



the national governing body for group exercise

## EMD UK SUCCESSES IN 2021-22



### Launched This Girl Can Classes training

for over 200 group exercise instructors.



### Released monthly webinars and resources packs

to support instructors to be the best they can be.



### Supporting instructors and fighting for change

to implement changes to music licensing in the fitness industry.



### Supporting deprived communities through group exercise

and helping over 2,500 people get physically active.



### Sponsored Noire FitFest, the UK's first black fitness and wellness festival

and enabled more instructors and participants access to group exercise.



### New organisation strategy to increase our support to instructors

and new role as a system partner for Sport England.

## KEY STATISTICS



Over 24,000 instructors on our database - an increase of 3,300



Over 60 fitness brands supported to sustain their businesses post-Covid



18% growth on social media



17 expert comment and speaking slots



71 mentions in trade and consumer press