Wonderful Life Academy®

The Well-Being Charity

Charity Registration No.1190534

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Trustee Annual Report

21st April 2025- 20th April 2026

Contents

Executive Summary 3
Legal and Charitable Status 5
Objects and Area of Benefit 5
Mission Statement 5
Statement of Values 6
Summary of Achievements to Date 7
Vision of Success 8
Aims 8
Equality Statement 9
Governance 9
Situation Analysis 10
Business Strategy 12
Funding Strategy 13
Service Plan 14
Internal Policies and Procedures 17
Staffing 18
Volunteers 19
Insurance 20
Yearly Accounts 21
Independent Examiner's report 23

Executive Summary

Wonderful Life Academy is a Charitable Incorporated Organisation registered with the Charity Commission and recognised as charitable by HMRC. The Objects as set out in Wonderful Life Academy's governing document are:

To preserve and protect the health and wellbeing of, in particular but not exclusively, frontline workers in the United Kingdom by providing workshops and coaching sessions with Well-Being Coaches and providing access to on-line content designed to promote healthy lifestyle and well-being.

Our mission is ***"To help as many people as possible improve their lives through focussing on well-being. We provide coaching to help them to look after their Physical, Mental, Emotional and Spiritual well being and in doing so create their own Wonderful Life."***

Since its foundation in 2020, Wonderful Life Academy has helped Frontline workers in the Fire Brigrade, the Greater Manchester Police, the NHS, Morrisons Supermarkets, Nationwide Building society, Social Workers, School workers and Nursey workers to improve the Well-Being of their staff.

Since the beginning of 2022, Wonderful Life Academy has offered our service free to everyone, running wellbeing workshops in schools, community centers, social clubs and at our Wellbeing Hub in Bury town centre. We continued to prioritise Key workers including care workers, teachers and postal workers.

Wonderful Life Academy's governance structure consists of four Trustees: Timothy Laycock, Mitchell Gowing, Lucy Gale and Jon McCrea and its Chief Executive Officer Neil Gowing. Full Board meetings are held annually. Trustee meetings are held quarterly with a minimum of two trustees in attendance.

The Charity has a number of key strengths. All our fully qualified Coaches are accredited by the largest coaching organisation in the world. All of our coaching content belongs to the Charity and is licence free. The CEO has over 30 years Leadership and business experience.

The Trustees have a plethora of experience including Greater Manchester Police, Mental Health First Aid, Management and Leadership, Logistics, Business Directors, Project Management, Training and Development, Retail, Hospitality, Human Resources and CIPD.

The need for Well-Being coaching is highlighted in the department of Health's recent paper on well-Being as being at an all time high thus creating a significant opportunity for our charity to flourish and benefit the maximum number of people.

Wonderful Life Academy has a three-stage business strategy,

1. To obtain grants from relevant organisations to continue to deliver workshops to Key workers, communities and specialist groups.
2. Seek opportuities to work collaboratively with organisations to provide our service to and to receive funding/fundraising support from.
3. Operate a Charity shop which includes a wellbeing hub.

The Charity's funding strategy follows three main workstreams; local fundraising, funding grants and Charity shop.

We have a clear set of objectives geared towards achievment of our business plan with reviews of all strategy, activities and procedures planned within the financial year.

All Strategic risks have been asessed and measures put in place to mitigate those risks.

The business plan has been assessed and agreed by our Board of Trustees to ensure compliance with our obligations under our Charity Constitution.

Legal and Charitable Status

Wonderful Life Academy is:

- A Charitable Incorporated Organisation
- A registered charity recognised as charitable by HMRC

Objects and Area of Benefit

The Objects as set out in Wonderful Life Academy's governing document are:

To preserve and protect the health and wellbeing of, in particular but not exclusively, frontline workers in the United Kingdom by providing workshops and coaching sessions with Well-Being Coaches and providing access to on-line content designed to promote healthy lifestyle and well-being.

The Area of Benefit as set out in Wonderful Life Academy's governing document and registered with the Charity Commission are:

To improve the health and Well-Being of Frontline workers in the United Kingdom. These workers are the key individuals who keep the country operational in times of crisis or public emergency. By improving the health and Well-Being of these workers they will in turn provide an improved service to the general public on a daily basis and also be more resilient in times of crisis thus maintaining a higher level of attendance and service in such times**.**

Mission Statement

Our mission is to help as many people as possible improve their lives through focussing on well-being. We provide coaching to help them to look after their Physical, Mental, Emotional and Spiritual well being and in doing so create their own Wonderful Life.

Statement of Values

Wonderful Life Academy believes strongly in:

The right of everyone to enjoy a life of their own.

The right of Frontline and Key workers to expect effective support in their valued role.

The importance of a safe environment where people can share personal experiences with honesty and acceptance.

Wonderful Life Academy sees itself as:

Caring and respecting people's individuality.

Promoting the importance of well-being to overall health.

Enabling and empowering people to take action.

Maintaining people's confidentiality (subject to safeguarding issues).

Valuing Frontline and Key workers and their contribution to society.

Non-condemnatory, judging situations not people.

Independent of statutory services.

Seeking and gaining the respect of professional colleagues.

Working consultatively and collaboratively.

Open and communicative.

Knowledgeable, with a "can-do" approach to improving well-being.

Summary of Achievements to Date

Since its foundation in 2020, Wonderful Life Academy has already:

- Helped members of the Emergency services to improve their Well-Being through group coaching sessions.
- Helped Frontline workers within the NHS improve their Well-Being through online content and activities.
- Worked with Accent Housing Association to improve the Well-Being of their entire team.
- Worked in collaboration with Morrisons and Asda Supermarkets to run Well-Being groups for their Key workers.
- Held online well-being sessions for the Morrisons head office team as part of their corporate Mental Health Awareness week.
- Held face to face well-being sessions with ‘Men’s Den’ in Burnley.
- Held face to face sessions with The Prince’s Trust for groups of teenagers.
- Provided wellbeing workshops for Healthier Heroes Veterans groups.
- Provided whole school community workshops for parents, teachers, support staff etc.
- Provided wellbeing workshops for staff at Care homes across Lancashire
- Held community wellbeing workshops across Lancashire and Greater Manchester.
- Organised wellbeing walks for local communities across Lancashire.
- Worked with Haven Holidays to provide support for their wellbeing champions.
- Provided wellbeing workshops for members of the faculty at Manchester University.
- Provided Wellbeing workshops and wellbeing walks in collaboration with The Enterprise center and other local charities.
- Worked with Onward Housing to deliver wellbeing workshops to those impacted by the cost-of-living crisis.
- Created a Wellbeing Hub in Bury town center providing wellbeing and mental health support at the heart of the community.
- Provided Wellbeing Walk and Talk sessions in collaboration with Bury Metropolitan Borough Council.
- Provided Wellbeing workshops for team members at The Trafford Centre in Greater Manchester.

Vision of Success

In 2025/26 Wonderful Life Academy:

- Operated across Greater Manchester and Lancashire with 3 qualified coaches.
- Offered face to face group coaching to all registered beneficiaries.
- Made Wellbeing workshops available free to everyone.
- Made Wellbeing Walks available free to everyone.
- Operated a Charity shop and wellbeing Hub in Bury town centre.

Aims

The strategic aims of Wonderful life academy are:

To enable Frontline and Key Workers, workers in other organsiations and members of our communities to manage their well-being and own lives more easily and more effectively, and to pursue their own goals and aspirations.

To enable Frontline and Key workers, workers in other organisations and members of our communities to support each other in their well-being.

To empower all members of our communities to take control of their own wellbeing and mental health and improve their resilience to mental illness.

Equality Statement

Wonderful Life Academy is committed to equal opportunities principles in:

- designing and delivering its services;
- recruiting and developing its paid staff and volunteers;
- recruiting and developing its Board membership.

This commitment is set out in full in our Equal Opportunities Policy.

Governance

Wonderful Life Academy's governance structure is as follows:

4 Trustees -

Timothy Laycock - Director at M66 Car and Commercial.
Lucy Gale- Crime Recording officer, Greater Manchester Police.
Mitchell Gowing – Admissions officer, Bury College.
Jon McCrea – Programme Manager, Bunzl Retail Supplies.

Chief Executive Officer/Founder - Neil Gowing

Full Board meetings are held annually. Trustee meetings are held quarterly with a minimum of two trustees in attendance.

Situation Analysis

Strengths:

Led by fully qualified Coaches accredited by The largest Coaching Organisation in the world.

All content belongs to the Charity and is licence free.

Website is functioning and fit for purpose.

Network of qualified coaches already in place.

CEO has 30+ years Leadership and business experience.

Trustees bring a plethora of experience inluding Mental Health First Aid, Management and Leadership, Logistics, Greater Manchester Police, Business Directors, Retail, Hospitality, Training and Development, Project and Programme management, Human Resources and CIPD.

Content and format are tried and tested with excellent reviews and feedback.

No other Charity or Coaching organisation has the same content.

We are able to operate both online and in person allowing us to be flexible to the needs of our beneficiaries.

The Charity is largely self-funded via the Charity shop.

The Wellbeing Hub creates a point of focus and raises awareness of the Charity.

Weaknesses:

All of our fully trained Well-Being Coaches are based in the North West of England thus limiting our reach.

The website has limitations due to lack of expert knowledge within the Charity.

The adminsitration and day to day function of the charity is reliant soley on the CEO.

Our Brand awareness is low outside of home towns.

Opportunities

We are eligible to apply for funding from National Lottery, People's Postcode lottery and numerous other funding bodies.

Partnership with The Blue Light Card Foundation can bring publicity, credibility and fundraising opportunities.

Partnership with Morrisons, Asda and Tesco Supermarkets can bring publicity, credibility and fundraising opportunities.

Partnership with The Trafford Centre can bring publicity, credibility and fundraising opportunities.

Tap into Retail contacts including Team members as source of volunteers and fundraisers.

Development of website to create a more accessible online coaching service.

Continuing to grow the Charity Shop can bring additional funding and self reliance.

Threats

The Current climate has made funding and fundraising more difficult with many charities finding it difficult to survive.

Loss of coaches due to other commitments

Not able to pay CEO and coaches.

Potential loss of Trustees due to other commitments.

Risk of lease on Charity shop being ended early due to town center development.

Difficulties in securing another affordable lease on a Charity shop.

Business Strategy

Wonderful Life Academy has a three-stage business strategy.

- Obtain grants to continue to provide workshops to both Frontline and non-frontline workers, to communities and to specialist groups.
- Seek opportunities to work collaboratively with organisations to provide our service to and to receive funding/fundraising support from.
- Operate a number of Charity shops including a wellbeing hub.

Key priority areas are:

Expand our reach to more Beneficiaries

- Utilise existing contacts to further build relationships with Morrisons, Asda, NHS, Greater Manchester Police and Bury College.
- Build on relationships with schools, councils, NHS trusts and community centers to reach new beneficiaries.
- Promote the Wonderful Life Academy Brand more widely through Social Media and through the Charity Website.

Operation of Charity shops and wellbeing hub

- Operate a Charity shop in one or two town center locations.
- Recruit and train volunteers to operate Charity Shops.
- Create a wellbeing hub that has a room to hold workshops and office space or hot desks for other wellbeing charities to use.
- Purchase a vehicle to service the charity shop with stock donations.

Team Development and knowledge

- Recruit and train another 2 Well-Being Coaches including a specialist Bereavement Coach and a ‘Mental health and wellbeing during Cancer’ coach.
- Upskill exisitng Coaches with ongoing developemnt programme.
- Recruit and develop operational roles as required to expand the Charity capabilities.
- Recruit a further 2 Trustees to mitigate risk of potential resignations.

Funding Strategy

The Charity's funding strategy follows three main workstreams.

1. local fundraising.
    - Annual Sponsored event - The Don't Run...Marathon.
    - Raffles with donated prizes.
    - Requests for 'helping hands' donations from local businesses.
    - Ongoing partnership with ‘The Enterprise Centre’.

2. Funding grants.
    - Applications to National Lottery
    - Applications to People's Postcode Lottery.
    - Applications to Blue Light Card Foundation.
    - Applications to other funding organisations when available.

3. Providing 'Paid for' coaching/speaking .
    - Key note speaking at events to publise Well-Being.
    - Selling Coaching book 'It's a wonderful life'.
    - Creating opportunities to provide workshops for businesses in return for donations or sponsorship.

4, Online and bricks and mortar Charity shops.
    - Donations from local communities via social media posts.
    - Operation of Town Centre Charity Shops and wellbeing hub.
    - Pop up charity shops at local community hubs and local markets
    - Online charity shop on Ebay
    - Online charity shop on Vinted
    - Online charity shop on Facebook Marketplace

Service Plan

The main services offered by Wonderful Life Academy will be as follows:

1. Face to face group Well-Being Coaching.
2. Online Academy with resources to help improve Well-Being.

1.Face to face group Well-Being Coaching

Activities

- Group coaching sessions held in workplaces, schools and communities on a weekly/fortnightly/Monthly or one-off basis.
- Structured sessions to improve each individuals Well-Being
- Takeaway exercises given to continue work between sessions
- Daily Journal utilised to track progress and share successes.
- Well-Being toolkit issued to help continue progress outside of group session.

Outcomes

- Improved Physical Well-Being through focussed activity
- Improved Mental Well-Being through focussed activity
- Improved Emotional Well-Being through focussed activity
- Improved Spiritual Well-Being through focussed activity
- Improved Social Well-Being through group activity and membership.
- Better work/life balance through improved Well-Being activities.
- More productive Individuals and teams due to better balance and more energy.
- Reduced absenteeism and sickness due to improved WellBeing.

Resources

- 3-5 Qualified Well-Being Coaches
- Members journal for each individual
- Charity Banner and Pull Up Banner
- Wonderful LIfe Members Pack including Dice, wheel of life, Journal
- Website with Coach resources and administration functions

2. Online group Well-Being Coaching

Activities

- Group coaching sessions held online on a weekly/fortnightly or Monthly basis.
- Structured sessions to improve each individuals Well-Being
- Takeaway exercises given to continue work between sessions
- Daily Journal utilised to track progress and share successes.
- Well-Being toolkit issued to help continue progress outside of group session.

Outcomes

- Improved Physical Well-Being through focussed activity
- Improved Mental Well-Being through focussed activity
- Improved Emotional Well-Being through focussed activity
- Improved Spiritual Well-Being through focussed activity
- Improved Social Well-Being through group membership.
- Better work/life balance through improved Well-Being activities.
- More productive Individuals and teams due to better balance and more energy.
- Reduced absenteeism and sickness due to improved WellBeing.

Resources

- 3-5 Qualified Well-Being Coaches
- Website with Members area including Well-Being toolkit and all group materials.
- Website with Coach resources and administration functions

3. Online Academy with resources to help improve Well-Being

Activities

- Provide online portal to all beneficiaries.
- Provide workplace specific online portal to each workplace.
- Provide Well-Being activities for download or use online.
- Provide group activities for download or use online
- Produce and distribute a regular newsletter with additional tools and activities to improve Well-Being.

Outcomes

- Improved Physical Well-Being through focussed activity
- Improved Mental Well-Being through focussed activity
- Improved Emotional Well-Being through focussed activity
- Improved Spiritual Well-Being through focussed activity
- Better work/life balance through improved Well-Being activities.
- More productive Individuals and teams due to better balance and more energy.
- Reduced absenteeism and sickness due to improved WellBeing.

Resources

- Website Domain and hosting
- Ongoing Website updates and maintenance
- Well-Being content and activities
- Website Administrator
- Website content writer

Internal Policies and Procedures

Wonderful Life Academy will keep policies updated covering the following areas:

POLICY AREA	Adopted	Action / Review
Safeguarding	Sep 2020	Review Sep 2026
Confidentiality	Sep 2020	Review Sep 2026
Conflict of interests	Sep 2020	Review Sep 2026
Health & Safety	Sep 2020	Review Sep 2026
Equal Opportunities	Sep 2020	Review Sep 2027
Complaints	Oct 2020	Review Oct 2027
Corporate Social Responsibility	Oct 2020	Review Oct 2027
Recruitment	Oct 2020	Review Oct2027
Volunteering	Oct 2020	Review Oct 2027
Financial Administration	Oct 2020	Review Oct 2027
Code of Conduct	Sep 2020	Review Sep 2026

Staffing

The Charity currently employs the following roles:

Job Title: Chief Executive Officer

Supervised by: The Trustees

Contract : Self-Employed

Job Description:

- To oversee the day to day running of the charity.
- To report all activity to the board of trustees on a monthly basis
- To enure all Coaching content is relevant and up to date.
- To train and develop all new coaches working for or on behalf of the charity.
- To ensure all legal requirements are met on behalf of the Trustees.
- To build and develop relationships with beneficieries, funding bodies, fundraisers and volunteers.
- To ensure all activity is to achieve the object of the charity on behalf of the Trustees.

Job Title: Well-Being Coach

Supervised by: The Chief Executive Officer

Contract: Self Employed

Job Description:

- To provide Well-Being Coaching to groups and individuals
- To maintain the standard of coaching outlined in Wonderful Life Academy Methodology.
- To provide on line coaching vis approprite methods.
- To support fundraising activities as required.

Volunteers

The Charity has the following volunteer roles:

Fundraisers/Charity Shop workers

10 people working an average of 10 hours per week.

Social Media influencers

5 people working an average of 5 hours per month.

Insurance

TYPE	LEVEL	Renewal date
Product liability	**£5m**	**03/02/2027**
Public liability	**£5m**	**03/02/2027**
Professional indemnity	**£5m**	**03/02/2027**

Yearly Accounts

CHARITY COMMISSION FOR ENGLAND AND WALES

Charity Name	No (if any)
Wonderful Life Academy	**1190534**

Receipts and payments accounts

For the period from	Period start date	To	Period end date
	21/04/2025		20/04/2026

Section A Receipts and payments

	Unrestricted funds to the nearest £	Restricted funds to the nearest £	Endowment funds to the nearest £	Total funds to the nearest £
A1 Receipts				
Fundraising		-	-	-
Donations	230		-	230
Sales from Charity Shop	22,085		-	22,085
Other grants		3750	-	3,750
Workshop fees		1775	-	1,775
			-	-
			-	
	-	-	-	-
***Sub total**(Gross income for AR)*	22,315	5,525	-	27,840
A2 Asset and investment sales, (see table).				
	-	-	-	-
	-	-	-	-
Sub total	-	-	-	-
Total receipts	22,315	5,525	-	27,840
A3 Payments				
Payment to Coaches	10,065		-	10,065
Transport/Fuel/Parking	864		-	864
Volunteer expenses	1,050			1,050
Telephone & Utility bills	2,524		-	2,524
Website fees	320			320

Stationery and equipment	407		-	407
Insurance and fees	364	-	-	364
Accounts, Solicitors, Professional service				
Training				
Town BID	258	-	-	258
Building Materials			-	
Rent /Service Charge	16,386		-	16,386
Refreshments		-	-	
Sub total	32,238		-	32,238

A4 Asset and investment purchases, (see table)				
Printers		-	-	-
	-	-	-	-
Sub total	-	-	-	-
Total payments	32,238		-	32,238
Net of receipts/(payments)	-9,923	5,525	-	-4,398
A5 Transfers between funds	-	-	-	-
A6 Cash funds last year end	9,494		-	9,494
Cash funds this year end	-429	5,525	-	5,096

Signed by CEO on behalf of all the trustees

Signature	Print Name
N.Gowing	Neil Gowing
	06/05/2026

CHARITY COMMISSION FOR ENGLAND AND WALES

Independent examiner's report on the accounts

Section A Independent Examiner's Report

Report to the trustees	Wonderful Life Academy		
On accounts for the year ended	20/04/2026	**Charity no (if any)**	1190534
Set out on pages	2		

I report to the trustees on my examination of the accounts of the above charity ("the Trust") for the year ended DD / MM / YYYY.

Responsibilities and basis of report

As the charity's trustees, you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ("the Act").

I report in respect of my examination of the Trust's accounts carried out under section 145 of the 2011 Act and in carrying out my examination, I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

Independent examiner's statement

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination which gives me cause to believe that in, any material respect:

- the accounting records were not kept in accordance with section 130 of the Charities Act; or
- the accounts did not accord with the accounting records; or
- the accounts did not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a 'true and fair' view which is not a matter considered as part of an independent examination.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

* *Please delete the words in the brackets if they do not apply.*

Signed:		**Date:**	11/06/2026
Name:	Kimberley Elliott		
Relevant professional qualification(s) or body	CLC Licensed Conveyancer		

(if any):	
Address:	22 Duchess Mews, York, YO26 5TA

Section B	**Disclosure**
	Only complete if the examiner needs to highlight material matters of concern (see CC32, Independent examination of charity accounts: directions and guidance for examiners).
Give here brief details of any items that the examiner wishes to disclose.	N/A

The trustees declare that they have approved the trustees' report above.

Signed on behalf of the charity's trustees

Name: **Neil Gowing**

Signature:

Position: **Chief Executive Officer**

Date: **11/06/2026**