



Annual Report

Transforming Lives, Strengthening Communities

1st July 2024 – 30th June 2025

The Directors of Maximum Edge CIC have pleasure in presenting their report
for the period 1st July 2024 to 30th June 2025

Maximum Edge CIC was established in 2016 to address the shortfall of personal and professional development training within the community, sport, schools and workplaces.

The *principle activity* of the company for the period was: To offer bespoke training and development services with workshop support, consisting of interactive group workshops, one to one coaching support and online support where requested; to be delivered across (but not exclusively within) Greater Manchester and Greater Merseyside.

The Directors who served the company during the period were:

David Sheridan	Appointed January 2016
Kevin Simpson	Appointed January 2016
Grant Williams	Appointed October 2022

We continue to employ one full time member of staff as Project Manager, and sub-contract all other work.

Registered Office:

c/o 54-56 Ormskirk Street
St Helens
Merseyside
WA10 2TF

Tel:
Socials

07906 101179
@maxedgecic

Email:
Website:

info@maximumedge.org.uk
www.maximumedge.org.uk

Introduction

It is with immense pride that we present our Annual Report for 2025. Over the past twelve months, we have witnessed expansion, community impact, and the continued dedication of our team. Together, we have advanced our reach – bringing together the community, statutory and private sectors for collective benefit.

Our Mission

We exist to work within communities to build relationships with people and organisations to identify common concerns, and provide learning opportunities which support health, wellbeing and lifestyle management.

Our Aim

To strengthen communities by supporting the people within them to create a positive pathway towards their full potential in work, at home, in sport, in the community and in schools.

Highlights of the Year

- Investing in the community of the future by delivering education programmes with children at risk of exclusion and/or isolation
- Successful management of 11 funded projects, including the completion of the 3-Year Thriving Minds youth project.
- Invitations to present workshops to other organisations on social value investment
- Creation and addition of new videos and playlists to our growing online resource
- Distribution of food and essential items to older people and families in need, including a Christmas hamper delivery to 13 households in Parr
- Attendance at numerous partnership boards, funding events and networking opportunities
- Sponsorship of children and young people in football, rugby and pool

Financial Overview

This year we successfully managed 14 restricted funds from a variety of foundations and organisations, the details of which are on the following table.

Our focus was on children and young people, our community of the future, partly due to the availability of funding. However, we are acutely aware of the needs of older people and families, particularly in areas of high deprivation. With this in mind, we wish to continue our diversification of income streams to allow for greater flexibility of beneficiary groups.

Our income statement shows:	Turnover	£239,076
	Cost of sales	£142,917
Full accounts available on request	Gross Profit	£ 96,159
	Admin expenses	£ 56,625
	Profit for year	£ 39,534*

*In accounting terms, this is 'profit', however in real terms, the amount has enabled us to create healthy reserves and a small amount of free reserves which will be used towards running costs.

Funder

Outline and Beneficiaries

UK YOUTH

Cheshire and
Merseyside
Cancer Alliance

HILL DICKINSON

NHS

Cheshire and Merseyside
Integrated Care Board

WEA
Adult Learning
Within Reach




Halton & St Helens
Voluntary and Community Action




the coalfields
regeneration trust




RIGHT TO
SUCCEED

Final Year, providing mental health support for **young people and youth workers**

Awareness sessions, [videos](#) and podcasts to promote cancer awareness **across St Helens**

Lifestyle Management workshops and one-to-ones for **adults** from the Town Centre and Parr wards of St Helens

Workshops, activities, coach training and podcasts to support **children and young people with SEN**

Group and individual coaching for **adults**, teaching real-life maths including money management, recipes, distances, calories.

Healthy Activities and Food for **children and young people** during school holidays, plus learning resources accessible for family members.

Workshops, one-one-ones and outreach to support **children and young people** to manage emotions, build resilience and understand the impact of crime.

1. Safer Communities project for **Under 14s and families** in Sutton and Clockface to address emotional regulation and anger management, drug and alcohol misuse, and to improve self-awareness and confidence to reject crime as a lifestyle.

2. Food and Wider Essentials (2) – food parcels, signposting, meals and essentials for **young people and families** in Clockface, Thatto Heath, Parr and Town Centre

3. Multiply Maths project to assist **adults** with maths confidence, and their ability to budget, manage money, track fitness and better understand recipes and calories

4. Mental Health Amble and Ramble sessions to increase self-reliance and reduce clinical intervention in **adults** in St Helens

Community Safety Project in secondary school to guide **young people** about the impact of crime and to build skills and confident to avoid involvement in crime.

Wellbeing Sessions to manage emotions, improve resilience and improve self-care for **families** across St Helens and Food Essentials for those who usually consume fruit and vegetables less than 3 days per week.

Resilience and emotional wellbeing workshops for **care-leavers** to increase confidence, manage amotions and improve wellbeing

Transition to High School Project with Year 6 children identified as in need of support, to help them identify feelings, build confidence and manage emotions

The past year has seen a shift in income streams from an 80% to 50% reliance on restricted funding and a 30% increase in investment from private investment. This is something we wish to expand, as competition for funding increases, bids have a decreasing likelihood of success and businesses recognise the benefits of investing in Maximum Edge to deliver community projects on their behalf. With this in mind, we have begun a new marketing campaign to attract further businesses with the aim to 'Partner with Purpose', including a new web page ([here](#)), social media posts, a flyer and business networking.

Our Reserves Policy has now been updated and we are confident to commit 3 months running costs to be reserved in case of unforeseen circumstances. This provides a cash flow for grants and contracts which are paid in arrears, and is also a regular requirement of funders, so we are not only ensuring our stability but indicating our reliability as an organisation to invest in.

These reserves are broken down into:

General purpose fund to meet cash flow and meet unforeseen expenses: £25,000
Redundancy Reserve based on 3 months statutory redundancy pay: £ 7,350

Detailed financial statements are available on request.

Partnerships and Community Engagement

Collaboration has continued to be at the heart of our work. This year, we formed new partnerships with local schools, sports clubs, statutory organisations, businesses and community organisations to amplify our impact. We are committed to a collaborative approach, as this is where we see the most potential and most impact in the community.

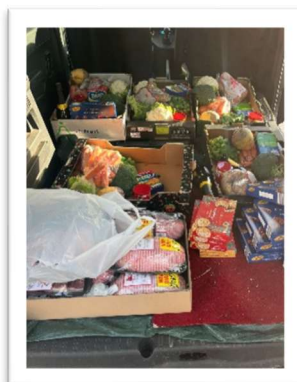
We are proud to have worked alongside:

ACR Group
Allanson Street Primary School
Amazon
Bleak Hill Rovers
Café Laziz
Clear Futures Communities
Clockface Miners JFC
Coalfields Regeneration Trust
Community Collaborative Growth CIC
Community Foundation for Merseyside
DLD Health and Wellbeing CIC
Halton and St Helens VCA
Harrison Smith
Hope House
Incremental Gainz CIC
Kind Liverpool

Merseyside Police
NG -UP
OMG CIC
People Empowered CIC
Right To Succeed
Search Online Marketing
St Cuthberts Catholic High School
St Helens Council
St Helens Rotary
St. Anne's Catholic Primary School
The Brick
The Champ Project
The Growth Company

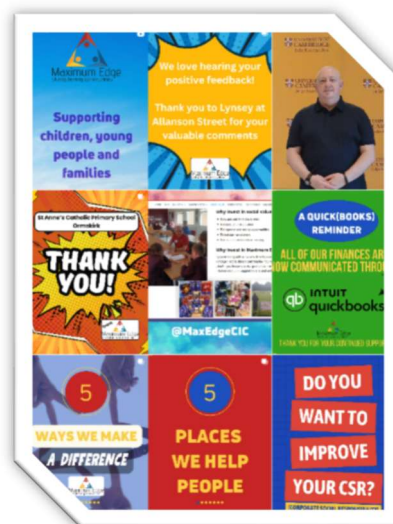
Plus our many friends and contacts across sport, community, education and business

In Pictures



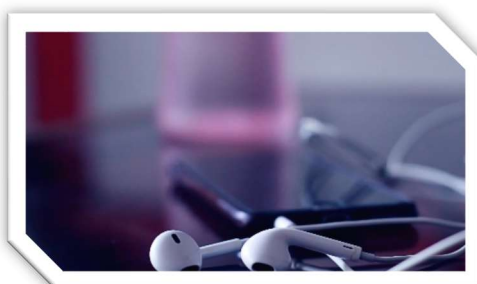
Staying Connected

Whilst our face-to-face work remains important, we have sustained a steady presence online. We continue to use social media channels [Facebook](#) and [Instagram](#) on an ad-hoc basis to maintain a presence and an up-to-date 'shop window', but without investing vast amounts of time and resources in these platforms.

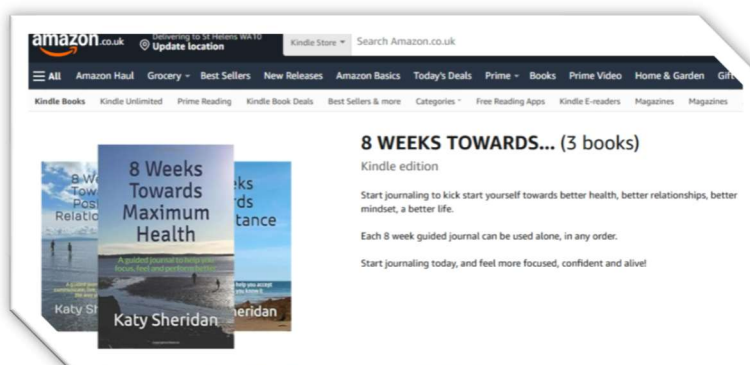


Our [podcasts](#), [videos](#), playlists, webinars and social media are updated with relevant and relatable content, providing access to a varied library which is relevant and relatable. This not only adds value to our face-to-face support, but can be used in isolation by anyone, anytime, anywhere.

Podcasts downloads incredibly hit the 26,000 mark this year, with 77% of listeners in the UK, 13% in the USA, and the other 10% spread across the world including Switzerland, India, Germany and Canada.



Our Guided Journals are distributed by our tutors and coaches in sessions, when relevant. The 3 titles "*8 Weeks Towards Maximum Health*", "*8 Weeks Towards Acceptance*" and "*8 Weeks Towards Positive Relationships*" also remain available to purchase on [Amazon](#).



Adapting to Challenges

The past year was not without its hurdles – increased demand for grant funding being one. However, through our resilience and adaptability, we have addressed this issue and focussed our efforts on diversifying our income streams to include business investment, which will enable us to continue supporting our community, safely and effectively. This is something we set out to do last year and we are proud to be starting a joint venture with a city centre law firm in the very near future.

Looking Forward: Our Goals for Next Year

As we reflect on our achievements, we also look to the future with renewed determination. Our key goals for the forthcoming year, which we are looking forward to working towards are:

- Confirm at least one new business to invest in us to meet their social values
- Continue to invoke positive change in people and communities
- Further reduce our reliance on restricted funding, whilst remaining up to date on opportunities
- Remain well informed about potential growth areas, partners, funding, investment opportunities and community need, through networking, research and local conversations
- Repeat our Christmas giving campaign through warehouse surplus, staff giving campaigns and redistribution of excess stock
- Strengthen our partnerships across the community and education sectors
- Continue our rigorous measurement of impact and reporting

Thank You to Our Supporters

None of this would be possible without the generosity of our donors, the commitment of our partners, and the tireless energy of our team. Each workshop delivered, each podcast downloaded, each person motivated to change, is a testament to our belief in our mission. Together we are #StrengtheningCommunities

Contact Us

For further information, to view our full financial statements, or to get involved, please visit our website or contact us: info@maximumedge.org.uk

Declaration

This is a true and accurate representation of the work conducted under the name Maximum Edge CIC (otherwise Max Edge) throughout the financial year 1st July 2024 to 30th June 2025

Signed:



David Sheridan, Managing Director
19th September 2025