

Photo courtesy of Sustain Health 2026

Parkwood Leisure and partners crowned winners of three awards at the 2026 ukactive Awards

Birmingham, October 2026- Parkwood Leisure and their partners were delighted to take home three awards at this years' ukactive awards evening including; The My Healthy Way Leadership Team winning the Outstanding Leadership Team Award, Crosby Leisure Centre winning the North Region Club/ Centre of the Year award and Adam Roberts- Healthy Communities Manager (PFI Contracts) winning the Physical Activity Hero Award.

The teams were presented with the awards in front of over 850 leaders from across the physical activity sector during an awards ceremony at the International Convention Centre (ICC) in Birmingham.

The ukactive Awards, proudly supported by headline sponsor the Swimming Teachers' Association (STA), celebrate the people, organisations and initiatives raising standards and driving positive change within the physical activity sector.

Sponsored by Red Bull, the Outstanding Leadership Team Award was presented to The My Healthy Way (MHW) Leadership Team (Hannah Gilday, Katie Buckley, Andy Farr) in recognition of revolutionising community health by transforming leisure centres into clinical health hubs. In 2025, their innovative Whole System Approach achieved a 12% increase in priority group physical activity and scaled the MSK Hub project to 2,500 participants. By deploying the "ReferAll" digital system, they boosted Bexley referrals by 385% for example, and secured over £250,000 in grants. MHW continues to champion life-saving health interventions, pioneering NHS campaigns, and equitable community partnerships nationwide.

Sponsored by TechnoGym, the North Region Club/ Centre of the Year award was presented to Crosby Leisure Centre (operated by Parkwood Leisure in partnership with Sefton Council) which welcomed a record 347,791 visits in 2025, marking a 5.11% year-on-year increase. Crosby Leisure Centre proudly continues to blend operational excellence with deep community impact and in September 2025, the centre was named Local Authority Gym of the Year at the British Fitness Award, an honor decided entirely by public vote. Renowned for its innovative community programming, Crosby Leisure Centre offers a specialised rehabilitation hub and an expanding swim school for the local community,

Adam Roberts, Healthy Communities Manager for 1 Life Management Solutions Ltd, part of the Parkwood Group, was named a Physical Activity Hero for his role across Lewisham, Brent, Uttlesford, and Bexley. In 2025, Adam successfully established inclusive activity ecosystems that tackle urban isolation and rural accessibility. By targeting traditionally inactive demographics, including SEN programs, individuals with chronic conditions, and older residents, Adam has turned physical activity from a luxury into a community staple. His strategic vision, grassroots empathy, and dedication have improved local health outcomes.

Following a record-breaking 190 entries, the marking process was facilitated by the ukactive Awards' independent judging partner, Proinsight. The process involved experts from both within and outside the sector, ensuring entries were assessed fairly and impartially across a range of informed perspectives.

Andy Farr, Strategic Director said;
"It was wonderful to see the tireless work of our teams rewarded by ukactive last week, with the opportunity to celebrate and recognise the amazing work that goes on across our sector to support happier and healthier communities. It never ceases to amaze me how physical activity can positively impact so many lives and communities."

David Stalker, Chair of ukactive, said;
"Huge congratulations to the winners of the ukactive Awards 2026. After a record number of entries, the competition was fiercer than ever so it's an enormous achievement to be nominated, and even more so to be crowned a winner. The winners represent the very best of our sector, helping to create happier, healthier and better-connected communities across the country."

See the full list of winners and find out more about the ukactive Awards here.

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About Parkwood Leisure

Parkwood Leisure's mission is to create strong, lasting partnerships, built on a foundation of efficient and effective delivery, to encourage happier and healthier lifestyles.

Parkwood Leisure is a well-established management company that offers specialised professional support and management services for a wide range of leisure, cultural, health, and wellbeing facilities. With 30 years of experience, the organisation has grown significantly, now managing 76 facilities across England and Wales. Parkwood collaborates with several subcontractors, including Lex Leisure CIC, Legacy Leisure, Creating Active Futures, Active Communities Together and 1Life Management Solutions, to effectively manage these facilities.

In addition, Parkwood provides professional services support to local authority trading companies and CVSE organisations, across a range of services including marketing, finance, HR, business systems and IT, harnessing professional expertise and industry understanding to enable local organisations to focus on community delivery.

www.parkwoodleisure.co.uk

www.leisurecentre.com

About ukactive

ukactive is the UK's trade body for the physical activity sector, bringing together more than 3,000 member organisations and partners in our shared ambition to get More People, More Active, More Often. From gyms, leisure centres, studios, sports bodies and other activity providers, to major health bodies, consumer brands, tech firms and equipment manufacturers, our community collaborates across the private, public and third sectors. ukactive facilitates high-impact partnerships, conceives and drives breakthrough campaigns, conducts critical research and lobbies the Government to recognise the power of the physical activity sector to address today's biggest issues – including reducing the burden on the NHS and social care, improving workforce health to grow the economy, revitalising our high streets, reducing crime, and tackling loneliness. For more information, contact the ukactive press office at press@ukactive.org.uk or call 020 8153 4581.