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WEIGHTY WORRIES FOR MIDLANDERS THIS CHRISTMAS

Weight conscious Brits are diving for the scales as they vow to lose a massive 95,000 tonnes in time for Christmas – that's the equivalent of a school of 950 Blue Whales.

According to the annual Nimble survey, examining the state of the nation's weight in the run up to Christmas, more than one in five adults in the Midlands are aiming to lose a stone to give them an extra merry Christmas this year. Meanwhile slimming down by three stone before December 25th is the alarming ambition for six per cent of Brits.

One in two British women want to lose weight in order to look good in their Christmas party gear this year, whilst one in six men think that getting into shape will improve their chances of a Christmas kiss under the mistletoe. And 37 per cent of forward-thinking Midlanders, slim down in the run up to the festive season in anticipation of the amount of food and drink they will consume over the Christmas period.

Surprisingly, more women than men will be hitting the gym this autumn in order to tone up (27 per cent of women Vs 21 per cent of men) whilst one in six people in the Midlands intend to shed the pounds by reviewing their diet. And 38 per cent of Nimble respondents in the Midlands take the healthy approach to staying slim, eating a balanced diet and staying in control of their weight throughout the year.

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Despite their good intentions, however, one in six Midlanders still admit that they tend to yo yo diet.

Said Nimble spokesperson, Sarah Eden: "It's great that so many people are so weight conscious at this time of year. And it's very encouraging to see that more people are maintaining a balanced weight throughout the year rather than unhealthy yo yo dieting. It just goes to show that staying in control of your weight all year round doesn't have to be a chore – nowadays it is possible to enjoy delicious food that is high in taste but is also low in calories – such as Nimble bread."

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