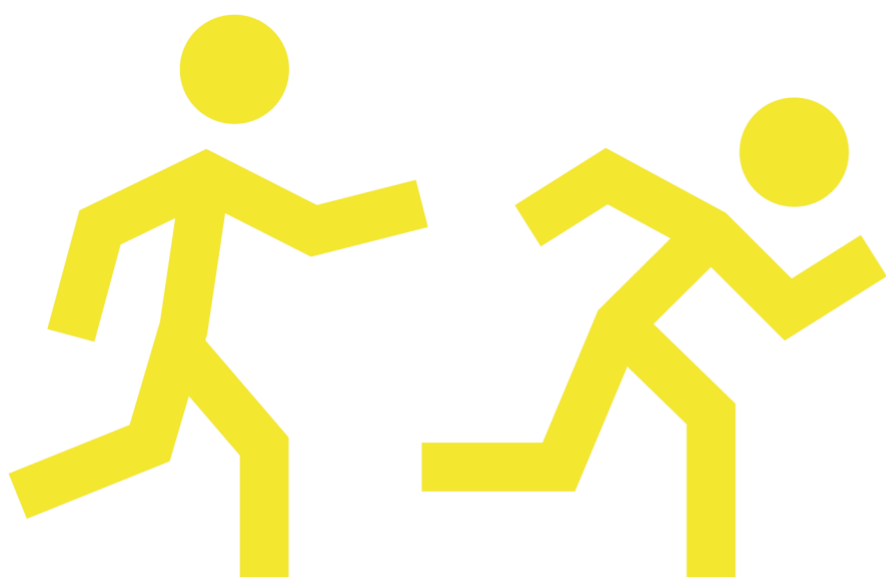




Annual Report of the Trustees

For the year ended 31 March 2025



#noonegetsleftbehind

Report of the Trustees for the year ended 31 March 2025

Structure, governance and management

The MileShyClub is constituted as a Charitable Incorporated Organisation (CIO) registered with the Charity Commission on 18th June 2019 under charity number 1183949. It is governed by a Constitution, last updated on 17th June 2019. Our registered office address is: Bartle House, 9 Oxford Court, Manchester, M2 3WQ.

Organisational structure

The charity trustees are responsible for the general control and management of the charity. The trustees give their time freely and receive no remuneration or other financial benefits.

The trustees meet together quarterly with the CEO and are responsible for all decisions taken in relation to the management of the charity. To assist in the smooth running of the charity, an Operations Committee also meets at least every quarter.

The day-to-day management of the charity is looked after by the CEO who is supported by an Administration Assistant.

The 15 run clubs are led by teams of volunteers. 10 walking clubs are led by fitness professionals or equivalent. A mental health group is looked after by a team of two mental health professionals and supporting volunteers. Additional projects are delegated to appropriate volunteers and/or fitness professionals, depending on the nature of the work.

Recruitment and appointment of trustees

There have been no changes this year on the trustee board. Our current trustees are:

	Trustee name	Office
1	Bramwell Appleton	Chair
2	Anthony Collier	Financial Trustee
3	Charlotte Lyddon	
4	Sasha Rudd	
5	Parveen Earl	
6	Razia Shaikh-Patel	

A minimum of 3 trustees on the Board is required, with no maximum. Trustee recruitment is primarily through advertisement to club members, followed by advertising in the local community. Appointment of trustees is carried out by receipt of a written application, together with covering letter and cv, and an interview with at least two trustees.

Our aims and objectives

The MileShyClub aims to promote community engagement in healthy recreation by encouraging participation in physical activities which improve fitness, health, and wellbeing.

Our charity supports people to engage in physical activity in a safe, fun and accessible way, and everyone is welcome.

This year saw the launch of our first mental health group at Coppice Library in Sale which uses physical activity to improve the mental health of members in recovery from addiction.

Our activities

During the year, MileShyClub delivered inclusive, entry-level physical activity and wellbeing support across Greater Manchester to advance health, relieve isolation and strengthen community connections. Our programmes remained free or low-cost, volunteer-led, and open to all abilities, with a particular focus on beginners and people facing barriers to activity.

Beginner running & progression pathways

- Ran three cycles of the NHS Couch to 5k across our network (growing to 15 clubs by year-end), with hundreds of new runners aged 11–81 taking part.
- Held multiple graduation parkruns (including Alexandra, Wythenshawe, Peel), with volunteer takeovers to support host events and first-time participants. One graduation contributed to Alexandra's record attendance (680).
- Provided clear progression via 5k Improvers, 6–8k (Stretford) and 5–10k (Sale) groups, ensuring "No One Gets Left Behind".

Walking for wellbeing

- Launched new walking groups in Salford (Peel Park, Eccles, Swinton) and expanded Trafford provision (Old Trafford, Partington, Sale, Stretford, Trafford Centre), offering gentle 1–2 mile, coach-led walks with mobility warm-ups and cool-downs.
- Opened additional walking options alongside evening run clubs (e.g., Wythenshawe and Stretford) to create a low-pressure stepping stone into running or a social alternative for those who prefer to walk.

Recovery and mental health support

- Introduced MileShy Meet Up – The Recovery Project (funded by Achieve Recovery Services): weekly, face-to-face mental health group sessions at Coppice Library & Wellbeing Centre, Sale.
- Sessions were led by a Wellbeing Practitioner with rotating themes (meditation, nutrition, mindfulness, restorative/Kundalini yoga, creative activities, lived-experience speakers, and stargazing), free refreshments, and confidential sign-up.
- Participants received priority access to beginner running and walking offers, creating a supported pathway from recovery into regular, community-based activity.
- Secured continued funding to sustain the group into the winter period.

Volunteering, skills and community contribution

- Trained seven new Walk Leaders and mentored new run-coaches; delivered full volunteer takeovers at parkrun graduations and supported local events (e.g., Great Manchester Run, Manchester Marathon with 11 relay teams, marshals and cheer stations).
- Strengthened local ecosystems through regular MileShyOnTour parkrun visits, "chippy runs", and collaborations with community partners.

- Delivered talks and workshops for NHS teams, community groups and conferences on movement for mental health, cancer recovery and inclusive participation.
- Fundraised and hosted community events including the Sale Santa Dash (sold out; proceeds to MileShyClub), and participated in city-wide initiatives such as Beat the Streets, This Girl Can – Lift the Curfew and the 24hr Run Against Homelessness.

Inclusion and reach

- Continued targeted outreach (e.g., women-only Longsight indoor group), disability signposting (e.g., Beyond Empower), and media features (BBC Breakfast, Morning Live, England Athletics/RunTogether, local press) to reduce stigma, normalise entry-level activity and widen access.
- Grew to 15 clubs across Manchester, Salford, Stockport and Trafford, ensuring more residents can access safe, welcoming activity close to home.

Public benefit

All activities directly further our charitable purposes by improving physical and mental health, increasing confidence and social connection, and enabling sustained, community-led participation. Provision is inclusive, affordable, geographically spread, and delivered with strong volunteer involvement—maximising benefit to individuals and the wider community.

We have complied with our duty to regard public benefit guidance when exercising any powers or duties to which the guidance is relevant.

Volunteer Contribution

Our charity remains predominantly volunteer led. The number of current volunteers is approximately 160. Volunteer recruitment has been difficult this year due to potential volunteers working longer hours or having childcare commitments whilst partners take on additional work.

Achievements and Performance

During 2024–25, MileShyClub continued to deliver its mission of helping people move more, feel better, and connect through inclusive, community-led running programmes across Greater Manchester. Our focus remained on supporting individuals who are new to exercise, building confidence and social connection through the simple act of running together.

This financial year, we started developing a reporting system to demonstrate our social impact.

Participation and Reach

Over the reporting year, MileShyClub engaged a total of 1,355 new participants across 10–12 local communities and this was reported on across two cycles. This is in addition to approximately 800 people attending MileShyClub sessions each week.

- March 2024 – August 2024: 795 participants joined sessions in Altrincham, Old Trafford, Partington, Sale, Salford Quays, Stretford, Swinton, Urmston, Worsley and Wythenshawe.

- September – December 2024: A further 560 participants took part, with new clubs launched in Bramhall, Cheadle, Chorlton, and Longsight, showing the charity's ongoing expansion and local demand.

Programmes included Couch to 5k, 5k Improvers, 5–10k and 6–8k sessions, offering accessible entry routes and achievable progression pathways for runners of all abilities.

Inclusion and Diversity

MileShyClub's community is welcoming and inclusive, drawing participants from all walks of life. Across both reporting periods:

- Around 15% of runners identified as being from ethnically diverse backgrounds, including Asian, Black, Mixed and Other groups.
- Sessions were delivered in partnership with local organisations to ensure that women, older adults, and individuals from underrepresented communities felt confident and supported to take part.
- Each session upheld the core club value that "no one gets left behind", ensuring accessibility and encouragement for every participant.

Social Impact and Wellbeing Outcomes

Independent surveys conducted before and after each programme cycle demonstrate significant improvements in physical activity, happiness, and social engagement.

Cycle 1 (March 2024 – Aug 2024)

- *Happiness* rose by **24.5%** (from 3.34 to 4.16 on a 5-point scale)
- *Community activity* increased by **56.7%** (from 2.17 to 3.40)
- *Weekly active time* grew from **30–60 minutes to over 150 minutes**, meeting national activity guidelines

Cycle 2 (Sept 2024 – Dec 2024)

- *Happiness* rose by **21%** (from 3.43 to 4.15)
- *Community activity* increased by **54.3%** (from 2.19 to 3.38)
- *Weekly active time* improved by **45%**, rising from 60–100 minutes to 100–150 minutes per week

These results confirm that MileShyClub not only helps people get physically active, but also improves mood, motivation, and social wellbeing, helping participants feel more connected to their local communities.

Participant Feedback and Case Studies

Hundreds of testimonials this year highlighted the transformative effect of the charity's work. Participants described improved fitness, confidence, and mental health, as well as the strong sense of belonging fostered within the groups:

"I started off really unsure about coming as I am old and overweight. I didn't think for a minute I could run... I have now run for 20 minutes!" – Debbie

"It's been like a switch has turned on in my brain. I'm just making healthier choices around exercise and food – the club has really motivated me." – Raheelah

"I absolutely love the Urmston MileShy group. I would never have believed that I could run 5k, but here I am, doing it every week with their support." – Participant, Urmston

"As somebody who suffers from social anxiety and a lack of confidence, this journey has transformed my self-belief in many areas. This club is so, so, so much more than a running club." – Wayne

Participants frequently reported secondary benefits such as improved mental health, weight loss, reduced isolation, and increased volunteering or engagement with other community activities.

Wider Impact and Recognition

- The club's model of trained volunteer coaches continues to underpin its sustainability, with coaches acting as role models and community connectors.
- The "graduation parkruns" marking the completion of each 9-week Couch to 5k cycle have become key milestones, celebrated by participants and their families.
- Feedback from partners and local councils recognises MileShyClub as an exemplar of inclusive physical activity, combining public health impact with community spirit.

Summary

In 2024–25, MileShyClub helped welcome over 1,300 individuals start or continue their physical activity journey, demonstrating clear improvements in health, happiness, and community engagement. This is alongside the current club membership. The evidence gathered across two programme cycles reinforces that the charity's friendly, volunteer-led model makes a measurable and lasting difference — not just in miles run, but in confidence gained, friendships formed, and lives changed.

Financial Review

Our income for the year ended 31/03/25 was £61,744.00 with expenditure of £59,370.00. Reserves are retained to fund ongoing planned activities. At the year end, reserves of £24,485 were held.

We hold no funds as custodian trustees on behalf of others.

Declarations

The trustees declare that they have approved the trustees' report above.

Signed on behalf of the charity's trustees.

Signature(s)	
Full name(s)	Bramwell Appleton
Position (eg. Secretary, Chair, ect)	Chair
Date	31/10/2025



CHARITY COMMISSION
FOR ENGLAND AND WALES

Charity Name
MileShyClub

No (if any)
1183949

Receipts and payments accounts

CC16a

For the period
from

Period start date
01/04/2024

To

Period end date
31/03/2025

Section A Receipts and payments

	Unrestricted funds	Restricted funds	Endowment funds	Total funds	Last year
	to the nearest £	to the nearest £	to the nearest £	to the nearest £	to the nearest £
A1 Receipts					
Membership subscriptions	15,465	-	-	15,465	14,075
Donations, legacies and grants	3,223	21,003	-	24,226	27,881
Fundraising events	4,627	-	-	4,627	3,043
Consultancy income	8,982	-	-	8,982	-
Merchandise income	8,444	-	-	8,444	5,305
Interest	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
Sub total (Gross income for AR)	40,741	21,003	-	61,744	50,304
A2 Asset and investment sales, (see table).					
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total receipts	40,741	21,003	-	61,744	50,304
A3 Payments					
Advertising and marketing	2,607	832	-	3,439	1,773
Audit and accountancy fees	1,414	-	-	1,414	418
Charitable and political donations	363	-	-	363	499
Computer costs	665	-	-	665	638
Cost of fundraising activities	752	-	-	752	1,062
General expenses	331	87	-	418	862
Insurance	103	-	-	103	140
Legal expenses	440	-	-	440	444
Printing, postage and stationery	633	-	-	633	128
Rent	-	1,704	-	1,704	-
Salaries	11,848	23,033	-	34,881	22,587
Social events	102	-	-	102	997
Staff training	1,085	1,440	-	2,525	1,900
Subscriptions	8	-	-	8	35
Goody bag and merchandise	10,883	-	-	10,883	8,862
Sundry equipment	428	592	-	1,020	535
Telephone & Internet	20	-	-	20	-
Sub total	31,682	27,688	-	59,370	40,880
A4 Asset and investment purchases, (see table)					
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total payments	31,682	27,688	-	59,370	40,880
Net of receipts/(payments)	9,059	- 6,685	-	2,374	9,424
A5 Transfers between funds	-	-	-	-	-
A6 Cash funds last year end	8,234	13,877	-	22,111	12,687
Cash funds this year end	17,293	7,192	-	24,485	22,111

Section B Statement of assets and liabilities at the end of the period

Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B1 Cash funds	Cash at bank	16,192	7,193	-
		-	-	-
		-	-	-
	Total cash funds	16,192	7,193	-
	(agree balances with receipts and payments account(s))	Agreement Error	Agreement Error	OK
B2 Other monetary assets	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
			-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
B3 Investment assets	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
	Inventory - T-shirt and Vests	Unrestricted	1,100	1,100
			-	-
			-	-
			-	-
			-	-
B4 Assets retained for the charity's own use	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
	Office equipment	Unrestricted	114	-
	Computer equipment	Unrestricted	522	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
B5 Liabilities	Details	Fund to which liability relates	Amount due (optional)	When due (optional)
			-	
			-	
			-	
			-	
			-	
Signed by one or two trustees on behalf of all the trustees	Signature	Print Name	Date of approval	
		Jane Dennison	20/10/2025	



Section A

Independent Examiner's Report

Report to the trustees

Charity Name
MileShyClub

On accounts for the year
ended

31/03/2025

Charity no
(if any)

1183949

Set out on pages

(remember to include the page numbers of additional sheets)

I report to the trustees on my examination of the accounts of the above charity ("the Trust") for the year ended **31 / 03 / 2025**.

Responsibilities and
basis of report

As the charity's trustees, you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ("the Act").

I report in respect of my examination of the Trust's accounts carried out under section 145 of the 2011 Act and in carrying out my examination, I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

Independent
examiner's statement

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination (other than that disclosed below *) which gives me cause to believe that in, any material respect:

- the accounting records were not kept in accordance with section 130 of the Charities Act; or
- the accounts did not accord with the accounting records; or
- the accounts did not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a 'true and fair' view which is not a matter considered as part of an independent examination.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

* Please delete the words in the brackets if they do not apply.

Signed:

S. Moore

Date:

20/10/2025

Name:

Sudipta Moore

Relevant professional
qualification(s) or body
(if any):

FCA (ICAEW)

Address:	1 Northway
	Altrincham
	Cheshire, WA14 1NN

Section B

Disclosure

Only complete if the examiner needs to highlight material matters of concern (see CC32, Independent examination of charity accounts: directions and guidance for examiners).

Give here brief details of any items that the examiner wishes to disclose.

None