



# Healthy community in action

Social Impact report 2024

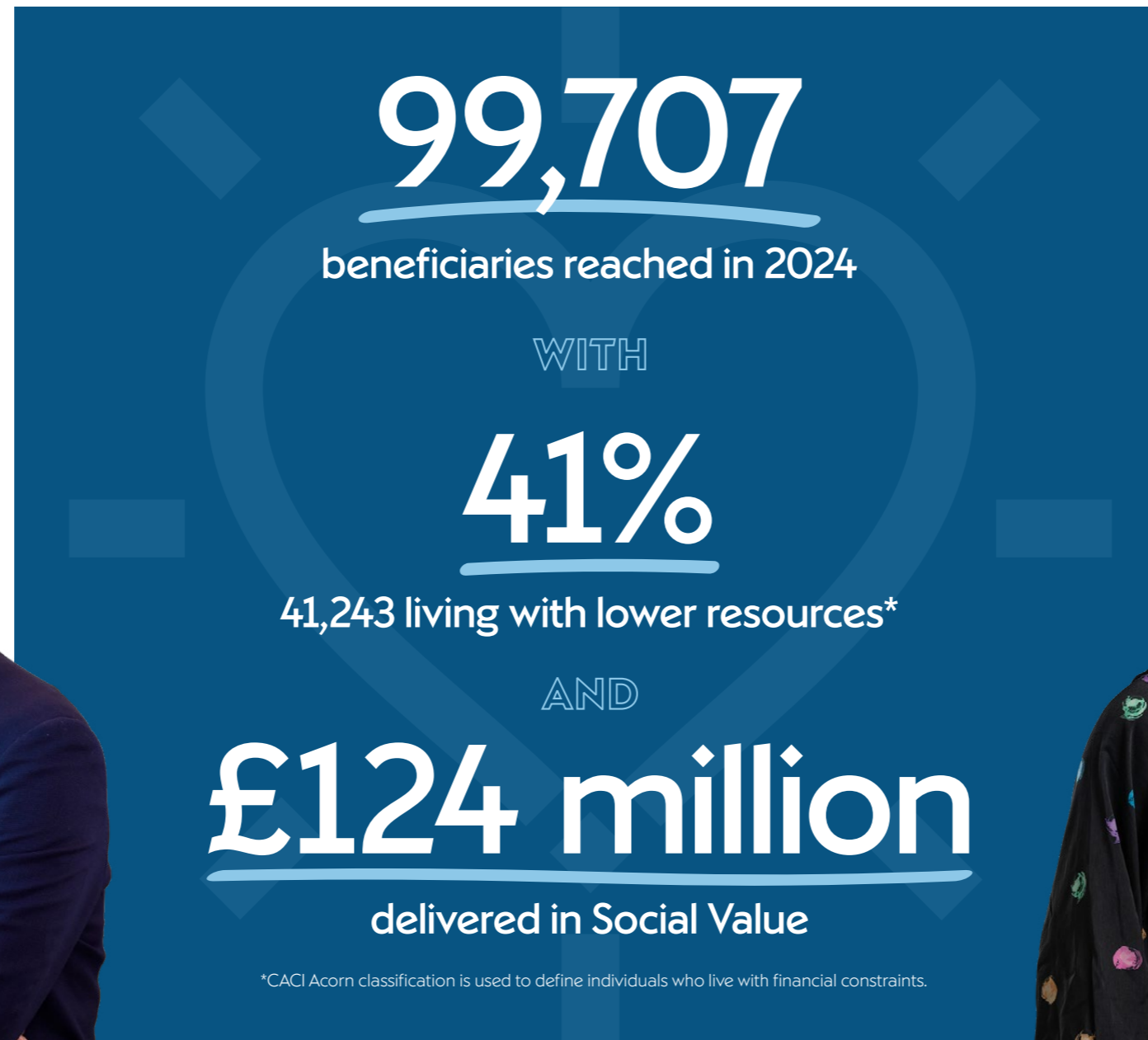
# Nuffield Health is building a healthier nation

2024 saw the Charity reach an incredible 99,707 people through our social impact activity with 41,243 living with lower resources\*. These programmes and initiatives are offered for free across the UK, through our network of hospitals, fitness and wellbeing centres and community partners.

We generated over £124million in social value, by improving health and wellbeing for individuals and their families, increasing economic productivity and reducing dependencies on NHS services.

I'm immensely proud that we are giving back to communities at a national scale and I look forward to seeing our impact continue to increase in 2025 and beyond.

Alex Perry,  
Chief Executive Officer



Our successful Rehabilitation Programmes have benefited over 35,000 people to date. In 2025 we're continuing to focus on using movement to improve the health of those living with long term conditions.

By collaborating with academic partners, we're aiming to enhance our programmes, and increase our reach and inclusivity through new models of care.

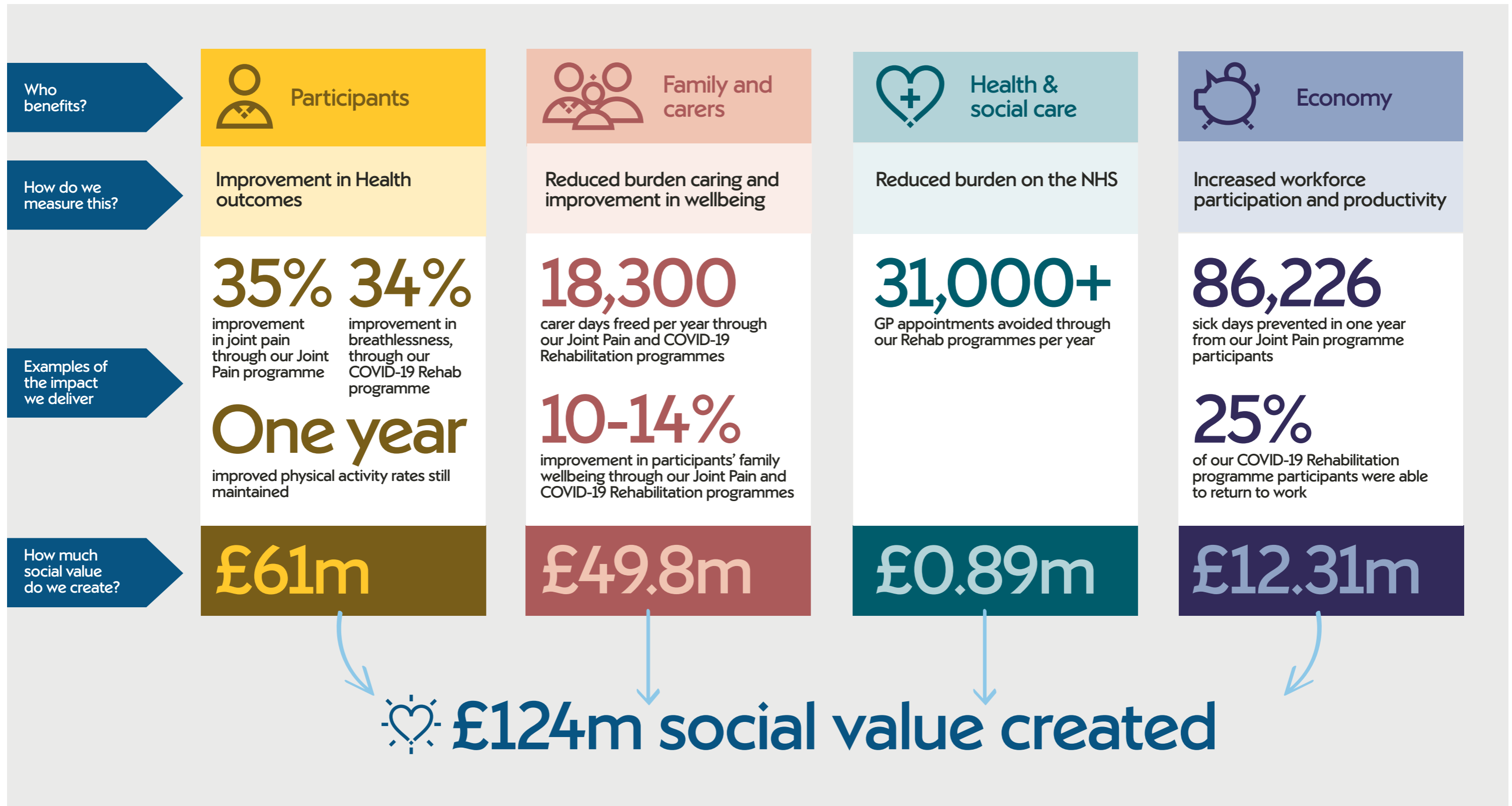
I want to say a huge thank you to our teams across the UK who have gone above and beyond to deliver these life-changing programmes.

Dr Davina Deniszczyc,  
Charity and Medical Director



# Our social value framework

Our social value is derived from the following **beneficiaries**:



# PROGRAMMES FOR ALL



**99,707**

Beneficiaries reached in 2024  
through our Programmes For  
All, of which 41% (41,243)  
are living with lower resources

## Rehabilitation programmes

# Joint Pain

A life-changing success

Our largest and longest-running Programme For All, Joint Pain, is run across all 110 of our fitness and wellbeing centres and is free to access.

Chronic joint pain causes misery to many thousands of people and musculoskeletal (MSK) conditions are estimated to cost the NHS around £5 billion a year to treat.

The programme is run by our Rehabilitation Specialists and comprises an initial 12 weeks of supervised, low impact exercise, together with emotional wellbeing support and education. The aim is that participants emerge with the tools to self-manage their condition. This is followed by a further 12 weeks of unsupervised support, with free access to the fitness and wellbeing centre.

The programme has supported 12,318 people in 2024. The clinical outcomes have been impressive, with wider positive outcomes in terms of Social Return on Investment (SROI). And for many, it has been life-changing.



**“For the first time in a long time I’ve re-claimed some of my independence and gotten a whole load of confidence back.”**

Debbie, Participant, Medway

## Clinical outcomes

**35%**

improvement in joint pain

**37%**

improvement in joint function

**47%**

reduction in sick days

**29%**

reduction in GP appointments

**28%**

improvement in stiffness

**25%**

improvement in fitness

**26%**

improvement in anxiety

**9%**

improvement in happiness



**12,318**

people supported through our Joint Pain programme



1, 2, 3, 2  
people supported through our  
COVID-19 Rehabilitation programme

## Rehabilitation programmes

# Long COVID

Relief for sufferers of long-COVID

Today, as COVID-19 recedes into the past for most of us, around 1.9 million people in the UK are afflicted with what has become known as long-COVID.

Our rehabilitation programme, delivered in our fitness and wellbeing centres has seen incredibly successful outcomes in terms of physical and mental wellbeing. In addition, we have seen a 35% reduction in GP appointments needed, and 27% of those who weren't employed at the beginning reported that they were able to return to work by week 12.

Following the success of the face-to-face programme, in 2023, we expanded our virtual version of the programme, reaching further into communities to support people who aren't able to travel to our centres. And in 2024, over 43% of participants accessed the programme remotely.

**34%**  
improvement  
in breathlessness

**37%**  
improvement  
in function capacity

**36%**  
improvement  
in fitness

**68%**  
improvement  
in mental wellbeing

**35%**  
reduction in GP  
appointments

**27%**  
were able to return  
to work by week 12



**“I’ve seen some life changing results for many of my group. It has enabled people to improve their everyday life, return to work and positively transformed their ongoing approach to health and wellbeing.”**

Conor O'Hanlon, Rehab Specialist,  
Didsbury Fitness & Wellbeing Centre

Fitness programmes

# Move Together

Supporting teen girls to get active

Young girls are often put off by the idea of sport. Many feel self-conscious, don't enjoy team sports, or have simply never been encouraged to discover the great feeling of movement.

Nuffield Health's Move Together was created just for them, and after an initial pilot in 2022, the main programme went live in August 2023 and supported 6,132 young people to get active throughout 2024.

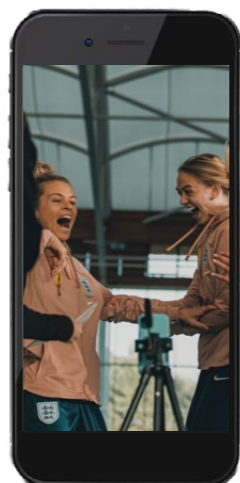
The free sessions took place in community venues across the country and provided a safe space where everyone of every ability, shape and size could relax, build confidence, be themselves and have fun. Guiding them were specially trained professionals, selected from our cohort of personal trainers, who inspired this very specific target audience.

Nuffield Health's partnership with The FA helped to promote Move Together with the Lionesses taking part in our TikTok campaign, which scored over 5.6 million impressions.

The campaign

**100+**  
fitness and wellbeing centres delivered free sessions in community venues across the UK

**34%**  
of teen girls who attended the programme were living with lower resources



Filming our TikTok campaign with the Lionesses



**“My daughter doesn’t really like socialising or doing exercise. It’s been really beneficial for her! She comes home buzzing.”**

Parent



**6,132**  
young people supported to get moving



68,736

people supported through our community outreach initiatives

Community health and wellbeing

# Community outreach

Tackling health inequality

We're playing a meaningful role to support communities in which we operate. Focusing on unmet health needs, we're providing opportunities to access our services delivered by our health and wellbeing experts.

We deliver community projects in three ways:



**Community Exercise**

– regular exercise programmes delivering a positive impact on both physical and mental health



**Community Education**

– relevant and timely information or resources to enable people to lead healthier lives



**Community Health checks**

– health checks to help identify and improve health needs within underserved communities.



Nuffy Bear having fun in the community with the Nuffield Health Taunton Hospital team.

47%

of people supported through our community outreach were living with lower resources

Some of our initiatives



Our personal trainers delivering fitness sessions to local residents in Haringey



Tees Hospital promoting health education and wellbeing at a local event



Merton Fitness & Wellbeing Centre delivering exercise sessions at their local library



Woking Hospital delivering blood pressure checks at their local supermarket



# PARAFIT



**43.5%**

of people who benefited from one of our community partnerships are living with lower resources



Partnerships

# Access Sport

Bringing disadvantaged young people into community sport

Disadvantaged young people, who have poorer life chances than their peers, face greater isolation, mental health issues, disability, struggles at school, or unemployment.

Our collaboration with Access Sport, an inclusion charity, is aiming to address the unmet needs of over 30,000 disadvantaged local young people in Manchester through innovative projects and thinking.

We know that community sport and physical activity can bring physical and mental benefits at a critical and formative time in young lives. So our partnership is doing just that: it's a catalyst to bring young people into community sport, opening new BMX tracks in the heart of Little Hulton and Partington, and inspiring the next generation of community leaders.

**“Our ongoing partnership with Nuffield Health is a brilliant example of effective partnership working. By supporting each other, we have been able to reach over 20,000 disadvantaged young people in Greater Manchester, helping them to access the transformational benefits of sport and change their lives for the better.”**

Helen Rowbotham, CEO of Access Sport

# 6,735

young people supported in 2024



One teenager who has discovered the benefits is Joe, 14, who found it hard to keep his emotions in check during lessons at school. He took part in a Young Leaders course, which taught him how to regulate his emotions and develop his communication skills. The course has also set him up with opportunities to gain coaching qualifications, and to take up a placement with Access Sport itself.

“I would say that since we started I have improved on a few things. But I would also say it is a brilliant course to do. Doing this would make a brilliant future for yourself.”

Joe, age 14.

Partnerships

# Manchester University NHS Foundation Trust

Tackling hypertension in Manchester with free blood pressure checks

**“This project evidences how through being brave, and sharing power with our communities, we can improve health and wellbeing.”**

Angela Beacon, Neighbourhood Lead at Manchester Local Care Organisation (NHS community health services provider)



Hypertension (high blood pressure) is a condition that may have no symptoms, yet its consequences can be serious. In 2023, we launched a pilot initiative in collaboration with Manchester University NHS Foundation Trust to offer free blood pressure checks to the public.

Significantly impacted by health inequalities, Manchester has the highest age-standardised death rate from heart and circulatory disease. We identified Ancoats, Bradford & Clayton as one of the most deprived neighbourhoods and ethnically diverse populations.

Working with NHS community health services provider, Manchester Local Care Organisation, 51 members of the local area were recruited to be ‘community champions’ and trained to carry out blood pressure checks.

The champions used a ‘traffic light’ system to read results. People in the green group were offered educational resources; the amber group were referred to a ‘Care Navigator’ to support them in reducing their reading; and those in the red group were encouraged to visit their pharmacist to have their reading verified and, if needed, a referral to their GP.

By the end of 2024, 1,409 people had their blood pressure taken, with 444 needing to take steps to improve their blood pressure rating.

Partnership outcomes

**814**  
out of 1,409 people’s blood pressure readings were outside of normal range

**64%**  
of people living on lower resources had their blood pressure taken



1,409

people had a free blood pressure check

Take Heart mural created to raise awareness of the project



21,981

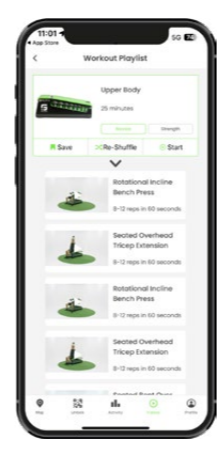
free sessions provided

**Partnerships**

# Swing Fitness

Removing the barriers to physical activity for London communities

Our partnership with Swing Fit aims to remove barriers to physical activity, enabling free access to fitness equipment in outdoor spaces in and around London.



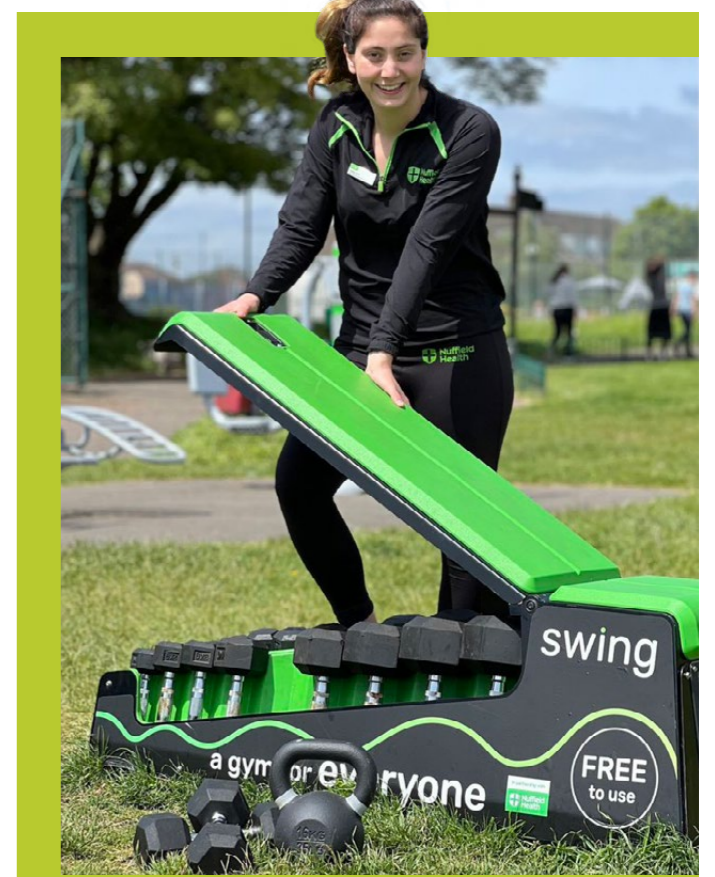
The Swing boxes are permanently placed in park locations and contain a variety of fitness equipment which can be accessed for free through Swing Fit's app. Swing boxes encourage users to exercise outdoors, walk to the site where the box is, take a break from everyday stimuli and experience nature.

Local residents can access the boxes independently, with friends, or attend a structured exercise session led by Nuffield Health personal trainers.

At Montrose playing fields in Barnet, our team from Friern Barnet Fitness & Wellbeing Centre worked with the local Age UK group, to deliver community exercise classes to local residents.

The partnership enables and supports more people to enjoy the benefits of exercise.

**Partnership outcomes**



**“I’ve been delivering exercise classes to a group from Age UK. It’s been fun helping the group stay active and to see how they enjoy every minute of the sessions. When each class ends, I can’t wait to come back for the next one.”**

Personal Trainer, Nuffield Health

# RESEARCH & DEVELOPMENT



Research trial

# STAMINA

In partnership with

Sheffield  
Hallam  
University

NHS  
Sheffield Teaching Hospitals  
NHS Foundation Trust

Fighting side effects of prostate cancer treatment with exercise

**“The true value of STAMINA is the shared experience. A community has developed, and we have lots of laughs. The men share their experiences of their treatments. The programme has given them an improved feeling of self-worth and increased their enjoyment of life. It’s wonderful to be part of it.”**

Simon Francis, Rehabilitation Specialist and Fitness Manager, Plymouth Fitness & Wellbeing Centre

In 2024 we completed STAMINA, our five-year research project funded by the National Institute for Health Research (NIHR) in the UK. Its mission: to assess the effectiveness of supervised exercise for men with advanced prostate cancer.

Since 2018, Nuffield Health has partnered with Sheffield Teaching Hospitals NHS Foundation Trust and Sheffield Hallam University in the STAMINA trial. Dr Sophie Reale, senior research fellow and behavioural scientist at the university, explains:

“The programme provides a genuine opportunity to improve the quality of life of men with prostate cancer and, hopefully, to inform future NHS practice.”

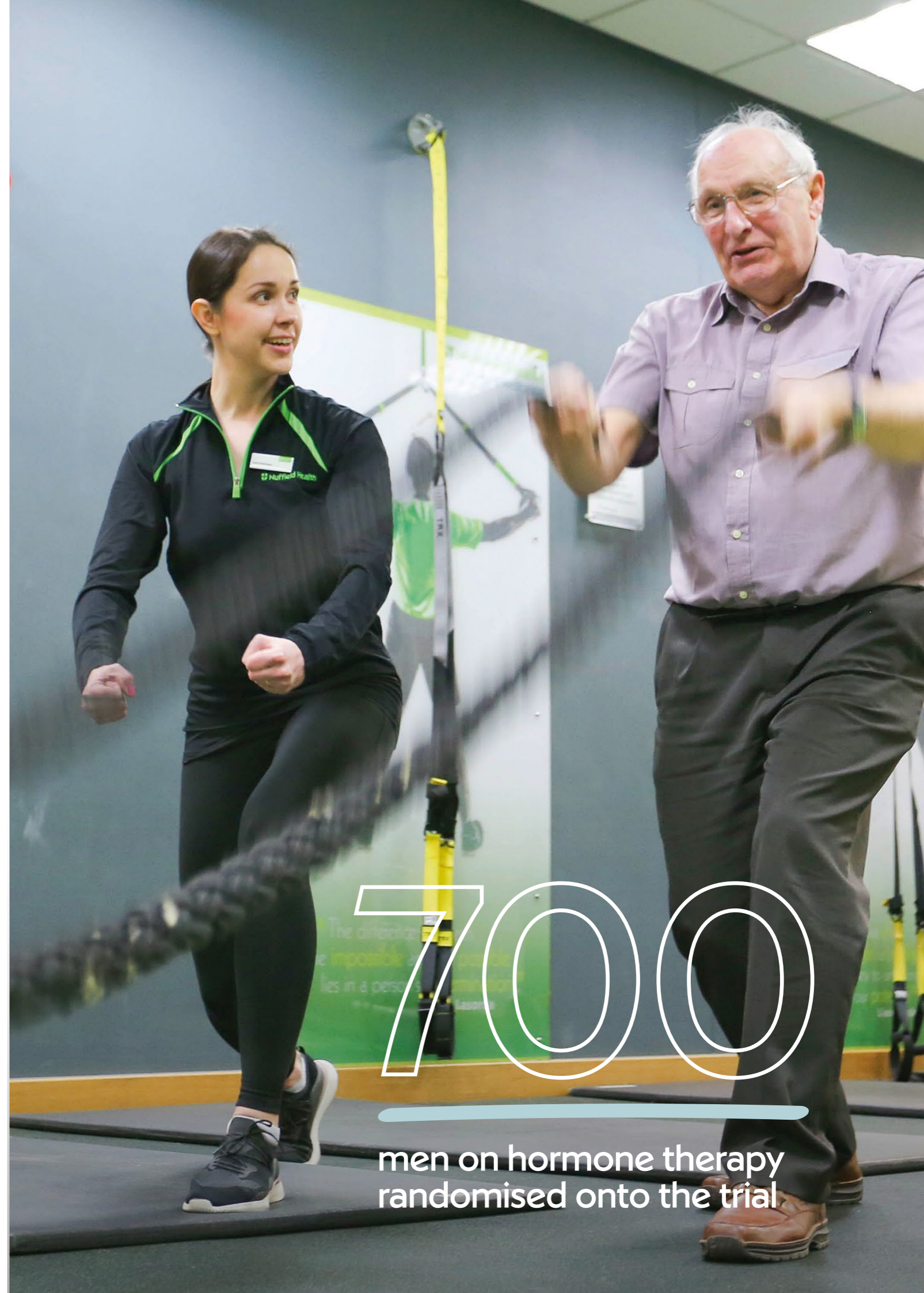
Men who are treated for the disease with Androgen Deprivation Therapy (ADT) experience a range of debilitating side effects. At the moment, the recommended treatment to offset them is supervised aerobic and resistance exercise for a period of 12 weeks. The programme will assess the clinical and cost effectiveness of embedding this treatment into the NHS prostate cancer pathway.

Early research indicates that targeted exercise can significantly reduce the adverse effects of ADT, yet these interventions have not been widely adopted in routine care. The STAMINA trial, involving 700 patients across 40 NHS sites, is set to provide crucial data that could pave the way for the integration of exercise into routine cancer care. The research from the trial will be published in early 2025.



# 40

NHS trusts referred into the trial



# 700

men on hormone therapy  
randomised onto the trial



15m+

Over 15 million people in the UK are living with long-term health conditions and the number of people economically inactive due to long-term sickness stands at 2.8 million

## Research partnership

# Movement for health



[Click here to read the report](#)

Improving the quality of life of those living with long-term conditions

The partnership between Nuffield Health and Manchester Metropolitan University is focused on using movement as a tool to improve the quality of life and health of those living with long term conditions. With non-communicable diseases (NCDs) on the rise globally, this partnership focuses on tackling this critical issue.

We're combining our extensive experience in delivering world-class fitness and health services, along with our goal of using movement to help build a healthier nation, with Manchester Metropolitan University's world leading research expertise in this area.

This collaboration seeks to create a comprehensive, evidence-based approach to addressing the challenges faced by individuals with long-term health conditions, to transform their health and wellbeing and support the nation's economic growth.

We want to advocate for the role that fitness professionals can play, whilst highlighting the impact of delivery in community settings as a means to supporting health prevention. It will also translate research into practice, delivering valuable data, insights, and policy recommendations to establish physical activity as an essential treatment option for people living with long-term health conditions.

It will include:

- ◆ Identifying the drivers of sustained behaviour change
- ◆ Assessing the health economic benefits of a shift towards prevention
- ◆ Quantifying the social return on investment (SROI) of such programmes
- ◆ Exploring how movement can be leveraged to address health inequalities.



**“This partnership looks to design, test, and deliver a unique model of rehabilitation, aligned with the government’s agenda for shifting care from hospital to the community.”**

Professor Tim Cable, Director for the Institute for Sport, Manchester Metropolitan University

Research partnership

# Breaking Barriers

In partnership with



Supporting disabled teenage girls to be active

**“I didn’t feel like I could join in with the activities in PE. The teacher didn’t make any changes so that I could join in with everyone else. That’s how I developed anxiety.”**

Anonymous teen girl surveyed

This research partnership sheds light on the untold struggles of disabled teenage girls in accessing sport and exercise, exposing the harsh realities faced by 12.2% of females aged 10-19 in England.

While many disabled teenage girls recognise the numerous benefits of physical activity and express a strong desire to do more, a staggering 64% of disabled teenage girls surveyed admitted they don’t engage in sports or exercise regularly, with the majority indicating significant additional barriers to participation compared to their non-disabled peers.

Our Breaking Barriers report calls for an intersectional approach that considers the significance of race, disability and socio-economic status when examining female inclusion in sport and exercise.

## Key findings

**67%**  
of disabled teen girls want to be more active

**54%**  
want to take part with other disabled girls

**53%**  
said they would take part in sport and exercise if there were more opportunities outside of school

**54%**  
feel coaches / instructors don’t understand their impairment, health condition, illness or disability



**50%**  
said it would be easier for them to be active if coaches or instructors could adapt activities to their needs

# 64%

of disabled teenage girls don’t engage in sport or exercise regularly





# Nuffield Health is the UK's largest healthcare charity, dedicated to building a healthier nation

To find out more about us and our pioneering models of care, visit [nuffieldhealth.com](https://nuffieldhealth.com)

or follow us on:

