

# PERFORMANCE & IMPACT REPORT

2025/26



L E I S U R E F O R L I F E

[everybody.org.uk](http://everybody.org.uk)

Registered charity number 1156084

 **everybody**  
HEALTH & LEISURE



everybody  
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# CHIEF EXECUTIVE'S REPORT

## FROM OUR CEO, TOM BARTON

This past year was our 12th as a registered health and leisure charity delivering to our local communities across Cheshire East. Once again it has been a phenomenal year full of achievements for our hardworking Everybody teams, our loyal customers, and our many important stakeholders. I am proud to introduce this year's report and shine a light on the extraordinary impact made to the lives of so many people in our communities across the borough.

In collaboration with Cheshire East Council and our other key partners we have achieved and exceeded all our key performance indicators, which could only be realised by working both collaboratively and innovatively with a focus on delivery.

### **With what feels like endless achievements to choose from, here are some highlights:**

- Over the 2025 spring and summer months, we made a significant digital improvement, investing in our new LTSS platform, CoursePro, across all nine pools and enhancing the user experience for all parents and children.
- We acquired our Crewe West facility in July, welcoming the established local team of passionate staff, an additional 1,800 fitness members into the Everybody sphere, and increasing our offering to the community of Crewe.
- In October we added our third park café to the estate, meaning we now proudly serve Congleton Park visitors alongside Queens Park in Crewe and West Park in Macclesfield.
- In November we celebrated our 10th year at Holmes Chapel Community Centre.
- During the winter months we made significant sustainability investments, successfully navigating pool downtime at Macclesfield to deploy Sport England grant monies to help make both the main and learner pools fit for the future.
- Between December and spring we built and launched three padel centres at Holmes Chapel, Barony, and Wilmslow, bringing the country's fastest growing sport to the people of Cheshire East.
- We proudly attained an "excellent" rated Quest award at Congleton Leisure Centre in early 2026 and at the same time surpassed 2,000 children on our learn to swim scheme at the site.

We gather and analyse such a lot of data within our charity, which indicate the reach and impact services have for local residents. But it was even more evident of our charity's impact through external review, which we had to measure our overall social value this past year for 2025. An external whole organisation review by the Evaluator concluded that an incredible **£22.08 of social value** is generated **for every £1** spent in our wide range of services.

We also celebrated amazing local achievements across our communities with the return of our Everybody Awards in October after a year off, this time at the stunning Mottram Hall in the north of the borough and hosted once again by the inspirational Baroness Tanni Grey-Thompson. Then in November we applauded the achievements of our staff and volunteers once again at the Staff Awards 2025 at Wilmslow Leisure Centre, and just before Christmas we visited schools and community sports settings across the borough to present some amazing young people with their well-deserved Everybody Junior Awards 2025.

Externally we received a number of accolades and awards, alongside proudly retaining our Investors in People status and multiple QUEST accreditations across the different facilities. We were particularly pleased to

be named Best Company to Work For at the North Cheshire Chamber Business Awards in recognition of the culture that our trustees, staff, and volunteers bring to life for us every day.

The highlights don't end there though! Macclesfield Leisure Centre hosted our first ever Train Games in October, with the local site team and Fitness team enabling over 170 people (including me and my wife) to take part in a mass participation fitness event. We also fulfilled the first full year of our One You commissioned health contract, redesigning and delivering personalised services for active lives, weight management, stop smoking, and healthy ageing, and incredibly reaching three times as many people compared to previous years.

It's unsurprising then that 2025/26 has been a year of many significant numbers, including welcoming over 4 million visitors, growing to over 28,000 active fitness members using our facilities, and reaching over 10,500 learn to swim participants attending our swimming pools each week, whilst managing major changes in systems and facilities.

2025/26 was also our highest ever financial turnover year as an organisation, reflecting our previous



investments, increased operational performance, and the overall great work of our fantastic teams in multiple locations. As a charity, we have continued to reinvest income back into our local communities in line with our charitable objectives. Investments this year have seen improvements to changing rooms at Poynton, Knutsford, and Holmes Chapel, along with spa and studio upgrades at Holmes Chapel Community Centre. Alongside making these important investments this year, we have also ensured an improved reserves position, including new designations that recognise both risks and opportunities. This now enables a new medium-term sustainable financial plan which will allow us to support even more people in the future.

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 7.81 out of 10 for overall customer satisfaction. Of course, there is always more to do and improve upon, and this survey has helped to inform our 2026/27 plans to continuously improve what we do across the board.

As a charity, we do so much important work to help people, and one initiative I was especially proud to be

part of was the launch of To Macclesfield Love Mia, in memory of our colleague Mia Jennings who tragically passed away in early 2023 at just 19 years old from an undiagnosed cardiac event. With her parents, James and Louise, and the support of Professor Steve Peters, we launched the scheme to give every school leaver in Macclesfield the opportunity to be screened by CRY. This was launched in November 2025 at an evening with Professor Steve Peters, and over 900 young people were screened between January and March 2026, which we know has subsequently saved lives.

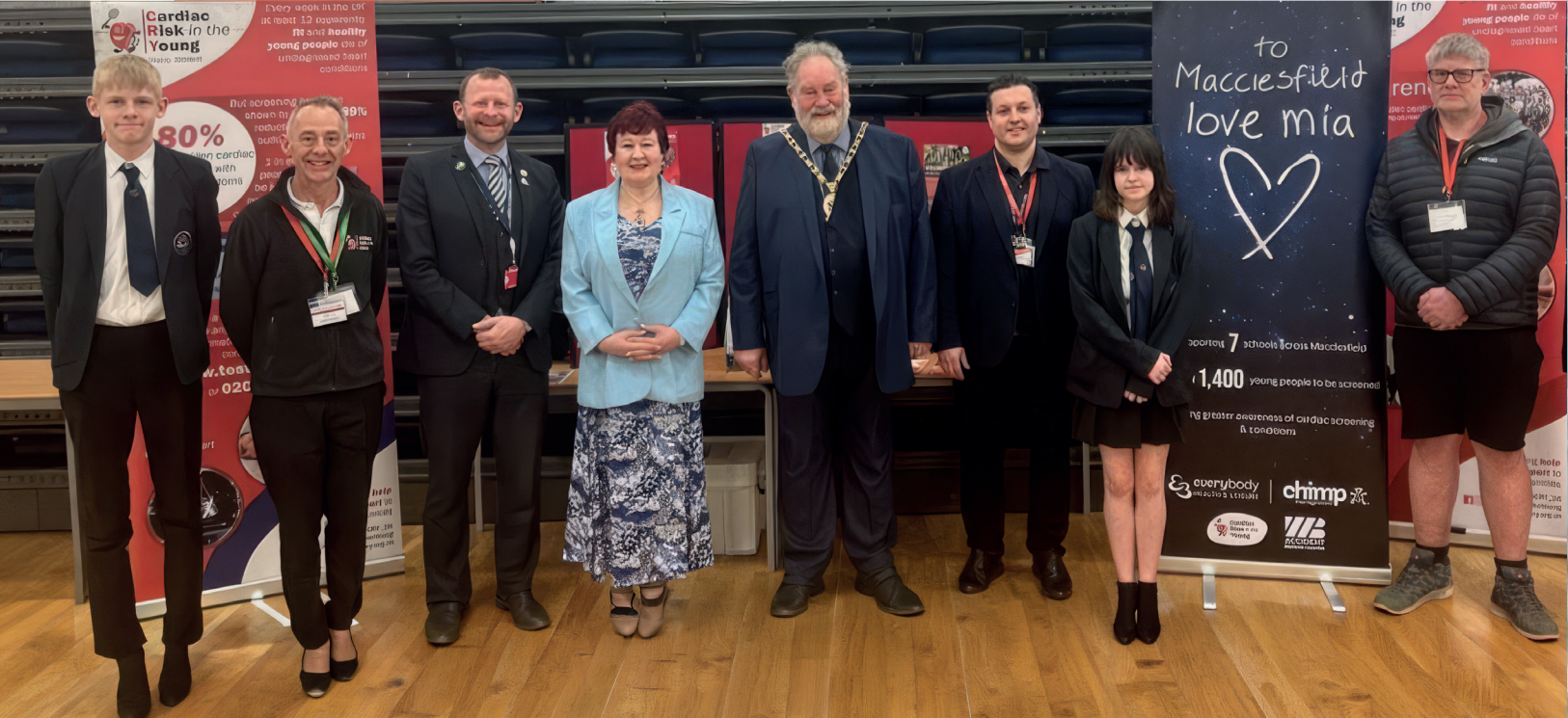
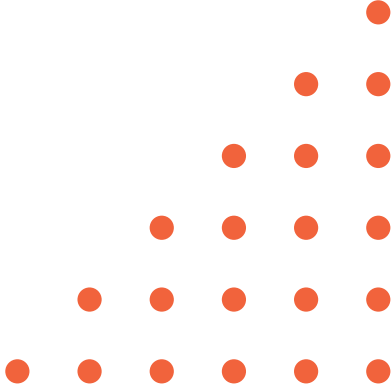
A sincere thank you to all the people who have contributed to this exceptional performance and enabled real impact on local people's lives, especially our incredible 1,200+ people representing Everybody with such passion this past year.

Looking ahead, we have many more ambitious plans for the next year and beyond, with a new business plan to guide us to 2029.

We look forward to working both with you and for you in the future to build upon these successes.



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





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# ABOUT US

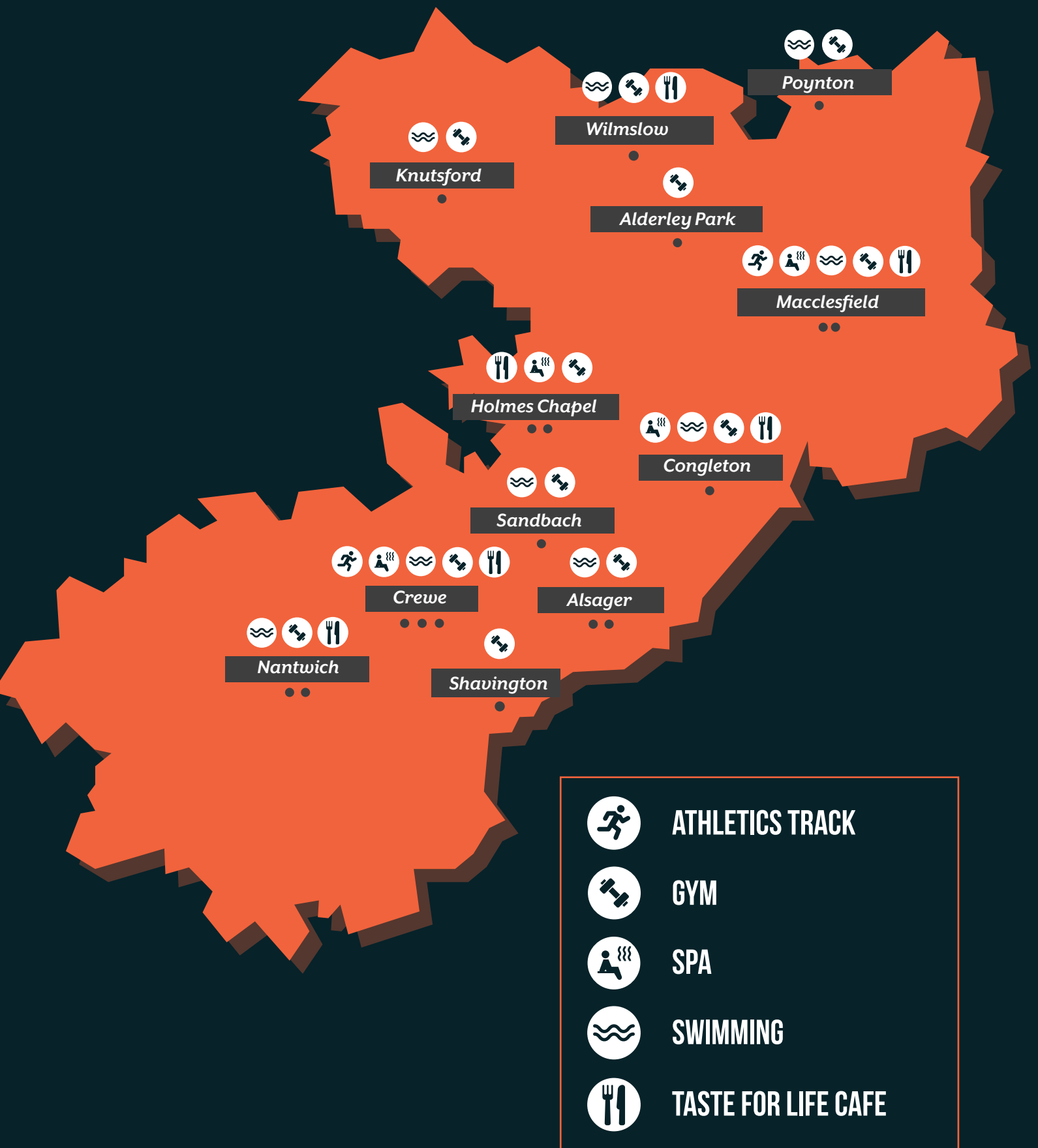
Everybody Health & Leisure is a registered charity and a company limited by guarantee. As a not-for-profit organisation, we reinvest 100% of our surplus back into the local communities we serve. We deliver leisure services and public health initiatives in partnership with Cheshire East Council, Holmes Chapel Parish Council, and Alderley Park Limited/Bruntwood.

## OUR KEY SERVICES INCLUDE:

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- High-quality leisure centres and a growing range of community outreach programmes
- Everybody Fitness membership scheme
- Everybody Learn to Swim scheme
- Everybody Healthy – we deliver a wide range of targeted health and wellbeing programmes designed to support people with long term health conditions, lifestyle challenges, rehabilitation needs or barriers to activity
- Sport for Everybody - including key programmes such as Aspiring Athlete Programme, Volunteer programme, Club & Coach Development, Bikeability and more
- Everybody Academy – specialist leisure training provider delivering a range of training and development opportunities including volunteering, apprenticeships and work placements
- Taste for Life Catering – operating 10 cafés across Everybody leisure centres in Cheshire East, Cheshire East parks, and cafes in leisure facilities operated by others
- Everybody Foundation – a charity (Registered Charity No. 1174873) that raises funds to support individuals and groups to promote a healthy and active lifestyle

# WHERE WE OPERATE



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 takes place across Cheshire East, serving communities surrounding our 18 locations. Cheshire East has an estimated population of 421,300 residents, based on the mid2024 population estimates produced by the Office for National Statistics (ONS) and published in July 2025.

Cheshire East is recognised as having an ageing population. Recent evidence confirms that the borough has a higher-than-average proportion of older residents, and this continues to grow. For example, between 2011 and 2023, the population aged over 75 increased by 41%, and projections suggest the population aged 65 and over will rise by around 20% between 2021 and 2030.

The overall population is also expected to increase, driven in part by housing development. The Local Plan includes provision for approximately 36,000 new homes by 2030, which has previously been associated with population growth of around 58,000 people over the plan period (based on earlier Local Plan evidence). Our penetration of the Cheshire East total population is 6.6%, and our penetration of the health and fitness market is estimated at 14%.



# OUR 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 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.

# 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.



## 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.

# ACHIEVEMENTS

# KEY

## EVERYBODY HEALTHY

Delivering a diverse range of targeted health and lifestyle programmes, addressing ill-health and reducing health inequalities.

**3,400+**

health-focused exercise classes delivered

**42,500+**

health class attendances

**84%**

improved quality of life score

**89%**

increased physical activity levels

## ONE YOU CHESHIRE EAST

Delivering the integrated One You Cheshire East lifestyle service to support residents in making small, sustainable enhancements to their health and wellbeing.

**8,400+**

referrals

**9.3/10**

customer satisfaction score

**69%**

improved quality of life score

**8,300+**

brief interventions for alcohol and mental wellbeing

## SPORT FOR EVERYBODY

Delivering sports, leisure, and learning activities to inspire enjoyment, satisfaction, achievement, and inclusion to residents of all ages and abilities.

**7,100+**

young people taught to ride a bike

**120+**

schools participated in the Bikeability scheme

**3,400+**

disability & inclusion activity attendances

**25,000+**

social sports attendances

**390** local athletes

supported by our Aspiring Athlete programme

## INVESTMENTS

Opening **Everybody@Crewe West**, our third venue in the Crewe area

Launch of **padel** in 2 locations, **Holmes Chapel & Nantwich**

Facility investment in **Holmes Chapel, Knutsford, Poynton**

## PEOPLE & ORGANISATIONAL DEVELOPMENT

**12,600+**

learning interactions across 1,200+ people & 300+ activities

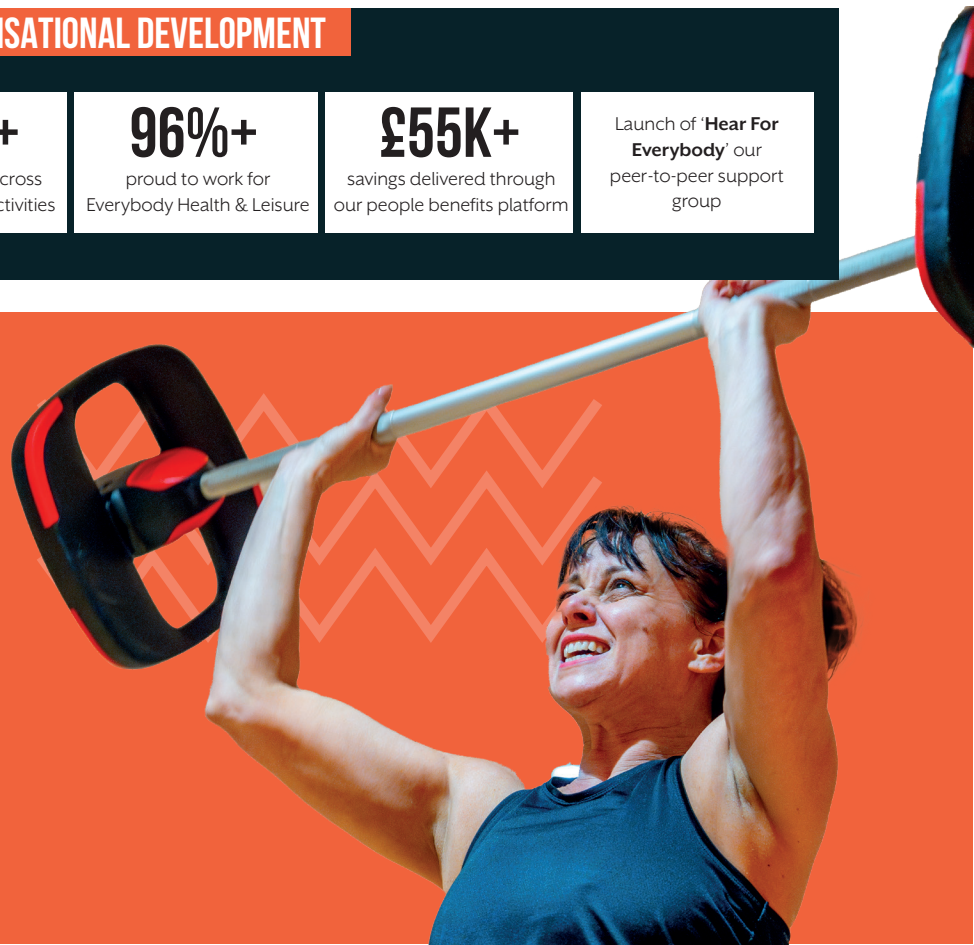
**96%+**

proud to work for Everybody Health & Leisure

**£55K+**

savings delivered through our people benefits platform

Launch of **'Hear For Everybody'** our peer-to-peer support group



# IMPROVE THE HEALTH AND WELLBEING OF OUR LOCAL COMMUNITIES

The Everybody Healthy Service has delivered an exceptional year of performance, consistently demonstrating high quality, evidence based outcomes. Our diverse range of targeted health and lifestyle programmes continues to deliver to the highest standards, supporting prevention, addressing ill health, and reducing health inequalities to promote lifelong wellbeing.

Our stakeholder relationships have strengthened significantly, with increasing recognition of the quality of our service and a growing number of organisations actively referring individuals to our programmes. This year, we hosted our inaugural Stakeholder Event, attended by over 70 organisations, providing attendees with the opportunity to explore our service offer, engage with staff, gain insight into our programme portfolio, and discuss opportunities for collaboration and future partnership development.

During 2025–2026, the Everybody Healthy Service received 1,443 clinical condition referrals. Among participants who completed a health programme, 89% increased their levels of physical activity, 73% achieved the recommended 150 minutes of exercise per week in line with government guidelines, while 64% recorded an improvement in their mental wellbeing score. Additionally, 58% of participants moved from a hypertensive to a normal blood pressure classification, and 66% continued their engagement with the service by subsequently taking out a membership.

Demand for health-focused exercise classes has continued to grow, with 3,428 classes delivered and an impressive 42,501 attendances recorded over the past 12 months, representing a 15% increase compared to the previous year.

We further strengthened our commitment to staff development by supporting team members to achieve the Level 4 Neurological Diseases for Exercise qualification. This investment enabled the launch of NeuroFit, a specialist exercise programme designed for individuals living with neurological conditions, improving physical capacity, cognitive function, and overall wellbeing.

The programme has demonstrated a strong start, receiving 77 referrals. All participants have progressed from inactive to active status, with 84% increasing levels of physical activity. In addition, 76% of participants have shown measurable improvements in strength and balance, and 78% report enhanced levels of social engagement.

The summer marked the final year of our Pop Up in the Parks initiative, free outdoor fitness and wellbeing classes commissioned by Crewe Town Council. This was our most successful year to date, with forty-one sessions delivered and 519 participants attending throughout the summer months, representing a 48% increase on the previous year.

# EVERYBODY HEALTHY /// CONDITION BASED OUTCOMES 2025-26



**3,428**  
HEALTH-FOCUSED  
EXERCISE CLASSES  
DELIVERED



**42,501**  
HEALTH-FOCUSED CLASS  
ATTENDANCES, **15%**  
INCREASE YEAR ON YEAR



**84%**  
IMPROVED QUALITY  
OF LIFE



**58%**  
MOVED FROM HYPERTENSIVE TO  
NORMAL BLOOD PRESSURE READING



**64%**  
IMPROVED MENTAL  
WELLBEING



**85%**  
IMPROVED STRENGTH  
& BALANCE



**89%**  
INCREASED PHYSICAL  
ACTIVITY LEVELS



**73%**  
ACHIEVED RECOMMENDED  
150 MINUTES OF  
EXERCISE WEEKLY



**59%**  
NHS CARDIAC & PULMONARY  
REHAB PATIENTS  
CONTINUED EXERCISING  
POST-PROGRAMME



**70%**  
CANCER PATIENTS  
REPORTED REDUCED  
FATIGUE LEVELS



**83%**  
MSK PATIENTS REPORTED CLINICAL IMPROVEMENT IN PAIN  
MANAGEMENT & PHYSICAL FUNCTION

# ONE **YOU** CHESHIRE EAST



The first year of delivering the integrated One You lifestyle service has been highly successful, with all contractual Key Performance Indicators (KPIs) for **physical activity, smoking cessation, weight management, and falls prevention** fully achieved. This level of performance demonstrates the robustness of our delivery model, the professionalism and dedication of our staff, and the growing commitment of residents to engage in behaviour change programmes that promote longterm health improvement.

The lifestyle service forms part of a wider programme designed to support residents in making small, sustainable enhancements to their health and wellbeing. During the first contractual year, the service received 8,475 referrals, highlighting both significant community demand and strong stakeholder confidence.

All contractual KPIs were met ahead of schedule, underscoring the effectiveness of the service model and the strong health outcomes being delivered. Physical activity outcomes were particularly positive, with 77% of participants increasing their levels of physical activity. This high level of engagement reinforces the service's ability to motivate inactive individuals, facilitate sustained behaviour change, and enhance activity levels across the community.

The smoking cessation component of the service also achieved all contractual KPIs, reporting an impressive 76% quit rate. Participants received structured behavioural support, evidence-based intervention tools, and personalised coaching tailored to support longterm cessation. Qualitative feedback confirms strong client engagement and improved readiness to quit.

Tier 2 weight management provision successfully supported more than 1,000 individuals, with 83% achieving weight loss through sustainable changes to diet, activity levels, and lifestyle behaviours. The programme offered structured education, personalised planning, and behaviour change strategies designed to promote gradual, safe, and longlasting outcomes.

The falls prevention programme also met all contractual KPIs, delivering evidence based exercise classes, balance training, and personalised support. As a result, **83% of participants improved their strength and balance, and 61% reported a reduction in their fear of falling**. Strong levels of engagement and progressive improvements further demonstrate the effectiveness of this programme.

Year one has clearly shown that the One You service is achieving meaningful and measurable health

improvements across local communities. The achievement of all contractual KPIs across every programme area reflects a well structured service, high quality delivery, effective promotion, and a growing commitment from residents to prioritise their longterm health. The service is now well positioned for continued development, supported by strong partnerships, efficient operational delivery, and a focus on evidence based approaches that address the wider determinants of health.



**One You** is a commissioned service by Cheshire East Council, 'to improve lifestyles, by reducing health inequalities'.

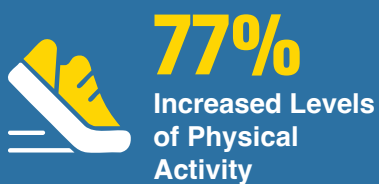


## BE SMOKE FREE PROGRAMME - Supporting People to Be Smoke Free



After four heart attacks, two TIAs and a Stroke, David never thought he'd quit, just two weeks into the Be Smoke Free programme, he gave up smoking and hasn't looked back. David shared, "Very thankful for this service, it's given me more time in life to see my grandchild growing up and live longer for my grandson. It is hard for some, I found it easier with the encouragement and the guidance from the no smoking clinic and Karolina, do it."

## ACTIVE LIVES PROGRAMME - Supporting People to Be Physically Active



Before starting the Active Lives programme, Carol shared her health and fitness wasn't very good, rating it 4/10, especially with pain in her legs and needing to take a walking stick around with her everywhere. Now she has better movement, less pain and hasn't used her stick in the last month, lowered her blood pressure, reduced her weight and waist size and increased her physical activity time. Carol has continued as a member so she can continue to keep active and improve on her health and fitness.

# RE-SHAPE

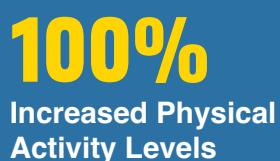
## Support People to Achieve a Healthy Weight



Joyce joined Re-Shape to lose weight, better her health and fitness. The hospital and doctors were advising her to lose weight because of high blood pressure, high cholesterol, overweight and heart failure. Now Joyce has lost weight, had good results on her cholesterol and a fantastic result on her heart, she has come from severe to moderate. Joyce has joined the gym and is more active, walking more, planning her meals and still gives herself a treat!

# LET'S GET MOVIN'

## Supporting Families to be Physically Active and Lead a Healthy Lifestyle



## STAND STRONG - Supporting People to Reduce the Risk of Falling



Sydney shared, "I knew that without intervention, the risk of a fall was high. My walking has improved, my balance is better, and I can feel my muscles getting stronger with each session. Most importantly, my confidence when out and about has grown significantly. I no longer feel as vulnerable as I once did. This programme is a must for anyone at risk of falling or struggling with balance issues. It's made a world of difference for me and I can't recommend it enough."



## ACTIVE HOLIDAYS

The Active Holidays programme has seen substantial growth this year, with an expanded range of activities delivered across all school holiday periods. Our partnership with the Cheshire East Council's Holiday Activity & Food (HAF) Team has continued to strengthen, enabling children in receipt of benefit-related free school meals to access our holiday clubs free of charge, including a hot meal provided through our Taste for Life cafés.

Across the year, we delivered a varied and engaging offer, including multisport holiday clubs, teen gym and swim memberships, and family swim and food vouchers. This ensured that children, young people, and families had access to safe, healthy, and enjoyable activities during the holiday periods.

The programme recorded 2,658 attendances, of which 1,472 were supported through the HAF funded scheme. We also continued to build strong partnerships with Cheshire Police and England Netball, whose support has enabled even more young people to benefit from and access our programme.

## ASPIRING ATHLETE PROGRAMME

During 2025/26, the Aspiring Athlete Programme supported more than 400 athletes, who collectively generated 16,545 attendances across our facilities in Cheshire East.

A series of development workshops were delivered throughout the year, equipping athletes with the skills, knowledge, and guidance needed to help them perform at their highest potential. These included guidance on how to perform under pressure, and educational workshop for female athletes on the benefits on good breast support.

The programme has also benefitted from a refreshed visual identity following its recent redesign. This includes a new athlete uniform for our Ambassador Athletes, who proudly represent both Everybody Health & Leisure and their country within their chosen sporting disciplines.





## BIKEABILITY

This year, we delivered a high quality Bikeability training programme to 7,186 children across 122 schools in Cheshire East. Our offer covered Levels 1, 2, and 3, as well as Balance and Learn to Ride sessions, ensuring that children of all abilities had the opportunity to develop essential cycling skills.

To further support those who may have missed out during the school term, we also provided Bikeability Holiday Sessions, giving more children the chance to gain this important life skill in a safe, supportive environment.



## DISABILITY & INCLUSION

During 2025-26, we continued to deliver a wide range of sport and activity sessions as part of our Ability for All programme for both young people and adults with SEND across Cheshire East. This achieved a total of 2,918 attendances during the past 12 months. Although our contract with the Cheshire East Council Short Breaks Service concluded in 2025, we made the strategic decision to maintain as much of the offer as possible as part of our charitable commitment. Unfortunately, this meant bringing our long running Activ8 Soft Play sessions, delivered for over 15 years, to an end. However, this transition provides us with the opportunity to review our provision and explore new ways to support children and young people with SEND in Cheshire East such as starting a new SEND Inclusive Fitness class for 12-17-year-olds.

We continued to deliver a variety of bespoke outreach sessions for valued community partners including Friends for Leisure, Iris Vision, Audlem & District Carers, Space4Autism, The Thursday Club in Nantwich, East Cheshire Young Onset Dementia and local Stroke Groups, totalling 547 attendances from 38 sessions. This also included a seated games event for those adults with neurological conditions at Crewe Lifestyle Centre.

Our school engagement work also remained strong. We further developed our relationships with settings such as Park Lane School in Macclesfield and delivered a three-month block of sports activity sessions for sixth form pupils at Springfield School in Crewe. We also started working with Petty Pool Community College.

Alongside this, we continued to provide Calm Bags and Caught Short Lockers across all Everybody facilities, offering free access to sensory items, sanitary products, and personal hygiene essentials to those who need them.

## EVENTS

Throughout 2025/26 the Sport for Everybody Team have delivered numerous mass participation events with the aim of bringing together our staff and communities, to be active, socialise and try out new activities.

### They have included:

- 3 Inclusive Walking Netball Festivals
- 2 Pickleball Festivals
- 1 Back to Netball Festival
- Coaches Education Day
- Walking Netball Host Workshop
- Seated Games
- 8 Staff Events and Challenges

Across all our events 838 people have taken part in friendly inclusive competitions.

We continued with the success of the Everybody Games to deliver a 2-day event at Macclesfield Leisure Centre, delivering 10 fun activity stations. At our School Games we had 10 primary schools take part, and at our Inclusive Games we had 8 SEND schools and adult day care teams take part.



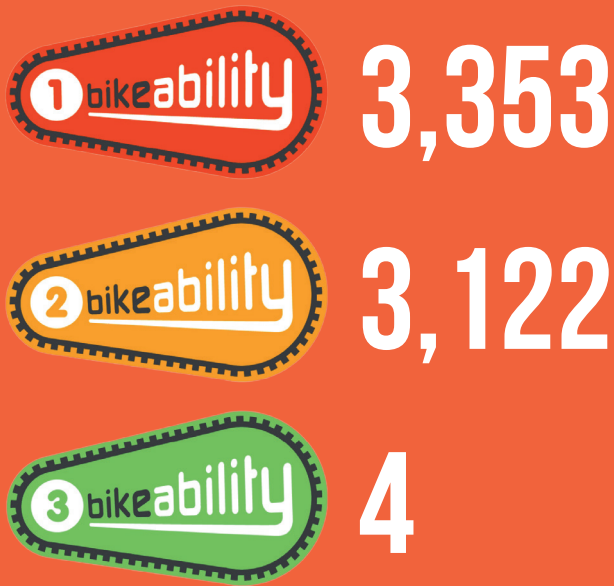
## SOCIAL SPORTS

This year we have seen overall participation grow by 15% with over 25,000 attendances at sessions and a significant increase in Pickleball numbers across all our leisure facilities. We have also seen growth continue in our wider social sport offer, with increased engagement in both Back to Netball and Social Football programmes.

To reflect this momentum and better capture the spirit of these activities, we have rebranded the programme as 'Social Sports'. This new identity places emphasis on the social element of sport bringing people together to create a welcoming community environment built on laughter, fun competition, and friendship.



# BIKEABILITY



## ATTENDANCE AT SESSIONS



# ACTIVE HOLIDAYS



# VOLUNTEER PROGRAMME



SOCIAL VALUE DELIVERED  
**£222,600**



NUMBER OF VOLUNTEERS  
**106**



VOLUNTEERS HOURS SINCE 2014  
**63,247**



PROGRAMME GROWTH  
**59%**



VOLUNTEERS HOURS THIS YEAR  
**6,218**



VOLUNTEERS INTO EMPLOYMENT  
**9**

# ABILITY FOR ALL ACTIVITIES



DISABILITY & INCLUSION  
ACTIVITY ATTENDANCE  
**3,465**



ADULT ATTENDANCE  
**1,852**



ABILITY FOR ALL  
SESSIONS  
**261**



COMMUNITY OUTREACH  
ATTENDANCE  
**547**



JUNIOR ATTENDANCE  
**1,613**



# SOCIAL SPORTS ATTENDANCES



NO STRINGS BADMINTON  
**5,443**



NETBALL ACTIVITIES  
**5,321**



PICKLEBALL SOCIAL  
**6,975**



OVERALL ATTENDANCE  
**25,041**



SPORT & SOCIAL  
**3,391**



ATTENDANCE GROWTH  
THIS YEAR  
**15%**



FOOTBALL ACTIVITIES  
**3,911**



# ASPIRING ATHLETE PROGRAMME



TOTAL ATHLETES  
**390**



FEMALE ATHLETES  
**202**



INTERNATIONAL  
ATHLETES  
**114**



ATHLETES  
U18  
**234**



TOTAL  
SPORTS  
**50**

# MEMBERSHIPS & ATTENDANCE



LIVE FITNESS MEMBERS

27,500+



CONCESSIONARY MEMBERS  
(OPTIONS MEMBERSHIP SCHEME)

6,000+



SWIMMING LESSON MEMBERS

10,495



TOTAL ATTENDANCES

3.5 MILLION



FITNESS CLASS ATTENDANCES

450,000+



SWIMMING LESSON ATTENDANCES

340,000+



## GROUP EXERCISE & FITNESS CLASSES

Group Exercise has seen strong growth over the past year, with overall attendance increasing by 14% versus last year. This reflects the consistent high demand for instructor-led sessions and the success of an expanded and varied class timetable.

High-performing classes such as Group Cycle, Yoga and Aquafit have maintained strong attendance, while new sessions have attracted additional participants. Increased regular attendance also indicates improved member engagement and satisfaction.

As part of ongoing improvements, class names have been simplified and clearly categorised to help members better understand the type, intensity, and benefits of each session. Reduced class names have made it easier for members to choose classes that suit their goals and has contributed to increased confidence and participation across the programme.

Group Exercise continues to play a key role in boosting facility usage, supporting member wellbeing, and fostering a sense of community.



## PERSONALISED CUSTOMER JOURNEY

Significant progress has been made in the development of a tailored customer journey that recognises the diverse needs, abilities, and motivations of our members. Moving away from a “one size fits all” approach allows us to better support individuals at every stage of their fitness journey.

By introducing a range of targeted appointment types, such as beginner inductions, goal setting sessions, programme reviews, and specialist consultations we can provide a more personalised experience. This ensures members receive the right level of guidance, support, and progression based on their confidence, experience, and interests.

This approach not only enhances member satisfaction but also improves engagement, retention, and overall outcomes, as individuals feel more supported and empowered to achieve their goals.



EVERYBODY FITNESS

# TRAIN GAMES

October 2025 saw the first mass participation event, TRAIN Games, which was a huge success with a ticket sell out. This event was born from a desire to make fitness challenges truly inclusive, to create a space where everybody feels welcome, supported, and capable of achieving. We wanted to reach people who might never have entered a traditional fitness competition, those who may have doubted their ability or confidence, and show them that fitness isn't about perfection, it's about participation, progress, and not giving up. Seeing individuals from all backgrounds come together, cheer each other on, and push beyond their comfort zones was nothing short of inspiring.

The TRAIN Games proved that when you combine encouragement, teamwork, and a positive environment, incredible things happen. Participants who once said, "I could never do something like that," crossed the finish line with pride and joy and those who regularly participate in events such as this, pushed themselves to their maximum inspiring others to what's next! It was everything we set out to achieve, inclusive, empowering, and community driven. The overwhelming feedback and engagement from both participants and staff confirmed that we not only met but exceeded our objective and we welcome the opportunity to bring the next instalment of the TRAIN Games in October 2026.





TOTAL NUMBER OF GROUP EXERCISE CLASSES DELIVERED

36,000+



TOTAL NUMBER OF GROUP EXERCISE CLASSES ATTENDED

450,000+

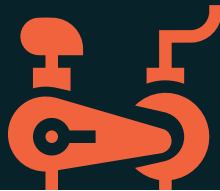
TYPES OF CLASSES 68



MOST POPULAR GROUP EXERCISE CLASSES:

GROUP CYCLING

56,000+



YOGA

48,000+



AQUAFIT

44,000+



SWIMMING LESSON MEMBERS

10,495



SWIMMING LESSON ATTENDANCES

343,000+



SWIMMING LESSON WAITING LIST

1,158



TOTAL SWIMMING LESSON CLASSES

72,000+



PRE-SCHOOL CLASSES

14,000+



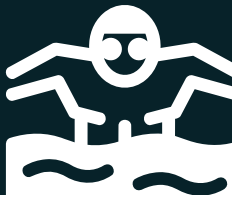
PATHWAY CLASSES

2,900+



ALPHA CLASSES (SEND)

72,000+



ADULT LESSON CLASSES

2,200+



TOTAL CRASH COURSE ATTENDANCE

3,000+



STAGE COMPLETION CERTIFICATES AWARDED

20,100+



SWIMMING LESSON AGE RANGE

6 MONTHS - 89 YEARS



NEWLY QUALIFIED SWIM TEACHERS:

130+

SUPPORTING LOCAL PEOPLE INTO NEW EMPLOYMENT OR CAREER CHANGE THROUGH OUR EVERYBODY ACADEMY.

# TASTE FOR LIFE



Taste for Life delivered another exceptionally strong year, achieving record levels of footfall and sales while continuing to expand its reach across Cheshire East. In October 2025, a new café opened in Congleton Park - officially launched by the Congleton Town Mayor - bringing the total number of park cafés to three and the wider Taste For Life estate to ten locations.

Investment in local assets also saw the revitalisation of a long derelict mini golf course at Queens Park, Crewe, supported by over £20,000 in ground works. Alongside this, the newly refurbished Jubilee Community Room at Congleton Park has been transformed from a former storage space into a bright, welcoming environment now regularly used by community groups and charities.

Taste For Life continued to play an important role in supporting health and wellbeing across communities. Regular wellbeing walks in Queens Park (Crewe) and West Park (Macclesfield), led by both staff and volunteers, attracted strong attendance, with the social aspect - bringing people together over conversation and a hot drink - proving especially valuable. Luncheon Clubs, held at Holmes Chapel Community Centre, also remained highly popular, serving 730 meals over the year, while Stay and Play sessions consistently attracted over 60 pre-school children and their families each week.

Demand for catering services continued to grow, with increased bookings for celebrations such as birthdays, baby showers, and anniversaries across multiple sites. A strong reputation also drove repeat business, with the team supporting a range of corporate events and community activities, including the Holmes Chapel Family Fun Day.

Taste For Life remained central to holiday provision, delivering cookery sessions as part of activity programmes and supporting the Holiday Activity & Food (HAF) programme, which provided hundreds of hot meals to young people. Additional support was delivered through the Swim Voucher programme, helping families access both physical activity and nutritious meals during the winter months. Sustainability remained a priority throughout the year, with a transition to more recyclable packaging, environmentally friendly takeaway cups, and greener cleaning products. Energy efficient equipment upgrades were introduced across several sites, and all locations now separate food waste to reduce landfill impact

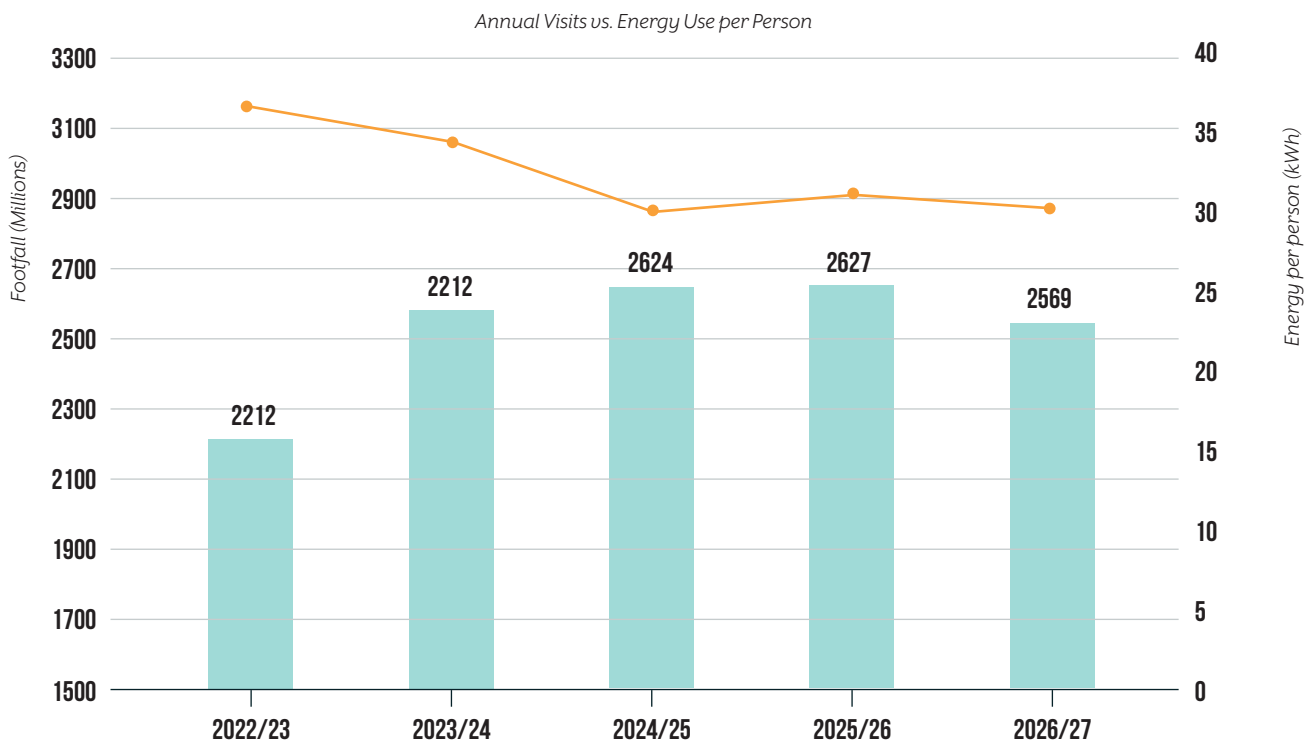


# GROWING OUR ETHICAL & SUSTAINABLE BUSINESS

## ENVIRONMENT

Over the past four years, Everybody Health & Leisure has delivered a sustained programme of environmental investment and operational improvement, driving measurable reductions in energy use and carbon emissions while supporting significant growth in participation.

Across five key sites, annual attendances increased from 1.42 million in 2022/23 to over 2.31 million in 2025/26 - a 65% rise - while maintaining strong environmental performance outcomes. Despite this growth, energy consumption per visit has reduced significantly, with a 20% decrease in energy use per person over the same period. Carbon performance has also improved, with overall emissions projected to fall by 2% between 2024/25 and 2026/27, even as participation continues to increase.



A range of targeted interventions has driven these improvements. Operational changes, including adjustments to pool temperatures, have contributed to a 7% reduction in gas usage per visit and a 0.5% reduction in electricity consumption. Investment in infrastructure has delivered further gains, including destratification systems at Nantwich and Macclesfield Leisure Centres. At Nantwich, this has reduced annual gas usage by approximately 8% (equivalent to 229,000 kWh), while Macclesfield is projected to save 68 tonnes of CO<sub>2</sub> per year.



**510,000  
KWH**



**189  
HOMES  
POWERED**

The rollout of renewable energy and efficiency measures has also been significant. Solar PV systems have been installed across the estate, generating over 510,000 kWh annually - enough energy to power approximately 189 homes. At Holmes Chapel Community Centre, solar generation has reduced reliance on grid electricity by 24% and is saving around 12 tonnes of CO<sub>2</sub> per year.

Sustainability improvements extend beyond energy. The introduction of Green Care cleaning products has reduced environmental impact by saving 866kg of CO<sub>2</sub>, 128kg of plastic, and 275kg of petroleum annually. Waste reduction initiatives have also included recycling schemes for leisure equipment and the removal of over 250,000 disposable overshoes from operations – specifically in our Aquatics provision around changing areas and poolside.

Active travel and community engagement have been supported through the installation of bike repair stations at several sites and the integration of sustainability messaging across customer and staff communications. Meanwhile, internal training programmes and sustainability groups continue to build awareness and embed environmental responsibility across the organisation.

Looking ahead, the organisation is continuing to explore innovative solutions, including hydro and energy recovery technologies, as part of its longterm commitment to reducing carbon impact and supporting the transition to net zero.

Overall, these achievements demonstrate a strong and consistent approach to sustainability - balancing increased community participation with meaningful reductions in environmental impact.



Energy per person (kWh)

# SOCIAL VALUE & IMPACT

In 2025/26, Everybody Health & Leisure took a significant step forward in understanding and evidencing the full value of its work through an independent Social Return on Investment (SROI) assessment, conducted by external specialists, The Evaluator. This rigorous evaluation concluded that...



FOR EVERY £1 RECEIVED,  
EVERYBODY GENERATED

**£22.08** OF SOCIAL  
VALUE

a powerful reflection of the organisation's impact on individuals, communities, and wider public services.

This value is brought to life through the experiences of the people who use our facilities and programmes. Over the past year, our leisure centres recorded over **3.8 million visits**, with customers attending an average of **3.8 times per week**, demonstrating strong and sustained engagement in physical activity. Crucially, this engagement is translating into meaningful outcomes: **63% of customers established a new, regular exercise routine**, supporting long-term health and wellbeing.

**52%**

of people have  
more energy

**51%**

more than half  
have met new  
people

**53%**

of people feel  
proud of  
themselves

The benefits extend far beyond physical health. More than half of our customers (52%) reported having more energy, while 53% said they felt proud of themselves - highlighting the role our services play in building confidence and self-esteem. Children, in particular, showed noticeable improvements, with increased confidence linked to participation in activities such as swimming lessons.

Social connection is another key area of impact. 51% of customers met new people, while 33% developed long-term friendships and socialised more regularly. A quarter (25%) reported feeling more connected to their local community. Our centres were consistently described as welcoming, friendly environments, with many customers referring to them as a "lifeline", particularly for those experiencing loneliness or isolation.

These outcomes contribute directly to improved quality of life, with **32.5% of customers reporting that they enjoy life more as a result of their engagement with Everybody's services**. This demonstrates the wider societal benefit of accessible, inclusive leisure provision - not only supporting physical health, but also mental wellbeing, social cohesion, and community resilience.

These findings underline Everybody Health & Leisure's role as more than a leisure provider. The organisation is a catalyst for positive change, delivering measurable, meaningful social value that supports healthier, happier, and more connected communities across Cheshire East.



# 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 ACCREDITATION: | DATE ACHIEVED: | DATE OF NEXT INSPECTION: |
|--------------------------------|------------------------|----------------|--------------------------|
| Alderley Park                  | Very Good              | October 2025   | October 2026             |
| Alsager                        | Very Good              | June 2025      | June 2026                |
| Congleton                      | Excellent ★            | January 2026   | January 2027             |
| Holmes Chapel Community Centre | Very Good              | February 2025  | June 2026                |
| Knutsford                      | Very Good              | October 2025   | October 2027             |
| Macclesfield                   | Very Good              | June 2024      | July 2026                |
| Nantwich                       | Very Good              | April 2026     | April 2027               |
| Poynton                        | Very Good              | Nov 2024       | Nov 2026                 |
| Sandbach                       | Very Good              | July 2025      | July 2026                |
| Wilmslow                       | Very Good              | June 2024      | April 2026               |

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

# PROVIDING A GREAT

# CUSTOMER EXPERIENCE

Throughout 2025–26, the Customer Experience (CEX) team has played an important role in helping customers access and navigate our services. With a ‘fix it first’ approach we aim to support our customers from their very first contact, making it easier to understand choices, ask questions, and get started with confidence. The team operates in a busy, fast-paced environment focused on giving clear, friendly, and helpful support. This means not just answering enquiries, but listening carefully, taking responsibility, and making sure issues are resolved properly. Day-to-day customer feedback and learning is captured and shared creating a real knowledge hub setting, helping to improve consistency and support staff across front-of-house and operational teams, we really value the regular feedback we receive.

OUR CUSTOMER SATISFACTION RATE STANDS AT AN IMPRESSIVE

91%

TOTAL CALLS RECEIVED

64,949

(avg. 177 calls per day)

AVERAGE CALLS ANSWERED

84%

TOTAL EMAIL TICKETS RECEIVED

29,087

AVERAGE SLA ACHIEVED

97%



**“Amazing, first-class customer service. Emily has been very supportive and understanding. Thank you.”**

**“Wonderful experience. I was given clear information to help me make the right decision and felt genuinely valued.”**

**“Great service from the team. I really appreciated the sensitivity and care shown throughout.”**

**“So very helpful and polite, and my query was dealt with efficiently. Excellent service.”**

**“A very quick, friendly response and my problem was solved immediately. You’re a great team.”**



# KEY MOMENTS

December 2025 saw the launch of our first Customers Unplugged event, which brought front-of-house staff and sales team together to step away from daily pressures and talk openly about customer service.

The event gave colleagues an opportunity to share experiences, reflect on what matters most to customers, and explore how we can raise standards even further. This learning continues to influence how we approach conversations, complaints, and customer service.

The CEx team’s impact goes beyond handling calls and enquiries, we promote a positive service culture which helps to bring our values to life in everyday interactions. Looking ahead to 2026–27, the CEx team remains central to delivering a supportive, high-quality and genuinely customer-focused experience.

**everybody**  
HEALTH & LEISURE

**CUSTOMERS UNPLUGGED**

WE HAVE A GUEST SPEAKER, AND FRESH VIBES DESIGNED TO FIRE UP YOUR FOH FLAIR. IT'S BY INVITATION ONLY. AND IT'S WHERE THE REAL CUSTOMER LEGENDS GATHER.

Date: Monday 8th December 2025  
Location: Brooklands, Holmes Chapel Community Centre  
Time: 9am - 11.30am and 12.30pm - 15.00pm (2 separate sessions)

COME CURIOUS... LEAVE EVEN MORE BRILLIANT.  
SPOTS ARE LIMITED — GRAB YOURS BEFORE THEY VANISH!

To book your place, use 'my learning app' on the staff intranet!

The annual Everybody Satisfaction Survey was conducted in February 2026, yielding encouraging insights into how our members and visitors feel about their experience with us.

TOTAL SURVEY RESPONSES

3,329



OVERALL SATISFACTION

7.81/10



NET PROMOTER SCORE

19



The strongest theme from customer feedback is their appreciation of our staff – particularly front of house teams including reception staff, fitness instructors, and swimming teachers. Friendliness, helpfulness, and care all shining through.

“Make you feel comfortable, especially as a beginner”

“Staff know you by name”

“Friendly and welcoming”

Customers also reported a strong sense of community and belonging, with an appreciation that having facilities on their doorstep is a vital feature for local communities. Long opening hours, warm and bright, and plenty of staff all cited as important aspects of welcoming people throughout the year.

“Feels like a community”

“I’ve made friends here”

“More than just a gym”

Another strong theme from customer feedback was the appreciation of our wide range of activities and choice available, and the alignment with getting value for money. This demonstrates a good understanding from customers of the activities available for all ages and abilities.

“Good value for what you get”

“Worth it for the variety”

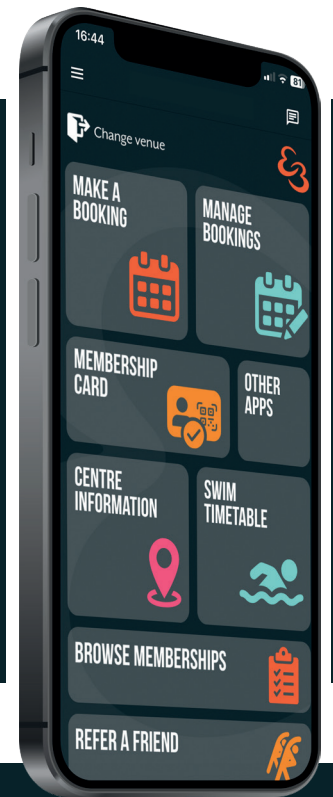
“Better quality than [private operators]”

The Net Promoter Score (NPS) is a widely used measure of customer loyalty and satisfaction, ranging from -100 to +100. Our score of 19 places us in the “Good” 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.

# DIGITAL TRANSFORMATION

## EVERYBODY APP

The Everybody App continues to be the number one way for customers to engage with our products and services – managing their bookings with us, browsing timetables, and scanning in to attend sessions in our leisure centres.



## COURSEPRO

As part of our ongoing digital transformation, 2025/26 saw a significant upgrade to the management and delivery of our swimming lesson programme through the introduction of CoursePro, a specialist sports course management platform.

The move to CoursePro reflects our ambition to modernise services and deliver an ever-improving experience for customers. Traditional systems and manual processes have been replaced with a fully integrated, digital platform that streamlines course management, reduces administrative burden, and enables more efficient programme delivery. By automating key processes such as bookings, payments, scheduling, and waiting lists, CoursePro allows teams to spend less time on administration and more time supporting customers and delivering highquality lessons.

For customers, the benefits are significant. The platform's HomePortal provides a userfriendly, 24/7 online service, allowing parents and participants to book lessons, manage payments, and track progress at a time that suits them. This improved accessibility is particularly important in a highdemand service area such as swimming lessons, where flexible booking and clear communication are key to customer satisfaction. Automated notifications, waiting list functionality, and realtime updates further enhance the overall experience, ensuring customers remain informed and engaged throughout their journey.

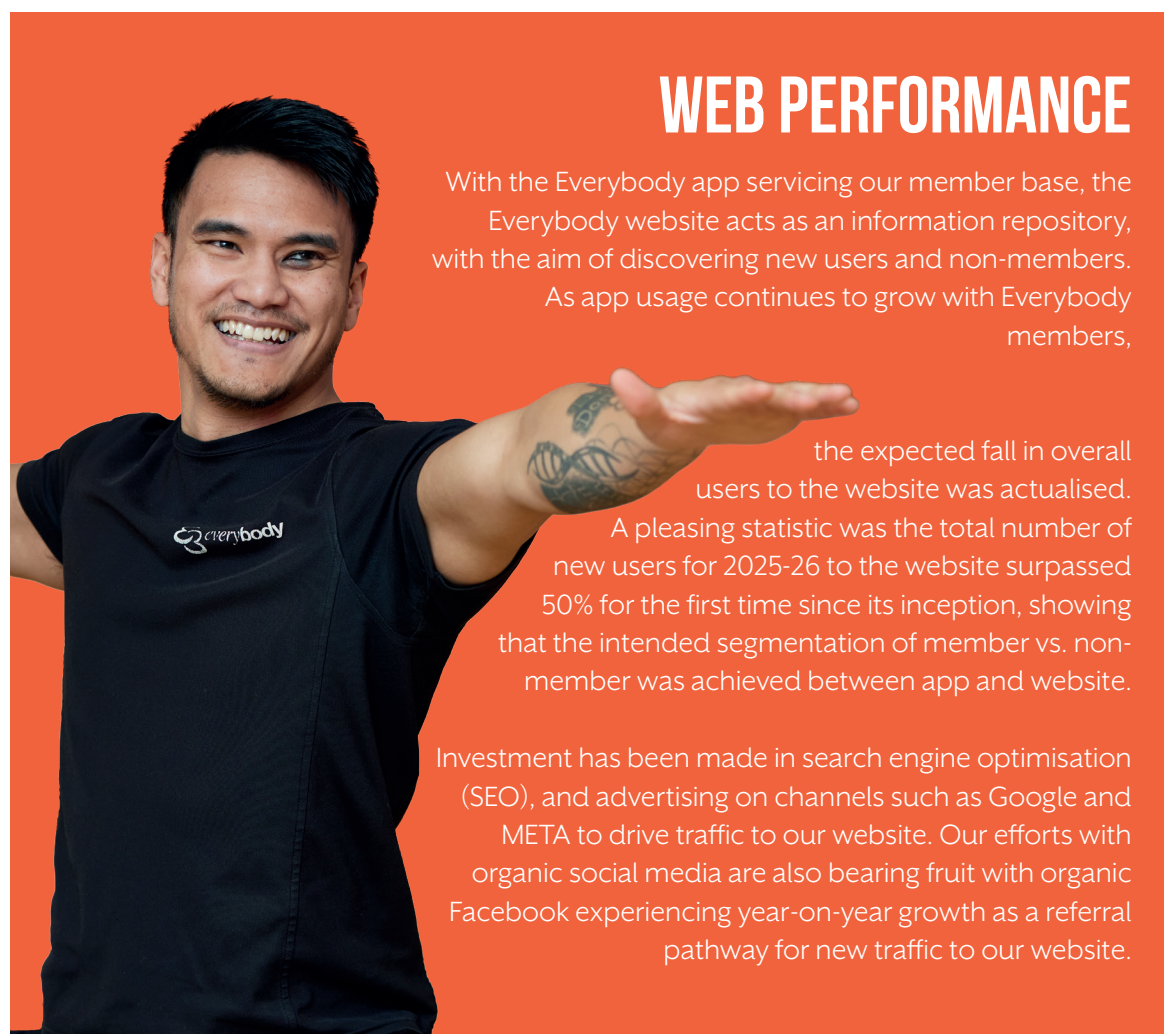
From an operational perspective, CoursePro delivers valuable insight through enhanced reporting and performance data, enabling more informed decisionmaking and continuous improvement of the programme. The platform also supports instructors directly, with digital tools to manage attendance, record assessments, and monitor progression during sessions - improving consistency and quality across delivery.

During 2025/26, the Marketing & Communications team played a central role in supporting organisational growth, strengthening brand awareness, and bringing Everybody Health & Leisure's mission and values to life across multiple audiences.

Working collaboratively across all departments, the team supported the promotion of a diverse and expanding portfolio of services—ranging from fitness memberships and swimming lessons to health programmes, community activities, and events. This integrated approach ensured consistent messaging and maximised reach, helping customers better understand the breadth of what Everybody offers.

A key priority throughout the year was communicating the organisation's charitable purpose. Through targeted campaigns and storytelling, the team successfully showcased the impact of initiatives such as the Everybody Foundation, free health programmes, and inclusive activity provision. Customer stories and testimonials were used to powerful effect, adopting a "see it to be it" approach that highlighted real experiences and inspired wider participation. The team also played a vital role in supporting the organisation's digital transformation. This included contributions to app development and the successful launch of CoursePro, enhancing how customers discover, book, and engage with our swimming services. By improving digital journeys and accessibility, these developments support both customer satisfaction and operational efficiency.

Alongside this, Marketing & Communications maintained a strong focus on commercial outcomes, supporting membership growth and retention through targeted campaigns, promotions, and engagement strategies. This balance-between driving income and promoting social impact-remains a defining feature of the team's work.



## WEB PERFORMANCE

With the Everybody app servicing our member base, the Everybody website acts as an information repository, with the aim of discovering new users and non-members. As app usage continues to grow with Everybody members,

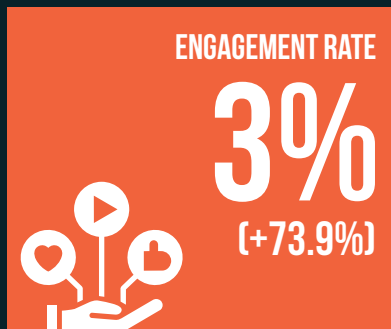
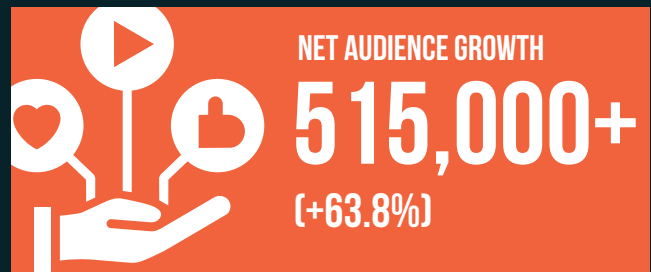
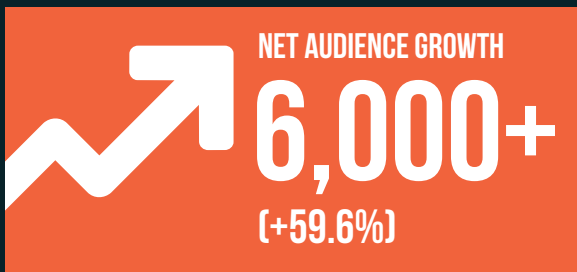
the expected fall in overall users to the website was actualised. A pleasing statistic was the total number of new users for 2025-26 to the website surpassed 50% for the first time since its inception, showing that the intended segmentation of member vs. non-member was achieved between app and website.

Investment has been made in search engine optimisation (SEO), and advertising on channels such as Google and META to drive traffic to our website. Our efforts with organic social media are also bearing fruit with organic Facebook experiencing year-on-year growth as a referral pathway for new traffic to our website.

# SOCIAL MEDIA

Social media performance has exceeded expectations for 2025-26. We entered the year intending to get more from these channels, leveraging video content to share the inspirational and engaging stories of our customers and staff – as well as promoting the breadth of products and services we offer.

As a result, our audience has grown and engagements sky-rocketed year-on-year. Facebook has now become a key driver of traffic to our website, guiding customers from discovering our products/services, to engaging with and booking products/services.



**Congleton Leisure Centre**  
Fri 24/10/2025 1:31 pm BST

Exciting news, Congleton! 🎉

Our newest park café is now open - that's 3...

Engagements 8,261

**Crewe Lifestyle Centre**  
Tue 29/7/2025 3:36 pm BST

Welcome to Everybody @ Crewe West!

Today we officially took ownership of ou...

Engagements 11,388

**Nantwich Leisure Centre**  
Mon 14/4/2025 12:26 pm BST

The moment you have all been waiting for 🤗.....

We are pleased to announce that the Outdoor...

Engagements 10,069



## STRENGTHENING OUR LONG-TERM COMMITMENT TO CREWE RESIDENTS

On 2 August, we proudly opened the doors to Everybody @ Crewe West, marking the third Everybody Health & Leisure venue in Crewe, alongside Crewe Lifestyle Centre, Moss Square, and Cumberland Arena, Thomas Street. The opening represents a significant milestone in expanding our presence and ensuring accessible, high-quality health and wellbeing facilities across the town. Strategically located close to our Taste For Life café in Queen's Park, Everybody @ Crewe West serves a different catchment area to our existing Crewe facilities. This has strengthened our ability to reach new audiences and support communities that previously had limited access to our services, further reinforcing our commitment to inclusive health and wellbeing.

The site has quickly established itself as a vibrant and close-knit community, supported by a passionate team of dedicated staff and a growing membership base of motivated fitness enthusiasts. The positive culture and welcoming atmosphere have been central to the early success of the club and reflect the Everybody brand values.

Everybody @ Crewe West is fully equipped to meet a wide range of fitness needs, with over 130 fitness stations across the gym. This includes state-of-the-art cardio equipment, pin-loaded and plate-loaded resistance machines, and an extensive free weights area. In addition, the gym features a functional training zone complete with a sled track and rig, enabling members to undertake varied and challenging workouts.

Group exercise provision is a key strength of the site, with over 30 classes delivered each week across dedicated studio spaces. This varied timetable caters for different abilities, interests, and fitness goals, and has proven popular with both new and existing members.

Beyond fitness, Everybody @ Crewe West offers a holistic approach to wellbeing. Members can unwind in the spa facilities, which include a sauna and steam room, providing an ideal environment for post-workout recovery. These facilities support muscle relaxation, improved circulation, and mental wellbeing, ensuring members can fully recharge after high-energy classes or individual training sessions.

To further enhance inclusivity and choice, the club also includes a women-only gym area, offering a comfortable and supportive environment for those who prefer to exercise in a dedicated space.

Overall, the successful opening of Everybody @ Crewe West has strengthened our local offer in Crewe, expanded our reach into new communities, and delivered a high-quality, welcoming facility that supports physical activity, wellness, and long-term health outcomes.



KEY ACHIEVEMENTS

## THE LAUNCH OF PADEL – THE WORLD’S FASTEST GROWING SPORT

Padel courts launched to the public at Holmes Chapel Community Centre, Barony Sports Complex (Nantwich) and Wilmslow Leisure Centre, representing an exciting addition to our racquet sport offer. The launch reflects our commitment to investing in modern, community-focused facilities that respond to emerging participation trends.

Padel is one of the fastest-growing sports globally, and experiencing exponential growth across the UK, combining accessibility, sociability, and physical activity. By introducing padel at three strategically located sites, we have expanded opportunities for participation across different communities, attracting both existing members and new users who may not previously have engaged with our facilities.

At Holmes Chapel, the padel courts complement an already well-used and well-regarded sports environment, broadening the range of activities available to residents. Similarly, the introduction of padel at Barony Sports Complex and Wilmslow Leisure Centre enhances these site's multi-sport offer and strengthens its position as a key destination for sport and physical activity within the area.

These locations have seen strong initial interest, with the courts appealing to a broad demographic, including families, social players, and those transitioning from other racquet sports. The format of padel encourages social interaction and repeat participation, supporting our wider objectives around health, wellbeing, and community engagement. Overall, the launch of padel at Holmes Chapel, Barony Sports Complex and Wilmslow Leisure Centre has strengthened our leisure portfolio, responded positively to customer demand, and reinforced our role as a forward-thinking provider committed to increasing access to inclusive, enjoyable, and contemporary sporting opportunities.



 **everybody**  
**PADEL**



# LEISURE ESTATE

# INVESTMENT & HIGHLIGHTS

## EVERYBODY @ ALDERLEY PARK

Everybody @ Alderley Park marked a significant milestone during the year by achieving its first Quest accreditation, receiving a Very Good rating. This recognition reflects strong performance across customer service, operational standards, and facility management, and provides a solid foundation for continued improvement as the centre's offer matures.

The fitness programme was further strengthened through the introduction of new initiatives, including Transformation Twelve and Learn to Lift. These programmes broadened the centre's appeal, supporting members with structured, goal-focused training options and building confidence among those new to strength and conditioning. As a result of this expanded offer and a growing reputation within the Alderley Park community, the centre reached record-high membership levels.

Member engagement remained a key focus throughout the year, with a range of initiatives designed to build community and encourage participation beyond the gym floor. Highlights included a collective challenge to cycle the length of the UK in support of UK Bike Week, alongside involvement in external wellbeing events such as Yoga Under the Moon. These activities helped to strengthen connections between members while reinforcing the centre's commitment to wellbeing and inclusivity.

Internal culture and team development were also prioritised, with a programme of staff engagement and teambuilding activities, including Interactive Darts, The Trip, yoga sessions, and a Christmas celebration. These initiatives supported staff wellbeing, collaboration, and morale - recognising the vital role of the team in delivering a consistently high-quality customer experience.



# ALSAGER LEISURE CENTRE

Alsager Leisure Centre delivered a year of service expansion, participation growth, and targeted investment, strengthening its position as a key community asset. In September 2025, the centre expanded its pool timetable to increase daytime swimming availability. This change resulted in an 11% increase in public swimming participation between September 2025 and March 2026 compared with the same period the previous year, demonstrating clear demand for more flexible access to swimming.

The launch of the Technogym app marked a significant step forward in personalised fitness support. To date, 90 members have been assigned a dedicated Health and Fitness Advisor, with review appointments already being booked, enhancing member engagement and supporting longterm fitness outcomes through guided, tailored programmes.

The centre continued to play a central role in major community sporting events, including acting as headquarters for the annual Alsager 5Mile Road Race on 1 February 2026. The event was the largest to date, welcoming an impressive 1,119 finishers and reinforcing the centre's importance as a hub for local sport.

Investment in facilities remained a priority, with four new pieces of Elevate fitness equipment added to the gym floor to enhance the strength and conditioning offer. Swimming facilities also benefited from the installation of new Ceramiflo filters, improving water quality, pool performance, and operational efficiency. In addition, Alsager Leisure Centre hosted the Alsager and Nantwich Dual Club Swimming Championships. A total of 101 swimmers took part, with Alsager swimmers achieving over 200 personal best times, highlighting both strong participation and developmental success within club swimming.

# ALSAGER SPORTS HUB

Alsager Sports Hub experienced a year of strong sporting growth, community engagement, and targeted facility investment, reinforcing its role as a key hub for grassroots sport and player development. Over the past 12 months, AFC Alsager expanded significantly, growing from 34 to 42 teams with a total of 520 registered players. This growth reflects the strength of the club's development pathway, with several players progressing to academy level with Stoke City - highlighting the Hub's contribution to talent development at a regional level.

The site continued to support competitive and community sport by hosting two football tournaments for Clay Lane Academy and AFC Alsager, bringing players, families, and local supporters together and showcasing the quality of the facilities. To support increased participation, essential infrastructure improvements were delivered, including the replacement of nets on both the hockey pitch and 3G football goals, ensuring safe, highquality playing environments across multiple sports.

Inclusive activity remained a key priority during the year. Between May and July, the Hub delivered 10 tailored activity sessions for Springfield School sixthform pupils, alongside a dedicated sports day. Across the programme, total attendance reached 202, providing meaningful opportunities for young people to engage in sport, build confidence, and enjoy being active in a supportive setting.

It was also a standout season for Triton Hockey Club. The junior section saw sustained growth, welcoming new players throughout the year, while performance across senior teams was equally impressive. The newly reformed Men's 4th team finished top of their league, and both Ladies' teams continued to develop successfully, integrating new players and strengthening squad depth.

# BARONY SPORTS COMPLEX

Barony Sports Complex continued to enhance its offer through product innovation, improved accessibility, and strategic investment in emerging sports. In January 2026, the centre launched Gravity Pilates, a new instructor-led programme delivered in a dedicated studio space. This innovative product combines the core principles of Pilates with the added challenge of resistance training, using Encompass machines to create a reformer-style experience with a modern twist. The introduction of Gravity Pilates has expanded the centre's boutique fitness offering and appealed to members seeking structured, low-impact strength and conditioning sessions.

Accessibility to the site was also significantly enhanced during the year. New opening hours were introduced, with the centre now opening from 6:30am. This change has provided residents of Nantwich with an additional 29.5 hours of access to facilities each week, supporting more flexible participation and better accommodating early-morning training, fitness, and racquet sport use.

In February 2026, Barony Sports Complex further strengthened its position as a leading destination for racquet sports with the opening of four new padel courts. This expansion marked Everybody's continued investment in padel - the world's fastest-growing sport - and increased opportunities for both casual and competitive play within the local community. The courts have broadened participation, attracted new users to the site, and reinforced Barony's role in delivering modern, high-quality sports facilities.



# CONGLETON LEISURE CENTRE

Congleton Leisure Centre demonstrated strong performance across participation, customer experience, and community impact throughout the year. Membership levels remained robust, with fitness memberships reaching 3,850 and over 2,000 participants engaged in the Learn to Swim programme - highlighting the centre's important role in supporting both health improvement and lifelong physical activity within the local community.

Customer satisfaction was reflected in the centre achieving an Excellent Quest score, reinforcing consistently high standards across service delivery, cleanliness, and facility management. Feedback from an independent mystery visitor further underlined this performance, noting the welcoming atmosphere, well-maintained facilities, and wide range of activities available - an endorsement of the centre's ongoing focus on quality and customer experience. The centre continued to act as a valued community asset, hosting a number of local events including the Congleton Rotary Club Swimathon and the Congleton Harriers Cloud 9 Hill Race. These events not only strengthen links with local organisations but also encourage wider community participation in physical activity.

In addition, Congleton Leisure Centre supported workforce development by accommodating 16 work placement students throughout the year. These placements provided valuable hands-on experience in a professional leisure environment, helping students and job seekers to build skills, gain industry insight, and improve future employability.

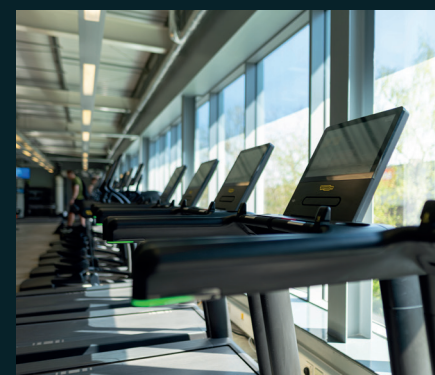
# CREWE LIFESTYLE CENTRE

Crewe Lifestyle Centre delivered a year of impactful investment, innovation, and partnership working, enhancing both facility performance and community outcomes. A major infrastructure upgrade was completed during the summer with the installation of a new Air Handling Unit (AHU) in the pool hall, funded through the SPSF programme. This investment has significantly improved environmental conditions, delivering a consistent and comfortable air temperature throughout the year for swimmers, spectators, and staff, and enhancing the overall poolside experience.

The centre also strengthened its inclusive health offer through the launch of a pilot schools business plan, providing instructor-led gym sessions for three local SEND schools. These structured sessions, supporting up to 16 pupils per group, focus on developing coordination, strength, and teamwork. Feedback from participating schools has been extremely positive, with staff highlighting the programme's ability to link physical activity with curriculum outcomes.

Community engagement remained a priority, with Crewe Lifestyle Centre working in partnership with Crewe Town Council as the main sponsor of the Crewe Moves event in August. The centre's instructors delivered free, drop-in activity sessions in Lyceum Square across the bank holiday weekend, encouraging residents to be active in a welcoming, accessible setting.

In addition, the introduction of the Fitness Journey Pilot transformed member onboarding and engagement. Compared to the previous year, the centre delivered 208 more training programmes, supported by improved use of the Technogym app, automated communications, and tailored questionnaires. This approach enabled more personalised, time-efficient programmes and stronger, measurable interactions with members from the very start of their fitness journey.



# EVERYBODY @ CREWE WEST

Everybody @ Crewe West benefited from a programme of targeted investment during the year, enhancing both the quality of facilities and the breadth of its health and wellbeing offer. A full refurbishment of the studio floor was completed, including sanding, repairs, resealing, and varnishing. This upgrade has improved safety, appearance, and durability, supporting continued highquality delivery of group exercise classes.

The gym environment was further enhanced through significant equipment investment. A replacement sled track was installed, alongside the introduction of Elevate series strength equipment and new carpet tiles in the resistance and free weights areas, improving both functionality and customer comfort. Additional enhancements included the introduction of new group cycling bikes, and the addition of equipment such as a Skillmill treadmill, Wattbike, and cable crossover machine. Together, these upgrades have strengthened the centre's strength, conditioning, and cardio offer, supporting a wide range of training needs.

Alongside physical investment, the centre expanded its role in supporting community health outcomes. The One You Cheshire East smoking cessation programme is now delivered at Crewe West, increasing access to preventative health services and reinforcing the centre's role as a local wellbeing hub. Facility maintenance also remained a priority, with the replacement of the steam room ceiling ensuring ongoing safety and comfort for spa users.

## CUMBERLAND ARENA

The pavilion at Cumberland Arena remained closed to the public throughout 2025-26 as it underwent a major redevelopment programme, representing one of the most significant capital investments within the leisure estate. The project, supported by the Government's Towns Fund and led by Cheshire East Council in partnership with Everybody Health & Leisure, is transforming the site into a modern, multiuse sports and wellbeing destination.

The redevelopment includes the demolition of part of the existing building and the construction of a new twostorey extension. Once complete, the facility will feature a new reception area, two multifunctional studios and a gym designed to support exercise classes and targeted health programmes, and significantly improved spectator facilities, including covered seating. Works will also take place to install a new artificial grass pitch, delivering long-term provision for outdoor sports in Crewe. The scheme also delivers wider site improvements, with additional car parking, a new electricity substation, enhanced storage, electric vehicle charging points, and improved access for pedestrians and cyclists through a new entrance and cycle shelters.

Environmental sustainability is a key component of the redevelopment, aligning with longerterm ambitions to provide efficient, futureready leisure infrastructure. The enhanced layout will allow multiple activities to operate simultaneously - capability the site has not previously had - greatly increasing flexibility and community access when reopened.

The redevelopment of Cumberland Arena is scheduled for completion in Summer 2026. Once reopened, the upgraded facility will play a central role in supporting physical activity, community sport, and targeted health interventions across Crewe, delivering longterm benefits for residents, clubs, and partners alike.

# HOLMES CHAPEL **COMMUNITY** CENTRE

Holmes Chapel Community Centre continued to strengthen its role as a vibrant hub for local wellbeing, participation, and community connection throughout the year. A new weekly youth club, launched on Thursday evenings, has seen strong early engagement, providing young people with a safe, welcoming space to socialise and take part in positive activities. This focus on community connection was further reinforced through wellattended 10Year Celebration events and a summer celebration, bringing residents together and marking key milestones in the centre's development.

In January 2026, the centre expanded its sporting offer with the opening of three new padel courts. This investment introduced an exciting, fastgrowing sport to the area, creating new opportunities for physical activity and social play. The addition of padel has strengthened the centre's appeal to a wider range of users and reinforced its position as a destination for health and wellbeing within the community. Customer experience was further enhanced through the refurbishment of the changing rooms and spa area. Designed with comfort and relaxation in mind, the refreshed facilities provide a bright, modern, and welcoming environment from arrival through to recovery. The upgraded spa space supports holistic wellbeing, complementing physical activity with opportunities to relax and unwind.

The centre's family offer also continued to grow, with Stay & Play sessions increasing in both attendance and popularity. These sessions have become a valued part of the programme, reflecting the inclusive, welcoming atmosphere and the importance of providing accessible activity opportunities for families with young children.

# KNUTSFORD **LEISURE** CENTRE

Knutsford Leisure Centre recorded steady growth in participation and delivered targeted investment to enhance facilities, programming, and community engagement throughout the year. Demand for swimming lessons continued to rise, with membership increasing year-on-year. This sustained growth reflects the centre's strong reputation for quality teaching and its important role in supporting water confidence and lifelong swimming skills.

Fitness memberships also continued its upward trajectory, with a triple digit yearonyear growth. This increase highlights consistent demand for the centre's fitness offer and the value placed on accessible, wellmaintained facilities supported by engaging programmes and staff expertise.

The activity programme was further diversified with the launch of a new Walking Netball session, expanding opportunities for older adults and those seeking lowerimpact, social sport. This addition supports inclusive participation and encourages regular physical activity across a wider age range. Community engagement was further strengthened through a successful Les Mills BODY COMBAT event, which attracted 100+ participants. Open to both members and nonmembers free of charge, the event introduced new users to the centre while creating a welcoming, energising experience for the wider community.

Investment in the facility remained a priority, with the sports hall floor fully resanded, resealed, and remarked to improve safety and playing quality. In addition, the completion of new wetside changing rooms enhanced the swimming experience, providing modern, functional facilities that improve comfort and flow for users.

# MACCLESFIELD CENTRAL

Our boutique-style venue in the centre of Macclesfield continued to deliver fitness and health programmes in its accessible, town centre location. New group fitness classes were added to the timetable to meet customer demand and compliment the busy timetable at neighbouring Macclesfield Leisure Centre – offering customers more choice and convenience to attend popular classes at suitable times.

The fitness team also delivered a series of short-programmes to support customers further, with the launch of ‘Learn To Lift’ and ‘Fit For Retirement’ sessions designed as beginner-friendly, introductory sessions aiming to grow confidence with equipment-use and technique, and set personalised fitness programmes that customers can follow long into the future.

The delivery of the One You Cheshire East service continued to grow and saw the introduction of a Women’s Only gym programme. This 12-week programme, led by a female instructor, aims to support women in a gym environment to boost confidence, improve mobility, strength and wellbeing in a safe and welcoming space.

# MACCLESFIELD LEISURE CENTRE

Macclesfield Leisure Centre continued to benefit from targeted investment during the year, delivering clear improvements in member experience, sustainability, and sporting standards. Following the completion of gym and changing room enhancements in 2025/26, the centre saw strong engagement across its fitness offer, with memberships peaking at over 3,600. This growth reflects both the quality of the upgraded facilities and the centre’s ongoing focus on customer experience and retention.

Significant progress was also made in improving the building’s environmental performance. The installation of a ceramic filtration system for the main swimming pool has reduced both water consumption and energy usage, supporting the organisation’s wider sustainability objectives while ensuring high-quality water standards for customers.

In addition, the centre successfully achieved UK Athletics (UKA) TrackMark Accreditation for its athletics track and supporting facilities. This accreditation confirms that the venue meets national standards for training and competition, reinforcing Macclesfield Leisure Centre’s role as a key hub for athletics in the local area.

Together, these improvements demonstrate a balanced approach to investment at Macclesfield Leisure Centre - enhancing facilities, reducing environmental impact, and strengthening the centre’s position as a high-quality, community-focused leisure destination.



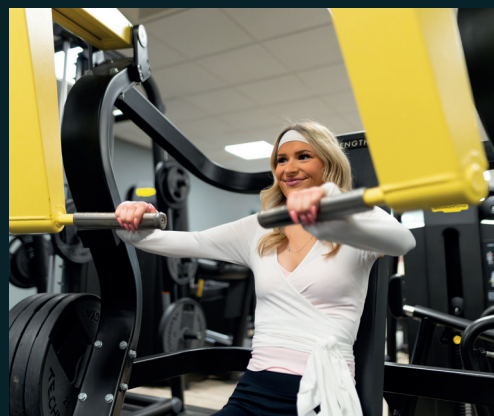
# NANTWICH LEISURE CENTRE

Nantwich Leisure Centre delivered a strong year of environmental leadership, heritage celebration, and inclusive service development. The centre was recognised nationally as one of the UK's top ten leisure facilities for 2025 as part of the Leisure Loop Recycling Scheme. This initiative enables the recycling of pool-related waste such as goggles, floats, and armbands - items that historically would have gone to landfill - demonstrating the centre's commitment to sustainability and responsible operations.

A major milestone was marked in July 2025, when the Brine Pool celebrated 90 years since opening. To commemorate this significant anniversary, the centre hosted a community pool party in June, supported by a barbecue provided by the Taste for Life café and catering service. The event celebrated the pool's longstanding role at the heart of Nantwich's leisure heritage and brought customers and staff together to mark the occasion.

Programming innovation also supported greater inclusivity. New equipment for Aquafit classes was introduced in March 2026, enabling instructors to deliver fullbody workouts while making sessions more accessible to participants with restricted mobility. This investment has widened participation and enhanced the overall aquatics offer.

Accessibility and sustainability continued to be key focus areas. An accessibility audit was completed to assess how inclusive the facility is for the whole community, with actions now underway to address identified improvements. In addition, an energy audit conducted in April 2025 identified a range of opportunities to support the centre's transition towards net zero, with options currently under review as part of longer-term planning.



# POYNTON LEISURE CENTRE

Poynton Leisure Centre continued to strengthen its wellbeing offer and community presence through a combination of programme innovation, staff development, and facility improvements. A key highlight during the year was the delivery of the centre's first yoga retreat, providing participants with a dedicated, immersive wellbeing experience. This new initiative expanded the centre's holistic activity offer and demonstrated growing demand for mindful movement and relaxation-focused programmes alongside traditional fitness activities. Community engagement remained a priority, with the centre attending Poynton's annual Christmas Festival. This presence reinforced the centre's commitment to connecting with local residents, raising awareness of its services, and supporting community-led events that bring people together.

Investment in staff development further strengthened service delivery during the year. Members of the fitness team successfully completed additional training and gained new qualifications, enhancing the centre's capability to support the One You Cheshire East health programme and broaden the quality and depth of the group exercise timetable. This continued focus on workforce development ensures customers benefit from knowledgeable, skilled instructors across a range of sessions.

The customer experience was also enhanced through a refresh of internal spaces, with corridors and the foyer recently repainted. These improvements have created a brighter, more welcoming atmosphere on arrival, contributing positively to first impressions and overall enjoyment of the facility.

# SANDBACH LEISURE CENTRE

Sandbach Leisure Centre delivered a year of effective space optimisation, programme growth, and strong customer experience. A key investment was the alteration of the group exercise studio, transforming it into a fully flexible, multi-use space. Improvements to décor, lighting, and branding have created a modern, energising environment, enabling the centre to offer instructor-led classes such as group cycling, yoga, Pilates, and Clubbercise from the space.

As part of this reconfiguration, the centre also introduced a dedicated virtual group cycling room. Available to customers outside of the scheduled timetable, this addition provides greater flexibility and supports self-directed participation, maximising usage of the facility throughout the day. Enhanced use of space has enabled significant growth in the group exercise timetable, with more classes added alongside the introduction of new formats. Responding to customer demand, the centre also increased the number of TRAIN sessions, our gym-floor-based fitness classes, which continue to grow in popularity.

Sandbach Leisure Centre successfully expanded its social and inclusive activity offer with the launch of a Pickleball Social session, providing a welcoming, low-barrier opportunity for customers to try a fast-growing sport in a relaxed environment. Family engagement was further strengthened during the school holidays with the introduction of Stay & Play sessions. These proved extremely popular, attracting over 100 children within a two-hour period and reinforcing the centre's role as a family-friendly destination.

Excellence in service was recognised when a member of the team, Louise, received the Customer Hero award at the annual staff awards ceremony. This commitment to quality was further reflected in an unannounced Quest visit, where the centre achieved an Excellent score - demonstrating high standards across facilities and customer experience.

# SHAVINGTON LEISURE CENTRE

Shavington Leisure Centre demonstrated exceptional community spirit and participation throughout the year, bringing people together through sport, wellbeing, and social connection. The centre's team and members united to deliver a hugely successful Spinathon, raising over £10,000 in memory of Ian, a muchloved member of the Shavington community who sadly passed away in November. This spirit of togetherness has continued through regular social gatherings, with cake sales now supporting the Everybody Foundation - ensuring Ian and Tracy's legacy remains central to the centre's community culture. The opening of the new 3G pitches has been transformational for participation and financial sustainability. Booking demand has been exceptionally strong, with usage spanning grassroots girls' football, junior and adult teams, Shavington Academy daytime sessions, casual kickabouts, junior leagues, football camps, and walking football. The programme is forecast strong ROI, with plans underway to introduce a ladies' walking football session to further widen access.

Family activity remains a cornerstone of the centre's offer. Stay & Play sessions for children aged six months to eight years continue to be highly popular during school holidays, regularly reaching capacity with up to 100 children per session. Investment in new rideon toys, baby play equipment, and a new bouncy castle will support continued growth in the years ahead.

Group exercise also remains a standout strength, with consistently high attendances that reflect the team's strong understanding of its members and local demographic. Complementing this, the centre worked closely with Shavington Academy by supporting a Year 10 interview conference, with the General Manager helping students gain valuable realworld interview experience - an initiative that will continue next year.



# WILMSLOW LEISURE CENTRE

Wilmslow Leisure Centre delivered a year of targeted investment focused on enhancing events provision, improving energy efficiency, and expanding flexible hire spaces. Continued improvements to the Evans Theatre have strengthened its capability as a multipurpose events venue. Investment included the installation of new black balcony curtains and decorative upgrades, alongside further redecoration that saw green shutters and doors replaced with a contemporary black finish. Together, these enhancements have improved the aesthetic quality of the space and enabled a wider range of events to be programmed throughout the year.

A number of sustainability improvements were also implemented to support more efficient energy use across the site. PIR sensors were installed in staff rooms and storage areas, while car park streetlamps and centre floodlights were upgraded to photocellcontrolled LED lighting. These changes contribute to reduced energy consumption while maintaining safe, welllit environments for staff and customers.

Facility upgrades have created new opportunities for both internal use and commercial hire. A newly redecorated conference space, featuring upgraded ceiling tiles, frosted glass, and refreshed décor, now provides a flexible environment suitable for children's party catering, Everybody Academy training sessions, and professional courses. In addition, a new consultation room and small meeting room were created and made available for hire, increasing the centre's appeal to local organisations and partners.

Looking ahead, strategic investment in padel continued with construction of two new courts commencing in December 2025. One court will be covered by a canopy, enabling yearround play and reinforcing Wilmslow Leisure Centre's role in supporting the growth of modern, highdemand sports within the community.



Throughout 2025/26, Everybody Health & Leisure continued to gain recognition for its people-focused culture, highquality services, and strong community impact, achieving success and acknowledgement at regional and national level

## NORTH CHESHIRE CHAMBER AWARDS, JULY 2025

The year began with a standout achievement where we were named Best Company to Work For - the second time the organisation has received this accolade, having first won in 2022. This recognition reflects the continued focus on employee wellbeing, development, and creating a positive workplace culture. The organisation also proudly sponsored the Health & Wellbeing Award, further reinforcing its commitment to supporting excellence across the wider sector.



## LEARNING AWARDS, OCTOBER 2025

Everybody's commitment to people development was recognised on the national stage, reaching the finals of the Learning Awards 2026 in the category of People Development Programme of the Year (Public Sector).



## UKACTIVE AWARDS, OCTOBER 2025

This was followed by further national recognition as a finalist at the ukactive Awards, shortlisted for Education Programme of the Year.



## SOUTH CHESHIRE CHAMBER AWARDS, NOVEMBER 2025

Recognition at a regional level continued, with Everybody named a finalist in the Contribution to Community category at the, highlighting the positive impact delivered across local communities.

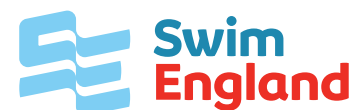


## EAST CHESHIRE CHAMBER AWARDS, MARCH 2026

The year concluded strongly, with multiple finalists recognised across categories, including Young Person of the Year and Leisure & Hospitality Award. The organisation also sponsored the Contribution to Community Award, underlining its continued commitment to championing community engagement and impact.



# OUR PARTNERS



# FIT FOR THE FUTURE

Our People Strategy continues to revolve around 3 focus areas – our Employment Deal, Employment Experience and Caring for Our People. This enables us to continue offering an inclusive workplace where we both develop people to be their best and remain an employer of choice to attract further new recruits as we continue to grow. “Inclusive” was the top descriptor used by colleagues to describe us, closely followed by “community”. Our positive culture was also reflected in our staff survey results with 94% feeling treated with dignity & respect, 94%+ connecting their role to our vision and aims, 96%+ being proud to work for Everybody and feeling confident to help customers from all sections of the community with varying needs, 97%+ feeling they can take responsibility for their own work, 99%+ understanding what’s expected of them at work.

Our interim Investors In People (IIP) review in December 2025 echoed these results & highlighted that we’ve continued to deliver progressive, continuous improvement. External recognition also came from the local business sector where we won Best Company to Work For at the North Cheshire Chamber Business Awards in July 2025, alongside achieving further recognition as finalists in the Young Person of the Year and Hospitality & Leisure Award categories at the East Cheshire Chamber Business Awards in March 2026.

Our values also continue to run through everything we do ...

## WORKING AS ONE

We acquired **Everybody @ Crewe West** and welcomed the centre team to Everybody, and delivered events such as the **Everybody Games** and **TRAIN Games**

“  
*I love my job  
and the people  
I work with*  
”

## TRUSTED & HONEST

Our people have delivered outstanding results during Year 1 of our **One You Cheshire East** contract, and engaged with us through CEO Team Chats and biggest ever staff survey

“  
*I feel welcome,  
recognised &  
valued*  
”



## FIT FOR THE FUTURE

We extended our leadership & management development offer; delivering our second People Manager conference and implementing Clifton Strengths, alongside offering Skills for Life CPD in partnership with Professor Steve Peters and Chimp Management, up-skilling people with the 'Emerging Leaders Programme' and launched a network of sustainability champions

*It's a place where you can grow*

## CARING FOR ALL

Our reward & recognition platform, Perkbox, continues to develop and grow with regular staff recognitions and celebrations posted. We also launched our "Hear for Everybody" group, bringing together our team of mental health first aiders, in addition to supporting wellbeing by featuring key national days/weeks and securing employment through difficult times including the closure of Middlewich Leisure Centre and temporary closure of Macclesfield Leisure Centre's swimming pools for improvements

*I feel seen in this organisation more than others I've been part of*

## IN THE SERVICE OF OTHERS

We've celebrated 10 years of delivering to our local community at Holmes Chapel Community Centre, and are preparing to celebrate the same milestone at Crewe Lifestyle Centre on 1st April 2026, alongside expanding our partnership with CRY and enabling screenings for all Year 11 children in Macclesfield

*It's a supportive community*

## FREE TO DO OUR BEST

We've resourced & launched new services – from Congleton Park Café to Padel, revamped our Everybody Matters newsletter to create a more engaging read, and driven forward digital improvements including the launch of Work Report - an easy digital confirmation of income and employment for colleagues

*I feel I am respected and my opinions are listened to and considered*



# EVERYBODY ACADEMY

The Everybody Academy delivered another year of strong growth and impact, expanding both internal learning and external training opportunities. Engagement reached a record high, with over 12,600 learning interactions delivered across more than 300 activities, supporting nearly 1,200 staff and volunteers. This reflects the Academy's central role in developing skills, maintaining high standards, and supporting career progression across the organisation.

Workforce development remained a key priority, with continued investment in specialist training. Five new Trainer Assessors began development during the year, strengthening capacity to deliver lifeguarding and safety qualifications. The Academy also responded to sector changes, preparing to implement updated national guidance for first aid, CPR, and swimming teacher qualifications.

Leadership development progressed through the Aspiring Manager Programme, providing structured learning and personalised support for future leaders. Alongside this, the apprenticeship programme continued to create pathways into employment, with all learners in the latest cohort successfully completing their programmes and a new cohort recruited across a range of roles.

The Academy maintained a strong focus on quality and compliance. High levels of certification were achieved across safeguarding, equality, and core operational training, with lifeguard qualifications consistently maintained to the required standards. Ongoing training and assessment ensured staff remained competent, confident, and ready to deliver safe, highquality services.

Externally, the Academy's training offer continued to grow in popularity, with courses in areas such as lifeguarding, swimming teaching, and health and safety attracting strong demand. Feedback from participants remained consistently positive, with high satisfaction rates, strong recommendations, and recognition of the quality of teaching.

The Academy was also recognised on a national stage, being shortlisted for a prestigious Learning Award in the People Development Programme category - highlighting its innovative and impactful approach to workforce development.



# FREE TO DO OUR BEST

## EVERYBODY AWARDS

After presenting awards out in the community last year, our annual Everybody Awards returned with another glittering ceremony and continued its journey around the borough with this year's ceremony held at Mottram Hall, near Macclesfield. Judges had again deliberated intensely over the many nominations received for each category, and after much debate the winners and finalists were selected.

Baroness Tanni Grey-Thompson DBE also returned as our esteemed awards host and lit up the room, with finalists, their loved ones, sponsors, and partners all in attendance.

To celebrate the immense efforts and achievements of Cheshire East people is a privilege for our charity to do, with it underscoring the importance of community and togetherness.

**Community Champion of the Year:**  
Matthew Kinnear

**Community Initiative of the Year:**  
The One Project Macclesfield

**Diversity & Inclusion Award:**  
Ruby's Fund

**Sports Personality of the Year:**  
Scott Bailey

**Unsung Hero:**  
Nicola Wall

**Lifetime Achievement Award:**  
Terry Robinson

**Chairman's Award:**  
Paul McIntyre



# EVERYBODY JUNIOR AWARDS

As with the Everybody Awards, the Everybody Junior Awards again returned many nominations with hopefuls located right across Cheshire East. Our judges were blown away by the efforts and achievements of our young people, as we look to shine a light on the importance of physical activity for all young people – and the fun associated with individual and team sports.

With winners and finalists selected, our Everybody Trustees and Everybody staff hit the road to present each award in the venues they make their achievements, such as club venues, schools, and Everybody Leisure Centres. With teammates, coaches, and family members in attendance – it remains a privilege to be able to celebrate with these young people and recognise their fantastic stories.

**Sports Personality of the Year (aged 7-10):**  
Arla Mae Morrey

**Sports Personality of the Year (aged 11-16):**  
Violet Lennon

**Rising Swim Star:**  
Aoibhe Hearnshaw

**Volunteer of the Year:**  
Lillie Maher

**Everybody Junior Member of the Year:**  
Elliot Coates

**Active Family of the Year:**  
The Herron family

**Chairman's Award:**  
Harry Blain



# EVERYBODY STAFF AWARDS

The circus came to town for our biggest ever Staff Awards event! Once again held in The Evans Theatre at Wilmslow Leisure Centre, we celebrated our people's individual and collective achievements with 200+ colleagues.

**Our 2025 award recipients were:**



|                                         |                                                                                                                                                                    |
|-----------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Team of the Year</b>                 | Health Team                                                                                                                                                        |
| <b>Innovation of the Year</b>           | Austin Lawley                                                                                                                                                      |
| <b>Learner of the Year</b>              | Teresa Watson                                                                                                                                                      |
| <b>Employee of the Year</b>             | Lisa Walford (Bronze), Henry Pacoe (Silver),<br>Simon Green (Gold)                                                                                                 |
| <b>Special Recognition(s)</b>           | Richard Roeton and Jade Stone                                                                                                                                      |
| <b>Fundraiser of the Year</b>           | George Alcock (solo fundraiser of the year),<br>Martha & Shavington Leisure Centre<br>(team fundraiser of the year)                                                |
| <b>Customer Hero</b>                    | Louise Antrobus (Bronze), Osburn Hull (Silver),<br>Emily Head (Gold)                                                                                               |
| <b>Anna's Award</b>                     | Patricia Adams                                                                                                                                                     |
| <b>Instructor / Teacher of the Year</b> | Rob Douglas                                                                                                                                                        |
| <b>Manager of the Year</b>              | Danni Murphy (Bronze), Gen Caddick (Silver),<br>Kelly Cawood (Gold)                                                                                                |
| <b>Volunteer of the Year</b>            | Christine Percival                                                                                                                                                 |
| <b>Chairman's Award</b>                 | Paul Cartwright                                                                                                                                                    |
| <b>Apprentice Graduations</b>           | Charlie Rhodes, Owen Edwards, Sophie Riley, Connor<br>Hamilton, Jonnie Woolley, and Charlie Roberts                                                                |
| <b>Long Service</b>                     | 30 years: Wendy Lipscombe<br>20 years: Adam Kessey, Alison Williams, Alison Seaborn,<br>Anthony Goodwin, Dane Shepherd, Lisa Walford,<br>Peter Wilson, Sarah Boote |

Everybody Health & Leisure will continue to invest strategically across its estate, services, and digital platforms to ensure facilities remain modern, accessible, and aligned with evolving customer expectations and community needs.

## CAPITAL INVESTMENT PROJECTS

Targeted capital investment will be prioritised at Knutsford Leisure Centre, where a programme of redevelopment will enhance both facilities and the overall visitor experience. Plans include the creation of a new, modern fitness studio, replacing the existing social space, alongside the expansion of the gym into the current upstairs studio area. This reconfiguration will increase capacity and provide greater flexibility, enabling a broader and more diverse programme of classes and activities. Complementary upgrades to gym equipment and layout will deliver a more contemporary, welcoming environment for users.

Across the wider estate, investment continues with a scheduled gym refurbishment at Alsager Leisure Centre, due for completion in June 2026. This programme will further strengthen the consistency and quality of fitness provision, ensuring customers benefit from modern, well-equipped spaces regardless of location. Together, these investments are designed to drive increased participation, improve customer satisfaction, and support longterm health and wellbeing outcomes across the communities served.

## CUMBERLAND ARENA REDEVELOPMENT

A major milestone for the coming year will be the reopening of Cumberland Arena in Crewe following its significant redevelopment. The upgraded site will deliver modern, flexible facilities capable of hosting a wider range of activities and community use. This includes improvements to indoor spaces as well as the replacement of the 3G pitch, ensuring highquality provision for football and other outdoor sports.

Once complete, Cumberland Arena will play a pivotal role in supporting participation, club development, and targeted health programmes within the Crewe area, reinforcing Everybody's commitment to investing in highquality, futureready leisure facilities.



## EVERYBODY PADEL

Building on the successful introduction of padel at several sites, Everybody is actively exploring opportunities to expand provision across a wider network. This reflects the sport's rapid growth in popularity and its ability to engage new and diverse audiences. A number of potential locations are currently being assessed, with consideration given to demand, site accessibility, available space, and alignment with local development priorities.

Future developments will be carefully planned and subject to all relevant planning approvals, environmental considerations, and community consultation. This measured, demanded approach ensures that any expansion of padel provision is both sustainable and impactful, supporting the continued growth of this modern and accessible sport while enhancing the overall leisure offer.

## DIGITAL TRANSFORMATION - WEBSITE & APP DEVELOPMENT

Further progress will be made in the organisation's digital transformation journey through the development of a new website and continued enhancement of the Everybody App. Together, these platforms will create a more connected, accessible, and userfriendly digital experience for customers.

The new website will provide a modern, intuitive interface, making it easier for users to explore services, book activities, and access key information. Improved integration with core systems will support a seamless customer journey across memberships, activities, and programmes, while enhanced accessibility features will ensure the platform meets the needs of a wide range of users.

Alongside this, the Everybody App will continue to evolve in partnership with our app development provider. Focus areas include expanding functionality, refining the customer journey, and strengthening integration with our Leisure Management System (LMS). These improvements will enable customers to manage their memberships, book sessions, and engage with services more efficiently, all within a single, streamlined platform.

Enhancements to the app's design and user interface will also deliver a more modern, consistent look and feel, aligning with wider brand development and improving overall usability. Greater personalisation and communication functionality will further support customer engagement, helping users to stay connected with activities, programmes, and opportunities tailored to their needs.

## FINANCIAL SUSTAINABILITY

As a registered charity, we will develop projects and programmes that have the greatest impact in the communities that we serve, leveraging grant funding where appropriate, ensuring that our charitable status is fully utilised to maximise funding eligibility and financial advantage. Alongside these committed schemes, there is also significant potential for the development of additional facilities enabling Everybody Health & Leisure to expand its offer further and respond to emerging trends in participation and community need. This blended approach ensures long term financial sustainability, and supports the delivery of high quality, inclusive facilities that respond to community need and strategic regional objectives. Over the next 3 years we want to continue to reinvest whilst building strategic resilience having due regard to the risks we face in an ever changing landscape and to scale in the future by adding at least 40% to the charity's reserves.



# COMPANY

# INFORMATION

|                                  |                                                                                                                                                                                                                                                      |
|----------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Registered Office</b>         | Everybody Health & Leisure, 3rd Floor, 1 Ashley Road, Altrincham, Cheshire WA14 2DT                                                                                                                                                                  |
| <b>Head Office</b>               | Holmes Chapel Community Centre, Station Road, Holmes Chapel, CW4 8 AA                                                                                                                                                                                |
| <b>Company Number</b>            | 8685939                                                                                                                                                                                                                                              |
| <b>Registered Charity Number</b> | 1156084                                                                                                                                                                                                                                              |
| <b>Chief Executive</b>           | Thomas Barton                                                                                                                                                                                                                                        |
| <b>Everybody Leadership Team</b> | Kerry Shea<br>Dominic Crisp<br>Katie Harrop<br>Dave Newport<br>Kris Sankey                                                                                                                                                                           |
| <b>Trustees</b>                  | Andrew Kolker (Chair)<br>Lata Anderson<br>Phil Bland (Retired March 26)<br>Jed Leaver (Appointed May 26)<br>Colin Chaytors<br>Christopher Gee<br>Martin Hardy<br>Harry Korkou<br>Richard Middlebrook<br>Kimiyo Rickett<br>Alex Taylor<br>Rod Thomson |
| <b>Bankers</b>                   | Barclays Bank, 1 Churchill Place, London, E14 5HP                                                                                                                                                                                                    |
| <b>Solicitors</b>                | Bates Wells, 2-6 Cannon Street, London, EC4M 6YH                                                                                                                                                                                                     |
| <b>Auditors</b>                  | Dains Audit Limited, 2 Chamberlain Square, Birmingham Square, Birmingham, B3 3AX                                                                                                                                                                     |
| <b>Company Secretary</b>         | Oakwood Corporate Services, 3rd Floor, 1 Ashley Road, Altrincham, Cheshire WA14 2DT                                                                                                                                                                  |







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