

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.