

# EMD UK SUCCESSES IN 2024-25

**15,500**

Members  
(increased from 12,000 in the last 12 months)

**51,658**

Resource hub content views from instructors and partners

**£5.3bn**

Social Value of Group Exercise per year.



Formed and hosted the first ever Training Provider Forum to raise the standards of new instructor training for the sector.



8 new community interest groups or charity Delivery Partners operating across different regions of England. Each partner offers group exercise sessions for underrepresented communities.



Supported 85 individuals from, or teaching in, underserved communities to broaden their group exercise offer in local communities through further CPD.



**Launched Reach Up**  
in collaboration with This Girl Can

A new educational resource hub with bite sized education to help instructors increase their reach to inactive women and girls.



**Parliament**  
Social Value of Group Exercise

Published a report on the Social Value of Group Exercise and hosted a parliamentary reception.

## EVENTS

Collaborated with key industry event partners to host an EMD UK stage including:



Delivered 14 sessions over 2 days, collaborating with over 15 organisations on topics including Inclusive Moves and Retention, Defining Potential, Unlocking Excellence, Revolutionary CPD and Adult Safeguarding.



Delivered 19 sessions, showcasing the diversity of group exercise classes, supporting sector micro businesses and presenters to display their group exercise diversity and increased their reach to over **7,000** event participants.

## COLLABORATIONS



Co-created the first ever Group Exercise Adult Safeguarding training in partnership with UK Coaching and the Ann Craft Trust.



Delivered a workforce development project for global majority women in Leicester where 12 individuals qualified in collaboration with Active Together.



Played an active role in the new national Let's Dance Campaign in partnership with GLL by supporting the delivery of a diverse range of dance fitness classes communities across the UK.



Launched first ever national "Bridge" qualification in collaboration with Active IQ and YMCA Awards to enable more instructors to meet the professional recognition deployment standards and increase employability and diversity of the workforce.



Played a strong role in the NGB coalition formation and work with the coalition, Sport and Recreation Alliance on a working party to work more closely with Active partnerships.