

# Social Impact Report 2025

Building a healthier nation

# Making a difference every day

**25,334**

participants benefitted from our free social impact programmes

WITH

**24%**

6,016 living with lower resources\*

AND

**£166 million**

delivered in social value

\*CACI Acorn classification is used to define individuals who live with financial constraints.



With over 25,000 people benefitting from our free social impact programmes, we can confidently say that 2025 was a year when Nuffield Health really made a difference to people's lives. Many of these participants were living with lower resources and would not have been able to benefit without these services being provided free of charge.

As a charity, our programmes aim to have a positive impact on people's long-term health and wellbeing, thereby reducing reliance on NHS services, and supporting people to get back to work.

During 2025, we generated £166m in social value, an increase of over 30% on 2024, something I am immensely proud of. I look forward to our growing impact as we reach more people than ever before.

**Alex Perry,**  
Chief Executive Officer



2025 was a year of innovation and development. Through our academic partnerships we translated research into real world delivery, as part of our continuous improvement cycle. This resulted in a shift from a single condition model to a multiple symptom-led approach, and the introduction of our Long-Term Conditions Programme.

Building on our established partnership with Sheffield Hallam University, we also launched our Cancer Activity Programme, for those with Prostate cancer, working closely with NHS Trusts to embed into standard pathways.

In 2026 we will scale both programmes, offering access to more participants in our Nuffield Health sites and community locations, as we adapt our model to address the challenges in the UK healthcare landscape.

**Dr Davina Deniszczyc,**  
Charity and Medical Director



# Our strategic approach to creating social impact

Building the health of the nation is why we exist. Long-term conditions represent the greatest illness burden and the needs of those affected are not being met by current services.

We research and design evidence-based prescribed movement programmes, delivered by our dedicated workforce of Rehabilitation Specialists.

By removing barriers and empowering patients to use movement, we'll help to reduce the burden and improve the lives for those living with long-term health conditions.

## Our MISSION

**To build a healthier nation by improving the quality of life for people living with long-term conditions, including cancer**

## Our APPROACH

**We use evidence-based prescribed movement as medicine to improve the quality of life for patients**

## Our OBJECTIVES

**1** We deliver prescribed movement programmes at no cost to those who need it most

**2** We help to break down barriers that prevent patients and healthcare professionals using prescribed movement interventions



# Measuring our impact: our social value framework

Our social value is generated from our free social impact programmes, targeted at people least likely to access healthcare. These programmes allow us to address unmet health and wellbeing needs across our communities.

Nuffield Health and Frontier Economics have worked together, since 2018, to develop a robust social value framework that helps us measure and communicate the difference we make to people's lives.

Through this framework, we are able to put a monetary value on improvements in the quality of life of our participants, the enhanced wellbeing for their families, reduced demand for NHS services, and the additional economic contributions they are able to make to the wider UK economy.



**Leading with impact**  
A guide to measuring social value in health and wellbeing

[CLICK HERE to download our guide to social value](#)



# Joint Pain Programme: supporting over 50,000 people with life-changing results

## Average improvements across participants

**35%**  
improvement in joint pain ↑

**37%**  
improvement in joint function ↑

**28%**  
improvement in stiffness ↑

**25%**  
improvement in fitness ↑

Musculoskeletal conditions are estimated to cost the NHS around £5 billion each year to treat, with chronic joint pain causing misery to many thousands of people.

Our Joint Pain Programme is the longest running of our free-to-access services and is delivered across all 110 of our Fitness and Wellbeing centres. To date, the programme has supported over 50,000 people, with life-changing results for many.

Delivered by our Rehabilitation Specialists, the six-month programme is a combination of supervised, structured, low impact exercise sessions, and independent exercise. Participants receive free membership to their Fitness and Wellbeing Centre throughout the programme.

Our extensive data shows that many participants are living with several conditions simultaneously and there is a gap in provision for those managing multiple long-term conditions. This has led to the programme evolving to a Long-Term Conditions Programme (see page 7).

**“I enjoy coming and I never thought I’d be a gym person, it’s given me back so much – it really is life-changing.”**

Paula, participant, Letchworth Garden City Fitness & Wellbeing Centre

[CLICK HERE](#) to watch Paula’s story



people supported through the programme in 2025

# Long COVID Programme: virtual rehabilitation from the comfort of your home

Around two million people in the UK are affected by Long COVID, with many more unsure if they have the condition as they experience ongoing symptoms such as fatigue, breathlessness, and anxiety.

The programme runs for 12-weeks and is tailored to the needs of the individual. Delivered face-to-face in our Fitness and Wellbeing Centres, it is also available remotely, allowing those unable to travel to get the support, motivation and advice they need online. More than 43% of participants are now accessing the Long COVID Programme remotely.

Remarkable improvements have been seen in the physical health and mental wellbeing of participants, specifically a reduction in breathlessness and anxiety levels, and an improvement in fitness and overall quality of life.

As well as benefits to the individual's health, the programme has resulted in each participant, on average, reducing the number of their GP appointments by a third. In addition 27% of participants who were not working when they began the programme, reported that they were able to return to work by week 12. These results show the broader impact to the economy and health and social care.



714

people supported through the programme in 2025

## Average outcomes across participants

34%  
improvement in breathlessness ↑

36%  
improvement in fitness ↑

37%  
improvement in function capacity ↑

35%  
reduction in GP appointments ↓

“The programme helped me rebuild trust in what I can do, at a pace that felt safe and realistic.”

Participant, Bridgend Fitness and Wellbeing Centre

# Long-Term Conditions Programme: empowering people to use movement as medicine



50,000 participant places will be available over the next three years

More adults are living with multiple long-term conditions than ever before. In England in 2024, around 46% of adults reported at least one longstanding condition, and complex multi-morbidity is becoming increasingly common. Health systems need to move beyond single-disease models as demand for care and integrated support grows.

In 2025, our Long-Term Conditions Programme launched across 10 Research and Development sites. These sites provided real-time data to test, learn, and refine the programme, building a strong outcomes evidence base and supporting future scalability.

The structured exercise programme is delivered by Rehabilitation Specialists, qualified Personal Trainers with specialist training to support people living with one or more long-term conditions, including chronic pain, long-term fatigue, and breathlessness. Participants can join the programme through a clinical referral from their local healthcare professional such as a GP or physiotherapist.

In 2026, we are expanding the free programme to more than 80 Nuffield Health Fitness and Wellbeing Centres, and community locations across the UK.



## Our partnership

Manchester Metropolitan University's world-class Institute of Sport champions the full power of sport, from strengthening communities to creating a healthier society. As research pioneers, they break down disciplinary boundaries, bringing together leading experts across diverse themes and specialisms.

Our partnership places us at the forefront of innovation, delivering measurable health, social, and economic impact. Together, we're establishing national leadership in exercise-based interventions, shaping policy and building strong links across academia, government, and health to drive meaningful change.

[CLICK HERE to read more on our website](#)

**“ This partnership designs, tests, and delivers 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

# Cancer Activity Programme: building communities and confidence through exercise

In Autumn 2025, our Cancer Activity Programme launched at 10 Fitness and Wellbeing Centres.

Designed to improve the quality of life for people undergoing treatment for Prostate Cancer, the expert-led exercise programme aims to encourage lasting behavioural change and help those living with cancer to feel confident when exercising independently.

Our participants are clinically referred from their local NHS Trust and supported throughout the programme by our Rehabilitation Specialists. Experts in clinical exercise, they work within multidisciplinary teams and have undergone enhanced clinical training. They deliver safe, structured exercise therapy to people with chronic conditions, bridging the gap between clinical care and community support.

The programme is central to the future of care as it embeds structured exercise into treatment pathways and supports NHS services. In 2026, we are expanding delivery to over 30 locations across the UK.

# 70

participants joined the programme in 2025



[CLICK HERE](#) to watch David's story

**“I’ve got all these friends, we’ve bonded together, we are dependent on each other and we really look after each other in a very profound way.”**

David, participant, Plymouth Fitness & Wellbeing Centre

**Sheffield Hallam University**

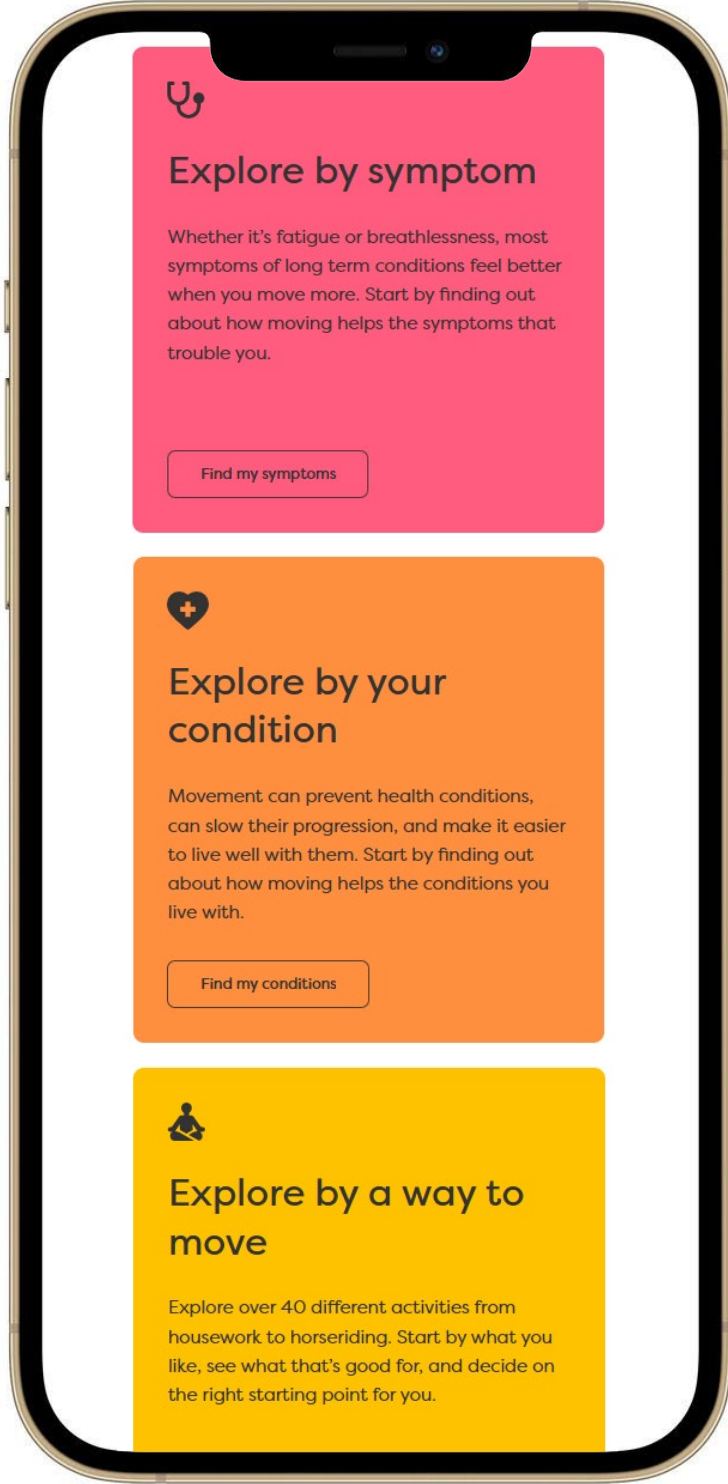
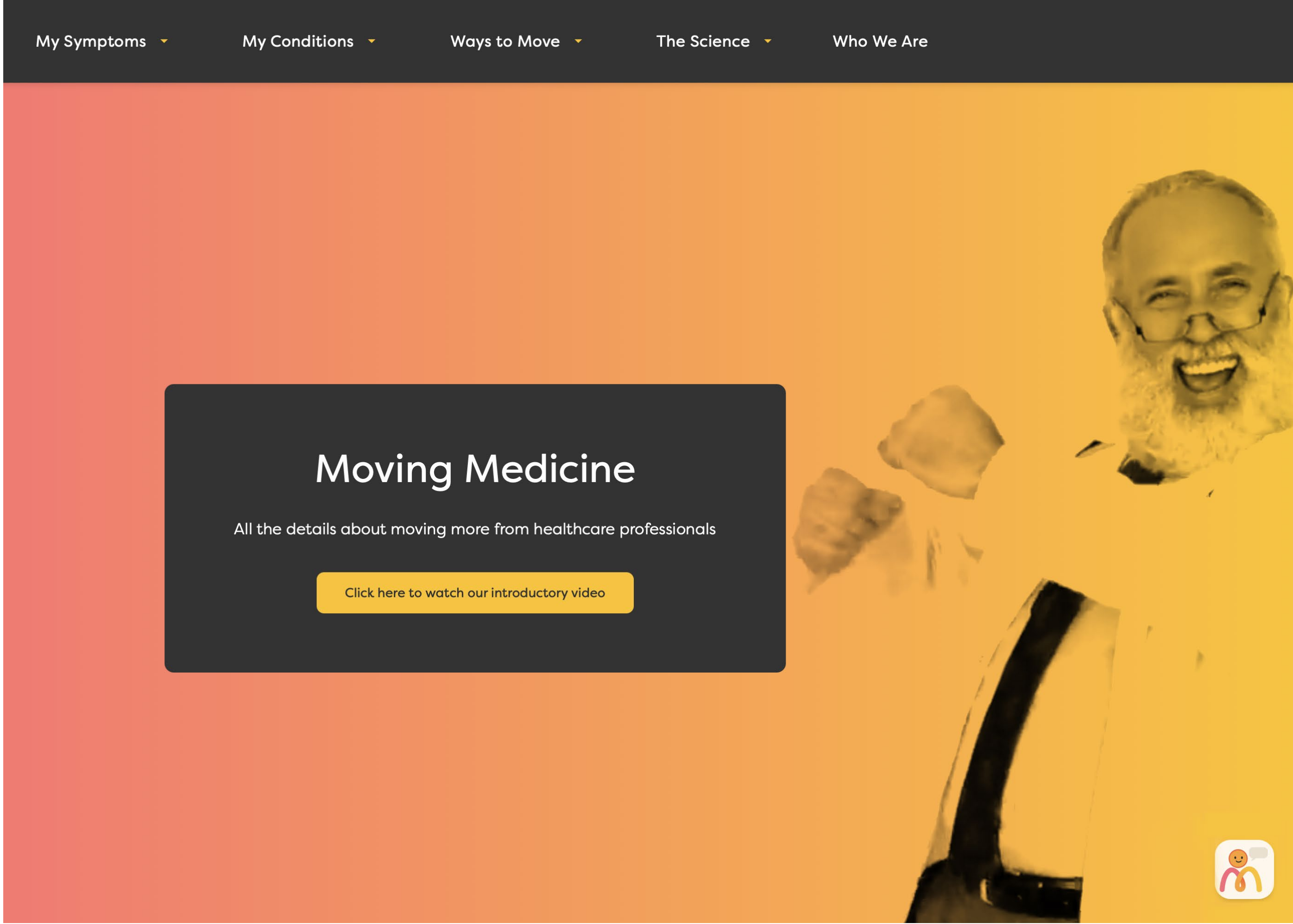
## Our partnership

We have partnered with Sheffield Hallam University since 2018, building a collaboration grounded in research and real-world impact. The partnership began with STAMINA, a multi-year NIHR-funded clinical trial evaluating a long-term supported exercise intervention for men with advanced prostate cancer undergoing androgen deprivation therapy. Nuffield Health co-designed and delivered the intervention arm.

This work laid the foundations for the Cancer Activity Programme, strengthening our commitment to evidence-led, outcomes-driven delivery. It has enabled the provision of a safe, effective supervised exercise programme embedded within NHS standard care for people living with cancer, improving access, experience, and quality of life.



# Removing barriers to exercise: accessible trusted guidance to positively impact lives



With over 20 million adults in the UK affected by long-term conditions, it is essential to give people practical, confidence-building guidance which will support them as they decide to make lifestyle changes.

Developed in partnership with the Faculty of Sport and Exercise Medicine UK the 'Moving Medicine' website is a new initiative designed to help people living with the symptoms of long-term conditions access evidence based, trusted, practical guidance on the why's, how's and where's of movement.

Movement should be recognised and adopted as a go-to treatment option for people living with long-term conditions. However, for too many, taking that first step towards being active is made harder by outdated rules or uncertainty about what is safe. The launch of this new freely accessible website is an important first step in delivering change through our partnership.



**“ We want people to feel comfortable and empowered to use movement as part of their everyday treatment.”**

Dr Davina Deniszczyc,  
Charity and Medical Director, Nuffield Health

# Free exercise in green spaces

Through our partnership with Swing Fit, we have removed the barriers to physical activity and enabled just under 35,000 free workout sessions to take place in outdoor spaces in and around London.

Swing boxes, containing a range of high quality fitness equipment, are permanently placed in park locations, freely accessible through Swing Fit's app. Users can exercise independently or with friends, or can take part in a free group class, suitable for all levels, run by our Personal Trainers.

The partnership enables and supports more people to enjoy the benefits of exercise. It is transforming green spaces into health and wellbeing hotspots, and giving people living with lower resources access to high quality equipment and specialist fitness support.

In 2026, we'll be expanding our partnership to support more community locations across the UK.

## 2025 highlights

# 3.8k

unique users accessed the Swing Fit boxes

# 25%

of those accessing the boxes, were living with lower resources



**“Having use of the Swing boxes has benefited me greatly. Prone to bouts of depression, using weights and kettlebells has really helped to stabilise my moods. I wouldn't otherwise have access to decent exercise equipment as I can't afford a gym membership.”**

James (Plasnet Park Boxes)

# Inclusive sport for young people



## Case study: Jamie, Cadishead Rhinos

Jamie has ADHD, Tourette's and dyslexia. She is also a passionate rugby player, role model and coach at her home club, Cadishead Rhinos.

After completing the Young Leaders programme, Jamie went on to develop her coaching skills and is now a role model, helping others pursue opportunities within community sport. Her growth has been transformative, for her and for the community.

Our collaboration with inclusion charity Access Sport aims to address the unmet needs of over 30,000 disabled and disadvantaged young people in Greater Manchester.

We're combining our team of health and fitness experts, state-of-the-art fitness and wellbeing facilities, and educational resources, with Access Sport's inclusive community sport model. The aim is to provide young people with access to sport, cycle training, and other sporting opportunities in their local communities.

Disadvantaged young people, with poor life chances, struggle at school and face greater isolation, mental health issues, disability, and unemployment. Working with Access Sport, we tackled the region's unmet needs through club development, inclusive cycling and the expansion of the Young Leaders programme to help grow leadership, teamwork, communication and self awareness skills.

**“ I'm smashing it! I'm more confident speaking to groups, and I enjoy getting to know other coaches, learning how they work, and putting it into practice at my own sessions.”**

Jamie



## Making a difference every day

**“I just wanted to take a moment to sincerely thank you for the incredible CARE and DEDICATION you have shown throughout my rehabilitation. Your PATIENCE, ENCOURAGEMENT, and EXPERTISE made a difficult journey feel possible, and I am deeply grateful for the progress we have achieved together. Your ability to combine professional SKILL with genuine COMPASSION has made a lasting DIFFERENCE. You not only helped me improve physically, but also gave me CONFIDENCE and HOPE when I needed it most.”**

Joint Pain programme participant, Nuffield Health Preston Fitness & Wellbeing Centre

[CLICK HERE](#) to find out more about all of our social impact programmes



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

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

or follow us on:

