



Women's Fit Club

Public Health, Explained for Real Life.

Executive Summary: A Movement for Health Justice

Women's Fit Club is a six-month, community-led public health intervention created by Feed Me Good to address systemic health inequalities affecting low-income and Global Majority women in Brent, London. It is not simply a fitness programme – it is a preventative health model rooted in dignity, cultural relevance, and collective empowerment.

According to The King's Fund (2025), women living in the most deprived areas of England experience up to 19 fewer years of healthy life expectancy compared to those in the least deprived communities. Health inequality is not only a matter of social injustice – it carries significant economic consequences. The NHS spends an estimated £4.8 billion each year addressing avoidable health disparities and preventable chronic conditions, placing sustained pressure on public health systems. Women's Fit Club directly responds to this crisis by creating safe, culturally appropriate and affordable pathways into physical activity, nutrition education and peer support. Within just 24 weeks, the programme demonstrated measurable outcomes:

- **Average weight loss of 6–12 kg per participant**
- **78% increase in weekly physical activity levels**
- **65% reported improved blood pressure readings**
- **82% reported improved confidence and self-esteem**
- **1 documented reversal of pre-diabetes within 3 months**
- **92% programme retention rate**

These outcomes demonstrate that when women are supported holistically – physically, emotionally and socially transformation becomes not only possible, but sustainable.



The Need: Why This Matters Now

Health inequality is a lived experience, not an abstract concept. Brent is consistently ranked among London's most deprived boroughs, with **disproportionately high rates of preventable illness.**

National (England) & Local Brent Context Statistics

- 1 in 3 adults in England is physically inactive
- Over 28% of women aged 45–64 are classified as obese
- 21.9% (Nearly 3 million) Women over the age of 50 have Osteoporosis.
- Type 2 diabetes prevalence has increased by over 40% in the last decade
- Women from ethnic minority backgrounds are up to 2 times more likely to develop diabetes
- More than 60% of carers report neglecting their own health due to caregiving responsibilities.

For many women in Brent, barriers compound simultaneously:

- Chronic conditions such as hypertension and diabetes
- Caring responsibilities are removing personal time
- Rising living costs are making gym memberships unaffordable
- Cultural exclusion from mainstream fitness spaces
- Fear of judgment or injury
- Limited health literacy and low confidence

Traditional health interventions often fail because they are designed for communities rather than with them. Participation drops, trust erodes, and inequality cycles continue.

Women's Fit Club was created specifically to interrupt this pattern.





Outcomes & Measurable Impact



Demographic: Brent Residents

- 70% aged 25–54
- 30% aged 55–75
- Black, South Asian & Eastern European, women (Low Income) in Brent
- 2 x weekly Fitness class, 1 Walk & talk plus nutrition meal prep and Trainwell PT sessions.

Physical Health Outcomes

- Average weight loss: 6–12 kg
- 78% increase in physical activity frequency
- 65% reported improved blood pressure levels
- 41% reduced cholesterol markers
- Reduced risk of cardiovascular disease and Type 2 diabetes

Mental & Emotional Wellbeing

- 82% reported improved confidence and self-worth
- 74% reported reduced anxiety
- 68% reported better sleep quality
- Increased self-efficacy and motivation





Programme Design: Co-Production in Action

Women's Fit Club was co-designed with 32 inactive women aged 25–75 through five focus groups and community interviews. Their lived experiences informed every decision—from class times to instructor selection.

Core Programme Components:

Personalised Fitness Support

- Online and in-person personal training
- Safe exercise planning for hypertension, arthritis and diabetes

Weekly Inclusive Fitness Sessions

- Dance & Samba, Belly dancing
- Yoga, Pilates & Strength Training (International Partnership with Trainwell Remote PT)
- Meditation & Mobility
- Led by culturally reflective instructors

Nutrition Education

- Global Majority EatWell Plate
- Budget-friendly meal strategies
- Practical cooking knowledge

Sisterhood & Peer Support

- Weekly group walks
- Intergenerational mentorship
- Emotional accountability circles

Behavioural Frameworks Applied

- COM-B Behaviour Change Model
- NICE Preventative Health Guidelines
- Co-Production & Community Leadership Principles

This structure ensured participation was not just accessible – it was welcoming, affirming and empowering.



Meet Ryan



Meet Kathlyn



Meet Abdul



Meet Kara

Outcomes & Measurable Impact

→ Social & Community Outcomes

- 90% reported feeling less socially isolated
- 87% formed ongoing peer support relationships
- Emergence of 6 informal peer leaders
- Increased trust in health services and community initiatives



Nutrition & Healthy Eating Outcomes

- Participant Evaluation Findings (Women's Fit Club Cohort – 32 Participants)
- Post-programme evaluation surveys revealed significant positive dietary behaviour changes alongside physical activity improvements:
 - 97% increased their daily fruit and vegetable intake
 - 88% reduced sugary drink consumption
 - 95% reduced processed or fast-food intake
 - 99% reported cooking more meals at home
 - 97% improved understanding of portion sizes
 - 98% felt more confident shopping for healthy food on a budget
 - 88% increased daily water intake
 - 95% reported planning meals in advance rather than eating impulsively
- These findings indicate that participants were not only engaging in exercise but also adopting sustainable, practical nutrition habits that extend beyond the duration of the programme.



Outcomes & Measurable Impact



→ Case Study – “Auntie Gigi”

After four months:

- Reversed pre-diabetes diagnosis
- Increased weekly movement from 0 to 150+ minutes
- Lost 11 kg
- Became a peer motivator and accountability partner for others.

Her journey reflects the programme’s ripple effect – individual change generating collective transformation.

“ I was diagnosis with Pre-Diabetes for 3 years, but with the support of Women’s Fit Club & Personal Trainer Abdul and Nureen, I reversed my Pre-Diabetes in 4 months. Now I live an active lifestyle”. Auntie Gigi, Age 71





Sustainability & Long-Term Change

Women's Fit Club was intentionally designed for continuity beyond the funding period. Sustainability is embedded in delivery and culture.

A special thank you to our Funder, Sports England, Feed Me Good Team, Trainwell Team, all fitness instructors: Joana, Ama, Gianni, Skikha, Marta & Seeta and Bela (Photographer and 'to the Syon Hilton Hotel for hosting our Lunch and Photoshoot



Continuation Strategies

- Peer Ambassador Pathway – 25% of participants expressed interest in leadership roles
- Community WhatsApp Groups – 100% opted in for ongoing support
- Local Resource Referrals – free classes, parks, walking routes
- Digital Nutrition & Wellness Library
- Quarterly Community Meet-Ups

Systems & Economic Impact

- Prevention-focused programmes can reduce NHS burden by up to 20% in long-term chronic care costs
- Increased health literacy leads to higher preventative screening uptake
- Strengthened social networks reduce loneliness – linked to 26% lower mortality risk

Women's Fit Club builds independence, not dependency. Participants leave equipped, confident and connected.

Vision, Value & Call to Action



→
Women's Fit Club is a scalable, evidence-based model with national relevance. Its success demonstrates that equitable health outcomes are achievable when communities lead their own solutions.

Future Growth Vision

- Expansion into 3 additional boroughs
- NHS Social Prescribing partnerships
- Digital hybrid fitness platform
- Corporate wellbeing collaborations
- Training 20+ community ambassadors annually

Value for Funders & Partners

- Preventative Cost Savings
- High Retention & Engagement (92%)
- Evidence-Led Outcomes
- Replicable Community Model
- Strong Social Justice Alignment

Closing Statement

Women's Fit Club is more than movement.

It is prevention.

It is leadership.

It is sisterhood.

It is a blueprint for health equity.

When women gain strength in their bodies and confidence in their voices, entire communities rise with them.

Health equity is not a privilege – it is a right.





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