

Nominee's Name:

Luke Sheppard

Organisation Name:

Everyone Active

Your Nominee's place of work/volunteering:

Everyone Active – Watford Central Leisure Centre

Please provide a narrative (500 words max) about your nominee:

Background

This year, Everyone Active is nominating Luke Sheppard – a fitness motivator at Watford Central Leisure Centre – as its entrant for the 2018 Physical Activity Champion of the Year award.

Having been on the books as a trainee at West Ham Football Club as a 13-year-old, Luke's always been a talented and dedicated athlete. After being dropped from the club's academy suddenly, however, he was at a loss as to which career path he wanted to follow.

One thing he did know was that health and fitness was his passion, so he worked hard to gain a place on the Sport, Physical Activity and Health degree course at Leeds Beckett University. He joined Everyone Active in 2013 on work experience and has since progressed to becoming a personal trainer, exercise referral coordinator and fitness motivator.

Achievements

During his career, Luke's achievements are significant. Since the launch of the GP Referral scheme in Watford, those participants assigned to Luke have lost a combined 65 stone, with 96% of all Luke's Exercise referral clients meeting their targets.

One of his clients – who was due to have a gastric band fitted – cancelled their surgery after losing seven stone and completely overhauling their lifestyle. As well as saving this person from having to face surgery, it also saved the enormous £55,000 cost of the operation.

Those who use Luke as a personal trainer have recorded fantastic successes under his guidance. Whatever their aims, whether it's to bulk up, trim down, lose weight for health reasons and improve their quality of life or train for a specific goal, Luke's been able to help. He's also been instrumental in helping people wanting to pursue a career in the fitness industry, by helping to support and guide people through various courses and qualifications on their way to being able to work in the fitness industry. Moreover, Luke has won colleague of the year at Watford Central Leisure Centre on two occasions

Luke has been instrumental in engaging Watford's Asian community in getting more active. Before Luke became involved, just 3% of the centre's visitors coming from this significant proportion of the borough's population. Working hard to improve this figure, including applying for – and winning – a £1,500 grant to help subsidise this work, this now stands at 18%. Luke teaches four classes a week exclusively to the Asian community, each of which records 100% attendance levels.

How do they embody the ukactive mission?

Luke is the embodiment of the ukactive mission. His knowledge and enthusiasm are infectious and he's always looking to engage more people in activity more often. In fact, this coincides with Everyone Active's brand mission to get everybody doing at least 30 minutes of activity five times a week – something Luke has really taken to his heart.

Why should they win this award?

Luke is deserving of this award because, like ukactive and Everyone Active, it's his mission to get as many people as possible active and healthy.