



Annual  
Return  
2023

# ANNUAL REPORT 2024

Company name

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# HIGH STREET FITNESS AND WELL BEING

## Executive Summary

In a year marked by significant challenges and triumphs, High Street Fitness has steadfastly pursued its mission to promote health and well-being across our community, focusing particularly on individuals struggling with drug abuse and mental health issues. As we reflect on the past year, this report aims to outline our achievements, financial dynamics, and the strategies that have propelled our organization forward, despite a turbulent economic landscape.

Financially, High Street Fitness experienced a decrease in total revenue, down from £78,012 the previous year to £66,184. This decline primarily reflects the broader economic pressures that have affected membership and attendance rates. Despite these financial headwinds, our commitment to our mission has never wavered, and we have strategically navigated these challenges through prudent financial management and innovative cost-saving measures.

Throughout the year, we have seen growth in both our membership base and in the scope of services we offer. Thanks to our dedicated staff and the generous support of our donors and volunteers, we have been able to expand our facilities, incorporating state-of-the-art fitness equipment that has significantly enhanced our service offerings. This expansion is not just in terms of physical infrastructure but also in the breadth of our programs, which now more effectively address the critical issues of drug abuse and mental health.

Our programs designed to support individuals battling drug addiction and mental health problems have seen increased participation and have made a substantial impact in our community. These programs are essential not only for recovery but also for the integration of healthier lifestyle choices through physical fitness and mental wellness education.

Looking ahead, we remain committed to our mission. Plans are already underway to further increase our membership, enhance our facilities, and expand our community support programs. We are setting ambitious but achievable goals to ensure that our financial health and organizational growth are sustainable over the long term.

In this report, you will find detailed sections on our financial strategies, cost management initiatives, membership growth, community impact, and forward-looking plans from our Chair, Dafydd James, and myself as the Founder and Operations Director. These sections will provide deeper insights into how High Street Fitness is building a resilient and impactful community resource that stands as a beacon of hope and health.

Think a document that looks this good has to be difficult to format? Think again! To easily apply any text formatting you see in this document with just a tap, on the Home tab of the ribbon, take a look at Styles.

## A Note from Dafydd

Chair's Report by Dafydd James

As the Chair of High Street Fitness, it is my privilege to address you in our annual report, reflecting on a year of resilience, growth, and community impact. Despite the economic hurdles that have affected many sectors, including our own, our charity has demonstrated remarkable adaptability and commitment to our cause.

This year, our revenue faced a downturn, dropping to £66,184 from last year's £78,012. This reduction, largely influenced by the broader economic conditions, posed significant challenges but also pushed us towards creative solutions and strategic adjustments in our operations. Our response was not merely reactive; we proactively engaged in initiatives that would secure our future and deepen our impact.

### Membership Growth and Facility Expansion

Our membership numbers have grown substantially this year, a testament to the trust and value our community places in our services. With increased membership, we took significant steps to upgrade our facility, ensuring it meets the growing demand and maintains the high standard our members expect. We've invested in advanced fitness equipment that not only enhances our capability to serve our members better but also supports a wide range of health and wellness programs.

This equipment has been instrumental in expanding our outreach to individuals dealing with drug abuse and mental health issues. By integrating physical health with mental health initiatives, we have created a holistic approach to wellness that is increasingly recognized as essential by health professionals and our community alike.

### Enhanced Support for Drug Abuse and Mental Health

This year, we deepened our commitment to providing support for drug abuse and mental health. Our programs have been tailored to not only assist in recovery but to empower our members to lead healthier lives through structured physical activity and mental health support. The success of these programs has been evident in the increased engagement levels and positive feedback from participants, which motivates us to continue and expand these vital services.

## Looking to the Future

Looking ahead, we are poised to build on this year's successes. Our goals for the coming year include further increasing our membership, continuing to enhance our facilities, and extending our reach in supporting mental health and recovery from addiction. We are also exploring partnerships with local organizations to broaden our impact and incorporate a more extensive network of support for our members.

The journey of the past year has set a solid foundation for our future endeavours. With a committed team, supportive community, and clear strategic objectives, I am confident that High Street Fitness will continue to thrive and expand its role as a pivotal resource in promoting health and wellness in our community.

## Founder's Statement by Dr Paul Thomas



As the Founder and Operations Director of High Street Fitness, I am immensely proud to reflect on the strides we have taken this past year. Each challenge we faced has strengthened our resolve and deepened our commitment to our core mission: to empower our community through health and wellness, particularly supporting those battling drug abuse and mental health issues.

### Resilience in Financial Management

This year's financial landscape was challenging, with our revenue decreasing to £66,184 from the previous year's £78,012. This reduction was a direct reflection of the economic pressures that have swept across various sectors. However, our approach to navigating these financial strains was both strategic and innovative. We focused on tightening our operational efficiencies, improving our resource allocation, and implementing cost-saving measures without compromising the quality of our services.

### Strengthening Core Values and Mission

Despite financial hurdles, our commitment to our community has never been stronger. We have successfully broadened our reach and deepened our impact, enhancing our facilities and expanding our program offerings. This year, we have seen a notable increase in our membership, with more community members turning to us for support and guidance in their wellness journeys.

Our expansion has not only been in numbers but also in scope. We have added new, state-of-the-art equipment that has allowed us to offer more diverse and effective fitness programs. These programs are specially designed to support individuals in recovery from drug abuse and those dealing with mental health challenges, integrating physical fitness with mental wellness strategies.

### Commitment to Community and Innovation

Our innovative approach extends beyond our equipment and programs. This year, we have strengthened our operational framework to ensure that we can continue to deliver exceptional service and support to our members. We have streamlined processes, embraced new technologies, and fostered a culture of continuous improvement among our staff.

### Looking Forward

As we look ahead, our vision for High Street Fitness is clear. We aim to further cement our position as a leader in community health and wellness. We plan to expand our services, reach more individuals in need, and continue to innovate in how we deliver health and wellness solutions. Our goals for the coming year are ambitious, focusing on expanding our membership, enhancing our facilities, and above all, enriching the lives of those we serve.

Thank you to everyone who has supported us—our staff, volunteers, donors, and members. Your belief in our mission fuels our passion and drives our success. Together, we are making a significant difference, and I am excited for what we will achieve next.



# FINANCIAL SUMMARY

This past year at High Street Fitness, our financial performance reflected the broader economic challenges, yet also showcased our resilience and strategic adaptiveness. Our total revenue for the year stood at **£66,184**, a decrease from the previous year's **£78,012**. This downturn was primarily due to reduced membership fees and attendance, influenced by economic pressures felt widely across the sector.

include membership fees, fundraising events, and donations. The decline in attendance and reduced membership growth directly impacted these streams. However, we managed to partly offset these declines through increased fundraising efforts and a boost in donations, reflecting the strong support from our community and the trust they place in our mission. Despite the economic downturn, our financial strategy was robust, focusing on maximizing every revenue opportunity while maintaining tight control over our expenditures. This strategy was crucial in navigating the financial challenges without compromising our service quality.

**\*Expenditure and Cost Management\***On the expenditure side, we faced significant increases in fixed costs, particularly in utilities such as rent and electricity, which rose considerably over the year. In response, we implemented several cost-saving measures that proved to be effective:

1. **Energy Efficiency Initiatives** We upgraded to energy-efficient lighting and HVAC systems, which, despite the initial investment, reduced our electricity costs by approximately 12%.
2. **Vendor Negotiations:** We renegotiated contracts with suppliers, securing more favourable terms that reduced our supply costs.
3. **Operational Efficiencies:** By optimizing our staffing and operational hours, we ensured that our workforce was more effectively aligned with member attendance patterns, reducing labour costs without affecting service quality. These measures not only helped us manage expenses but also contributed to our sustainability goals, reducing our overall environmental footprint.

**Financial Health and Sustainability** The financial health of High Street Fitness remains stable, thanks to our proactive management and the commitment of our community. Our financial reserves have allowed us to invest in critical areas, such as facility upgrades and program expansion, which are essential for long-term sustainability. Looking forward, we are focusing on enhancing our revenue streams through innovative fundraising campaigns, expanding our membership base, and exploring new grant opportunities. Our goal is to strengthen our financial position to ensure that we continue to serve our community effectively, especially those in need of support for drug abuse recovery and mental health challenges.

This section provides a detailed overview of the financial status and strategies employed by High Street Fitness over the past year. If this meets your expectations, the Cost Reduction Initiatives section is next

## Cost Reduction Initiatives

In response to the increased financial pressures of the past year, High Street Fitness implemented a series of strategic cost reduction measures aimed at sustaining our operations without compromising the quality of services offered to our community. These initiatives were crucial in managing the sharp rise in our fixed costs, particularly as we faced higher utility bills and rent increases.

### Strategic Cost Management

1. **Utility Savings** One of our most effective strategies was the implementation of energy-saving technologies. By installing energy-efficient lighting and optimizing our heating, ventilation, and air conditioning systems, we significantly reduced our energy consumption. These changes not only lowered our utility costs but also aligned with our commitment to environmental stewardship.
2. **Supplier Contract Renegotiations:** We revisited our contracts with key suppliers, from equipment manufacturers to service providers. By renegotiating these agreements, we secured more cost-effective rates and better terms, which reduced our overall expenditure on necessary goods and services.
3. **Staffing Optimization:** We carefully analysed our staffing needs against peak and off-peak hours, which led to a more efficient allocation of staff shifts. This not only ensured that we maintained high levels of service during busier times but also minimized unnecessary labour costs during quieter periods.

### Operational Efficiencies

In addition to these targeted measures, we embraced broader operational efficiencies:

- **Digital Transformation:** We increased our use of digital tools for both internal management and member engagement. This reduced our reliance on paper, lowered mailing costs, and improved our operational agility.
- **Preventative Maintenance:** By investing in preventative maintenance for our equipment, we avoided costly repairs and extended the lifespan of valuable assets, thereby reducing long-term capital expenditure.

### Impact of Cost Reduction Initiatives

The impact of these initiatives has been substantial. We have not only mitigated the effects of increased fixed costs but have also improved our financial stability. The savings generated have been reinvested into expanding our services and enhancing our facilities, ensuring that we continue to meet the needs of our members, particularly those participating in our drug abuse recovery and mental health programs.

Looking ahead, we will continue to refine these strategies and explore new ways to reduce costs. Our focus remains on maintaining financial health without sacrificing the quality of our services or our mission-driven goals.

## Membership and Community Impact

This past year, High Street Fitness has not only grown in terms of membership numbers but has also significantly broadened its impact within the community. The growth in membership reflects the trust and value our community places in our programs, particularly those designed to assist with drug abuse recovery and mental health issues.

Throughout the year, we welcomed a substantial increase in new members, bringing our total membership to a record number. This growth is a direct result of our targeted outreach efforts and the enhancement of our facility with state-of-the-art equipment. Our members range from young adults seeking to improve their physical fitness to older individuals focused on maintaining their health, as well as people recovering from substance abuse and mental health challenges.

The diversity of our membership base has enriched the community spirit at High Street Fitness, fostering an environment of support and motivation that transcends fitness goals.

## Enhanced Facilities and Equipment

In response to our growing membership, we have made significant investments in our facilities. This year, we acquired new, advanced fitness equipment that supports a wide variety of physical activities—from cardiovascular machines that are gentle on the joints to strength-training equipment that caters to various skill levels.

Moreover, we redesigned our spaces to create more welcoming and functional areas that accommodate group classes and individual training sessions. These improvements have not only increased the satisfaction and retention of our members but have also made our center more inclusive and accessible to people of all ages and abilities.

## Community Programs and Health Initiatives

One of the cornerstones of our success this year has been the expansion of our programs that address mental health and drug abuse recovery. These programs integrate physical exercise with mental health support, providing a holistic approach to recovery and wellness that is grounded in scientific research and best practices.

**Recovery Through Fitness:** Our specialised program for individuals recovering from drug abuse uses exercise as a pillar of recovery. Participants engage in structured workouts that help reduce cravings, improve mood, and build a supportive community of peers.

**Mental Wellness Workshops:** In collaboration with local mental health professionals, and supported by DNA Definitive Experts, we offer workshops that educate members on coping strategies, stress management, and healthy lifestyle choices. These workshops are complemented by yoga and meditation classes that promote mental clarity and emotional stability.

## Impact and Feedback

The feedback from our members has been overwhelmingly positive, with many reporting significant improvements in their physical health and mental well-being. Our community outreach initiatives have also garnered praise, enhancing our reputation as a pivotal health resource within the community.

## Looking Ahead

As we look to the future, we are committed to continuing our growth and expanding our reach. We plan to launch more inclusive programs, further tailor our services to meet the diverse needs of our community, and keep strengthening our impact on public health.

# FINANCIAL STATEMENTS

## Statement of Income and Retained Earnings Year ended 31 March 2023

	Note	2023 £	2022 £
Turnover		66,184 □□□□□□□□	78,012 □□□□□□□□
Gross profit		66,184	78,012
Administrative expenses		89,089	61,534
Other operating income		17,200 □□□□□□□□	5,000 □□□□□□□□
Operating (loss)/profit		(5,705)	21,478
Interest payable and similar expenses		- □□□□□□□□	1,102 □□□□□□□□
(Loss)/profit before taxation	5	(5,705)	20,376
Tax on (loss)/profit		- □□□□□□□□	- □□□□□□□□
(Loss)/profit for the financial year and total comprehensive income		(5,705) □□□□□□□□	20,376 □□□□□□□□
Retained losses at the start of the year		(17,101) □□□□□□□□	(37,477) □□□□□□□□
Retained losses at the end of the year		(22,806) □□□□□□□□	(17,101) □□□□□□□□

- Still a significant input by Dr Thomas

## Statement of Financial Position

31 March 2023

	Note	2023 £	2022 £
Fixed assets			
Tangible assets	6	35,105	42,889
Current assets			

# NOTES TO FINANCIAL STATEMENTS

## Looking Forward

As we look to the future, High Street Fitness remains dedicated to building on the successes and lessons of the past year. Our plans are ambitious and reflect our commitment to being a leader in community health and wellness. Here's what we envision for the upcoming year and beyond.

## Strategic Growth and Expansion

**Increasing Membership:** One of our primary goals is to continue growing our membership base. We plan to enhance our marketing strategies, engage in community events, and leverage social media platforms to reach a broader audience. This will help us bring more people into our supportive community, providing them access to our comprehensive health and wellness services.

**Facility Upgrades:** To accommodate our expanding membership and to provide the best possible environment for health and fitness, we intend to further upgrade our facilities. This includes the addition of new fitness equipment and the renovation of existing spaces to make them more functional and welcoming.

**Extended Program Offerings:** We aim to diversify and expand our program offerings to include more specialized classes and workshops that cater to a wider range of needs and interests. This will involve launching additional programs for mental health, senior fitness, and rehabilitation services.

## Enhanced Community Impact

**Partnerships and Collaborations:** To broaden our impact, we plan to establish partnerships with local healthcare providers, schools, and community organizations. These collaborations will allow us to offer a more integrated approach to health and wellness and reach more individuals in need of support.

**Focus on Holistic Health:** We will continue to emphasize the importance of integrating physical fitness with mental health initiatives. Our goal is to create a more holistic approach to wellness that addresses the mind and body, ensuring our members receive comprehensive care and support.

## Sustainability and Financial Health

**Innovative Fundraising:** To ensure our financial sustainability, we will explore innovative fundraising methods, including online campaigns, charity events, and grant applications. These efforts will support our operational needs and our strategic initiatives.

- **\*\*Cost-Management Measures:\*\*** We will maintain our focus on cost management, continuously seeking ways to optimize our operations and reduce expenses without impacting the quality of our services.

### **\*\*Commitment to Our Mission\*\***

Above all, we remain steadfast in our commitment to our mission of promoting health and well-being in our community, particularly supporting those struggling with drug abuse and mental health issues. We believe that through our dedicated efforts and the support of our community, we can make a significant difference in many lives.

### **\*\*Acknowledgements\*\***

As we close another remarkable year at High Street Fitness, we extend our deepest gratitude to all those who have supported our journey and contributed to our mission. Our achievements this year were made possible through the collective effort of numerous individuals and organizations whose commitment to health and wellness mirrors our own.

### **\*\*Gratitude to Our Staff and Volunteers\*\***

Our dedicated staff and the tireless efforts of our volunteers are the backbone of High Street Fitness. Their unwavering dedication and passion for helping others have been essential in delivering high-quality services and fostering a welcoming, supportive environment for all our members. We are immensely grateful for their hard work and commitment.

### **\*\*Thanks to Our Members\*\***

We also express our heartfelt thanks to our members, who have not only engaged with our programs but have also been vocal advocates for our work in the community. Your trust in us fuels our efforts and motivates us to continue enhancing our offerings and expanding our reach.

### **\*\*Appreciation for Our Donors and Sponsors\*\***

Special thanks go to our donors and sponsors, whose generous contributions have enabled us to upgrade our facilities, expand our programs, and maintain our commitment to those in need. Your financial support is vital in helping us achieve our goals and make a lasting impact in the community.

### **\*\*Acknowledgement of Partnerships\*\***

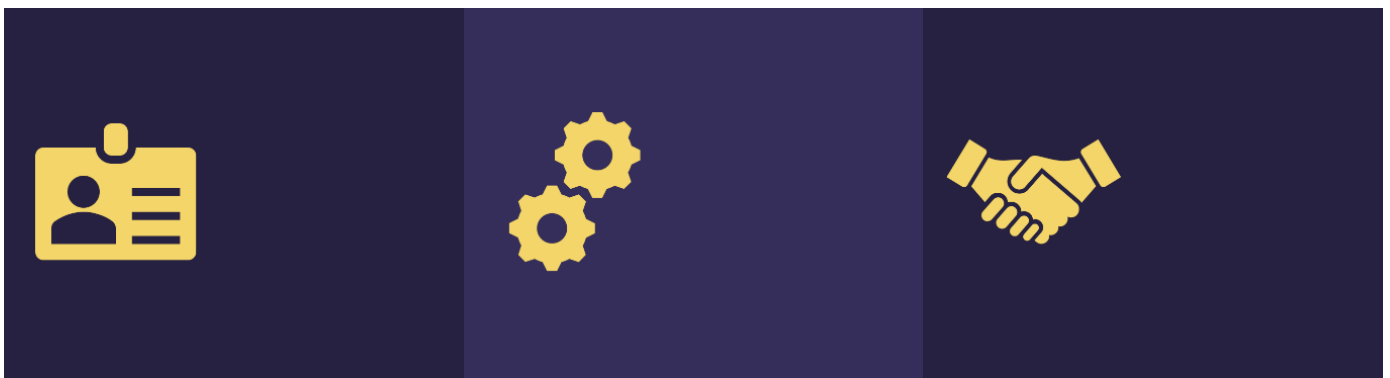
We acknowledge and appreciate our partners in the healthcare and community sectors. These collaborations have been instrumental in broadening the scope of our services and enhancing our ability to meet diverse community needs effectively.

### **\*\*Final Thoughts\*\***

As we look forward to the coming year, we are inspired by the support and enthusiasm of our community. We pledge to continue our work with renewed vigor and commitment, striving to reach even greater heights in our service to others.

Thank you to everyone who has been a part of this year's journey. Together, we are making a difference, promoting health and well-being, and changing lives for the better.

This section provides an overview of the forward-looking strategies and commitments of High Street Fitness. It sets a positive and ambitious tone for the future, aligning with the organization's mission and goals. If this meets your expectations, I can move on to drafting the final section, **\*\*Acknowledgements\*\***. When you have a document that shows a lot of numbers, it's a good idea to have a little text that explains the numbers. You can do that here.



## 1. Financial Overview and Cost Reduction Initiatives:.

This past financial year has been challenging yet enlightening. Our total revenue was £66,184, down from the previous year's £78,012. This decline reflects broader economic pressures which have influenced membership and attendance. It's also worth noting that the impact of not paying membership is playing a significant role in the loss. We have found that at least 25% of gym users have no membership.

### Significant Increase in Fixed Costs:.

We've observed a sharp increase in fixed costs, particularly utilities such as rent and electricity. To address this, we've implemented several cost-saving measures:

**Unplugging Machines at Night:.** This simple action significantly reduces our electricity usage.

**Installation of LED Lighting:.** By replacing all lighting with LED alternatives, we're seeing an average monthly saving of £2,000.

Despite these efforts, our operational losses this year amounted to **£5,705**, a pivot from last year's loss of **£21,478** and **£37k** the year before this, so signs are in the correct direction. These figures highlight the delicate balance we must maintain between managing costs and investing in quality service.



Statement of Financial Position  
31 March 2023

	Note	2023 £	2022 £
Fixed assets			
Tangible assets	6	35,105	42,889
Current assets			
Cash at bank and in hand		2,402	1,522
Creditors: amounts falling due within one year	7	34,866	53,129
		.....	.....
Net current liabilities		32,464	51,607
		.....	.....
Total assets less current liabilities		2,641	(8,718)
Creditors: amounts falling due after more than one year	8	25,347	8,283
		.....	.....
Net liabilities		(22,706)	(17,001)
		.....	.....
Capital and reserves			
Called up share capital		100	100
Profit and loss account		(22,806)	(17,101)
		.....	.....
Shareholders deficit		(22,706)	(17,001)
		.....	.....

These financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime and in accordance with Section 1A of FRS 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland'.

For the year ending 31 March 2023 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

Director's responsibilities:

- The members have not required the company to obtain an audit of its financial statements for the year in question in accordance with section 476;
- The director acknowledges his responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of financial statements.

These financial statements were approved by the board of directors and authorised for issue on 22 March 2024, and are signed on behalf of the board by:

Dr P T Thomas  
Director  
Daniel Crandon  
Trustee

## Additional Information

### Transition to Gymflow Membership Management software System

To streamline our operations and improve your gym experience, we are transitioning from Glofox to **Gymflow**. This new system is more reliable and user-friendly, allowing for better management of bookings and memberships.

Key changes include:

**Self-Service Setup.:** You will manage your membership directly via the Gymflow app.

**Enhanced Check-In System.:** All members will now scan in and out, improving our service and security.

**No More Volunteer Reception.:** Given the challenges in maintaining volunteer support, this transition allows us to automate

This should happen within this reporting period.

## Health Resilience Centres

### SUPPORTING INDIVIDUALS TODAY FOR A HEALTHY COMMUNITY TOMORROW



#### PURPOSE:

Develop our community's ownership of their personal health, wellbeing and belonging through supporting educational growth, body, and mind activities delivered in an inclusive and welcoming HUB.

#### FOCUS AREAS:

- ✓ Nutritional Advice
- ✓ Developing Personal Resilience
- ✓ Mental Health Support
- ✓ Body & Mind Activities
- ✓ Individual & Collective courses and classes
- ✓ Inclusive and sustainability culture

#### SUCCESS SO FAR:

Infographics with results, suggested areas below

- Participation rates overall - 1200 members with an average of 300 daily visits



- 37% are first time fitness users
- 28 members train before 6am
- 8% have free members due to economic issues
- 27 volunteers to open/staff the centre
- Members age ranges from 12 (supervised) to 87 years old
- 21% of users report a decrease or stopping of prescription medicine
- 26% of users stop using recreational drug use, commonly steroid and amphetamine use
- 95% of Centre users feel their fitness has improved

## KEY OBJECTIVES:

1. Support generational change for the lifelong participation in health, activity, and support
  - Inspiring young people to develop active and healthy lifestyles, 30%+ participation
  - promoting health to the adult population to reconnect or commence fitness activity to influence and guide future generations
  - working with partners and stakeholders (such as Health Boards, GP, providers, schools, health, etc) to promote local opportunities (for example social prescribing and co-creation)
2. Building capacity to support local participation, performance, skills development (first time experiences - through to long term sustainability and repeat activities to remove communities out of ill-health cycles) and confidence of all ages
  - Building community capacity by empowering/upskilling people to deliver lifelong participation - at least 30 volunteers at each HRC
  - Support community ownership of health and fitness through enterprise initiatives, such as mentoring, support packages, sharing best practice
  - Work with providers to support their provision of participation programmes, events, performance development particularly focusing on under-represented groups to access the centre
3. Enhancing the partner delivery model to develop the current framework such as Health Wales, Future Generations Act, across the rest of Wales
  - Promoting advocacy and engagement with stakeholders to ensure effective shared learning to improve and impact health of individuals,
  - Development of support packages (for example a toolkit and app) to enable and empower new areas to promote and develop the health option ethos and values. We also want outreach programmes to get to hard-to-reach communities.
  - Working with key partners and stakeholders to deliver and promote social prescribing with access to the health as a primary focus

**Values: 'RAISE HEALTH'**

**Respect - Respect; the venue, others and yourself**

**Achieve - Be Your Best**

**Inspire - Be the inspiration for a healthier society**

**Selfless - Go out of your way to help those around you**

**Engage - Be a positive force within the community**

**Honest - Be truthful and sincere in our actions**

**Equal - Promote an environment that provides opportunities and equality for all**

**Active - Actively strive to be the best we can be**

**Loyal - Loyal to the gym, its members and our community**

**Transparent - Be transparent in everything we do**

**Helpful - Provide a Gold Standard service to the community**

## Our Results



## Summary

High Street Fitness and Wellbeing is set up by Dr Paul Thomas in 2005, but more formally in 2018 with the Charity formation in 2019. The Senior Operation Trustees are Dan Crandon (Memberships and PR), alongside the support from Chair Dafydd James (former British Lions/Wales), and Saffir Thomas.

We are very passionate about getting our community active and healthy and our aim is to run a facility which is driven by the needs and wants of community members. We will be a community fitness centre with a big heart, run by the people for the people.

## Why HSF

Even before the impact of Covid-19 was felt in Wales, it was well recognised that delivering improved health outcomes would involve adapting and adopting new ideas and sustainable ways of working that would result in a positive impact on people, patients, staff, volunteers.

We want a co-created, citizen-hospital-based Health services Centre that coordinates the development of a health-in-community approach through action. Wales currently has disparate fragments of world-leading expertise in for healthcare in universities, council

trusts, the NHS and commercial sector. With an increasing, aging society and disease, variations in surgical outcomes, high levels of user abandonment and tightening regulations all contribute to the need for a treat the cause rather than the symptoms approach allowing all the services to collaboratively developed a Health Resilience Centres in each high street, town, and area of high need.

The effective implementation of such a Centre in each high street, has the potential to increase the health output; provide new opportunities for people and reduce the need for drugs; and create a competitive advantage for Wales around the production of healthcare innovation.

### **So what?**

- We will decrease the need for prescription medicine
- Provide front line medical support for diabetes, blood pressure, health checks
- Increase the participation and ownership of health in each community in Wales
- Drive a change in lifestyle to a healthier Wales
- Create a nutrition led health and fitness
- Provide a holistic approach to health with a mental health support team
- Allow each Health Resilience Centre to be co-created by the community needs/wants
- Re-invest 'profits' back into the service, covering costs and allowing innovations
- Create a safe, fun and social space to talk through issues

High Street Fitness and Wellbeing will be the leading destination for all thing's health, fitness and wellness with a full range of fitness and exercise facilities, classes, courses which range from nutrition, exercise and meditation, sports performance and personal training and with lifestyle advice. We also aim to provide many other activities and sessions such as children/teen sessions, older adult classes, videos, blogs, newsletters, news updates along with a big social media presence. Our facility and online presence will be a community health and wellbeing hub which will focus on an array and health and fitness topics including the all-important diet, mental and emotional health, and motivational support to start becoming a healthier nation. Our daily goal therefore is to provide engaging sessions, courses and content that motivates people to lead healthier and happier lives.



We

want to make community fitness, health and wellbeing, trendy, modern using the latest information, techniques, equipment and delivery styles which will include a 360 approach to community wellbeing. Not only that but High Street Fitness and Wellbeing will be the leading destination, “go to” place, for all thing’s health, fitness and wellbeing in the area. The HSF Health Resilience Centre is a Charity with a simple vision on enhancing people’s physical & mental health and wellbeing, enhancing economic return and social value through facilitating a space co-habited by experts such as Universities, Health, and activities and fun classes. HSF envisages a significant generational change in which engagement with health is the ‘norm’ for the community regardless of age, health and economic status. We aim to build capacity to support local participation, performance, skills development; enhance their current partner delivery model to develop a robust framework across Wales and throughout the UK; and to develop quality products capable of providing enjoyable outdoor experiences. HSF focuses predominantly on grass roots participation, strengthened by GP referrals and support, with Health Boards, Universities and research to ensure an effective development continuum for participants, while simultaneously supporting the strategically vital work of HB’s. We will also explore the subjective experience and the Social Return On Investment in all active members referred by social prescribers, GP practices, and local community mental health teams.



### What do the community say?

**Richard Phillips, Volunteer-** He states: "I love being at the gym, it's a really nice bunch of people, with a great atmosphere- feels like family." Richard went on to say: "Being at High Street has helped with confidence and self-esteem. Given me new challenges and a load of new skills like talking to people, customer service and even problem solving. I have severe Asperger's so suffered with bad nerves, and I was anxious all the time. Now I feel able to take on challenges like additional courses. The gym has helped me meet new people, I am not lonely any more. I have new friends and we all help each other out. I really enjoy it! In the future I want to promote my business more, I am a sports masseur, and improve my health."

**Jade Badham, Volunteer-** I started volunteering to boost my confidence and help with my anxiety. I was so nervous going there alone. But everyone was so nice and friendly, I don't suffer with any of that anymore. I have found my confidence.

**Eden, Volunteer-** "having been bullied at school I was looking for somewhere friendly and welcoming to spend my time. I now have that thanks to High Street Fitness. I have friends, built up my self esteem and I have found my love for health and wellbeing and am working towards a qualification to allow me to work within the sector long term."

**Joel, Volunteer-** "I came to volunteer at the gym as a last resort. I was just out of jail, had lost my job and felt I had no where to go. No qualifications and no hope. But I came in and was given an opportunity to repay back to my local community. I improved my people skills and customer service and was given help writing my CV and applying for jobs. As a result I now have a full time. Without the help of High Street Fitness keeping me on the straight and narrow I would probably be back in jail. But now I am flourishing."

**Liz, Member-** "Brilliant, amazing, fabulous! It's that simple. Being in my 70's I now find it hard just walk in to a gym. But not here. Everyone is friendly, accommodating and helpful. I just love it."

**Gavin, Member-** "I have been in prison, suffer with anxiety and depression and my weight. I have also used drugs recreationally. But I feel welcome here. I am not judged and love coming in just to talk to people. Sometimes I can't afford the membership, but that is never a problem I am still allowed to work out as they all realise how important it is to my wellbeing"

## Our Vision

*'To change our nation through the power of fitness and wellbeing in every Community'*





## Our Passion

High Street Fitness and Wellness will be a modern, unique, facility that offers a wide range of health and wellbeing services, activities, courses and classes for all ages and abilities, using an affordable pricing structure in a friendly and welcoming environment. We want this to be more than a Gym, with the primary goal to create a safe space for everyone. The HSF will be 'owned and run' by the community and its users to ensure their needs in terms of health, mental health and fitness in met.

At HSF our belief is in the concept of **POW.... Participation, Ownership and Warrantee**. If we get our users to participate in all aspect of the gym, they will feel ownership, with the feeling of owning the gym we know we can achieve amazing results.

It is our passion is to evolve the notion community health and wellbeing from one which is been done to residents, to one of supporting and empowering community members to improve their own health and wellbeing by using a "something for everyone" approach in that we are a venue with a difference. With HSF by being run and 'owned' by the community with spend, equipment, classes etc all dictated by the members themselves and not the SLT the members themselves create a sustainable service.

We publish the income, expenditure and plans for monthly approval by members. The users themselves have a say in the equipment bought and what classes are arranged.

We also offer a body-mind gym support, with the whole body catered for in normal weights and fitness for the body but a separate offer for the mind, with unique 'mindfulness classes' alongside mental health support from invited charities. Even the simple notion of loneliness will be tackled by the volunteer segment of the business, creating a 'HSF support gang' to outreach and events.

High Street Fitness will bring this wide range of health and wellbeing activities and services much closer together and will offer members of public and local businesses a 360 solution to all of their health and wellbeing needs with **24/7 365-day access**. High Street Fitness will offer a wide range of normal services such as fitness and exercise classes, one to one training and support, diet and nutrition advice, mental and emotional wellbeing courses and classes, massage therapists, physiotherapists, complimentary therapists and many other services.

This business will ensure that the community health and wellbeing will not have the stigma of being dated and perhaps even a bit boring, so we want to make community fitness, health and wellbeing, a trendy, modern using the latest information, techniques, equipment and delivery styles including podcasts, apps, Facebook and website to support the transformation in lifestyles needed.

We help run for example...

- Personal Training and fitness studio
- Kids Fit sessions
- Teen classes (rugby sessions, Bootcamp etc.)
- Full range of mainstream adult classes (Body pump, Bootcamp, legs, bums and tums, Slam ball, Funky Pump etc.)
- Gentle exercise classes
- Chair based aerobics
- Personal training and lifestyle coaching (which will include full consultations, and specific tailored programmes for each individual using a person-centred approach)
- Body testing
- Nutritional advice and group talks
- Cookery sessions
- Dedicated schools programme that is suitable to use alongside the latest National Curriculum.
- Community outreach sessions (go-get-um classes in the streets)

All our facility will have:

- Full range of cardiovascular equipment
- Extensive range and resistance equipment and loose weights
- Functional/sports performance training area (This will include AstroTurf, sledges, prowlers, TRX, Tyres etc.)
- A place of mental health safety and advice.
- Medical support and clinicians
- Co-habit space for innovation, public research and change experiments
- Private consultation room or counselling and rehab - Mental Health Partnerships
- Group education, course and workshop area
- Café and cooking facilities

#### Health, Fitness and wellbeing information hub

High Street Fitness will be the leading destination for all things health, fitness and wellbeing with a full range of fitness and exercise facilities classes and courses, sports performance training, personal training and lifestyle advice and many other activities and sessions such as children/teen sessions, older adult classes, podcasts, videos, blogs, newsletters, news updates and a big social media presence. This will be run by our volunteers and supporters. Our facility and online presence will be a community health and wellbeing hub which will focus on an array and health, fitness and wellbeing topics including diet and fitness, mental and emotional health and motivation and support. We

aim to provide engaging sessions, courses and content that motivates people to lead healthier and happier lives!

*“We aim to ensure community health by supporting and empowering community members to improve their health and wellbeing in a facility that is run by the people for the people”*

## Our Growth Desires

- Our aim is to launch 2 new centres per year, reinvesting money from each HRC
- We aim to market the platform to our existing contacts, connections and social media groups
- Alongside this we will be marketing online using SEO, PPC, and social media advertising across various platforms. We aim to have 600 members within one month of launch and at least 1000 after 6 months at each centre.



The Health Resilience Centre (HRC) has 4 key aims, each with discrete, achievable and realistic objectives:

4. Seek to deliver generational change to encourage lifelong participation in health, activity, and support recovery from the Covid pandemic, through
  - Inspiring young people to be active and to deliver sustainable health benefits to the community of the future - at least 30% participation
  - promoting health to the adult population to reconnect or commence fitness activity to influence and guide future generations
  - working with partners and stakeholders (such as Health Boards, GP, providers, schools, health, etc) to promote local opportunities (for example social prescribing and co-creation)
  - Develop a continuum to support participation from the community, through volunteering to eventually employment or sustainable healthy, active lifestyles



In delivering these objectives we will focus on the following priorities:

- Equality, Diversity & Inclusion by Targeting under-represented & disadvantaged groups in all communities
- Focusing on young people, disengaged and disadvantaged
- Sustainable use of natural resources through purchasing refurbished equipment and flooring, alongside policy of no single use plastics, enhanced partnership working and removal of system waste
- Mental & Physical Health and Wellbeing - particularly in supporting the Covid recovery
- Employability - where difficulties in recruitment are identified (particularly in the recovery from covid) consideration of training/awareness raising/ and opportunities
- Shared learning & knowledge and good practice and research-based decision making
- Tackling/breaking down barriers e.g., access, transport, social norms, etc
- Volunteer - building capacity and community clubs/NGBs

### **Social Prescribing**

Social prescribing (SRx) is a means of enabling GPs, Link Workers and other care professionals to refer people to a range of local, non-clinical activities and interventions. We will offer non-medical alternatives towards improving participants' mental and physical wellbeing and their practical needs through participation in a wide variety of activities, in their own communities.

We also aims to support individuals take greater control of their own health. People who benefit from referrals to social prescribing schemes include those with long-term mental health problems, vulnerable groups, people who are socially isolated, and those who frequently attend primary or secondary healthcare services.

There is emerging evidence that SRx promotes improved outcomes in terms of physical, emotional and social wellbeing. However, robust and systematic evidence on the effectiveness of social prescribing is still very limited. Studies tend to be small scale, focus on progress rather than outcomes and relate to individual interventions rather than the social prescribing model. Much of the evidence relates to qualitative assessments which typically rely on self-reported experiences or outcomes (PREMs and PROMs). Determining the cost effectiveness of social prescribing is particularly difficult. Several studies highlight the importance of measuring the wider social value generated through social prescribing, for example through reducing welfare benefit claims.

### Year two targets

YEAR 2	Membership	Personal Trainers onsite
Month 1	2000	5
Month 6	2500	10
Month 12	3000	12
Month 24	4000	20

### What makes High Street Fitness the business different?

- There is no other health and fitness facility in the area that gives members of public access to such a wide variety of fitness, health and wellbeing training, classes, courses, events, and specialists 24/7 365-days a year.
- We will be a venue that has modern training facilities, training and equipment and support at an affordable price for all members of the community
- We aim to be led by the needs and wants of our community members. So thinking and acting local
- We will be a low-cost health and fitness facility that is run by the people for the people. Indeed we encourage people even though they cannot afford the monthly fee to attend free of charge or volunteer to help.
- No other venue in the local area supports children and adult in sports performance in such a specialised, modern, motivating and educational way
- We will create through volunteers, employment and educational qualifications in Sport and training
- We will provide a safe and friendly environment for those most at need.

## Legal requirements

The legal and insurance requirements that apply in the business are:

- 1 Public liability insurance
- 2 Health and safety policy
- 3 Risk assessments
- 4 Food safety
- 5 PPL Licence
- 6 Terms and conditions
- 7 Privacy policy
- 8 Data protection

We already have in place the requirements above by

1. We intend to meet all insurance requirements as necessary.
2. Having appropriate Health and safety policies and procedures written.
3. Having appropriate risk assessments completed
4. Ensure we meet all requirements with regard to food safety
5. Having appropriate and robust T&C's and privacy policies written by a commercial law specialist and displaying this information in an appropriate place on our platform.
6. Having an appropriate privacy policy written
7. Ensure that we comply with all data protection regulations.

## Market research

Having worked in the local area we feel that we have a very good knowledge of the services available to community members. We feel we have identified many areas where there could be much improvement such as services offered, delivery, motivation and support and making health and fitness fun trendy, modern using the latest information, techniques, equipment and delivery styles at an affordable cost.

## Profiling customers

The customers we are selling to are:

- Members of our local community in South Wales and community areas

## Pricing

Full membership		Corporate		Student/OAP		PAYG class or gym		
Month	Monthly DD	Cash	Monthly DD	Monthly	Monthly DD	Adult	Teen (11-16)	Student/OAP
£18.99	£18.99	£18	£15	£10	£18.99	£4.50	£3	£3

## The Team

Owner & CEO - **Dr Paul Thomas (CV in Appendix)**, has spent over 30 years researching, working in and about leadership and the issues facing the 21<sup>st</sup> century workforce. Crucially he also spent years with businesses, large and small, on the ground, the globe, at all levels, across multiple industries, on improve the way they work and getting the best engagement from their people. He was the subject BBC TV documentaries in which the cameras



Paul  
writing

working  
across  
how to

of six



followed his work with an organisations as he advised them on changing their traditional structure, procedures and leadership with the aim of improving efficiency and cost-savings. His work has taken him from Bangor to London, from China to the US, and has included senior positions and advisory roles at prestigious universities and global organisations. He has also spent many years overseas consulting, teaching and working in India, China, Pakistan and parts of Europe, gaining significant experience in development and implementation of leadership within varying cultural environments. Paul is the leader and founder of the research and collaboration organisation, DNA Definitive which involves Universities around the world, Special Forces, Elite Athletes and Business Executives seeking alternative ways for sustainable business and higher performance. He was the Chair of the Chartered Management Institute, Wales. With a combination of research, seminars, conferences and education programme to senior managers aimed at thinking, and simply challenging the way things are done. He is currently tasked as Subject Matter Expert, along with his team in helping a large financial bank, change and transform to meet a fast changing, and technology driven environment. He is also a visiting Professor for the Drucker Management Institute, Switzerland and NEOMA Paris and the speaker on the 20/20 Leadership Programme at Bangor and Cardiff Metropolitan University.



**Trustee - Mr Daniel Crandon,** Dan started in sport and coaching fifteen years ago when he combined studying for a BSc in Sports Performance with professional sport at Bath Rugby. During this time Dan became a qualified SAQ coach and rugby coach outside of his other studies. Dan held the position of Head Coach at Clifton College, Bristol during this time whereby he spent 3 years overseeing the rugby programme at one of the UK's leading private schools, which was also his alma mater.

Since then, Dan moved into the police force where he is still a serving officer. Dan has worked within a number of frontline roles within the police service. Having vast experience in response policing, Dan has also worked within the PSU environment having policed large-scale events such as the Champions League Final 2017 and the London riots. Dan has also worked within community policing and has vast experience in working with partners and alternate agencies to solve the problems that have the greatest effect on our communities. Dan has since moved into the tutoring and mentoring of student officers within a frontline setting and is a qualified PEQF coach and assessor. Dan is now able to coach and mentor student officers into a frontline role ensuring they are able to achieve the highest levels of public service. This involves a great deal of planning and preparation to ensure that each individual student has their needs met. Dan holds an IPLDP diploma in policing.

Dan also has experience within the Social Media Marketing world having worked with a number of "influencer" accounts as well as starting local businesses on their social media journey. Success working with local businesses has delivered an increase in brand awareness, brand advocacy and sales.

**Trustee - Miss Saffir Thomas**, currently studying Politic and History and has run the Brynmawr Fitness Centre for the past months including driving new membership and class programmes. Saffir is also our Social Media expert and video creator for Instagram

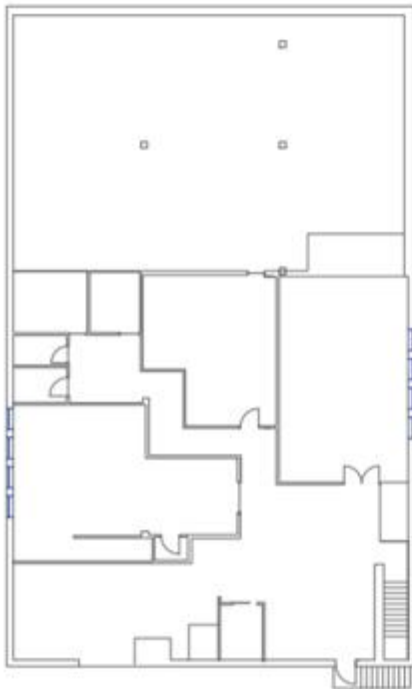
All will manage the business full time with the aim of building the team of volunteers who will specialise in various areas as fitness, health and wellbeing, marketing, administration general maintenance.



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such  
and

Premises (So far...)  
**Pontypool**



Lower Ground floor



Ground Floor

*British Lions/Welsh Player Dafydd James and Aberdare Site MD, Saffir Thomas*





