

2024

IMPACT REPORT

At Move it or Lose it, our mission is to transform the way we age. We create safe, welcoming spaces for people to exercise, socialise, and have fun, while striving to make a positive impact on every life we touch. Our goal is to ensure that everyone, regardless of age or circumstances, has the opportunity to stay active and socially connected.



2.4 million

class interactions every year



Collaborating partners with the Centre for Healthy Ageing Research



Classes improve health literacy



1,340

specialist instructors trained



Classes reduce Ioneliness & social isolation Official partners







150,000

Products helping people to be active at home

MOVE IT OR LOSE IT!

a community where health, vitality & connection thrive.



3.2 million

people we've motivated to get moving online

NHS

400

staff & volunteers trained to support patients



Our class members are 10 years younger

in terms of mobility



3,800

patients supported in hospital to get stronger



Classes improve strength, balance & confidence

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"Move it or Lose it is a wonderful organisation. Perhaps I should say it's a wonderful mission and needs our full support. It's a health service and increasingly the NHS is recognising this".

Professor Sir Muir Gray

Chief Knowledge Officer, Move it or Lose it.



<u>Listen to what Professor Sir Muir Gray thinks of Move it or Lose it.</u>



Welcome

Julie Robinson Founder & CEO



Every year, we pause to reflect on the incredible impact that Move it or Lose it has had, and I extend my heartfelt thanks to everyone who supports our mission to empower millions to live longer, healthier, and happier lives.

In 2008, I made the bold decision to leave my teaching career to pursue a new path, one focused on helping older adults stay fit and active. The response was overwhelming. I quickly found myself teaching fifteen exercise classes a week, amazed by the transformative effects these sessions had on participants' lives. Week after week, I listened to their stories of newfound strength, confidence, and joy. This inspiration led me to create a DVD so that even more people could stay active at home and continue to improve their well-being.

The DVD was a true community effort—my class members not only starred in it but also came up with the name "Move it or Lose it," a phrase that perfectly captures our mission without ever needing to mention the word 'exercise.' And so, in 2010, with just one DVD and no staff, Move it or Lose it was born. What a journey it has been since then!

We've collaborated with the NHS, scientists, academics, universities, charities and volunteers. We've won awards and gained national recognition. And we've constantly innovated to respond to the ever-changing demands of our customers and advances in technology to ensure we share research and initiatives that support healthy ageing to bring about positive change.

Of course, it's not all plain sailing. They say adversity makes you stronger, and while the pandemic was a challenging time for all, it also showed us the power of resilience. At Move it or Lose it, we emerged from those difficult days stronger, more determined, and more committed than ever. Now, we are flourishing once again, driven by the urgent need to get the nation moving.

The importance of physical activity has never been clearer. If we can help people become more active, the impact would be profound: 30 million fewer GP visits, 93,000 cases of dementia prevented, and 900,000 cases of diabetes averted. This could save the UK economy an incredible £7 billion.

We are ensuring that our voice is heard in the national initiatives we are part of, advocating tirelessly for the inclusion of older adults and those living with long-term health conditions. Our classes, delivered by our dedicated and passionate instructors, are reaching those who need them the most, right in the heart of communities across the UK.

I am deeply grateful to everyone involved with Move it or Lose it. You go the extra mile every day, helping people become more active—not just physically, but socially and cognitively as well. Our classes provide safe, welcoming spaces where people can exercise, socialise, and most importantly, have fun. Join us as we share the inspiring stories that fuel our passion and drive us to keep working toward a better future, making a positive impact on every life we touch.

The cost of physical inactivity

In the UK, the average person spends the last 18 years of their life in ill health. This has a profound human impact, leading to loss of independence, increased loneliness, and a diminished quality of life. The economic burden is equally alarming, with £7 out of every £10 in England spent on treating long-term health conditions, and an annual £5 billion allocated to managing frailty.

The World Health Organisation identifies physical inactivity as one of the leading risk factors for disease and mortality, with 31% of the global population at risk. To address this, The World Health Organisation has set a global target to reduce physical inactivity by 15% by 2030.

In the UK, increasing physical activity could:



prevent 93,000 cases of dementia



result in 30 million fewer GP visits



prevent 900,000 cases of diabetes



Adults aged 75 and over are driving the growth in activity levels. Over the past 12 months, more than 100,000 additional adults in this age group have become active, marking a 1.6% increase.



Only 30% of individuals aged 75+ meet the guidelines for two or more weekly muscle-strengthening sessions.



Individuals from the most socially-deprived communities are the least likely to feel they have the ability, opportunity, or motivation to be physically active.



Why Move it or Lose it?

At Move it or Lose it, we've spent the past 14 years fostering an inclusive community where older adults are encouraged to stay active and socially connected. Our classes empower members to keep moving, maintain independence, and enjoy doing the things they love for longer.

Our unique training programme has been developed in partnership with the Centre for Healthy Ageing Research, at University of Birmingham. It combines the essential components for health and wellbeing as per CMO (Chief Medical Officer) and NICE guidelines for older adults. We call it FABS, which stands for Flexibility, Aerobics, Balance and Strength.

Our class members range from their 50s to their 100s, and we work with each individual to support optimal ageing through tailored programmes that enhance health and well-being.



Our class members report the following benefits of attending our classes:



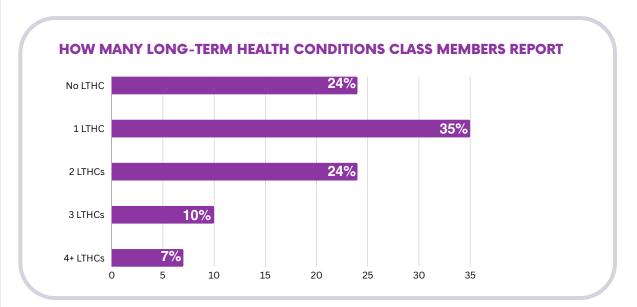
We equip class members with the tools and knowledge they need to stay active and age better. By boosting health literacy, we empower our members to make informed decisions that enhance their overall well-being.

Overcoming barriers: Empowering people to embrace activity & thrive

One in four people in England live with a long-term health condition (LTHC), making them twice as likely to be inactive, even though physical activity can help manage many conditions and reduce the severity of symptoms.

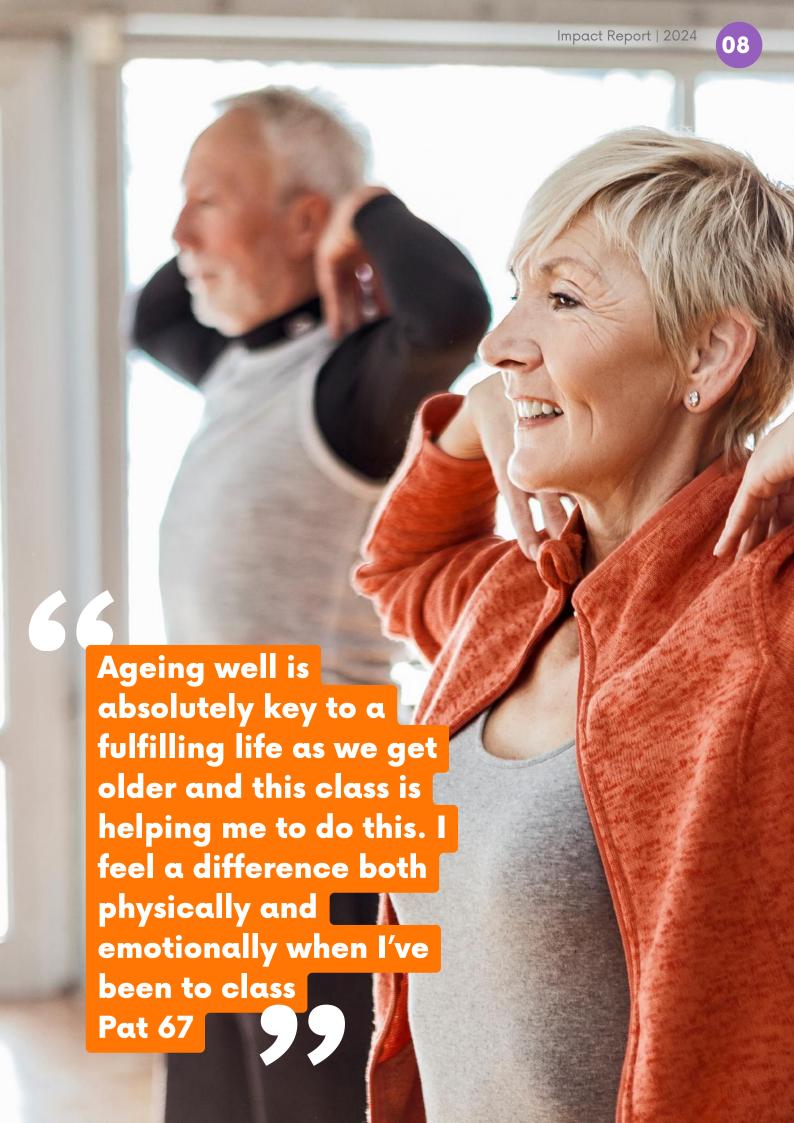
The We Are Undefeatable 'Bridging the Gap' report highlights that nearly 1 in 5 people with LTHCs report having no motivation to be more active, and those with multiple long-term health conditions are approximately twice as likely to feel this way compared to those with a single condition. Understanding these barriers is key to addressing this issue.

Barriers such as fear of worsening symptoms often deter individuals from becoming more active. Move it or Lose it tackles these barriers head-on, offering fun, inclusive, and accessible classes tailored to the unique needs of older adults with long-term health conditions.



Creating a positive and enjoyable experience of physical activity is crucial, not optional, in our mission to motivate and engage people effectively. It is a key component in addressing inequalities in physical activity and ensuring everyone has the opportunity to stay active. According to Sport England, the benefits of physical activity far outweigh the risks for people with long-term conditions, and it is safe even for those with multiple conditions.

Move it or Lose it engages this hard-to-reach group, empowering them to stay active in a way that suits them.



Collaborations & Partnerships

At Move it or Lose it, our mission is to empower everyone to stay physically, cognitively, and socially active, enabling them to enjoy later life and maintain their health and independence for longer. Our success is amplified through our collaborations and partnerships with leading organisations dedicated to enhancing the health and wellbeing of the nation.

Steady on Your Feet

Move it or Lose it is proud to strengthen our ongoing partnership with Steady on Your Feet, with a shared commitment to reducing fall risks and enhancing the well-being of older adults. Through our collaboration, we provide targeted video tutorials that empower older adults to stay active, maintain their independence, and confidently navigate their daily lives. NHS Trusts use this platform to signpost patients to our community classes. Together, we are dedicated to improving fall prevention pathways, raising awareness of falls, and supporting the overall health and vitality of the ageing population.



Pathways for Physical Activity

As one of just 39 Community of Practice members, Move it or Lose it is playing a key role in supporting the codevelopment of solutions to make it easier for people to access the support they need to move more often. The aim is to develop a framework and toolkit that will support the health sector to make it easier for those living with, or at risk of, long-term health conditions to access the support they need and benefit from a more active lifestyle.

CIMSPA* Training Academy

This year Move it or Lose it was selected as one of 16 training providers to pilot the CIMSPA Training Academy. This is an initiative designed to enhance the quality and accessibility of training opportunities for Sport and Physical Activity professionals by providing high-standard, relevant training that meets industry needs.

*CIMSPA (Chartered Institute for the Management of Sport and Physical Activity), is the professional development body for the UK's sport and physical activity sector.



Royal Voluntary Service

Our partnership with the Royal Voluntary Service, which began in 2016, continues to enhance the lives of older people to promote physical activity, cognitive stimulation, and social engagement. Our bespoke training helps volunteers to support frailer older adults by improving physical function, mental well-being and quality of life so they can stay active, healthy and independent for longer.

"We use Move it or Lose it in our overall activity programme, this has enabled us to

add to what we can offer. We now have all of our 12 areas across Scotland, England and Wales able to bring Move it or Lose it into our dementia groups – which is brilliant.

From my observations when out visiting groups - people always seem to be laughing and smiling, it's a fun way to bring exercise into the group and get people moving whilst retaining a good range of movement".

Dr Rachel Fox, National Dementia Development Manager







UK Active Wider Activity Forum

The UK Active Wider Activity Forum exists to represent and champion all members who are not associated with traditional gym or leisure operations, with a focus on reaching into the wider community. Move it or Lose it was invited to join the forum to advocate for the older adult demographic and ensure their needs and perspectives are addressed.



We believe that bringing opportunities for socialising and exercising into the heart of the community is the most effective way to engage those who might be overlooked by traditional fitness offerings. By participating in the forum, we can voice the importance of inclusive, community-based activities that promote physical, cognitive, and social well-being for older adults.



Empowering our ageing population to Live Longer Better

In 2021, the National Live Longer Better programme launched and as part of that initiative, Active Cumbria partnered with Pauline Ireland, a Move it or Lose it instructor working in the community providing classes to older adults in assisted living homes.

It had been identified that health conditions and loss of confidence impacted older adults' ability to participate in exercise classes outside of the home. A lack of knowledge and guidance also meant they weren't aware of exercises they could do in their own homes.

A project was developed to reach out to house-bound older adults at risk from one or more health conditions. The aim was to reduce further deconditioning by encouraging movement and low intensity exercise.

Over a twelve-week period, forty older adults from across three assisted living homes participated. Individuals were visited in their homes by Pauline on a 1-2-1 basis for at least twenty minutes per week. Four staff members from within the assisted living homes undertook Move it or Lose it training to encourage sustainability of the project's aims beyond the twelve weeks.

Project impacts/benefits were evaluated through a mixture of participant questionnaires and case studies and showed improvements in mobility and mental health with participants reporting feeling less anxious or depressed.



Eileen, aged 82, had become housebound. She's benefited hugely and is able to lift her arms above her head to wash and comb her hair for the first time in years. Her circulation has improved and she feels energised to engage in hobbies again.

Patricia, aged 90, is visually impaired but although she couldn't use the Stay Fit for Life book she committed the exercises to memory and practised every day. Her balance improved so much she could stand on one leg for a minute.

This has motivated so many participants to stay active:

- 74%
- planned to continue to use the Move it or Lose it book independently
- 65%
- planned to attend the Move it or Lose it class
- 43%
- 43% said they planned to walk more



43% said they were looking to do something else and gave examples of taking the stairs instead of using the lift, finding a dance class and doing exercises with the help of a carer or family member.



Transforming ageing: Equipping our community for a healthier future

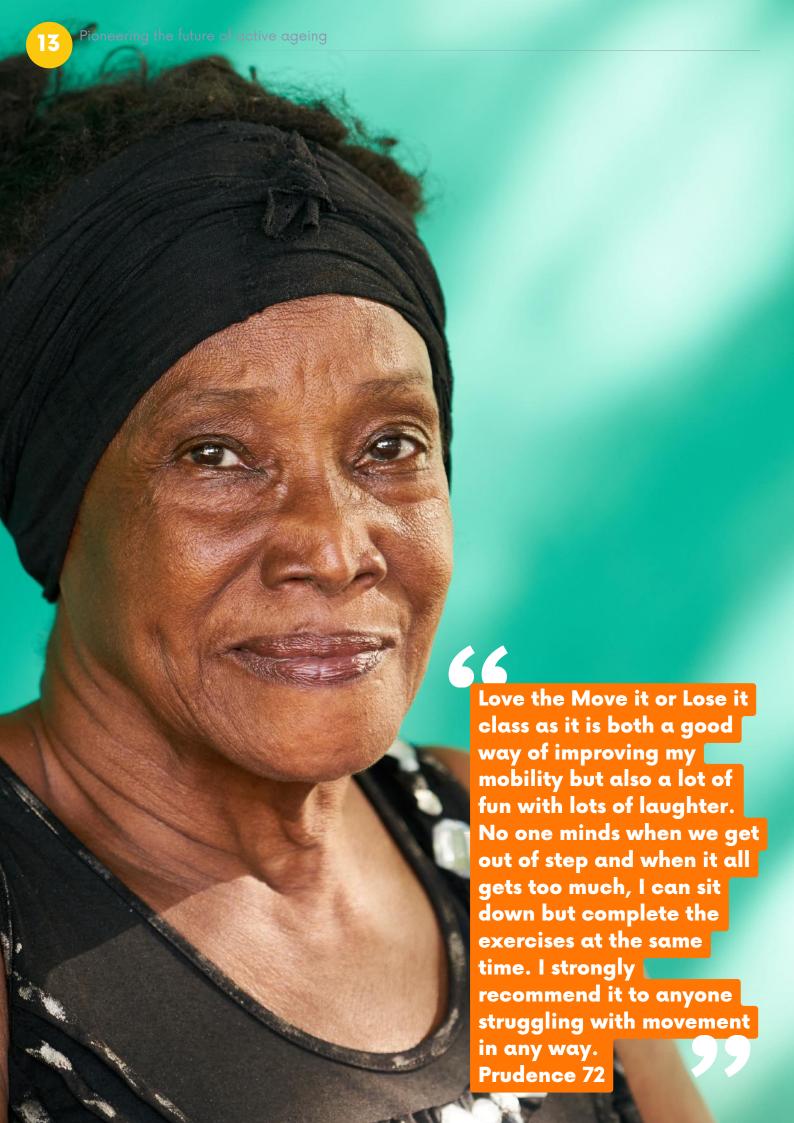
Our mission extends beyond the classes themselves as we strive to empower our class members with the knowledge and tools they need for optimal ageing. We support this by providing exercises they can perform outside of class and offering top tips for healthier ageing.

We encourage members to incorporate movement into their daily routine through initiatives like our cuppa routine, which prompts them to do 4 simple strengthening exercises while the kettle boils, and pelvic floor reminders that promote ongoing awareness and practice. At the grassroots level, we are committed to improving health literacy and addressing health inequalities by making the latest research on optimal ageing accessible and actionable for our class members. By imparting this vital information, we aim to transform the way people age, fostering a more informed and proactive approach to health that enhances their overall well-being and quality of life.

To better understand the impact of our Move it or Lose it classes, we asked our members to share their motivations for attending and how they feel these classes contribute to their overall well-being.



By exploring their personal reasons and goals, we aim to gain insights into how our classes are enhancing their health, improving their quality of life, and supporting their overall well-being. The feedback we receive highlights how our efforts to integrate movement into daily routines and improve health literacy resonate with members, as they frequently report increased motivation and a more proactive approach to aging. This valuable input helps us tailor our classes more effectively to meet the diverse needs of our participants.



Inspiring communities through dedicated instructors



At the heart of Move it or Lose it is our network of passionate and committed exercise instructors who play a vital role in helping the nation stay active and well. Trained extensively through our programmes, these instructors bring Move it or Lose it classes to life in a wide variety of settings—from community centres to care homes—ensuring that older adults everywhere have access to the physical activity and social interaction they need to thrive.

Our instructors are more than just fitness leaders; they are community champions who reach deep into the hearts of their communities, making a tangible difference in the lives of those they serve. The impact of their work is evident not only in the improved health and well-being of participants but also in the high level of job satisfaction they report. For our instructors, this is more than just a job—it's a profoundly rewarding role that offers the

unique opportunity to witness the positive transformations in the lives of older adults every day.

To ensure they are always at the forefront of best practice, our instructors commit to continuous professional development (CPD). Each year, they participate in our CPD training, staying updated with the latest research and gaining new skills in areas such as dementia, osteoporosis, and Parkinson's Disease. This dedication to ongoing learning ensures they are well-equipped to meet the diverse needs of their participants and provide safe, effective, and enjoyable classes.

Furthermore, our instructors collaborate closely with social prescribers, creating a seamless link between healthcare providers and the community. By signposting to our classes, they offer older adults not only the opportunity to engage in regular exercise but also the chance to socialise and build meaningful connections with others.

In every way, our instructors are the lifeblood of Move it or Lose it, driving our mission to promote active, independent living and improve the quality of life for older adults across the nation. Their commitment, passion, and expertise are what make our programme truly impactful.

From charity work to fitness champion: Sandra's journey with Move it or Lose it



After 25 years in the charity sector, I wanted a change—something that allowed me to work for myself but still be around people. I remembered my love for teaching aerobics back in my 20s and, after some research, found Move it or Lose it, which seemed perfect for slightly more mature adults like me.

The training was thorough and enjoyable, with convenient e-learning and practical sessions that prepared me well. By October, I was qualified and ready to go. After some advertising, I nervously launched my first class in January, welcoming 27 older adults. Now, I run five fantastic classes around Castlepoint in Essex, with over 100 regular members.

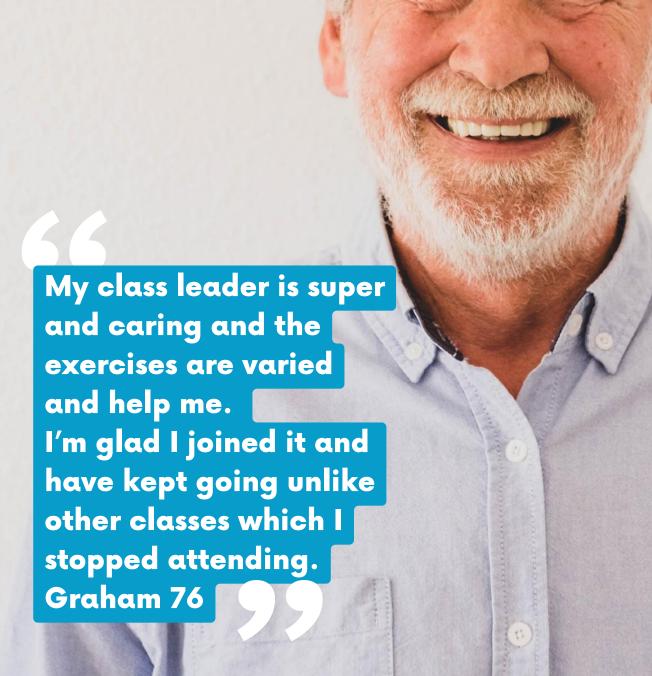
Leveraging my connections from the charity sector, I partnered with local organisations like Active Essex and created "Let's Keep Moving CIC." We provide a welcoming space for older adults to stay active, offering support, advice, and 20 minutes of "Move it or Lose it" exercise magic. Thanks to the ongoing CPD training I'm always equipped with new ideas and research to keep my classes engaging.

Seeing the impact of our fun, friendly sessions on my members is incredibly rewarding. Whether it's helping someone regain confidence in their mobility or simply getting out of bed more easily, the difference we make is profound.

I've also become a Master Trainer delivering courses to help people to become instructors. I really love seeing how they grow in confidence and knowing I've helped them go out into their community and do something amazing.

Personally, teaching these classes has kept me fit and feeling young too —I've even taken on triathlons and half-marathons in my 50s and just swum from Portsmouth to the Isle of Wight!

If you're looking for a rewarding career that's full of fun and helps others stay independent longer, Move it or Lose it could be for you—no matter your age!



Supporting Parkinson's: Empowering lives through community and movement

Recognising the unique challenges people with Parkinson's encounter to exercise and socialise, Parkinson's UK launched the Physical Activity Grant to support activity providers to create more opportunities for these individuals to remain active and engaged.

In 2024, Move it or Lose it instructor Martha Huntley received funding to offer specialised Move it or Lose it exercise classes, followed by a cuppa, specifically designed for individuals with Parkinson's in West Cornwall.

Over the course of the programme, 15 participants engaged in 26 exercise sessions across three locations. Each class was designed to enhance strength, balance and mobility, with a particular focus on exercises suited to the needs of those with Parkinson's. To ensure the project's impact extended beyond the exercise classes, carers were also encouraged to participate, helping to build a network of support both during and after the sessions.

The impact of the project was evident in the outcomes reported by participants. A remarkable 80% of those involved showed improvement or maintenance in their sit-to-stand scores, a key indicator of lower body strength. Additionally, participants demonstrated significant gains in mobility, as evidenced by improved Timed Up and Go scores.

The success of the programme has laid the groundwork for its continuation, with plans to secure a new venue to accommodate growing demand and improve accessibility for all participants.



Beyond the physical benefits, the project also succeeded in reducing feelings of isolation, with participants expressing how much they valued the opportunity to connect with others facing similar challenges.

66

A big thank you for running the new Parkinson's UK exercise class at Camborne. We both look forward to coming along each week and the exercises have been fun and really helpful physically and for confidence. It's good to meet up with other attendees too and relax at the end to chat and share experiences together.

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Our exercises look easy but what a difference they make after a few weeks. We look forward to our cuppa and biscuits after class when we can chat, carers are also invited to get to know one another and give valued support and information.

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I enjoy going to the exercise classes each week. It's good that it's specifically for Parkinson's as we're all in the same boat and it caters to our problems.

Our training

This year, Move it or Lose it proudly achieved an Enhancing rating in our CIMSPA Quality Assurance review which is the highest possible quality rating that a fitness education provider can achieve. This exceptional accolade underscores the hard work, dedication, and commitment of our entire team. Our Master Trainers are at the heart of this success, consistently going above and beyond to inspire our learners and equip them with the skills to motivate and empower older adults to stay active, independent, and well.

We are committed to continuously innovating and developing our training materials to meet the evolving needs of our trainees. Our training programmess cater to a diverse audience, from individuals with no prior fitness experience who aspire to specialise in delivering classes for older adults, to leisure centre employees, charity volunteers, care home staff, and healthcare professionals. Each of these groups is empowered through our comprehensive training to enhance the health and well-being of older adults in their respective roles. This ongoing development supports our mission to transform the ageing experience and make a positive impact on communities across the UK.



"Congratulations to you on the remarkable achievement of obtaining Enhancing on your CIMSPA Quality Assurance review. It is with great admiration that I acknowledge your success. The commitment to excellence is truly commendable, and I have no doubt that this is just the beginning of many more successes to come."

Tara Dillon
CEO, CIMSPA

Here's what our learners say about our training:







Looking ahead: Pioneering the future of active ageing

As we look to the future, Move it or Lose it is more committed than ever to transforming the way we age by embracing innovative approaches and expanding our reach. Our vision is to empower older adults to lead active, healthy, and fulfilling lives, and we have exciting plans in place to make this vision a reality.



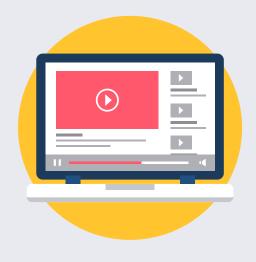
Embracing digital innovations

In a rapidly evolving world, we recognise the power of digital technology to break down barriers and reach even more people. We are seeking funding to invest in cutting-edge digital innovations to enhance our offerings, making it easier than ever for older adults to access our resources from the comfort of their homes.

From interactive online classes to virtual support communities, we are harnessing the power of technology to create a more connected and inclusive experience for all.

Expanding our reach

Building on the success of our existing video resources, we are dedicated to expanding our library of content on YouTube, which is reaching millions of people from across the world. This growing collection will include a diverse range of tutorials, exercises, and wellness tips, tailored to meet the unique needs of older adults. By providing free and easy access to these resources, we aim to reach a wider audience, offering valuable tools to help individuals stay active, informed, and engaged in their health journey.





Forging strategic partnerships

Collaboration is key to driving lasting change, and we are actively seeking partnerships with like-minded organiaations that share our vision of reconditioning the nation. Together, we can amplify our impact, creating a unified movement that supports healthier ageing across the country. Whether through joint initiatives, shared resources, or co-branded campaigns, these partnerships will enable us to extend our reach and make a meaningful difference in the lives of older adults.

Transforming the way we age

At Move it or Lose it, our ultimate goal is to transform the way we age. By promoting active lifestyles, fostering social connections, and providing accessible resources, we are challenging outdated perceptions of ageing and championing a new, vibrant approach to later life. As we move forward, we are inspired by the possibilities ahead and remain steadfast in our commitment to improving the health and well-being of older adults everywhere.



The future is bright, and we are excited to continue this journey with our community, partners, and supporters.

Together, we will create a world where everyone has the opportunity to age with confidence, independence, and joy.



My mood is lifted every time I attend class and learn something new every week. Moving and exercising to music is so enjoyable

Move it or Lose it has made a big difference to my life. I have health issues which are being treated and the classes are ideal because I can take them at my own rate. I always come away feeling better

Enjoy all aspects of my class. My instructor makes exercise fun!

> Since attending, I have so much more confidence in my balance, so therefore have a 'can do' mindset as opposed to thinking I can't do something.

I like the fact that I can do the exercises at my own pace, and seated if necessary. never feel under pressure and that helps tremendously.

Enjoy all aspects of my class. My instructor makes exercise fun!

I enjoy going to Move it or Lose it. I find it keeps me active. I meet up with friends I've made and it's encouraged me to do other activities like swimming, dancing and walking.

I really do enjoy the classes. Great choice of music and variation of dance and exercise which seems to suit everyone. It's not only doing us good but it's a great social event and we have lots of laughs!

> I enjoy the classes, the array of movements uses every part of the body.

After retiring from work due to stress and anxiety I was finding long days stretched in front of me with not much to do due to lack of confidence. With Move it or Lose it, I have regained my confidence, made new friends and look forward to the class each week. The classes are fun to some great music that help with our balance, co-ordination, flexibility, strength and memory. If there's a class in your area then take the plunge and give it a go...you won't be disappointed.

> instructor's enthusiasm and the fact that there is the body gets a turn at

I enjoy the music and the variety and every part of exercise.

Everyone 's so friendly and we all have our own health issues but it doesn't matter you just do what you can manage and nobody judges. Great atmosphere.

I love the class -

it's perfect!

since joining Move it or Lose it, I feel that my mobility has improved. I enjoy the range of activities. I enjoy the

The classes are

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Inspired to attend a class? Find your local class here.



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REPORT

If you would like to find out more about this report or would like to support our work, please get in touch.

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