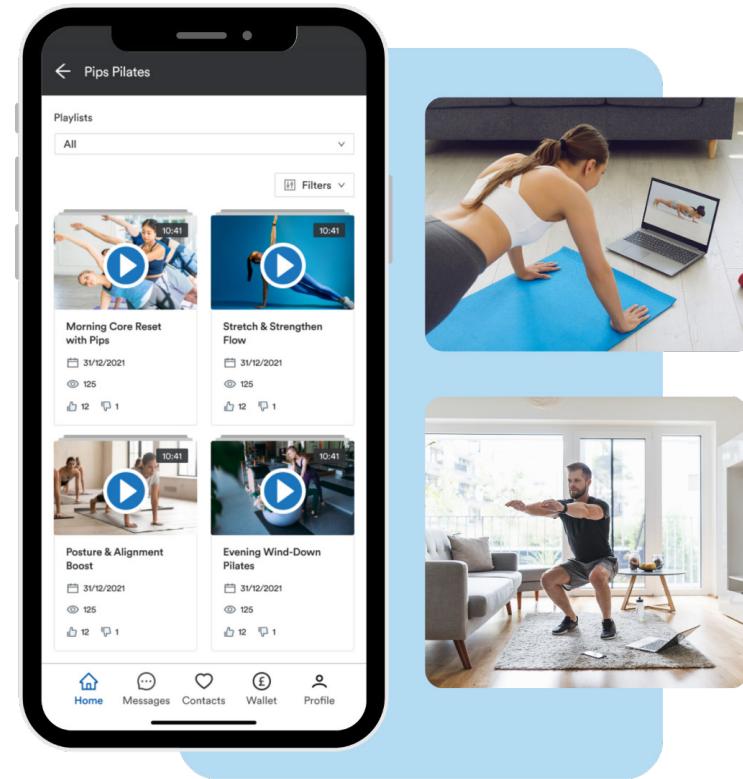




# THE EVERYTHING APP MEDIA KIT

## 2. VISION

NHS staff and their families are given free access to live-streamed fitness classes, on-demand wellness content, and discounted local health services through a new App designed to help healthcare staff lead healthier, happier lives despite demanding shift patterns.

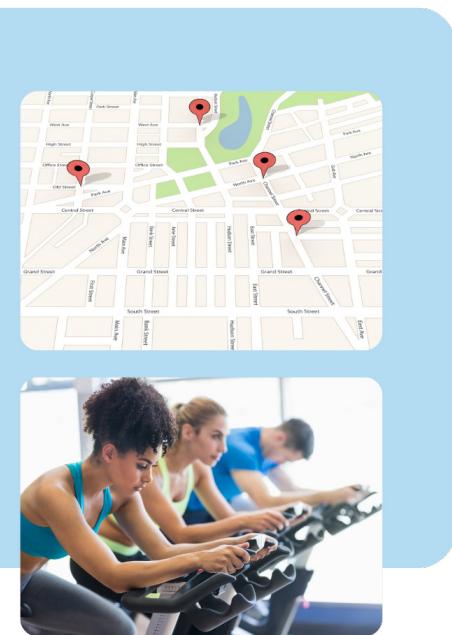
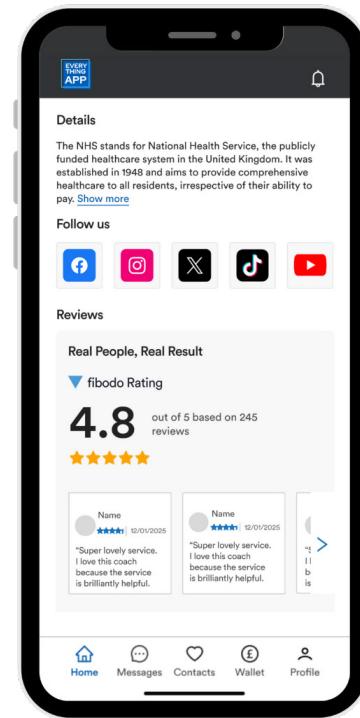


# 3. INTRODUCTION

## The Everything App

**Wellbeing made simple. Access made free.**

The Everything App is a groundbreaking partnership between the physical activity sector and public health, created to support millions of NHS staff and their families. This powerful digital platform offers free access to a wide range of on-demand and live-streamed activities, plus discounted in-person fitness, sport, and wellbeing services - helping users stay active, connected, and healthy wherever they are.



## 4. MISSION STATEMENT

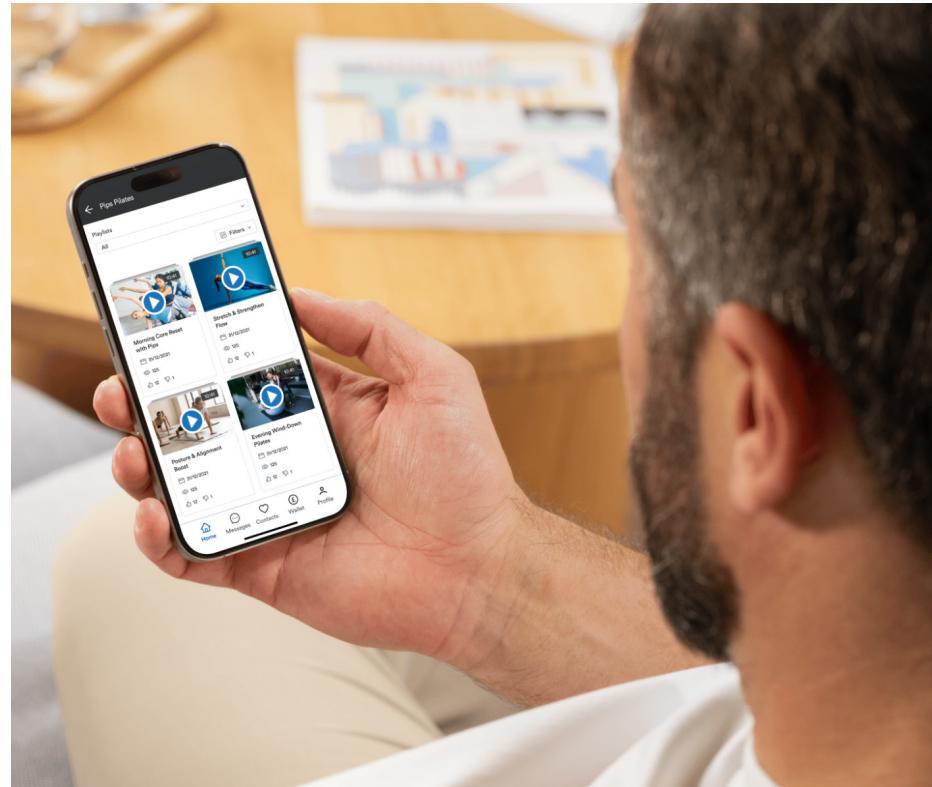
Our mission is to empower NHS staff and their families to lead healthier, happier lives by providing free and affordable access to physical, mental, and social wellbeing services - anytime, anywhere. Through trusted partnerships, inclusive design, and powerful technology, The Everything App brings together on-demand content, live sessions, and local activities to create a single, supportive platform tailored to the real needs of the healthcare workforce.



## 5. LEADERSHIP TEAM

**Key People** The app has been five years in the making, driven by a steering group of respected leaders in health and fitness:

- **Julie Davis**, former Deputy Chief Operating Officer of the NIHR Delivery Network
- **David Monkhouse**, Director of Active Insight
- **Anthony Franklin**, CEO and Founder, Fibodo



## 6. NEWS ANGLES & STORY HOOKS

### Prevention, Not Cure

Rather than treating burnout after it has happened, The Everything App offers a preventative solution - combining mental health support, resilience training, and fitness into one integrated platform for NHS workers.

### Tackling Loneliness Through Connection

With live-streamed sessions, NHS-only groups, and family access, The Everything App combats isolation by building a supportive digital community - especially for staff in rural, remote, or high-pressure roles.

### Primary Story: NHS Sickness Absence Response

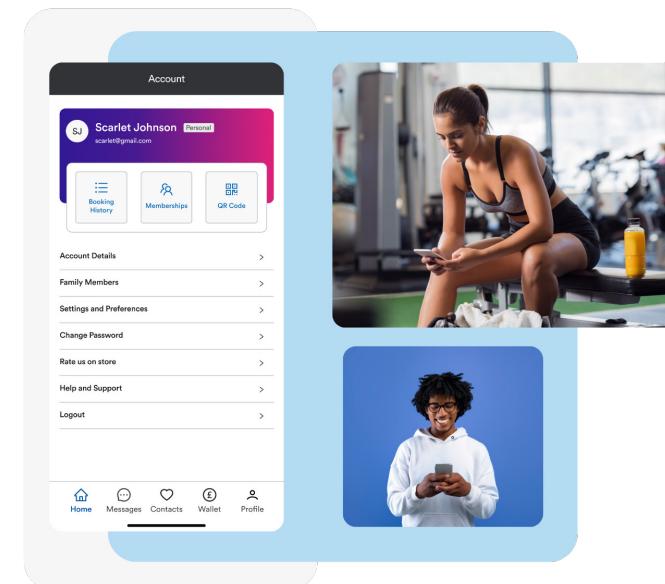
Five years after the pandemic, NHS staff sickness absence is high with staff burnout, this public-private partnership launches the UK's first dedicated wellbeing platform for healthcare workers and their families - completely free of charge.

### Innovation Story: Tech for Good

Award-winning fitness technology company Fibodo pivots to serve public health, demonstrating how private sector innovation can address systemic healthcare workforce challenges.

### Social Impact Story: Breaking Barriers

This platform removes traditional fitness industry barriers - cost, location, time constraints - that prevent NHS workers from accessing wellbeing services during demanding shift patterns.



## 7. KEY STATISTICS & FACTS

**Launch Date:** July/September 2025

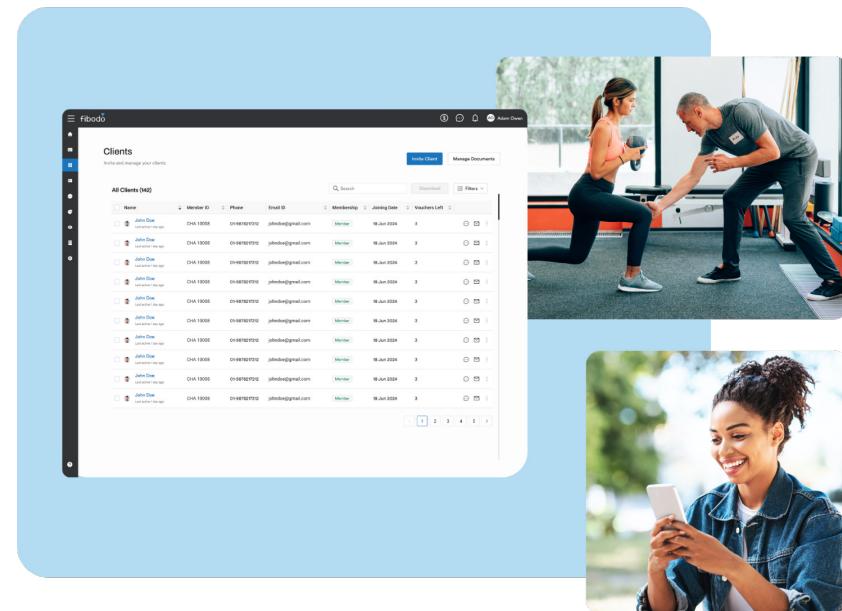
**Target Audience:** 1.8 million NHS workers plus families  
(estimated 5+ million total users)

**Investment Period:** 5 years of development

**Cost to Users:** Free for NHS staff and families

**Platform Features:** Free Live streaming, on-demand content and local activity discounts (minimum 25% off)

**Content Types:** Fitness classes, sport, nutrition, social, mental health support, mindfulness, resilience training

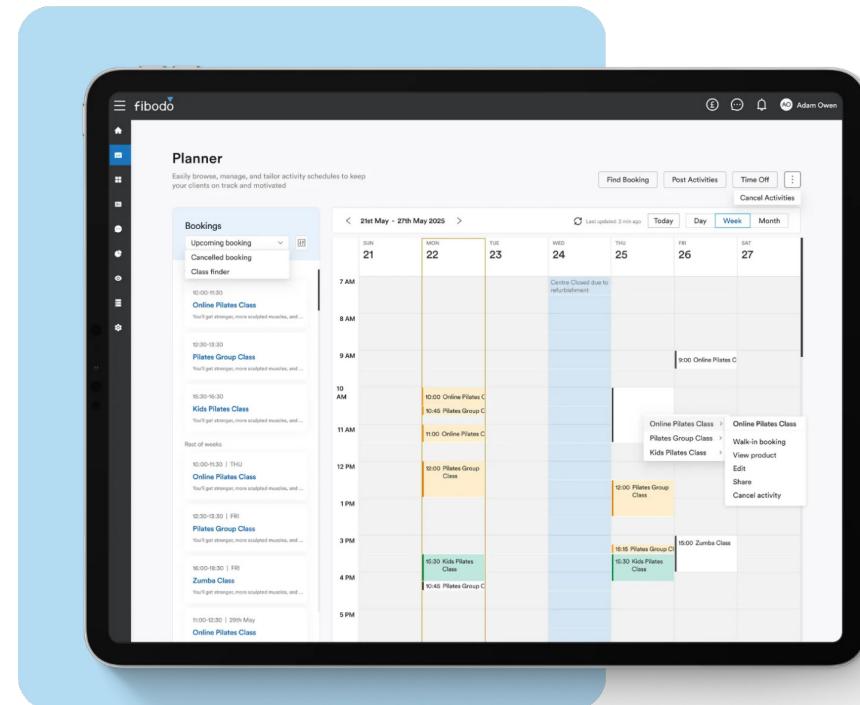


## 8. TECHNOLOGY PLATFORM

**Powered by Fibodo** The platform leverages Fibodo's award-winning business technology infrastructure, originally designed for commercial fitness providers. Key technical capabilities include:

- Real-time live streaming with interactive features
- Comprehensive on-demand video libraries with advanced search and filtering
- Integrated booking and payment systems for local partner services
- Community features enabling peer support and content sharing
- Analytics dashboard tracking engagement and wellbeing outcomes
- Mobile-first design optimised for shift work patterns

**Innovation Factor:** First platform to combine live fitness streaming, on-demand content, and local service discounts in a single NHS-focused application.



# 9. STRATEGIC PARTNERSHIPS

## Health & Social Care Stakeholders:

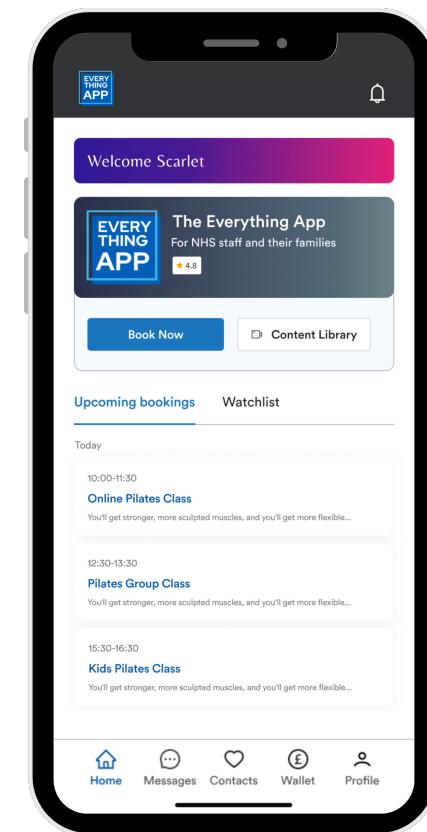
- Integrated Care Systems
- NHS Trusts
- Primary Care
- SocialCare
- Care Homes
- Volunteering Organisations
- Wellbeing Leads
- NHS Staff and their families

## Key Partnerships

- ukactive
- Active Insights
- Fibodo

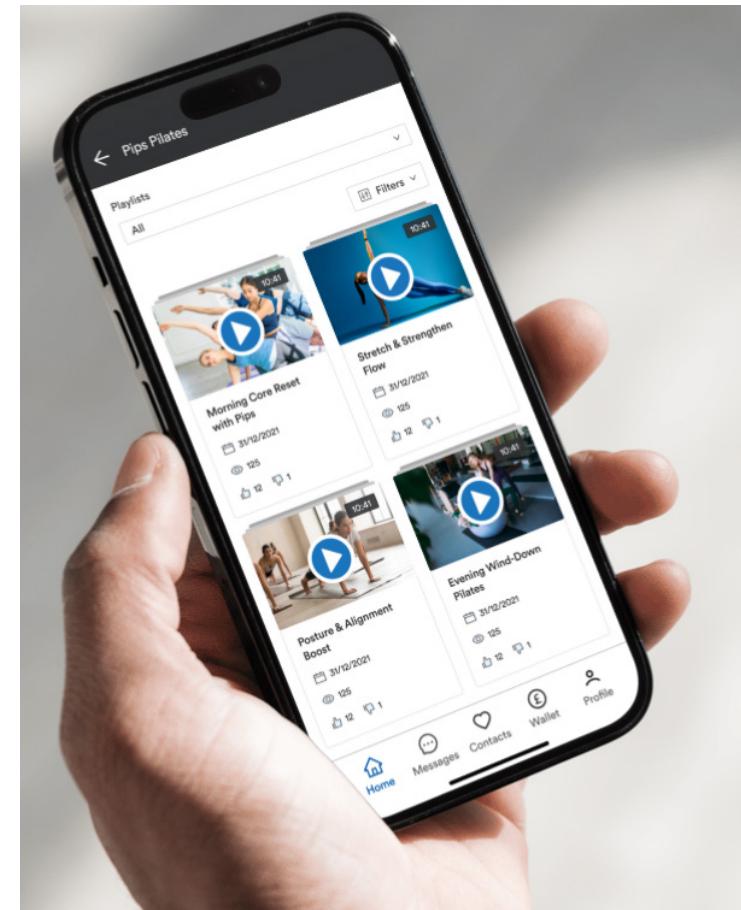
## Service Providers:

- Certified fitness and wellness professionals
- Mental health practitioners
- Local gyms, studios, and leisure centres
- Corporate wellbeing specialists
- Business coaches
- General content providers



## 10. PLATFORM FEATURES

- **On-Demand Content Library:** 24/7 access to professionally produced content including yoga, HIIT workouts, mental resilience training, mindfulness sessions, and family-friendly activities.
- **Community Creation Tools:** NHS staff can upload and share content, creating peer-to-peer support networks and showcasing grassroots wellness initiatives within healthcare settings.





# Media Kit

# **11. FINDING AND BOOKING ACTIVITIES IN YOUR COMMUNITY.**

- **Live Streaming Services:** Daily scheduled fitness and wellbeing sessions delivered by qualified instructors, designed around NHS shift patterns including early morning, lunchtime, and post-shift options.
  - **Local Service Discounts:** Verified minimum 25% discounts on in-person fitness classes, gym memberships, spa treatments, and wellness services from partnered local providers.

The Everything App

Choose the best fit and grow your network today

**EVERYTHING APP**

About Me Video Library

**EVERYTHING APP**

NHS Health & Wellness Services

The NHS is the UK's largest health platform, averaging over 60 million visits each month. It offers comprehensive information on health conditions, treatments, health services and advice on accessing NHS services. Users can manage their health by viewing GP records, ordering repeat prescriptions, and checking test results. The site also provides tools like the Body Mass Index (BMI) calculator and resources for mental health and well-being.

Follow NHS

250+ Seconds

4.7 Votes

10+ Years experience

2 Checked

**Book Activities**

**Local Activities**

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Book Now

**Live Streamed**

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Book Now

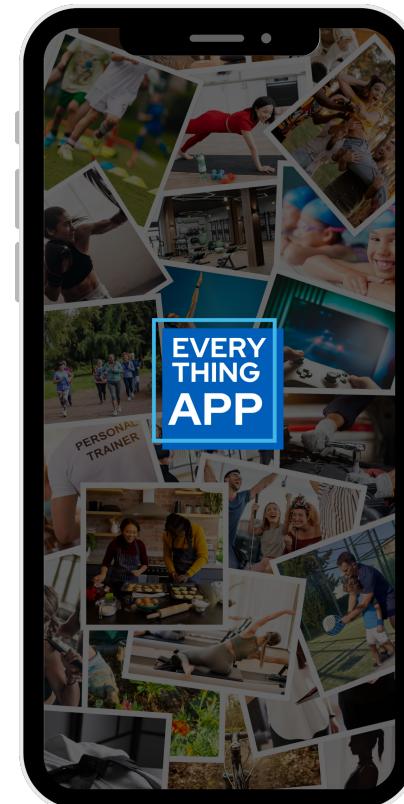
The Everything App interface shows a search bar at the top with the placeholder "Choose the best fit and grow your network today." Below it, a sidebar on the left lists categories such as "About Me," "Video Library," and "Local Activities." The main content area displays "Local Activities" with a search bar for "London" and a date selector. Below the search bar, there are filters for "Yoga" (selected), "Pilates," "Tennis," and "Pickleball." A "Filters" section includes a "Clear all" button and a "Kundalini Yoga" filter. On the left, a "Yoga categories" section lists "Kundalini Yoga" (selected), "Vinyasa," "Hatha," and "Bikram," with a "See all" link. A "Price range" section shows "£20 - £300." The main content area features two activity cards: "Morning Kundaline Yoga" (25 classes) and "Morning Kundaline Yoga" (60 minutes). Each card includes a "Book Now" button. To the right, a map of London shows several blue location markers with arrows pointing towards them, indicating nearby activity locations.

## 12. AVAILABLE SPOKESPEOPLE

**Anthony Franklin** - CEO and Founder, Fibodo. Available for interviews on technology innovation, public-private partnerships, and fitness industry transformation

**Julie Davis** - Former Deputy Chief Operating Officer, NIHR Delivery Network. Available for commentary on NHS workforce challenges, healthcare policy, and wellbeing solutions

**David Monkhouse** - Director of Active Insight. Available for interviews on participation data at public leisure facilities and evidence of the sector's performance, sustainability and social value



# 13. MEDIA RESOURCES

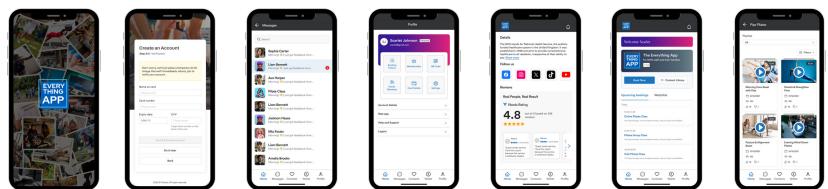
**High-Resolution Images:** - App screenshots and brand imagery  
<https://www.the-everything.app/press-kit.html>

**User testimonials:** Quotes available

**Data & Research:** Baseline NHS workforce wellbeing statistics, platform usage analytics, partner organisation endorsements  
(Available in 2026)



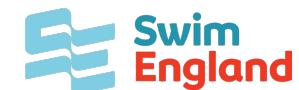
## THE EVERYTHING APP



# 14. PARTNERS



More people  
More active  
More often



# 15. CONTACT INFORMATION

**Press enquiries:**

contact@the-everything.app

www.the-everything.app

**Follow-up interviews, additional statistics, and exclusive access opportunities available upon request.**

*The Everything App represents a new model for addressing public sector workforce challenges through innovative private sector partnerships, offering journalists multiple angles from technology innovation to social impact reporting.*

