



we are
Slimming
World

helping slimmers
achieve their dreams
since 1969



Slimming[®]
—WORLD—

touching hearts, changing lives

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foreword by Margaret

Slimming World's founder and chair

“ I couldn't be more proud of all that we've achieved since I started Slimming World. When I held the very first Slimming World group in 1969, in Derbyshire, I couldn't have imagined how many lives we would go on to transform – for our members achieving their weight loss dreams, and for those members who go on to become Consultants running their own businesses as self-employed franchisees.

Over the years, so much has changed – and so much has stayed the same. Slimming World has gone on to become the UK and Ireland's favourite way to lose weight¹ – helping hundreds of thousands of people in our weekly groups to lose weight and, crucially, to keep it off. We're also proud to work with the NHS, the Office for Health Improvement and Disparities, The Royal College of Midwives and others to help shape the future of weight management in the UK.

Yet our founding principles haven't changed. There's Food Optimising – our uniquely satisfying way of eating, based on the liberating concept of Free Food. And more importantly, there's our passion for treating every member with genuine care, empathy and respect – putting them and their success at the heart of everything we do. Above all we know that there is nothing more powerful in ensuring long term success than being part of a motivating and inspiring Slimming World group or community.

Wherever the future takes us, that's one thing that will never change. We hope that you enjoy finding out a little more about Slimming World and learn how, no matter how big we grow, everyone who comes into touch with us feels part of our Slimming World family.”

Margaret Miles-Bramwell OBE



every company has a story, this is ours...

Slimming World was founded by Margaret Miles-Bramwell in 1969, just months after Neil Armstrong landed on the moon and immortalised the words: "That's one small step for man, one giant leap for mankind." Music too was changing the world – from the Beatles to Bob Dylan, Joan Baez to Janis Joplin, everyone was singing a message of freedom, peace and love.

Margaret had struggled with her own weight since childhood and, at just 21 years of age, having tried every other weight loss programme existing in the UK at the time, she decided there must be a better way – a better way to treat people who were unhappy with their weight and to limit calories without hunger or deprivation.

*“I had this feeling.
Maybe it wasn't me that was failing?
Maybe the diets were failing me!”*

Her mission was to create a very different type of weight loss organisation. One that respected rather than humiliated its customers, one whose success depended on exceptional service, and one that its members would love once they found it.

Margaret understood that overweight people carried a double burden. There was the burden of excess weight itself and the far greater burden of shame, self-criticism and low self-esteem. She knew that hunger, boredom and lack of motivation were the things that caused a slimmer to go off track and that the key to success was to liberate them from restriction, from weighing, counting and measuring everything they ate. She believed that treating people as adults, with kindness, respect and encouragement was what every slimmer and every paying customer deserved.

So, sitting at her own kitchen table at home, she developed a brand new and revolutionary kind of diet and a brand new and unique kind of support system – **both** based on the psychology of weight gain and long-term weight loss. She developed a new kind of slimming club. Margaret read voraciously. She studied the benefits and limitations of every known weight loss plan at the time and she studied behaviour – people's behaviours around food especially. She developed an innate understanding of what drove people to change and to succeed and of what drove them too, to rebel and ultimately fail.

With this enlightened understanding and her new programme, Margaret opened her first group in a small church hall in Alfreton, Derbyshire, England in September 1969. It was a small first step for Margaret and a giant leap for the weight loss support. Slimming World had landed!

The programme introduced a revolutionary, generous, balanced and flexible eating plan based on everyday healthy foods, *designed to help people lose weight without ever going hungry*. It was a practical, straightforward plan that worked for everyone, and fitted with normal everyday life, an eating plan that didn't rely on the tedium of weighing, measuring or obsessive counting. Above all, at the heart of this unique programme was a warm, friendly and powerfully motivating group support system, designed to inspire and encourage slimmers to make positive changes and to develop new healthy habits for life. Her vision transformed the weight management industry in the UK at that time and her ongoing understanding and brave innovation makes Slimming World an industry leader to this day.



Slimming World

more than 50 years of touching hearts and changing lives



1969
Founder Margaret Miles-Bramwell OBE held the first Slimming World group in a church hall in Alfreton

1996
We opened our 5,000th group



1998
Slimming World Magazine was launched and became the UK's number one slimming title within a year

We launched Body Magic, a physical activity support programme designed to take the threat out of exercise and help slimmers build activity into their daily routine. It was developed in collaboration with Ken Fox, Emeritus Professor of Exercise and Health Sciences at the University of Bristol



2006
Family Affair, our programme to support families to make healthy lifestyle changes together, launched



2010
Margaret collected her Honorary Master's Degree from the University of Derby in recognition of Slimming World's success in helping millions of people to lead healthier, happier lives

2013
The 10,000th Slimming World group opened

The world's largest ever data-set of people engaged in a weight loss programme was presented by our research team at the European Congress on Obesity, showing the weight loss success of 1.3 million members



2016
Slimming World's innovative digital support programme launched



2019
Our 50th anniversary year



Slimming World launched a series of exclusive online activity videos, available to its members through the website and app, designed to complement the Body Magic activity support programme and help members on their way to lifelong health and fitness

1988
We opened our 1,000th group

1997
SMILES, Slimming World's charitable foundation, was launched. SMILES stands for Slimmers Making It a Little Easier for Someone



We launched our first website

2000
We pioneered the first-ever NHS weight management referral scheme, supporting health professionals to refer overweight patients to Slimming World groups for effective and cost-effective weight management

2004
LifelineOnline, our free support website for members, launched



2009
Our founder Margaret was awarded an OBE for services to the community in Derbyshire and to the field of weight management

The first Slimming World groups in the Republic of Ireland were opened with people queuing out of the doors

2012
We formalised our partnership with The Royal College of Midwives, who work with Slimming World to raise awareness of the importance of healthy weight management in pregnancy to improve the health of women and their babies

2015
We developed and launched our Slimming World Free Food frozen meal range with Iceland to support members to continue to make healthy choices when they don't have the time to cook from scratch. The range quickly became the market leader in frozen meals



2018
Head Office expanded, enabling us to support our growing teams and to train increasing numbers of Slimming World Consultants to start their own business and support members to achieve their dream weight



Our Slim for Life programme launched to help target members maintain their new healthy weight – for good

2020
Slimming World's face-to-face community groups were first temporarily suspended in March 2020 following the initial Coronavirus outbreak and the organisation developed an innovative virtual service to enable its thousands of self-employed Consultants to continue to support their members

Our members are at the heart of everything and benefit from...

- ✓ Access to nearly 13,000 local community group sessions across the UK and Ireland, running at a variety of times and locations – meaning it's easy to find effective, weight management support wherever they are in their week. Plus free access to Slimming World's online support tools.
- ✓ Around 3,500 self-employed franchisee Consultants who have all been through our world-class training in facilitating behaviour change at the Slimming World Academy. They've all lost weight themselves, so understand the challenges members face, and Slimming World gives them the tools to effectively support individual members through their own unique journey.
- ✓ A programme based on a deep understanding of the psychology as well as physiology of slimming, that has evolved over decades, to support members to develop sustainable, healthy habits to achieve their personal weight loss target and remain slim for life.
- ✓ An eating plan that adapts to all lifestyles, tastes, cultures and budgets and is suitable for all the family. It's based on everyday food, so there's no need for expensive or specialist diet products.
- ✓ A very warm welcome to group, everything needed to be successful from the first visit and a promise of no judgement or humiliation – just care, support and encouragement.
- ✓ Advice and support informed by Slimming World's in-house team of experts in weight management, nutrition and research. Our panel of experts² are from a range of disciplines with a focus on behaviour change and collaboration on research with academics at a number of universities across the UK including the University of Leeds, University of Nottingham and University of Sheffield. We also partner with organisations like the Office for Health Improvement and Disparities, the British Nutrition Foundation, The Royal College of Midwives, Royal Society for Public Health, Cancer Research UK and Alzheimer's Research UK.
- ✓ A highly developed behaviour change programme. We call this unique support system IMAGE Therapy, a mnemonic that stands for Individual Motivation And Group Experience. The programme uses techniques including Transactional Analysis, Motivational Interviewing, the influence of Ego States on an individual's behaviour and Compassionate Mind Theory to help members overcome their own personal barriers to change and to avoid relapse.
- ✓ Recognition, including awards and certificates, that helps members to strengthen commitment to plans to achieve their weight loss goals and dreams.
- ✓ Free 24/7 access to Slimming World's exclusive members-only website, LifelineOnline, packed full of practical and inspiring recipes, stories and tools, including online activity videos and exclusive member-only episodes of the Slimming World Podcast. Members also have access to the Slimming World app - including the Slimming World barcode scanner - that allows them to make healthier choices on the go, plan and track the changes they make and keep their commitment going through the week.
- ✓ Extra between-group support from their Consultant and fellow members when needed, to help stay on track.
- ✓ Free lifetime membership when members achieve their personal target weight, whenever they remain within 3lbs either side of that target. Members who reach their target weight are given a free 12 week Slim for Life maintenance programme, launched in 2018, that helps them to transition from being a slimmer to being a slim person for life.

no wonder Slimming World is the UK's
favourite way to lose weight



our evidence... how Slimming World helps members to achieve their dream weight

evidence of weight loss

Slimming World has the largest published evaluation of a national lifestyle weight management service in the world³. Our most recent data on 1.1m Slimming World group members⁴ showed that, on average, members lose:

- 5%** of their body weight in three months
- 7.7%** of their body weight when they attend at least nine out of 12 weekly Slimming World group sessions
- 14%** of their body weight over 12 months when they attend 75% of their weekly group sessions

The Slimming World Online programme's published data of 27,000 online members⁵ showed that, on average, members lose:

- 3%** of their body weight over 12 weeks
- 4.7%** in three months for highly engaged members who enter at least nine weight measurements in 12 weeks

An independent published study found that, over 12 months, Slimming World members lost significantly more weight than members of other weight loss programmes⁶.

“*Slimming World groups have the expertise to help in behaviour change. They are another brick in the wall of social support necessary to tackle obesity in the UK.*”

Andy Hill, Professor of Medical Psychology, Leeds University School of Medicine

evidence of behaviour change

Healthy eating

A published study⁷ of more than 2,000 people following Slimming World's Food Optimising eating plan found that since engaging in the programme:

- 78%** buy more fruit and vegetables
- 74%** eat less fatty food
- 61%** eat fewer sugary foods
- 58%** eat fewer convenience foods and fewer takeaways

Getting active

The same study found that:

- 65%** of members became more active after learning about Slimming World's physical activity support programme⁷.

Developed in collaboration with Ken Fox, Emeritus Professor of Exercise and Health Sciences at the University of Bristol, Slimming World's Body Magic physical activity support programme helps slimmers to gradually increase activity levels towards the Chief Medical Officer's recommended activity levels.

“ Slimming World has taken the ‘threat’ out of activity and devised a programme that can only have a very positive impact on the health, fitness and weight of members. This approach addresses psychological, then behavioural, and ultimately intrinsic commitment to activity. ”

Ken Fox, Emeritus Professor of Exercise and Health Sciences, University of Bristol

Coping with setbacks

Research among 1,700 Slimming World members⁸ found that:

- ✓ Through weekly group support sessions, Slimming World members learn to be less self-critical and more self-reassuring
- ✓ When supported after experiencing a lapse, 84% report losing weight in the following week

Longer-term changes

- ✓ A follow-up survey of 356 people who had joined Slimming World 2.5 to 3 years previously indicates that the programme is effective for longer-term weight control. Responses from those who had stopped attending Slimming World showed that they were maintaining a 4% weight loss, while those who were currently attending were 9% lighter. Changes to shopping, cooking and eating habits together with increased physical activity and regular monitoring of weight were all reported to assist weight control⁹.
- ✓ Around one in 10 Slimming World members attending our weekly groups are at their personal target weight, meaning they have achieved their personal dream weight and benefit from free lifetime membership as long as they remain within 3lbs either side of their target.

“ When I reached my target weight I started a whole new journey and going to my group was as vital as ever. Even though I know what I’m doing, I still need the group’s encouragement and that special support of a Consultant. I know we can all do it, but I believe we can’t do it alone and that’s what Slimming World groups are for! ”

Jodie Rigby-Mee lost 6st with the support of her Slimming World group, and she’s maintained that weight loss for 17 years



Meeting best practice guidelines

By following Food Optimising, Slimming World's eating plan, members begin to form new healthy and sustainable eating habits. They enjoy the recommended daily intake of fruit and vegetables, plenty of fibre-rich starchy carbohydrates and satisfying protein-rich foods and reduce their consumption of food and drink high in fat, sugar and salt. Food Optimising focuses on a healthy, satisfying, low energy dense diet. Members are also encouraged to limit their alcohol consumption. A review of Slimming World's weight management programme to assess whether it meets current healthy eating guidelines while reducing energy intake found that women following our programme are consuming a diet that more closely meets UK dietary guidelines when compared with the average UK adult female population¹⁰.



the Slimming World programme

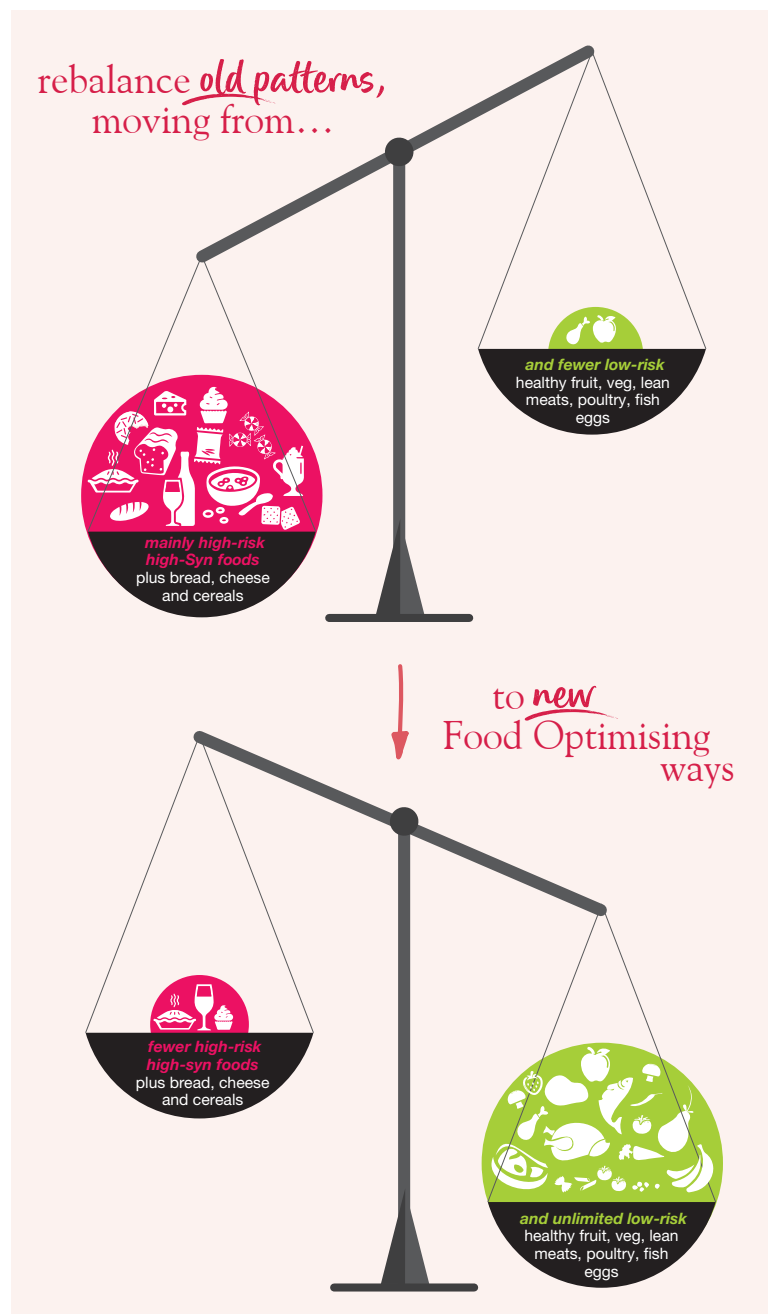
Slimming World's revolutionary eating plan and unique support system, developed over many years, continue to evolve based on research, insight and applied science to support our members with knowledge, confidence and effective tools to manage their weight for life. The three pillars of our unique programme are Food Optimising®, Body Magic® and IMAGE Therapy®.

Food Optimising® – a healthy, balanced and satisfying eating plan

Food Optimising takes away the tedium of weighing, measuring and counting the calories in everything that members eat (and drink).

It helps them learn about making healthier choices to satisfy their appetite and lose weight beautifully, without hunger or guilt. It's based on an understanding of how the macronutrient content and energy density of foods affect satiation and satiety. Slimming World has been actively involved in research into this area for over 25 years and there is evidence that greater consumption of low energy dense foods (foods that are lowest in calories per gram), naturally limits energy intake, reduces hunger and results in better weight loss¹¹, and weight maintenance.

Most importantly the new healthy, satisfying choices which members adopt makes their new healthy weight easier to sustain. With Food Optimising, no food is banned – it's all about balance. Members learn to make a shift from old eating patterns (based on high energy dense, less satisfying foods) to a new eating pattern, based on a higher proportion of satisfying, low energy dense and healthy foods – enjoying old favourites in greater moderation.



Satiation and the *psychology of unlimited Free Food*

1. **Free Food:** there are more than 350 foods on our now famous Free Food lists. Slimming World designates a Free Food based on a range of factors including its energy density, satiety and nutrient content as well as our propensity to overeat it. Foods that are relatively low in energy density and satiating include most fruit and vegetables, beans and pulses, potatoes, rice, pasta, eggs, fish, poultry and lean meat so they can be enjoyed freely to satisfy appetite. Their satiating power naturally reduces overall energy intake. Because members never have to worry about feeling hungry, about counting every mouthful or about feeling guilty for enjoying eating, Free Food unlocks the door to a feeling of freedom and relaxation around food. Free Food changes a member's relationship with their 'slimming self' and food. They are freed from the burden of guilt and shame and begin to make less emotional and more self-aware, rational decisions and choices about food and drink. This is the key to the lifestyle change and sustained success that every slimmer wants.
2. **Healthy Extras:** members choose measured amounts from Slimming World's list of Healthy Extras each day to help ensure a good overall balance of nutrients. Examples include milk and cheese for calcium and foods that are high in fibre, or other important nutrients, such as wholemeal bread, some high-fibre cereals, nuts and seeds.
3. **Syns:** members enjoy the freedom of measured amounts of higher calorie foods and drinks, such as chocolate, crisps, pastry or their favourite tippie without guilt or feeling deprived. The synergy between Free Food, Healthy Extras and Syns makes Food Optimising effective and easy to follow long term. Members are encouraged to decide how they'll use their Syns at the beginning of each day, to commit to that plan and to keep count as they go.

“ In the past I've tried every diet under the sun – from soups and shakes to juices and even surviving on just eggs and grapefruit! The brilliant thing about Slimming World was that the eating plan focussed on healthy, filling, everyday foods that the whole family can enjoy – like our version of a healthy pizza – so I never feel like I'm missing out and the support you get at group is second-to-none.

Hayley Cook lost 6st enjoying meals with her family

”



Hayley before

“ When I joined Slimming World, I was flabbergasted. I had no idea you could lose weight just by changing your eating habits – I always thought you had to do tons of exercise too. Before joining I was very active and never really had a weight problem, but then I injured my foot. Since losing weight, my foot has healed and now I'm back playing basketball. I enjoy other activities like jogging and interval training too. It all makes a difference!

Mark Quashie lost 3½st and got his bounce back!

”



Mark before

Body Magic – supporting an active lifestyle

There are many benefits of physical activity. It helps to reduce stress, lowers the risk of heart disease, type 2 diabetes and cancer, it improves sleep, increases confidence and self-esteem. Slimming World's physical activity support programme was designed in collaboration with government physical activity adviser and psychologist Professor Ken Fox. Just as members find a new groove with healthy eating, our activity programme helps members to find their own enjoyable, achievable and sustainable ways of building new active habits into their routine. It is within IMAGE Therapy in their weekly group that members gain the support and encouragement to make these important changes.

Body Magic is the wonderful synergy that is created when both new healthy eating habits and regular exercise become an intrinsic part of members' daily lives. Anything goes, from gardening or housework to walking, dancing, cycling or football. It's about getting active from your own personal starting point and building active habits at your own pace. Sedentary members are encouraged to start with small easy steps and gradually increase the time and intensity of activity sessions until each new level becomes a habit, a new active routine. They are rewarded at each phase of commitment and achievement. Members are rewarded for just getting going (even for 5 minutes) or introducing a different active habit into their routine. Whether it's standing up more, flexing, stretching or strengthening activity - it's worth a Magic Mover award. Members achieve Bronze, Silver and Gold awards in a unique system that builds their confidence and helps them to move from a sedentary lifestyle to an active routine of at least 30 minutes of moderate activity at least five days a week at their own pace. Platinum status is achieved when being active is a habit for life.



Emma before

“ I used to loathe the idea of exercise, but hearing other members talking about Body Magic and seeing them getting awards encouraged me to start squeezing a little activity into my day. I made a conscious effort to walk more, and parked further away from places I'd visit to increase my steps. Feeling inspired, I took a leap and joined a gym. I eventually plucked up the courage to do Zumba. To my surprise, I was actually enjoying exercise! Now I'm at a class or the gym four or five times a week – all my joint pains have disappeared, my skin is clearer and I have tons of energy. I feel empowered! **”**

Emma Aitken lost 9st 12lbs and became a target member in May 2016

Platinum!



10 Lifelong Body Magic! When it's a habit you'd never give up!

Gold



9 Your long-term goal is at least 30 minutes a day, 5 days of the week

Silver



8 Get used to fitting this **into your routine** before you increase the amount you do

7

Build up in blocks of **15 minutes – 6 times a week**

6

When you're comfortable with this and it's fitting in with your daily routine, **gradually increase the amount you do each day**

Bronze



5 Make it a habit before moving on

4

Frequency is key! 10 minutes a day for 3 or more days of the week is much better than doing it all on one day

Magic Mover



3

Fit some activity into most days of the week, make it **part of your daily routine**

2

Increase your activity levels in small, steady steps you can build on **over time**

1

First aim to do a bit more than you usually do – even if it's only 5 or 10 minutes a day – and build active habits into your day – like taking the stairs instead of the lift ***every step really does count!***

IMAGE Therapy – *creating new lifestyle grooves*

IMAGE Therapy – a mnemonic for Individual Motivation and Group Experience – is the name that Slimming World gives to its sophisticated yet seemingly simple behaviour change programme. Genuine compassion and care underpin our approach. For many overweight people, successful long-term weight loss can only be achieved by tackling deep-rooted psychological reasons for their current food and drink habits, and support is only effective when it is delivered with warmth, empathy and mutual respect. Losing weight and changing the habits of a lifetime take real effort and without effective support it's all too easy for slimmers to give up on themselves and feel like they have failed. Facilitated by a trained and skilled Slimming World Consultant, IMAGE Therapy supports members to be kind to themselves, to discover the ways they might be sabotaging their slimming success (often completely outside their own awareness) and, with the encouragement of their whole group, to discover new (Food Optimising) ways to protect themselves for the coming week and for the long term.

A warm and friendly Slimming World group is where the magic happens.

Based on a deep understanding of how deep rooted feelings drive the way that we eat, Slimming World's support system first increases members' feelings of self-worth and self confidence in their ability to manage their weight. By staying to group each week members are empowered to make changes to the way they shop, cook and eat as well as to their activity routines. In group, members gain access to a unique motivational toolkit that helps them to develop awareness of and overcome self-sabotage and the many obstacles that get in the way of their success and they develop the skills to sustain their new habits in the long term.

Our dedication to ensure we provide the best support for members through all stages of their weight loss journey doesn't start with training but with recruitment. All self-employed Consultants have been Slimming World members themselves and are chosen through a three stage selection process, to ensure they have the necessary personal qualities and aptitude to empathise with and to support people in the complexities of managing their weight.



“ I was nervous about joining a group – I thought I'd be the biggest there. Everyone was so kind and friendly though, and I can honestly say I've never met a negative person there – every week we have a laugh and I've made friends for life. I always say if I could bottle the feeling I get from my Slimming World group I would, because there's nothing quite like it. Now I can walk into any room standing up straight and with my head held high. ”

Fay Marshall Slimming World Woman of the Year 2017, who lost 8st 8lbs



working in partnership for health and wellbeing

The National Institute for Health and Care Excellence (NICE)¹² has recognised the effectiveness of Slimming World's approach. For many years we've worked in partnership with the NHS, local authorities and workplaces to provide evidence-based, cost-effective weight loss support.

supporting health providers through Slimming World on Referral

Slimming World pioneered **Slimming World on Referral** when we initiated a feasibility study with South Derbyshire Primary Care Trust in 2000. The study showed that a partnership between the health service and a weight loss organisation could deliver effective, scalable weight loss¹³. With one in four adults with a BMI (Body Mass Index) in the obese category¹⁴, costing the NHS an estimated £6.1 billion per year¹⁵, effective programmes that can reach large numbers of people have never been more needed. At the time, partnerships between the NHS and commercial weight loss organisations were unheard of, yet now Slimming World works with over 85 local authorities, workplaces and NHS partners to deliver Slimming World on Referral. The cost is subsidised by Slimming World, and studies of NHS patients who are referred show that:

- patients lose 5.6% of their body weight on average in 12 weeks
- increasing to 7.1% for those who attend at least 9 out of 12 sessions¹⁶.

Slimming World also offers an enhanced 'Super Service', where trained Slimming World support staff assess patients' eligibility and readiness to change¹⁷.

An independent study has shown that **Slimming World on Referral** achieves good outcomes and is cost-effective for the NHS¹⁸.

“ Since 2005, our partnership with Slimming World has enabled us to offer support to almost 20,000 local people in Bristol to start their weight loss journeys and lead healthier lives. The Slimming World programme is an evidence-based approach which addresses dietary intake, physical activity levels and behaviour change, and this has really supported our work on the obesity strategy in Bristol. ”

Wendy Parker, Public Health Principal, Bristol City Council

supporting employers to improve the health of their staff

Health problems associated with obesity mean that employees who struggle with their weight are more likely to take sickness absence than workers of a healthy weight¹⁹. They often struggle to be as productive as they'd like in the workplace and may face discrimination and prejudice from colleagues and customers. Slimming World provides corporate packages to employers to support staff to develop a healthier lifestyle. Employees participating in our employer scheme with Thames Water lost an average of 14lbs over 12 weeks²⁰.

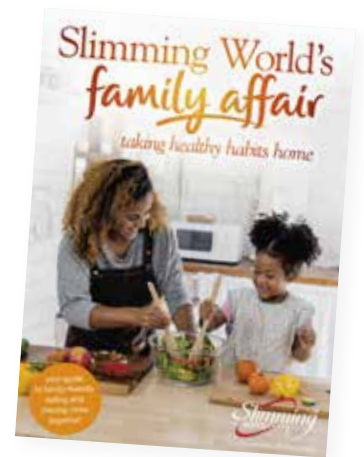


reaching people *in every community*

Slimming World reaches people in every single community across the whole of the UK and Ireland. Our groups are based in leisure centres, pubs, schools and church halls. Our members come from every walk of life and every age group. In fact data from 1.1 million members who attended Slimming World over the course of a year show that we reach members in equal numbers from the most deprived to the least deprived areas. The one thing that everyone has in common is a desire to lose weight and lead a healthier and happier life.

a family affair

One in three children is overweight or obese by the time they leave primary school¹⁴. The most effective way to influence and support a young person to adopt healthier eating and activity habits is through and with the family. Slimming World's Family Affair offers support for families to form new habits by making healthy swaps around food choices and becoming more active²¹. The healthy influence of Slimming World stretches across communities, with 75% of members reporting that they have influenced their family and friends to make healthier food choices, while 63% report eating more healthily as a family and many report involving their family in activity⁷.



“My mum had become a member of our local Slimming World group. After facing the possible reality of weight loss surgery, I decided to go with her. Since losing 9st, I have reversed my liver disease and have been discharged from hospital which is such an amazing feeling and my doctors are delighted. I'm confident I've discovered healthy habits that will stay with me for life

Izzie Kennedy, 19, from Bexhill-on-Sea

”



Izzie before

pregnant women

Around one in five pregnant women are recorded as having a BMI in the obese category at their first antenatal appointment at 8-12 weeks²². This poses a number of risks to the health of mother and baby²³. Working with The Royal College of Midwives to develop our policy, Slimming World is the only national weight management organisation to support women through every stage of their pregnancy – from pre-conception to post-natally. For pregnant women, the focus is not on weight loss but on healthy lifestyle changes and members are required to gain support from their midwife to attend a Slimming World group while pregnant. Research shows that Slimming World has a positive impact on pregnant members. As well as adopting a range of new healthy eating and activity habits, 70% of those who started breastfeeding are still doing so at 28 days after giving birth²⁴. Post-pregnancy, new mums report improved body confidence and, of those who have attended for six months or more, more than half are lighter than before they became pregnant²⁵.



“With Slimming World I only put on a stone or so in the nine months before Archer was born and I ate healthy, filling meals throughout. I also had much more energy post-baby. Instead of comfort eating at home, I was happy and active.”

Emily Boulden

men

Around 68% of men compared to 59% of women are classified as overweight or obese¹⁴. Men are also less likely to address health issues. Slimming World has been working hard to reach out to men and the average group has around three men in it. Data shows that men lose more weight than women at Slimming World – 5.7% compared to 4.3% on average over their first 12 weeks³ – and, once they join, they value and enjoy the group support they receive just as much as women do.

“After losing 4st 12lbs, I enjoy playing football with the lads so much more. These days I run non-stop throughout the game and even get my name on the scoresheet. I’ve found that some of the guys from work even turn to me for a bit of weight loss advice themselves – they can’t believe how simple it is!”

Matt Boothman from Surrey



Tony before

“I lost 12st in 13 months to be crowned Slimming World’s Man of the Year 2017. I’ve swapped my 5XL shirts to a medium and I couldn’t be happier. As I’ve lost weight, my fitness has improved too – I joined a gym and have taken up swimming. I never had the confidence to take my shirt off before.”

Tony Westaway from Exeter

people with diabetes

More than 5 million people in the UK are living with type 1 or type 2 diabetes, with about 90% of patients with diabetes having type 2, a condition more likely to develop if people are overweight²⁶. Research shows that dietary advice given by their health professional to people with type 1 and type 2 diabetes fits well with Slimming World's Food Optimising eating plan²⁷. Despite type 2 diabetes being a chronic, progressive condition, referral to Slimming World has been shown to be successful in supporting patients to improve their diet and activity levels, lose a clinically significant amount of weight at 12 months and improve their glycaemic control, with some also able to reduce their diabetes medication²⁸. The healthy lifestyle changes that come as a result of Slimming World's support also reduce people's risk of developing type 2 diabetes in the future.



Amanda before

“After a few months of losing weight and increasing my activity levels, I was starting to feel like a new woman. I'd lost 3st and at my first six-month check up with the diabetes nurse after being diagnosed with type 2 diabetes, my blood sugar levels had fallen to a near normal level. By the time I returned six months later, at my target weight, I was completely symptom free.”

Amanda Hey has lost nearly 7st with Slimming World

members with individual support needs

Slimming World produces a range of support materials for members who have specific needs. These include online resources, materials in Braille and large print books for people who are blind or partially sighted, and videos with captions – including a video of the New Member Talk – for people who are hard of hearing. Members who are deaf or hard of hearing can also bring a signer along to group free of charge. In 2018 Slimming World developed, in collaboration with the University of Sheffield, 'Easy Read' resources for people with a learning disability or difficulty. The suite of resources includes an Easy Read version of our New Member Pack and adapted food diaries, designed using Department of Health Easy Read guidelines, featuring large text on a plain background with lots of clear visuals. Anyone with learning disabilities or difficulties who wishes to attend a Slimming World group is welcome to bring along a carer free of charge for additional help and support. Members who don't speak English are welcome to bring a translator. Many of Slimming World's online activity videos include seated and standing exercise options.

people with individual dietary needs or preferences

Food Optimising caters for members with special dietary requirements or conditions affected by diet, including diabetes, coeliac disease, lactose intolerance and irritable bowel syndrome. Its flexibility means it can be easily followed by vegetarians and vegans too. Food Optimising materials list gluten and dairy-free products to make it easier for people who need to avoid certain foods. Our plan and health policies are regularly reviewed by our in-house teams of registered nutritionists and dietitians and members are advised to follow any medical and/or dietary advice they're given by their health care team.



midweek resources for members

Slimming World produces a small number of products, all carefully designed to support members to achieve their weight loss dreams.

Slimming World Magazine: launched in 1998, in groups only at first, Slimming World Magazine is now the third most actively purchased magazine in the UK, with a circulation of 305,616. The magazine won Customer Magazine of the Year at the 2014, 2016 and 2018 Professional Publishers Association (PPA) Awards, and Consumer Magazine of the Year at the PPAs in 2021. It was also named Consumer Magazine of the Year at the PPA Independent Publisher Awards (IPAs) in 2014, Customer Magazine of the Year at the IPAs in 2015 and won the British Health Journalism Award for Health Magazine of the Year in 2016. Sara Ward also won Editor of the Year at the British Society of Magazine Editors (BSME) awards in 2017.

It is also available to non-members on newsstands and provides an introduction to Slimming World to those readers.

Healthy cooking through Slimming World's recipe book range: each year, Slimming World publishes a range of recipe books to support the work of self-employed Consultants in group and give members new ideas for Food Optimising meals, snacks and desserts. Slimming World sells around 1.6 million recipe books each year. The books can only be purchased by Slimming World members (both group and online members) and Slimming World donates 10p from every book sale to one of its charity partners.

The Slimming World Free Food range: encouraging and supporting members to cook from scratch using healthy everyday ingredients remains Slimming World's primary aim and will always be at the heart of Food Optimising. However, in our ever busy lives, there are occasions when we just don't have enough time to shop, cook and prepare a healthy, balanced meal for ourselves and our families. In 2015, in response to requests from members who wanted more convenient food choices for those occasions when lack of time could lead them to snack on less healthy foods, turn to fast food or a takeaway, Slimming World launched a new range of frozen meals in partnership with Iceland stores. In an industry first, all meals have the recipe printed on the pack, so consumers can recreate them at home when they have more time.

The range has grown over time to include meat products, soups, lunch bowls and cooking sauces. The sauces have proven to be a useful tool in helping slimmers who don't have experience in the kitchen to build their cooking confidence. Using only the best quality ingredients with strict quality control processes in place and intentionally produced in satisfying portions, the Slimming World/Iceland range has become the biggest frozen meal brand in the UK.

High-fibre cereal bars: Slimming World's 'Hi-fi' bars were developed in 2002, and at the time were the only cereal bar high enough in fibre to be designated a Slimming World Healthy Extra. They remain popular choices as a more satisfying, yet equally delicious, alternative to a chocolate or cereal bar. The bars are sold through participating Slimming World groups and Slimming World Online, as well as in branches of Iceland and on Iceland's website.

LifelineOnline and the Slimming World app: members have 24/7 access to an exclusive members-only website for recipes, inspirational features, a weight loss planner, activity advice and more. Members also have free access to the Slimming World app, including the Slimming World barcode scanner to help them make great food choices in seconds.

Slimming World Podcast: This UK top 20 Health and Fitness podcast is sponsored by Slimming World. Each 'podisode' provides a boost of information and inspiration (and a bit of a giggle!) and there are exclusive episodes for members.



leading scientific research for a better understanding of weight management

Slimming World has an active research programme, including studies carried out in-house and in collaboration with our external advisers and through partnerships with universities and other organisations. Our extensive programme is designed to further the understanding of obesity and weight management. It ensures that the support and advice provided to Slimming World members is built on evidence and the very latest understanding of weight management, including the experiences of our membership. Slimming World has the largest published weight management data-set in the world, based on the weight changes of 1.3 million slimmers³.

informed by our research findings, we support members to:

- 1 Set a dream weight target:** a study by the University of Nottingham and Slimming World²⁹ showed that people who set ambitious 'dream weight' targets lose twice as much weight and are more likely to reach their personal target weight as those who set more modest targets. That's why we encourage members to decide the weight they truly want to be and receive support in their Slimming World group to achieve it – it's much more motivating, and it works!
- 2 Choose plenty of everyday satisfying foods:** research published in the Journal of Nutrition¹¹ in 2018 gives the evidence and confirms what Slimming World has long believed, that it is possible to reduce your calorie intake by eating *more* food rather than less. The study, from the University of Leeds and Slimming World, addressed both the physiological and psychological aspects of appetite and showed that eating low energy dense foods left participants feeling less hungry and more full despite consuming fewer calories. Slimmers participating in the study reported feeling more in control of their food choices and more motivated to continue losing weight after following a low energy dense diet for 14 weeks compared to those following a calorie restricted diet. Additional research³⁰ shows how following a diet that is based on satiety and energy density, filling up on foods like fruit and vegetables, beans and pulses, pasta, potatoes, rice, fish, poultry, lean meat and eggs while still enjoying occasional treats like chocolate or wine helps enable and empower members to develop balanced, sustainable healthy eating habits.

choosing meals lower in energy density...



- 3 Regularly engage with support:** numerous studies by Slimming World have shown that the more regularly members attend their Slimming World group^{3,4} or log-in to the Slimming World Online⁵ programme to access the resources available and record their weight, the more successful they are with their weight loss.
- 4 Introduce activity, when they're ready:** while making changes to eating habits is more effective at helping people to lose weight initially, physical activity becomes increasingly important later on as a way to maintain weight loss³¹ and boost health and wellbeing. This is in-line with findings from the USA National Weight Control Registry of 10,000 successful weight loss maintainers.
- 5 Learn to recover from lapses:** while 98% of slimmers have gone off-track at some point on their weight loss journey⁸, Slimming World research shows that people who have learned to be more self-compassionate and less self-critical get back on track more quickly and go on to lose more weight. The research showed that Slimming World members feel that they have become more self-compassionate since joining. Meanwhile, research also shows that people who are supported to lose weight in a Slimming World group not only lose more weight than those who choose to lose weight without support, they can also increase their mental toughness³², and a poll of Slimming World members found three in four said they felt more confident and self-assured as a result of joining a Slimming World group.
- 6 Staying slim for life:** obesity is a chronic relapsing condition which means that maintaining weight loss for the long-term can be just as big a challenge as losing weight. A follow-up study⁹ of Slimming World members 2.5 years or more after they had joined a group found that while those respondents who had stopped getting support from their Slimming World group reported still being 4% lighter than when they joined, those who were currently attending a group maintained a loss of 9% of their body weight. All our research is used to improve and develop our programme and benefit our members. Using our insights and understanding, in 2018 a new 12-week programme was developed to support members who reach their target weight to move from weight loss to weight maintenance. Slimming World's Slim for Life plan helps members embed new healthy habits and sustain intuitive healthy eating so that they remain at or around their dream weight forever.



“Slimming World's Food Optimising eating plan incorporates scientific understanding of how foods affect our appetite and translates these principles into a way of eating that is practical for use in today's world, so members can lose weight without restriction or deprivation.”

James Stubbs, Professor of Appetite Control and Energy Balance, University of Leeds



making a difference in the world around us

Our mission is to help every member achieve their dream weight. We aim to do this while having a positive impact on people, society and the environment.

a great place to work

Slimming World employs around 500 staff at our Derbyshire-based Head Office – located just a few miles from where our founder, Margaret, ran her first group. Lots of the people who work here come from the local community and surrounding former mining towns. Slimming World has always invested in people's development and success has been built on the loyalty and commitment of staff, many of whom have worked for the company for most of their working lives. As the company has grown and become more successful, many specialist roles have been brought in-house. Teams based here deliver a range of business functions, from digital to finance, PR to IT, distribution to customer service including a team of dedicated Field Support Service Advisers. We produce and publish our market-leading *Slimming World Magazine* alongside our own range of recipe books. Three million parcels are despatched to our 3,500 Consultants each year, providing them with all the materials and equipment they need to run their groups and support members. Seven of the eight members of our board of directors are women and have been promoted from managerial roles in the company. Our former CEO Caryl Richards started her Slimming World journey as a member and Slimming World Consultant.

Our caring, performance-oriented culture is based on respect for every individual, mutual co-operation and trust, excellence in everything we do and support and inspiration for all. Staff enjoy a range of benefits promoting health and wellbeing, including a subsidised healthy Food Optimising restaurant, on-site gym with access to free personal training sessions and fitness classes, a company healthcare plan and an option of 12-weeks' free Slimming World membership each year.



“ I've worked at Slimming World for more than 10 years now and it's been a real privilege to be part of such a committed team of people. As a company, Slimming World is all about supporting its members to achieve their dreams and it's amazing to know that the work we do here at Head Office actually helps make a difference to people's lives.

I've been given so many opportunities to grow within the company. I was one of a number of colleagues that got to take part in a leadership development course and I learned so much from it. I've been promoted too and I love the challenge of having a more senior role.

The best thing about Slimming World though is the culture. I'm the third generation of my family to work for the company but, to be honest, everyone feels like family at Slimming World. It's just that sort of place.

”

Tom Marvell, Head Office Employee of the Year 2017

thousands of local franchise businesses

Slimming World boosts local economies by supporting our 3,500 self-employed franchisee Consultants to run successful, profitable and flexible businesses. Consultants are chosen for their personal qualities and have all been successful Slimming World members themselves. New and existing Consultants receive extensive training at the Slimming World Training Academy in healthy eating, physical activity and the science and psychology of slimming and weight management, as well as how to launch and run a successful Slimming World franchise. Consultants are ongoingly supported by District Managers and Team Developers who are also trained in all aspects of leadership and Slimming World's unique methods of motivating teams to achieve. They also benefit from extensive support from colleagues based in Slimming World's Derbyshire Head Office to help make their franchise successful.

Consultants' successes are recognised and rewarded as they work towards Silver, Pearl, Diamond, Gold or Platinum status for their groups. Consultants love their roles supporting members of their local community to lose weight – the sense of achievement they enjoy as they help members to transform their lives, and often the health of family and friends at the same time, is unbeatable.

raising millions for charity

We launched our charitable foundation SMILES (Slimmers Making it a Little Easier for Someone) in 1997. SMILES has raised nearly £30 million for a range of charities. Slimming World currently supports Cancer Research UK, Alzheimer's Research UK and the Irish Cancer Society. Flagship charity events include the Big Slimming World Clothes Throw, where Slimming World members donate clothes they've slimmed out of to local Cancer Research UK and Irish Cancer Society shops. Our annual Body Magic Challenge event encourages members to get sponsored for increasing the number of steps they take. In 2023, Slimming World are proud sponsors of Race for Life, and each year Slimming World enters a team into the London Marathon – with slimmers who may once have struggled to walk even short distances taking on the iconic run.

Slimming World also donates 10p from the sale of every recipe book to SMILES and has loose change donation boxes in groups across the UK and Ireland to raise money for charity. In 2015, our partnership with Cancer Research UK was awarded 'Best Partnership' at the flagship Third Sector Awards. Every penny of money raised goes directly to the charities.



“Year-on-year Slimming World continues to build on its incredible fundraising efforts, smashing every target in sight. The creativity and team spirit they show on campaigns like the Big Slimming World Clothes Throw, as well as their involvement in Race for Life, has raised a huge amount of money for our life-saving research.”

Caro Evans, Director of Partnerships at Cancer Research UK

protecting the environment

We recognise our responsibility to help reduce the environmental impact of our business actions. Our warehouse team are committed to exploring more environmentally conscious options and in 2010 we became one of the first organisations to adopt a hybrid car fleet, reducing emissions and running costs through our 100-strong fleet of Lexus hybrid cars. Slimming World has operated a Cycle2Work scheme since 2010, enabling staff to purchase a bicycle and safety equipment for commuting, at a reduced price.

We created an Environmental Forum of staff representatives to ensure that we are promoting and implementing best practice. One of the forum's first projects was to look at reducing our packaging and use of plastics.



campaigning for a healthier world

For more than a decade, Slimming World has campaigned for changes in government policy that will provide a healthier environment, help people and families who struggle with their weight and reduce the likelihood of developing weight problems in the future.

Slimming World shares its extensive data, insights and understanding with policy makers and health authorities, contributes regularly to government consultations and works closely with Royal Colleges and key public health organisations to deliver evidence-based campaigns.

Slimming World is calling for:



training for health professionals to enable sensitive and skilled conversations about weight

Many health professionals say they are nervous about discussing weight with patients. Slimming World is calling for the introduction of a national standard for the training of health professionals to ensure they have the confidence, skills and knowledge to raise the issue of weight with patients in a sensitive and skilled way and to signpost them towards effective evidence-based weight management support.



clear guidance on healthy weight management in pregnancy

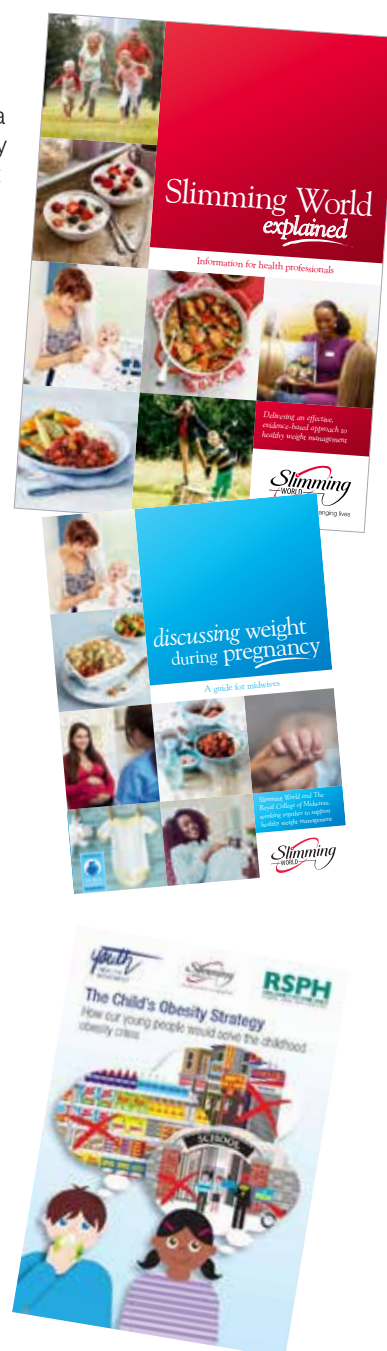
There is strong evidence of the risks of obesity and excess weight gain in pregnancy and yet there are no UK guidelines on what constitutes a safe weight gain, and many midwives have to refer to American guidance. Research by Slimming World and The Royal College of Midwives (RCM) found that 43% of midwives are not confident about advising women on weight management during pregnancy, and 79% would feel more confident if they had appropriate training.

A quarter of midwives (24.7%) don't have the facilities to weigh pregnant women in all of the settings in which they provide antenatal care. Slimming World and The RCM are calling for clear guidance on healthy weight management in pregnancy and for women and midwives to have the information, support and resources needed.



protection for young people and families

In June 2016, the Royal Society for Public Health (RSPH) and Slimming World invited young people from across the UK to share their views about how the childhood obesity epidemic could be solved and conducted surveys among young people and adults for their views on how to tackle childhood obesity. The resulting 'Child's Obesity Strategy' called for a ban on fast food takeaway deliveries to schools and the introduction of new initiatives such as film-style classifications on unhealthy food and a loyalty card to reward healthy food choices, as part of a raft of ideas. We continue to provide support for families and young people to make healthier choices around food and drink.





a national voice for obesity rather than fragmented local approach

The NHS's weight management programmes and assessed referrals systems are not working effectively; there are gaps between tiers in the adult programmes and gaps as patients transfer from child to adult services. The growing obesity epidemic, and a reduction in government funding, make it increasingly difficult for Local Authorities to sustain the commissioning of Tier 2 weight management programmes. Slimming World believes that the Government must take back responsibility for Tier 2 weight management and is calling for a national voice to champion an effective, consistent weight management programme across the UK to support people and families whose lives and health are blighted by obesity.



responsible businesses and retailers to receive business rates relief for promoting healthier choices

Research by Slimming World and the RSPH revealed that people face more than 100 attempts by businesses to verbally upsell them unhealthy food and drink each year. The drip-drip effect of this upselling, which occurs in fast food outlets, coffee shops, restaurants, cinemas, supermarkets, petrol stations and pubs, leads to people consuming thousands of additional calories each year. To combat the problem, Slimming World and the RSPH are calling for business rates relief for companies who do not reward staff to upsell unhealthy food and drink products, who pledge to only upsell healthy food and drink, who provide clear in-store calorie information for all food and drink products and who do not link staff pay to the upselling of food that can be damaging to people's health when consumed to excess.



call for supermarkets to do more to nudge consumers to make healthier choices

A report, Health on the Shelf published by RSPH and Slimming World, highlighted marketing tactics used to drive sales of unhealthy products and revealed that supermarket layout, pricing strategies and the shopping environment contribute to unhealthy choices. Our campaign set out a pop-up store to show how supermarkets can be health promoting spaces, and called on retailers to play a bigger role in nudging consumers to make healthier choices.



more information on the links between alcohol and obesity

There is increasing recognition that alcohol consumption especially among women is a growing problem and contributes significantly to weight gain. Research by Slimming World showed that people have a 'tipping point' with alcohol, after which our inhibitions are lowered and we often go on to consume more alcohol than intended and make less healthy food and activity choices³³. The research showed that people consume an average of around 6,000 extra calories as a result of passing their tipping point each time they do it. For some people this was more than once a week. Slimming World is calling for the Government to raise awareness of how drinking alcohol impacts on lifestyle choices and to support clear calorie labelling on alcoholic drinks.



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