

# HAPPY BIRTHDAY EVERYBODY!

2014-15 has been a fantastic year for Everybody Leisure, with our new trust forming on the 1st May, new members of staff joining us and of course a year filled with sporting activities, events and inspirational customer achievements.

Let's all take a trip down memory lane and look back on a great year with our 50 best moments so far...

**1. NEW EVERYBODY TRUST LAUNCHED**  
After months of hard work by the Everybody team and Cheshire East Council, we were very pleased to announce the launch of your new leisure trust.

**2. £1.65M PER ANNUM SAVED BY EVERYBODY SINCE INCEPTION**  
(equating to £330 over the length of the contract) which has contributed to protecting frontline services, keeping all leisure centres open across Cheshire East and ensuring investment in the future is a Cheshire and Congleton Leisure centres.

**3. CONGINGTON QUEENS BATON RELAY**  
THOUSANDS of cheering families welcomed the Queen's Commonwealth Baton Relay to Congleton.

**4. CREWE POOL 100 MILE CYCLE CHALLENGE**  
A team from Crewe Pool took part in the 100 mile challenge to raise money for cancer. Our very own generosity helped to raise £2,011.90!

**5. NATIONAL TABLE TENNIS TOURNAMENT**  
The Special Olympics GB 2014 National Table Tennis Tournament returned to its regular home at St Wilton Leisure Centre in Crewe on 10-11 May.

**6. 130 DAYS OF THE TRUST CELEBRATIONS**  
Our centre celebrated 130 days of our new trust by launching family fun days, and releasing over 100 balloons filled with a month pass for residents to win! The lucky winner was Dave O'Brien from Hineley who kindly donated the prize to a charity of the centre's choice which was the Children's Adventure Farm Trust.

**7. SUMMER HOLIDAY PROGRAMME**  
Every year our centre creates a fun-filled summer programme of activities for families. In 2014 a day-long street sports tournament saw 7-a-side teams compete to be 'Street Sports Champions'.

**8. VOLUNTEERS TRIP TO COMMONWEALTH GAMES**  
17 volunteers took a trip to the Commonwealth Games to share with skills and knowledge of sports with workshops in Glasgow.

**9. BATHLON SEASON**  
Everybody saw some fantastic action and enthusiasm during 2014 in Macclesfield, Winsford, Nantwich and Poynton. Our very own team even managed to win the South Manchester Sprint Tri 2014 in Winsford!

**10. CONGINGTON BORN SURVIVOR**  
The Congleton-based military fitness class led by fitness instructor Darren Royce took part in the tough challenge to prove the elements of wind, rain and mud to complete a difficult assault course.

**11. HEART SAFE GYM OF THE YEAR SHORTLIST**  
In the last 12 months we have trained over 250 of our staff from Reguards to manage anything they are all trained to use the AED (defibrillator). Due to this we were nominated for Heart Safe Gym of the Year and made it to the shortlist.

**12. LEISURE INDUSTRY WEEK**  
Leisure facility staff and the marketing team visited the annual Leisure Industry Week exhibition at the NEC Birmingham to review and purchase the latest fitness and leisure products and services currently on the market.

**13. UK VOLUNTEER OF THE YEAR WINNER**  
Daniel Mather's story of bravery, dedication and determination was rewarded with the North West Winner and Volunteer's Volunteer Award, as voted for by fellow volunteers from all around the country.

**14. LIFEGUARD TRAINING WINNER**  
A record number of Reguards took part in the 19th annual CMAA's IGL UK Reguards National. 88 lifeguards from 64 pools across the UK competed and our very own Adam Frost was crowned overall winner with perfect 100% score!

**15. WILMSLOW GETS NEW SPIN BIKES**  
Wilmslow now have a suite of new spin bikes (Matrix 3c) in the fitness suite with two of them headed up to the Matrix mystery. This enables you to do a virtual instructor-led or custom made session without an instructor.

**16. EVERYBODY AWARDS**  
On 20th November 2014 the Everybody Awards were held at Orange Hall, Cheshire where inspiring volunteers, sporting clubs, and individuals from the region gathered to be recognised for their achievements and helping change lives through healthy recreation.

**17. EVERYBODY CHALLENGE SIGN UP**  
It only takes 30 minutes of exercise five times per week to change your life. 100's of our Everybody customers and sporting stars signed up to the Everybody Challenge in 2014. 15 to pledge to get more active and are now taking on their first steps to get fit and healthy.

**18. STUART LOSES 9 STONE**  
Stuart has been coming to Nantwich Pool for a couple of years and when he first started to lose weight he was 24 stone. He recently set himself a target to lose as much weight as he has gained in 6 months. By taking on the Everybody Challenge he has been able to lose an incredible 9 stone.

**19. ED AN INSPIRATION TO HIS SUFFERERS**  
Ed Mearns from Wilmslow has been a true inspiration to his friends, though he is in a wheelchair due to multiple sclerosis he regularly visits the gym of Wilmslow Leisure Centre. He says he has found himself to be around, helping him battle depression, get fit and keep his body strong.

**20. ANDREW ASPRE CHALLENGE**  
When Andrew was just a young boy he ran out in front of a car to fetch his football. He suffered severe spinal cord injury and is a wheelchair user since. But despite this he took on the Aspire Challenge at Wilmslow Leisure Centre to raise funds for people with spinal cord injury. That's swimming 22 miles in 12 weeks at his local leisure centre pool.

**21. JULIAN TAME RETURNS BACK TO WORK**  
Julian Tame, last year suffered a heart attack which meant he could no longer work. He desperately needed to get himself fit and healthy so he decided to take on the Everybody Challenge at Wilmslow Leisure Centre by joining the Active Hearts rehab group. One year later and Julian is back to work but cycling there too at his local leisure centre!

**22. PATRICIA CAN NOW HAVE A FAMILY LIFE**  
Joining Macclesfield Leisure Centre has opened up a new lease of life for Patricia, radio presenter of Cambridgeshire. After an illness she suffered with many problems and needed something to kick start her back into health again. She is now able to play with her 8 year old granddaughter who has her own pool.

**23. BILL JOHNSON WALKS AGAIN**  
In 2003 Bill Johnson was involved in an accident involving a falling tree, leaving him with two inches off the top of his left leg, resulting in a major soft tissue injury. He came in to Macclesfield Leisure Centre to see how he can walk without sticks, climb stairs and has lost 4 stone in weight.

**24. NEW ALLEGOR GYM OPENING**  
Allegor has been refitted with a brand new fitness suite, including Matrix, Cybex and Resistance Training equipment. The official opening was in January with special guests including Olympic freestyle skier Rowan Cheetham and Swimming Athlete Clive Cost.

**25. EVERYBODY HEALTHY PILOT LAUNCHED**  
Everybody in partnership with Cheshire East Council Health Improvement Team is piloting a new lifestyle programme in Crewe and Nantwich targeting those who are overweight, inactive or have mental health issues. Health Trainers work on a one-to-one basis providing specialist fitness, nutrition and lifestyle advice.

**26. SPORT RELIEF**  
Two sport relief mile events were held in Crewe and Macclesfield in 2014 which raised a total of £2,842.56!

**27. OVER 40 NEW CAREERS IN LEISURE**  
Since the launch of the trust in May 2014, Everybody has been able to recruit over 40 new roles in leisure from cleaners, receptionists, lifeguards and managers. The recruitment drive is continuing in 2015 as the trust aims to create more permanent roles in the leisure industry.

**28. FESTIVE FUN RUN WINNER**  
A Festive Fun Run took place at Quaker Park, Crewe with 3km, 5km runs and a promenade stroll. Our very own Robert Douglas, fitness instructor at Crewe Swimming Pool, dressed as an Elf and beat a Christmas Tree to the post winning the 5km run!

**29. EMPLOYEE OF THE YEAR**  
Haley Panberton was awarded Employee of the Year for an exceptional contribution to the new organisation of Macclesfield Leisure Centre consistently going above and beyond her role as Duty Manager.

**30. INCREASED CENTRE OPENING**  
Due to customer feedback and the need to increase opening hours of the leisure centres during the Christmas holiday and Bank Holiday Season.

**31. CHINA YOU DIDN'T, CHINA YOU DID!**  
Everybody Theatre set out to perform a pantomime was held at Alsager Leisure Centre where the theatre had been transformed into a theatre! The night was a roaring success with over 200 tickets sold to families of all ages.

**32. WINNER LIFETIME MEMBERSHIP**  
Robert Evans from Alsager was awarded winner of the Lifetime Membership Challenge prize draw. Robert is now using the gym and pool to train for his first triathlon on 31st May.

**33. ZERO TO HERO PARTNERSHIPS**  
Everybody has collaborated with fitness event organisers across the UK to launch exclusive member benefits including discounts and merchandise. Members who signed up to the Everybody Challenge can now go from Zero to Hero by taking their training to the next level and committing to take part in events such as the Sunbury, Half Maraton and the UltraMarathon. Everybody is also using the #ZeroToHero challenge to raise money for the British Heart Foundation.

**34. APPRENTICESHIP SCHEME LAUNCH**  
From 1st May, Everybody is providing 10 apprenticeship opportunities to gain first hand experience of a number of areas within the leisure trust. Opportunities include Leisure Operations, Leisure Development and Business Support.

**35. RUNNING CLUBS IN NANTWICH, CREWE AND POYNTON LAUNCHED**  
Run leaders in locations across Cheshire East have launched a number of running clubs to help Everybody customers start on their fitness journey. Whether a complete beginner or training for an event, the running clubs cater for all and are welcoming more members to join throughout the year.

**36. WALKING FOOTBALL HIT**  
Walking Football is proving to be even more popular at our sites including the Bannockburn Sports Complex and Macclesfield Leisure Centre helping the over 50's get back into the game. A great way to socialise and keep active!

**37. SHAVINGTON'S NEW FUNCTIONAL TRAINING RIG**  
Shavington's gym has recently been improved with the addition of a new functional rig. It is designed to work a variety of muscles groups with many pieces of equipment and features to utilise.

**38. HOLMES CHAPEL 3G PRICED OFFERING**  
Former England international footballer Dean Ashton opened Holmes Chapel's new 3G pitch on 11th February. Everybody is working with Holmes Chapel Comprehensive School to manage bookings for football tournaments, walking football, junior coaching, girls football and more!

**39. LOCAL ATHLETES OLIVIA COKE & ROWAN CHESHIRE JOIN AFA PROGRAMME**  
After losing her leg to bone cancer at 14, Olivia is now making great achievements in her swimming and competing at international level. This year, Rowan Cheshire is a British freestyle star currently training to compete in the 2015 winter games.

**40. FREE PARKING FOR NANTWICH POOL CUSTOMERS**  
From 1st May Everybody customers will benefit from up to two hours free parking when using the facilities at Nantwich Pool. This is as a result of a recent customer survey and as a thank you for the support of Cllr David Mather.

**41. NATIONAL CAREERS WEEK FOR SWAP**  
Members of staff from different areas of the business took part in a job shadow day to find out more about the roles of their colleagues. CEO Peter Harwell took part in a swap day with a member of staff from the support team.

**42. STUDIO IMPROVEMENTS IN KNITSFORD**  
The Knitsford Room was refurbished earlier in the year creating a fantastic new fitness studio for a range of classes.

**43. 1000 NEW EVERYBODY MEMBERS!**  
We have welcomed 1000 new members since the launch of the trust. Thank you all for choosing us and we look forward to helping you all achieve your health and fitness goals!

**44. 4000 CHILDREN TRAINED WITH BIKERABILITY**  
Bikerability scheme over achieved with over 4000 young people (3-14 years old) trained (DIT funded 500 places).

**45. RECORD YEAR FOR VOLUNTEERING**  
Our Volunteer scheme saw a record year with over 7,200 hours of volunteering. Our volunteers are vital in delivering coaching, play schemes and supporting with events and activities throughout Cheshire East.

**46. 8/10 CUSTOMER SATISFACTION RATING**  
Our annual Customer Survey revealed an 8/10 overall satisfaction rating and successfully gave us a focus on areas for improvement for the next year ahead!

**47. DESIGN & DEVELOPMENT OF NEW LIFESTYLE CENTRES**  
Everybody has supported the design and development of new Lifestyle Centres planned for Crewe and Congleton.

**48. PLANNED £4M INVESTMENT AT MACCLESFIELD LEISURE CENTRE**  
Everybody has helped Cheshire East Borough Council put together their business case for the planned £4M investment at Macclesfield LC from 2016-17.

**49. EARLY MORNING OPENING FOR MACCLESFIELD & WILMSLOW**  
Due to customer demand both Macclesfield and Wilmslow Leisure Centres are now open earlier in the morning for anyone looking to exercise before their journey to work.

**50. NANTWICH POOL OPENS EARLY FOR SUMMER**  
Nantwich Outdoor Pool has been opened a few weeks earlier for the summer following customer feedback. In 2014 we were also proud that it was named one of Britain's Best Outdoor Pools by the Telegraph.

## WHAT WE HAVE TO LOOK FORWARD TO...

**EVERYBODY ACADEMY**  
Everybody training academy launches May 2015

**INTEGRATION SERIES**  
Everybody members & staff take on the challenge

**BORN SURVIVOR MANCHESTER**  
Customers and members take on the military style obstacle course

**GOTRI CONGINGTON**  
Everybody hosts first beginner's triathlon event in Congleton

**CREWE POOL CYCLE CHALLENGE 2015**  
Crewe Pool staff take on Hodson's Wall to raise money for Road Bikes and the British Heart Foundation

**FAMILY AND ADULT CYCLING TRAINING AND LED RIDES**  
More cycling schemes for families and adults to encourage a greater future and safer journey

**CONCERT FOR HEROES**  
Supporting both Help for Heroes and Royal British Legion, Heroes Band will play at Congleton Leisure Centre

Thank you to everyone who has helped to achieve these moments, we are excited to continue delivering Leisure for Life. We would love to share your first year with Everybody Leisure on our blog and social media sites.

Send your pics and stories here →

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**everybody**

