

Nominee's Name:

Malcolm McPhail

Organisation Name:

Life Leisure

Your Nominee's place of work:

CEO Life Leisure

Please provide a narrative (600 words max) about your nominee in the space below:

Malcolm is the CEO of Life Leisure, a charitable trust and not for profit social enterprise company that manages sports and leisure facilities in and around Stockport, and delivers a range of sports and physical activity programmes in neighbourhoods across the area. Malcolm has always focused on making a positive impact to people's lives. He started working life as a PE teacher but struggled working within the confines of the curriculum. He wanted to have a wider role so he would be able to influence more people. Malcolm loves sport and working with people, and has always believed a stronger focus on physical activity has the power to make a great difference to people's lives and local communities.

Having held a number of high profile roles within the UK health and fitness industry - including the position of Sports Director for Next Generation for six years - the former British Counties Athletics Champion and Scottish 400m record holder is passionate about making sport and activity accessible and affordable to anyone from any background.

Malcolm's career has traversed education, sports development, health and leisure operations, working at the top of both the private and public trust sector. Key achievements include:

- General Manager at the first Next Generation club in Edinburgh
- Key member of the team for the Next Generation & David Lloyd merger
- Taking Life Leisure from a £3.5m to a £11.6m turnover

Over the past 5 years, 40% of total income has been generated by increasing membership and casual visitor numbers to our gyms. Life Leisure have grown turnover from £8 million to £11.6 million in the same period – despite a significant drop in authority grants and funding.

Malcolm believes his main challenge has always been around people and making them believe in their potential - not external factors. His belief in coaching people to achieve and deliver outcomes they never thought they could achieve, is key to the development of the business at Life Leisure and his people ethos.

Malcolm encourages people to believe in themselves, pulling on their talent and working with them to augment that talent. He is extremely intuitive, always steering in the right direction, even at the most challenging of times, leading from the front. He doesn't believe in learning leadership skills from books.

Malcolm drives his own personal development by being a good listener (and observer) to all around him. He filters out high quality knowledge and information and uses this both personally and in business. He sees the world as a learning environment and a journey to enjoy; if you focus on the outcomes you won't end up savouring life.

Malcolm leads and engages with others by drilling down into people at an individual level. He doesn't use 'a one fits all' approach, but works on understanding needs and solving individuals struggles and development. Ultimately he has peoples' interests at heart and strongly believes in the power of coaching (with learning from professional sports).

Malcolm has had an impact on an industrial scale, and not just at Life Leisure. He always works to improve performance by encouraging people to raise their game, with this having a hugely positive impact on overall business improvement. He believes in improving peoples' whole life including family life. This caring attitude results in his people giving 100% for Malcolm and the organisation.

The next stage of Malcolm's people development is to change the culture at Life Leisure from a coaching to a pastoral environment. This will see people coming into work with no baggage, and see improvements in their life as a whole.

