

Jo Hancock

Jo Hancock is an extraordinary PT with a wealth of client testimonials defying the fact she only qualified in 2015, switching careers. The loss of her father to prostate cancer in 2011 made Jo rethink life. Neither fit nor happy at work, her lightbulb moment came on a boot camp weekend in 2013: Jo lost weight, became fit and qualified as a group ex instructor. Westminster Lodge, where she was a member, invited her to teach. An instant hit, people wanted Jo as their PT. She studied Level 3 between work and classes, qualified as a PT in 2015 and left her job in Events Management.

Jo exudes energy and radiates joy. Her engaging smile and innate compassion draw people to her. She helps clients reach their goals through active encouragement and mindset changes. She trains 14–85-year olds from military personnel to new gym users and expectant mothers to first time marathon runners. She helps people with diverse conditions including cancer, PTSD and anxiety and motivates 1000+ people via social media challenges.

Jo's achievements are her clients' achievements. For example: one woman (21) regained self-belief and strength after her father's suicide to graduate in Physiotherapy. Fran, who lost part of her bowel during childbirth, trained for her first marathon in 2017. Hannah (now RAF Officer Fray) reached the fitness requirements for officer training, winning the Sportsman's Cup.

Jo is proud of her Seniors Programme comprising 60+ circuits and spin sessions. Demand for senior PT has grown by 167% in one year and Jo's elderly clients have completed half marathons, triathlons and a 120-mile bike ride!

Jo's charity work is at another level. Westminster Lodge members and clients have jointly raised nearly £30,000 for prostate cancer with Jo, including two Spin-a-thons, one of which saw her cycle for 12 hours straight.

In 2016 Jo was voted Westminster Lodge Personal Trainer of the Year: a year later she was named Colleagues' Colleague.

Jo is spectacularly influential at Westminster Lodge getting more people of all ages more active, more often by:

- Teaching 14 classes including boxercise, spin, boot camp, Insanity and GoTri
- Seeing 35 clients (aged 17-85)

- Running Senior Circuits and Senior Spin
- Training Year 10/11 youngsters aged 15/16

She also reaches the wider St Albans community giving talks, supporting events including the local Half Marathon and hosting fitness fundraisers.

Quite simply, Jo improves people's lives. Having endured personal lows herself – experiencing grief, bullying, voyeurism and weight issues – Jo's compassion is real. Here is a PT who will make a client a cup of tea so they can talk and cry if she believes they need that more than a workout. She is an extraordinary physical activity champion, worthy of this Award.