



NOTaGYM

— WHERE EVERY BODY MATTERS —



2025/26 STRATEGY

An Introduction to Not A Gym...

Not A Gym has been designed to bring physical activity into the lives of people who will benefit from it the most. Our activities improve people's physical, mental and social wellbeing and they are carefully designed to easily fit into the lives of people with short to long-term health conditions, or suffering from social isolation or low mental health.



Delivered in the community at a neighbourhood level, with the help of local people, we bring our not-for-profit organisation into the localities where we know residents will benefit most from our services, giving a personable, tailored service to every client.

We call ourselves 'Not A Gym' because we know that the traditional gym sector rarely caters for people living with health conditions or disabilities. Our trained staff understand both physical and mental health – and the significant impact ill health can have on someone's ability to live a fulfilling life. They have themselves a wealth of lived experience in the health and care sector, that gives Not A Gym a unique and empathetic approach, which serves to positively encourage and benefit clients.

Our Vision:

To be the trusted leader and specialist in the physical activity sector in improving the physical, mental and social health of people struggling to be active, especially those living with short and long-term health conditions.

Our Founder:

Working closely with the voluntary sector, Gary Head has 20+ years experience in the physical activity and community sector. He has a proven track record of delivering programmes across the South West, understanding barriers and motivations to being active. As a passionate Cornishman, Gary wants to give back to communities across his home county to help people who will benefit most from Not A Gym's services.



**Gary Head, Managing Director,
Not A Gym**

Why Does Not A Gym Exist?

The **World Health Organisation** states one of three mechanisms in determining individual health is *“improved access to relevant health information with increasing social interaction”* (WHO, 2012). Not A Gym will be delivering and engaging communities at high risk of inactivity and social isolation in designated priority areas.

In 2019, **Public Health England** reported that *“regular activity can reduce risk of dementia by up to 30%, reduce hip fractures (68%), depression (30%), cardiovascular disease by up to 35% and diabetes by up to 40%.”*

Aside from aiding prevention of these issues, it can also help people already living with such conditions.

We are deliberately Not A Gym.

No clunky, complicated equipment,
no technical information.

Just enjoyable, appropriate-level activities,
delivered in an engaging, empathetic and
understanding manner, that takes into
account each and every person.

We deliver at a neighbourhood level, with
the community, for the community.



***“The UK Government states
that one in four people would be
more active if advised by a
healthcare professional”
(Gov.uk, 2019)***

***“People in the most deprived
areas are twice as likely to be
physically inactive as those
in the least”
(Cornwall Council, 2017)***

***“The annual cost of physical
inactivity in Cornwall is
£19 million*”
(UK Active, 2018)***

***“Physical inactivity contributes
to 1 in 6 deaths in the UK,
representing 800 deaths
a year locally”
(Cornwall Council, 2017)***

*£18,869,527

Where Do We Operate... And Why?

In Cornwall, 1 in 10 people say their daily activities are limited a lot due to long term health conditions or a disability. With health problems more prevalent in more deprived communities, Not A Gym have prioritised serving the towns across Cornwall that feature 11 of the 17 areas that feature in England's most deprived 10%.

Cornwall has a unique identity, and we know that each and every individual is unique. We will get to know and understand everybody who works with our team.

Why Here?

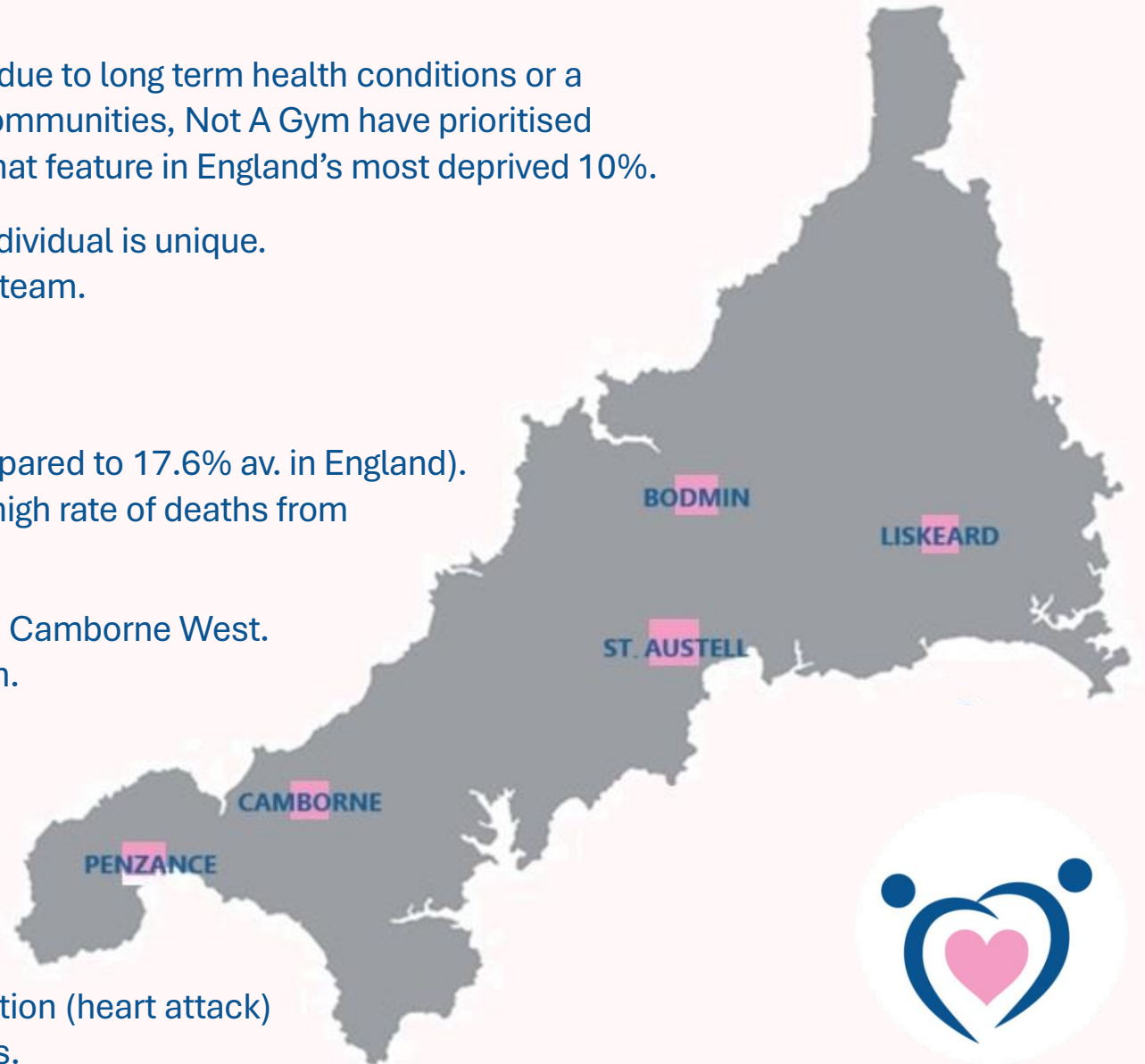
BODMIN: 24.1% of people have long term illness or disability (compared to 17.6% av. in England). High rates of strokes, circulatory diseases and Bodmin West has a high rate of deaths from preventable causes.

CAMBORNE: 26.3% of people have long term illness or disability in Camborne West. 35.7% of people aged 65+ live alone with high risk of social isolation.

LISKEARD: Emergency hospital admissions for coronary heart disease are much higher than national average.

PENZANCE: 12.4% of GP patients living with obesity, plus high rates of coronary heart disease.

ST AUSTELL: Emergency hospital admissions for myocardial infarction (heart attack) are higher than national average, high hospital rates for hip fractures.

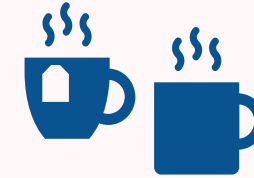


Our Client's Journey...

1

‘GETTING TO KNOW YOU’ MEETING WITH MENTOR

Every journey starts with a one-to-one meeting with our specialist team, where we discover our client's thoughts, experiences, medication, health and motivations. Ideally over a cuppa!



2

PERSONAL PLAN PRODUCED

Based on the information gathered in the one-to-one meeting, short, medium and long-term goals are set collaboratively between our team and the client.



3

SIGNPOSTING: RANGE OF ACTIVITIES & TIMETABLE SHARED

Our range of activities is shared with the client - all of which clearly state recommended activity based upon the client's Personal Plan. Our activities state which health conditions are best suited to some activity, and state varied levels of intensity. We also offer a befriending scheme.



4

PERSONAL PLAN REVIEWS

Regular reviews of the Personal Plans measure our activity data against the intended outcomes. We assess whether we can do anything differently to achieve the client's short, medium or long-term goals.



5

MONITORING AND EVALUATION

We use data and insight from all of our monitoring and evaluation to help guide future clients who can gain from previous client's experiences.



Why Work With Us...



Voluntary Sector: Partner with us to improve the holistic wellbeing of your service users - we can also help you achieve your aims and targets.

Care Sector: We can deliver in a care home setting in a controlled, ethical, safe manner that takes into account every client whilst adhering to your procedures and expectations.

NHS: We can help to relieve pressure on the NHS; reduce GP appointments and waiting lists; taking social prescribing referrals; reducing the need for expensive operations. We can be triaged into by PCNs, link workers or other NHS representatives.

Outcomes for All Sector service users:

- *Improved physical health*
- *Improved social development*
- *Improved mobility*
- *Improved community connections*
- *Improved mental health*
- *Extend healthy life expectancy*
- *Improved quality of life*
- *Individual development*



What Makes Not A Gym Unique?

Our unique selling point is not being a gym. Our key advantage is having staff that understand health concerns. We understand how pain plays a part in people's inactivity, how motivation can be both high & low; and occasionally reliant on symptoms brought about by all types of conditions.

How are we different?

- Our personalised approach
- Our expertise and experience is in health and wellbeing, helping our communities through physical activity
- We look at long term health rather than short term impacts
- We never let go of our client's hands!
- Say 'goodbye' to the imagery of 20-something musclemen and 'Hello' to local imagery that people can relate to
- We travel to the client - delivering directly on people's doorsteps – reaching targeted communities at a neighbourhood health level
- We employ staff that *genuinely* care about our clients



Contact Us:



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Our Values:

- People Centred
- Empathetic and Compassionate
- Respectful, Passionate and Trustworthy
- Innovative about being Educational





“We choose to go to the moon in this decade and do the other things, not because they are easy, but because they are hard, because that goal will serve to organize and measure the best of our energies and skills, because that challenge is one that we are willing to accept, one we are unwilling to postpone...”

John F. Kennedy, September 1962.