduction of automations for both internal and external partners to provide seamless communications and offer our customers more streamlined services, whether it's membership enquiries, help with bookings, swimming lessons, health programmes, sport for everybody, or general enquiries. We cheerfully welcome every contact.

DID YOU KNOW?

Our team helped to reunite over **700**  lost property items with their owners this year?

From forgotten sportswear to misplaced phones, our dedication to customer service goes beyond just handling tickets and calls. We truly care about every detail, no matter how small!

As a team, we drove initiatives to excel in customer experience. Regular performance reviews help our team members continuously improve. Our quarterly training workshops enhance quality, and we proudly spread the word on the latest changes, keeping everyone at Everybody up to date with our informative weekly news blasts. While our values and standards remained high in our priorities, we added a little extra by extending our operating times, moving to a 7-day week and bank holiday service to meet customer demands.

The Customer Experience Leads are crucial to our success, acting as the go-between for facilities and other areas of the business, ensuring smooth communication and strong relationships. They serve as the main contact and knowledge hub, reacting quickly to help solve challenges for all 16 sites across the Trust. Innovation is at the heart of our operations. We place our skills at the forefront of digital initiatives, playing a vital part in the build and release of MyFitApp, overseeing software updates and testing, and driving solutions for new projects.

As we move forward, we remain committed to enhancing the experience for every customer. We will continue to leverage our strengths and strive for excellence in all interactions with a 'fix it first' approach. Our small but mighty team is ready to take on the future with the same passion and dedication that has driven our success this year as we look forward to another year of exceptional service!



ANNUAL SATISFACTION SURVEY

The annual Everybody Satisfaction Survey was conducted in January 2025 and concluded in February, yielding encouraging insights into how our members feel about their experience with us.



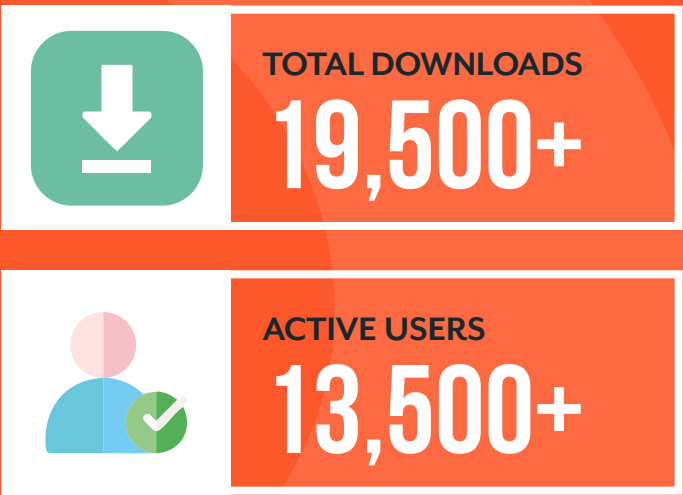
The Net Promoter Score (NPS) is a widely used measure of customer loyalty and satisfaction, ranging from -100 to +100. Our score of 38 places us firmly in the “Great” category—reflecting a strong level of satisfaction and advocacy among our members.

These results highlight the positive impact of our services and the dedication of our teams across all facilities.



EVERYBODY APP LAUNCH

In December 2024, we proudly launched the Everybody App, revolutionising the way customers interact with our services. This major step in modernising our booking and communication systems has been met with an overwhelmingly positive response.



The app has quickly become a favourite among members, offering a seamless experience for:

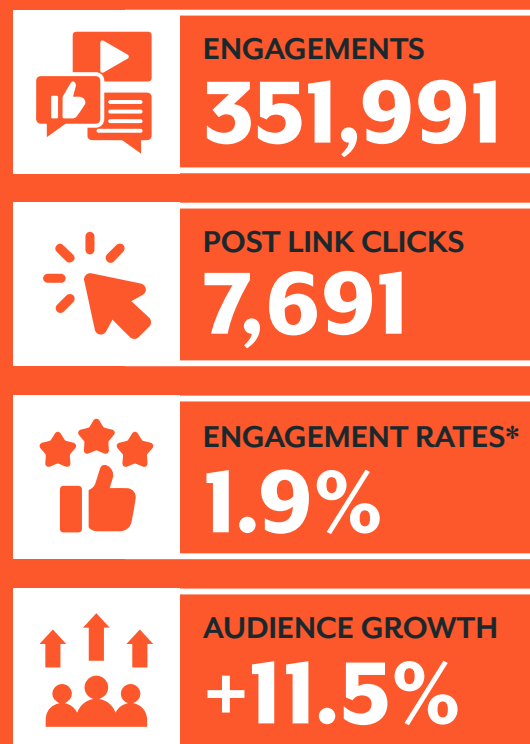
- Booking and managing fitness classes
- Checking in for sessions
- Browsing live timetables
- Exploring membership options

This digital leap forward has not only improved convenience but also strengthened our connection with the Everybody community.



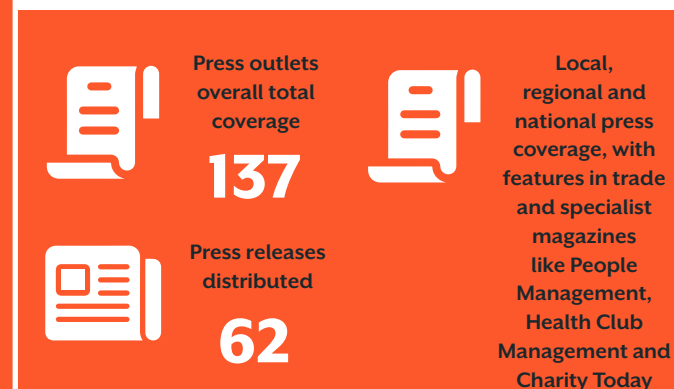
SOCIAL MEDIA AND MARKETING

Social media allows us to build and enhance the sense of community, which lies at the heart of what we do. Customer good news stories, helpful information, and leisure centre updates all feature in our social media content. We're active on Facebook, Instagram, LinkedIn, TikTok, and X (formerly Twitter).



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

OUR 24-2025 PR IN NUMBERS (COVERAGE):



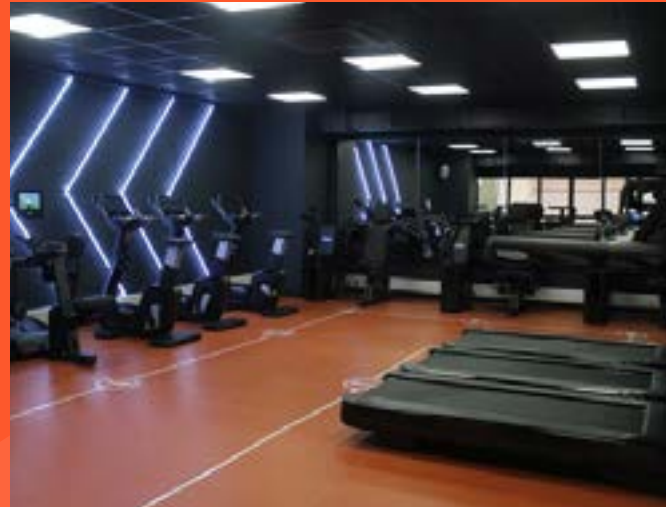
MACCLESFIELD INVESTMENT: LEISURE CENTRE

The gym at Macclesfield Leisure Centre fully reopened its doors following a major refurbishment, on Wednesday, December 18th.

The gym's design is based on a "box concept" – a room-within-a-room approach that creates distinct training zones without traditional walls the zoned layout optimises the space for different activities, with distinct areas for cardio, strength training and functional fitness. The Gym aims to maintain an open, welcoming atmosphere, the approach is focused on creating a space that is not only functional but also visually appealing – while providing privacy and comfort for different workout styles and experience levels. The refurbishment included upgraded new Technogym equipment, Biocircuit machines and a refurbished cycle studio.

Over £500,000 has been spent on the gym's refurbishment.

It formed part of a wider investment package that Everybody Health & Leisure and Cheshire East Council has committed to in Macclesfield.



Councillor Liz Braithwaite, vice chair of Cheshire East Council's environment and communities committee, "The council is committed to investing in its leisure centres so that we can continue to offer our residents modern and well-equipped facilities that support their health and wellbeing.

"These improvements at Macclesfield Leisure Centre are part of a wider package of 'invest to save' works agreed by the council as part of the approved outcomes of its recent Strategic Leisure Review.

"The investment is targeted at sites where service demand is greatest.

"I look forward to further investment being made at other sites across the borough in the coming months."

Further improvement works were completed at the site with an upgrade to the gym changing rooms and ground floor changing rooms, which were completed in February 2025.



"We are committed to investing our time and expertise into providing the very best facilities to our members and the residents of the borough.

"This high spec space in Macclesfield is proof of what can be achieved with the right planning and the right funding, and we feel that we have created something here that we can offer our members something that could rival commercial gyms with much higher price points."

EVERYBODY @ MACCLESFIELD CENTRAL

Further investment in Macclesfield has led to the successful launch of Everybody @ Macclesfield Central – a dynamic, dual-purpose facility located in the heart of the town centre. This new hub serves as both a local fitness destination and a centre for personalised wellness services, offering:

- State-of-the-art gym facilities
- Boutique-style group fitness classes
- Expert-led personal training sessions
- Public health programmes delivered through the One You contract

Every element has been thoughtfully designed to meet the diverse needs of our vibrant local community, supporting healthier lifestyles and greater wellbeing for all.



WEST PARK CAFE

The West Park Café, located inside the Prestbury Road public park in Macclesfield reopened on Monday September 9, over six months after it was last open.

Everybody Health & Leisure agreed with Cheshire East Council to take the venue on for a short term. Now under the Taste for Life, the rejuvenated coffee shop has had a new lick of paint and a new menu.



SITE INVESTMENTS & HIGHLIGHTS

SANDBACH LEISURE CENTRE

At the beginning of July 2024 the gym reopened following a full aesthetic refresh, including:

- New wall graphics and redecoration
- LED lighting for improved ambiance and energy efficiency
- New mirrors and feature flooring to enhance the workout environment

All cardio and resistance machines have been replaced with the latest high-quality Technogym equipment. Members can now connect their workouts to the mywellness platform to track progress. The Boditrax system was upgraded to a new Tanita body composition analysis station, offering more advanced and accurate health insights.

A bespoke Escape Fitness functional training rig was installed, along with a new dedicated training area to support a wider range of workouts.

New plate-loaded equipment was added, allowing members to lift heavier and build strength more effectively. The cardio area now features a Skillrun treadmill, and introduced MyZone heart rate monitoring, which provides real-time feedback on gym TV screens, helping members stay motivated and track workout intensity.



SHAVINGTON LEISURE CENTRE

On the 29th July the newly refurbish gym reopened with a fresh new-look; new redecoration, wall graphics, led lighting and mirrors.

The strength and resistance kit got upgraded with latest high-quality Technogym kit. New functional training area. New plate loaded kit. 2 x Skillruns have been added to the functional training area. This treadmill like no other. Fast-paced running, intense climbs and descents. Plus, 30% more training space than a normal treadmill and instant speed and gradient changes. Again, MyZone was a welcome addition to the gym to track workout output and give real time feedback.

The second stage of the project invested in the group cycling offer at Shavington Leisure Centre. The studio had a full re-decoration, improved lighting, enhanced sound system and a large screen installed to be able to deliver state of the art group cycling classes and brand-new Technogym bikes were installed.

The last phase at Shavington Leisure Centre which installing a new 3G pitch and enhancing the football goals. Along with upgrading the pitch, new fencing around the pitch was installed to finalise the project.



ALSAGER LEISURE CENTRE

- New Pickleball Club (Pickleball People LTD) started 2 sessions per week – bringing in up to 50 players per session.
- Hosted the 2025 Alsager 5 run – 1,000 runners took part including 2 of our staff members.
- Organised a free Christmas party for the LTS children attracting 80 of our swimmers.
- Helped support school galas for years 3/4 and 5/6, hosting 6 local primary schools, with 144 swimmers taking part.
- Sports hall parties have increased 24-25. Due to the success the site has introduced a half term inflatable fun session with a brand-new inflatable, which will continue to run throughout 25/26.



ALSAGER SPORTS HUB

- Clay Lane Football Academy has found a new home at the Alsager Sports Hub, where they successfully hosted two half-term camps (October 2024 and February 2025) and organised a national tournament featuring teams from across the country.
- Stoke City FC now utilises the hub as a training base for both their male and female Under-18 teams, enhancing the facility's profile as a regional centre for elite youth development.
- Alsager Town FC has introduced Walking Football sessions every Saturday, promoting fitness and social engagement.
- The Sport for Everybody team delivered a dedicated block of inclusive sports sessions for two Sixth Form classes from Springfield School in Crewe. These sessions focused on teamwork, communication, and encouraging physical activity among students.



THE BARONY

- Fitness suite underwent a refresh with decorating taking place
- Updated the CV equipment with Technogym machines and introduction of new free weights.
- Table tennis was introduced to the centre to provide another offering.



CONGLETON LIFESTYLE CENTRE

- Celebrated one full year since reopening, marking a successful return to full operations.
- Proudly hosted the inaugural Everybody Games, bringing together schools and the community in a celebration of sport and fitness.
- Reached impressive membership milestones with 3,800 fitness members and 1,800 Learn to Swim Scheme (LTSS) members.
- Supported local community engagement by hosting events such as the Congleton Rotary Club Swimathon and the Congleton Harriers Cloud 9 Hill Race.
- Enhanced the first-floor gym with four new pieces of Elevate equipment, complementing the existing TRAIN offer and providing members with fresh, innovative training options.



KNUTSFORD LEISURE CENTRE

- New indoor football goals installed, enhancing the quality of indoor football sessions.
- Expanded Masters Swim session, increasing pool usage from 7% to 25%, with an average attendance of 20 participants.
- Additional public swim slots added to improve accessibility and meet growing demand.
- Increased enrolment in the Learn to Swim Scheme, supporting more individuals in developing essential swimming skills.
- Growth in overall membership, reflecting strong community engagement and satisfaction.
- Launched a Pickleball Social initiative, encouraging participation in this fast-growing sport and fostering a fun, inclusive environment.



CREWE LIFESTYLE CENTRE

- New Pool Covers Installed: Thanks to SPSF funding, we successfully installed new pool covers for both the learner and main pools, enhancing energy efficiency and maintaining water quality.
- Continued to deliver Bike Therapy for People Living with Parkinson's. A dedicated group cycling class for people living with Parkinson's Disease. Classes include riding an indoor stationary bicycle, which has been shown to reduce Parkinson's motor symptoms by as much as 35%.
- Neurofit Circuit Class launched at the centre in October. An interactive circuit-based class, with exercises which can help improve your balance, strength, flexibility and help with managing neurological conditions.
- Held the first women's gym introduction event. We wanted to create a space where women could experience the gym, with the trusted support of some of our female PT's.



NANTWICH LEISURE CENTRE

- New Destratification Fans installed in the pool hall that has contributed to the centre reducing its electrical consumption by 229,000kWh from the previous year.
- The fitness team successfully completed additional training and gained new qualifications to further strengthen the centre's group exercise programme, ensuring high-quality, inclusive sessions for all participants.
- A new pool vacuum was acquired to improve the maintenance of the outdoor pool tank, helping to ensure a cleaner, safer, and more enjoyable swimming environment.
- Community Engagement: The centre actively participated in local events, including the Nantwich Food and Jazz Festival, showcasing its commitment to supporting and connecting with the wider community.



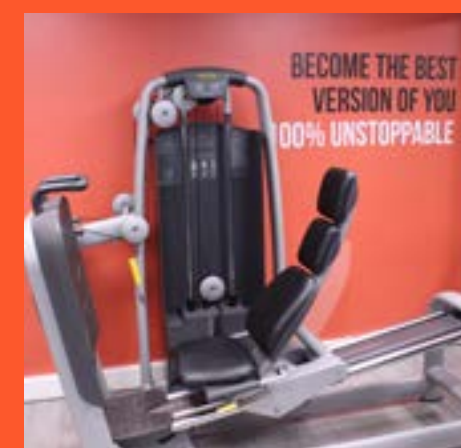
HOLMES CHAPEL COMMUNITY CENTRE

- In November, the fitness suite cardiovascular equipment was updated to the latest TechnoGym machines, ensuring our fitness suite aligns with current trends and technology for a modern and efficient workout experience.
- Supporting young people on their fitness journey through our dedicated Junior Gym sessions we reached 245 junior members
- In partnership with Bridge the Gap, we introduced a book swap initiative at the café. A dedicated bookcase allows visitors to swap or pick up books, creating a space for relaxation and connection while fostering a shared love of reading.
- In response to community needs, we installed a blood pressure testing machine at the reception area of the centre.



POYNTON LEISURE CENTRE

- Refurbished the wetside changing facilities.
- Consistently maintaining over 1,000 active memberships, demonstrating strong community engagement and retention.
- Achieved a "Very Good" rating in the latest QUEST assessment, reflecting high standards in service and operations.
- Honoured with the Silver Award for Team of the Year, recognising outstanding teamwork and dedication.
- Reached a social media milestone with 1,500 followers on Facebook, strengthening our digital presence and community connection.



WILMSLOW LEISURE CENTRE

- Achieved significant growth in live memberships.
- Expanded the events package at the centre, increasing from 34 to 56 events, showcasing strong community interest and engagement.
- Proudly hosted the prestigious Everybody Staff Awards, celebrating excellence across the organisation.
- Investments and upgrade to the theatre, reinforcing unique offering that Wilmslow has and our commitment to continually improve.
- Completed a refurbishment of the HUB meeting room, enhancing the facility for community and business use.



WORKING AS ONE

EAST CHESHIRE BUSINESS AWARDS

We are proud to share that Everybody Health & Leisure was announced as the winner of the Business of the Year. The East Cheshire Business Awards took place at the De Vere Cranage Estate on 28th March 2025.



GOOD BOOST FLAGSHIP SITE

Crewe Lifestyle Centre were recognised as a Good Boost Flagship Site. This is a fantastic achievement and a true testament to the exceptional programme delivered for people in the community who are living with long-term health and musculoskeletal (MSK) conditions.

The Teams dedication to providing inclusive, accessible, and innovative support for those who need it is truly inspiring. The impact of the work in improving health and wellbeing is invaluable, and this recognition is well deserved.



OUR PARTNERS



FIT FOR THE FUTURE

During 24/25 our People Strategy has continued to focus on Employment Deal, Employment Experience, and Caring for Our People, ensuring we create both a working environment where people can thrive, and an attractive offer to new recruits as an employer of choice.

PEOPLE STRATEGY

EMPLOYMENT DEAL

- Pay, pensions & benefits
- Contractual terms
- Reward & recognition
- Professional development

EMPLOYMENT EXPERIENCE

- Clear communication
- Meaningful engagement
- Fair & consistent people management
- Learning & development culture

CARING FOR OUR PEOPLE

- Health safety & wellbeing - all round wellbeing support
- Fit for the future - Holisitc skill development
- "Feel good factor"

Autumn 2024 saw us undergo our Investors In People (IIP) assessment - our 3rd re-accreditation since 2014. We proudly retain the accreditation and it was wonderful to read the comments made by colleagues interviewed during the process: "My apprenticeship has been amazing from day one", "I find my PDR helpful in helping me to recognise where I want to be in the future", and "there is a lot of support in this company". Within our wider sector we were found to be at least in line, and in many cases ahead of others across the 9 key indicators IIP consider. We'll build the recommendations on where to focus next into our 2025-28 People Plan.

This year also saw us introduce our new staff benefits platform – Perkbox. Tapping into all three key aspects of our People Strategy, this new platform supports colleagues in numerous ways. From helping make their pay stretch that bit further through an extensive range of discounts on everything from groceries to holidays and insurances, to creating a space for colleagues to engage & recognise one another, and a hub of extensive wellbeing resources.

During the summer of 2024 our CEO went on the road, visiting each team in their centre/office for a Team Chat. Here Tom discussed plans for 24/25 and listened to what teams had to say. The sessions were well attended and provided valuable feedback which helped us adapt short, medium & long term plans with the aim of improving colleagues' experience of work. Key areas people highlighted for us to focus on included our digital capability & infrastructure, physical facility infrastructure developments/improvements, and customer policies that are problematic/ hard to manage in practice.

This year we welcomed new colleagues through a number of service acquisitions – including Bikeability, Queen's Park Café, and One You Cheshire East.

To celebrate our 10th birthday as an organisation 10 staff activities took place over the year, bringing people together from across the business to play a range of sports & activities including Padel, Rounders, Pickleball, Netball, Badminton, Squash and Football.

We continued our In memory of Mia initiatives, launching the Mia Magic award at Macclesfield Leisure Centre and enabling another 2 days of cardiac screening during 2024-25 - with more planned for 2025-26.

EVERYBODY ACADEMY

The Everybody Academy continues to play a vital role in delivering high-quality learning and development opportunities for staff, volunteers, and customers across a wide range of disciplines.

RECORD-BREAKING GROWTH IN LEARNING DELIVERY

In 2024/25, the Academy delivered a record-breaking volume of training, marking a 75% increase compared to 2023/24. This growth was driven by:

- A completely revised induction programme
- An updated and expanded learning curriculum
- Increased engagement through our Learning Management System (LMS)

COMMERCIAL COURSE EXPANSION

Significant improvements to our commercial course information and booking systems led to a notable increase in course sales. These courses provided essential skills, knowledge, and qualifications for careers in the leisure industry, alongside a wide range of health and safety, mental health, and first aid training suitable for all.

ENHANCED COURSE EVALUATION & ACCESSIBILITY

A full revision of our course evaluation system resulted in higher engagement and valuable feedback. This has directly informed improvements to course content and delivery, including enhanced accessibility features to better support all learners.

PEOPLE MANAGER CONFERENCE

We hosted our first-ever People Manager Conference, attended by 75 managers. The event introduced key areas for development and laid the groundwork for our Equality, Diversity, and Inclusion (EDI) review and improvement process for 2025/26.

APPRENTICESHIP SUCCESS

Our apprenticeship programme celebrated a major milestone:

- Welcomed its 10th cohort, with 5 new apprentices joining in September 2024
- Celebrated 10 graduates, including 5 with distinctions
- The majority of graduates have now progressed into permanent roles within the organisation



FREE TO DO OUR BEST

EVERYBODY AWARDS

This year the Everybody Awards looked a bit different. There was a reduced number of categories this year, and while the nominations ran and were judged as normal, instead of a large-scale event to honour the winners, the awards were presented in the community.

This gave members of our senior leadership team a fantastic opportunity to visit the winners in their own environment and present the awards in front of family, friends and the communities that they benefit. The categories were Decade of Dedication, Sports Personality of the Year and the Chairman’s Award.

WINNERS WERE:

Decade of Dedication: Wendy Brunt

Chairman’s Award: Karen Heppenstall

Sports Personality of the Year: Poppy Maskill

THE EVERYBODY JUNIOR AWARDS 2024

The Junior Awards this year received a huge number of nominations. These awards are designed to recognise children between the ages of 4 and 15 for their inspirational efforts, dedication to their sports, and contribution to their communities. The quality of the nominations was also extremely high, with entries highlighting fantastic sporting achievements, individuals giving up their own time to help coach and support younger children, and many young individuals who have shown real grit and determination to improve under difficult circumstances.

Members of the team were privileged to be able to go out to schools and clubs to present the awards, hearing fantastic stories from friends, family members and clubs and meeting the inspirational young winners.

WINNERS WERE:

Sports Personality aged 5 – 8 years: Alfie Gowing

Sports Personality aged 9 – 11 years: Sophia Hambleton

Sports Personality aged 12 – 15 years: Gio

Rising Swim Star aged 4 – 8 years: Milena Morrell

Rising Swim Star aged 9 – 15 years: Harrison Stanley

Active Family of the Year: The Lakin Family

Unsung Junior Hero: Jacob Poole

Everybody Junior Member of the Year: Thomas Harris

Chairman’s Award: Ronan Murphy

EVERYBODY STAFF AWARDS

We also held our annual Staff Awards event, with almost 200 colleagues attending the Olympics themed event in November at Wilmslow Leisure Centre, catered by our very own wonderful Taste for Life team. Colleagues are nominated by their peers with Trustees determining the finalists & winners.

AWARD	WINNERS	
TEAM OF THE YEAR	Congleton Leisure Centre - Gold Poynton Leisure Centre - Silver Alsager Leisure Centre - Bronze	
INNOVATION OF THE YEAR	Parkinson's Bike Therapy Team - Gold Andy Molyneux for his Calm Bags initiative - Silver Cobi Bateman for his Sports Hall/Gym refurb innovation - Bronze	
LEARNER OF THE YEAR	Zoe Wild - Gold Charlie Rhodes - Silver Archie Pepper & Martha Green - Bronze	
EMPLOYEE OF THE YEAR	Stewart Boskett - Gold Vicki Dokter - Silver	Darren Ikin - Bronze Tom Singleton - Bronze
SPECIAL RECOGNITION	Lee Fahy	
FUNDRAISER OF THE YEAR	HR Team for CRY - Gold Stacey Wilshaw for SANDS - Silver Lily Lees, Danny Coyle & Kieran Beeston for the Everybody Foundation - Bronze	
CUSTOMER HERO	Sharne Cooper - Gold Mary Taylor - Silver	Andrea Howell - Bronze
ANNA'S AWARD	Jo Davies	
INSTRUCTOR / TEACHER OF THE YEAR	Danni Murphy - Gold Mia Stephenson - Silver	Joe Harrison - Bronze
MANAGER OF THE YEAR	Lee Malkin - Gold Leon Gledhill - Silver Jade Stone - Bronze	
VOLUNTEER OF THE YEAR	Susan Whiteley - Gold Lucia Fishwick - Silver	Ellie Stockton - Bronze
CHAIRMAN'S AWARD	Lucy Bates	
APPRENTICE GRADUATIONS	Bridget Schofield – Leisure Team Member Frankie Birch – Leisure Team Member Dan Lindsay – Leisure Team Member	Ellie Brammall – Marketing Assistant Jamie Cronshaw – Leisure Team Member Archie Pepper – Business Support Martha Green – Business Support
LONG SERVICE	20 years: Kim Bailey Heather Robbins Denise Smallman Paul Cartwright	30 years: Jenny Bosson Christine Goodwin Stuart Smith Susan Haddock

LOOKING FORWARD

Looking ahead to 2024/25, we're excited to collaborate with like minded partners across the area to launch a range of impactful projects aimed at strengthening our support for the communities we serve including:

CREWE INVESTMENT

We're developing exciting plans to invest in the Crewe Lifestyle Centre, with a focus on transforming underused spaces into functional areas for the community. Our goal is to enhance accessibility and engagement across the town, while also supporting the growth and delivery in Crewe's parks and green spaces.

As part of the "town centre improvement Plan" significant investment is set to begin at Cumberland Arena to create 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 resulting in three new rooms that can be used for classes, health delivery and community usage.

On the 23rd of June we were excited to announce the acquisition of a gym facility in Crewe West. We're happy to say we're holding prices for members, with good value and a good fitness provision at the site complementing broader health services for the local community. We look forward to welcoming the existing staff members on board as Everybody employees, and to serving an even greater proportion of the greater population of Crewe with an excellent health and fitness offer.

FUTURE DEVELOPMENT ASPIRATIONS

We're setting our sights on future development opportunities at Alderley Park, Knutsford Leisure Centre, and Alsager Leisure Centre. These locations represent key areas where we aspire to grow and enhance our service and site offerings. While still in the early stages, these ambitions reflect our long-term commitment to expanding access, improving facilities, and creating vibrant spaces that support health, wellbeing, and connection.

INTRODUCTION OF PADEL COURTS

Subject to planning approval, we aim to install nine new Padel courts across three key sites: Holmes Chapel Community Centre, The Barony, and Wilmslow Leisure Centre. This exciting development will significantly expand our facilities and create more opportunities for community participation in this rapidly growing sport.

These new courts reflect our commitment to promoting active lifestyles and meeting the evolving interests of our community.

DIGITAL TRANSFORMATION

We're making strategic investments in our app, website, and internal systems as part of our ongoing digital transformation roadmap. These enhancements are designed to improve user experience, streamline operations, and ensure our digital platforms are modern, efficient, and responsive to the needs of our community.

Also as part of this digital transformation we are excited to roll out CoursePro in the first half of 2025/26 – our upgraded and enhanced swimming lesson management software

This new system brings several key benefits for our members and their families:

- Home Portal Access: Easily track swimming progress online, anytime.
- Online Registration: Enjoy the convenience of joining classes and managing bookings from the comfort of your home.

We're confident that CoursePro will streamline your experience and make managing swimming lessons simpler and more efficient.

EVERYBODY AT SCHOOL

We will be launching our Everybody at School programme, this is designed to help every child—from Year 1 through the end of primary school—develop essential fine and gross motor skills in a way that is inclusive, engaging, and joyful. The program is built on the belief that movement should be joyful for everyone, and that fun is the key to building lifelong habits of physical activity and well-being.

Through "Play with Purpose", coach-led sessions are delivered during PE lesson times, combining fun, functional movement with curriculum-linked outcomes. These sessions focus on building Joy and Confidence, helping children connect movement with happiness, self-expression, and personal growth. By developing Physical Literacy, skills like running, balancing, and coordination, children gain the tools they need for healthy physical and cognitive development.

The program also works in partnership with class teachers to evidence wider benefits such as improved concentration, problem-solving, and collaboration with peers. The long-term aim is to create Lifelong Benefits, where early positive experiences with movement support both physical and mental health. It's about prevention, not intervention, ensuring every child has the opportunity to grow, thrive, and enjoy being active.





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 Dominic Crisp Katie Harrop Dave Newport Kris Sankey
Trustees	Andrew Kolker (Chair) Lata Anderson Phil Bland Colin Chaytors Christopher Gee Martin Hardy Harry Korkou Richard Middlebrook Kimiyo Rickett Alex Taylor Rod Thomson
Bankers	Barclays Bank, 1 Churchill Place, London, E14 5HP
Solicitors	Bates Wells, 2-6 Cannon Street, London, EC4M 6YH
Auditors	Dains Audit Limited, 2 Chamberlain Square, Birmingham Square, Birmingham, B3 3AX
Company Secretary	Oakwood Corporate Services, 3rd Floor, 1 Ashley Road, Altrincham, Cheshire WA14 2DT



everybody.org.uk