



**MOVE IT
OR LOSE IT!®**

IMPACT REPORT

2025

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Welcome

Fifteen years ago, Move it or Lose it began with a simple but powerful idea - that everyone, regardless of age or ability should have the opportunity to move more, stay independent and live life to the full.

What started as a single class has grown into a nationwide movement. Today, we're proud to have trained hundreds of passionate instructors who are making a real difference in their local communities - not just by delivering inclusive exercise classes, but by becoming social entrepreneurs, building businesses with purpose and changing lives every day.

This year's Impact Report is a celebration of how far we've come. The progress we've made is incredible. From reaching tens of thousands of older adults through our in-person and online programmes, to launching funded initiatives that break down barriers for those with long-term health conditions, to embracing innovation so we can support more people than ever before.

None of this would be possible without the people behind the movement. I want to thank my amazing team who go the extra mile every day, every instructor, every class member, every partner organisation and every supporter who shares our belief in what we do. Your energy, commitment and compassion are what power this mission.



Julie Robinson
Founder & CEO

Looking back over the milestones we've achieved fills me with pride but looking ahead fills me with excitement. As we scale up, train more instructors and expand our reach through both community classes and digital platforms, we know the future holds even greater potential.

Together, we're helping people live longer, healthier and happier lives - and that's something worth celebrating.

Here's to the next 15 years of moving more, ageing well and changing lives.

Thank you,

Julie

Aligned with the NHS 10-Year Plan's focus on prevention, our work reflects Professor Janet Lord's message that increasing physical activity opportunities for older adults is essential to reducing ill health and maintaining independence as we age.

"The importance of physical activity as a way to prevent ill health as we age is becoming increasingly obvious. Making sure that older adults have opportunities, like Move it or Lose it, to increase their physical activity appropriately now needs to match this public health message."

Professor Janet Lord CBE



Our mission

To transform lives by making exercise accessible, enjoyable and sustainable for older adults and those with long-term health conditions - empowering people to stay active, independent and connected, while reducing health inequalities and easing pressure on the NHS.

Our vision

A world where everyone has the confidence, motivation and opportunity to keep moving for life - creating healthier people, stronger communities and a more resilient society.



"Move it or Lose it is a health service of vital importance. The evidence that movement is beneficial not only for disease prevention but also for the treatment of all the common long-term health problems, both physical and mental, is now very strong. Move it or Lose it complements and supplements the clinical services of the NHS and its contribution to the survival of the NHS is now being recognised."

Professor Sir Muir Gray



“

The social side of the weekly class is very important. Many live alone and it is lovely to see the chattering that goes on before and after the class. It's a sort of therapy - not to mention the laughter which is definitely the best medicine.

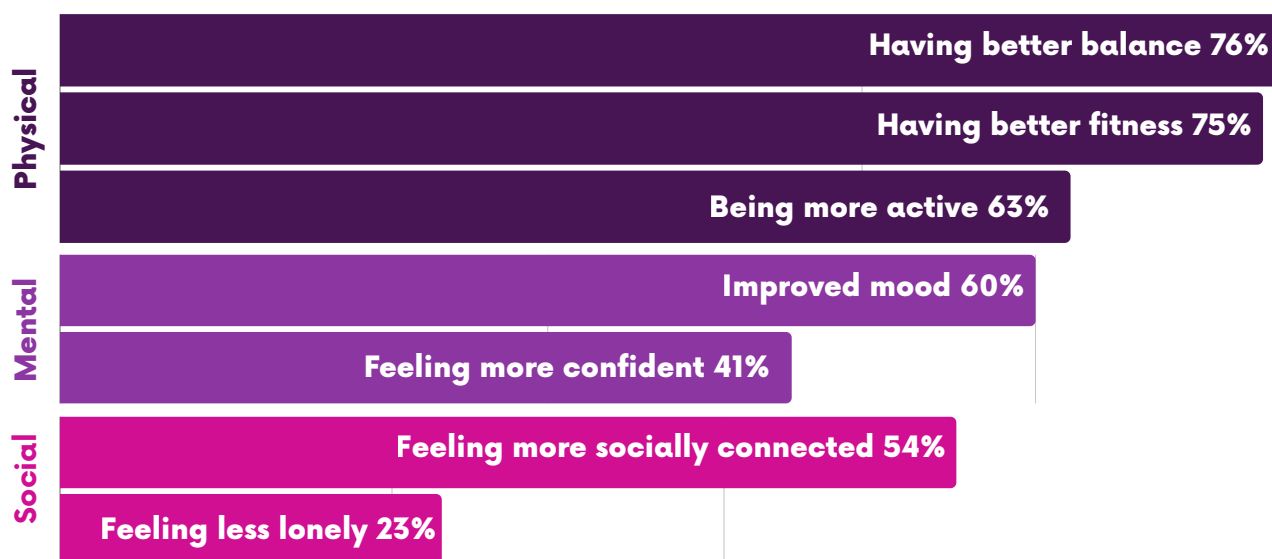
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The true value of movement: Social value and beyond

Social value is the measurable difference our work makes by improving older adults' health, independence and social connections while reducing pressure on health and social care services.

How do we begin to quantify the social value created when older adults, particularly those with long-term health conditions, stay active, connected and independent through Move it or Lose it? The answer goes far beyond financial metrics. Yes, the numbers are powerful, but the real value lies in how our classes transform lives, uplift communities and reduce pressures on families and the NHS.

From our latest member survey, it's clear our impact is felt across physical, mental and social dimensions of health. Class members report:



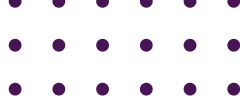
These outcomes each carry profound value - not just for the individuals themselves, but for the people who love them, care for them, and work within the health and social care systems that support them. Each improvement is typically summed up in simple but powerful ways:

"I feel like myself again."

"I'm not worried about falling anymore."

"I finally look forward to getting out of the house."

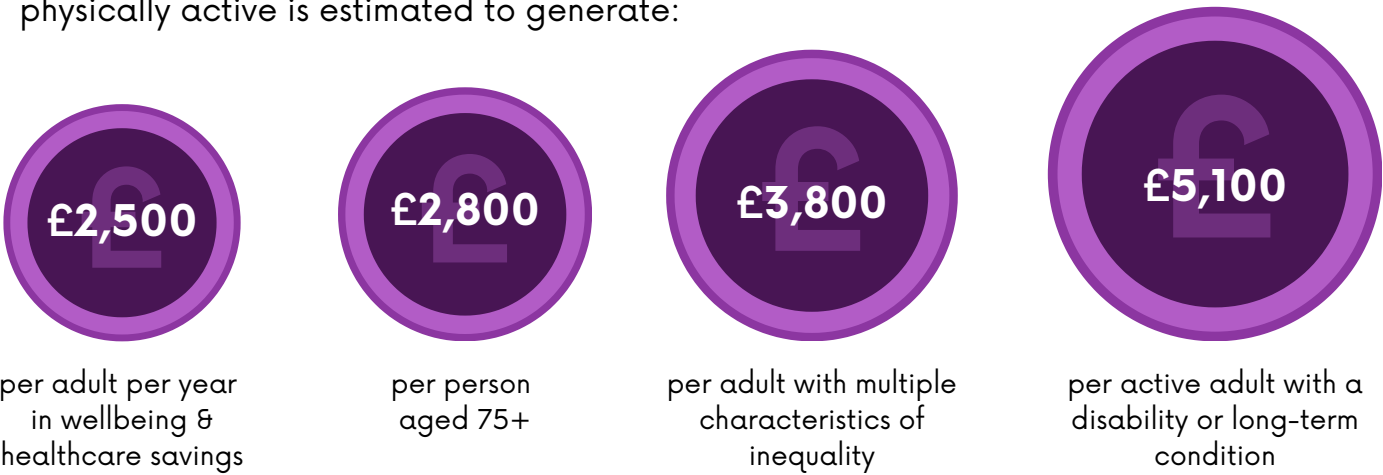
And those feelings ripple outwards, helping family members feel less anxious, reducing GP visits, delaying the need for formal care and building stronger, more connected communities.



Quantifying our impact: What the numbers show

While we're cautious not to reduce people's stories to statistics, evidence shows that becoming more active, particularly for those with health conditions or at risk of isolation, has enormous economic value.

According to the Social Value of Group Exercise report (EMD UK, 2025), being physically active is estimated to generate:

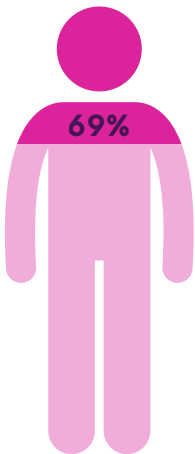


Now, applying this to our own reach:

Move it or Lose it motivates 65,000 adults every week to be physically active. Even using the baseline £2,500 value, this represents an annual social value of:

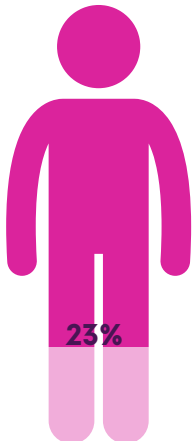


£162.5 million social value created



69% report living with one or more long-term health conditions, that's 44,850 people. Using the £5,100 value per active adult.

£228.7 million social value



23% report feeling less lonely, that's 14,950 people. With NHS estimates attributing £1,700 per person per year in reduced healthcare use related to loneliness, that represents potential savings of:

£25.4 million



And we haven't even begun to calculate savings related to reduced falls, delayed onset of dementia, fewer GP visits, or lower incidence of chronic conditions like Type 2 diabetes, heart disease or some cancers. But, perhaps even more importantly, this doesn't capture the human value in stories like Val's.

Val's story and why it matters

Val, aged 82, was referred to Move it or Lose it by her GP. She was overweight, on medication for joint pain and high blood pressure, and described herself as an "exercise hater." But something clicked. The music, the fun, the laughter - and the sense of being seen and supported - transformed her mindset. Over the next 12 months, Val lost four stone, came off her medication and felt better than she had in over a decade.

Val's story is inspiring, but it's not unusual. Every week, we hear similar stories from people who never thought exercise was for them. People who were afraid to move, afraid of falling, or who had never done a class in their lives. People who now feel more in control of their health, their independence and their lives.

Looking forward: Scaling our social impact

As we continue to expand by training more instructors, growing our digital presence and reaching more underserved communities, the potential impact is staggering. What we've achieved already is just the beginning.



If we can generate this level of value with 65,000 people, just imagine the social and economic impact we can create as we scale.

Because ultimately, this isn't just about saving money. It's about adding life to years - enabling people to feel better, live well and stay connected for as long as possible. And that's a value you can't put a price on.

These figures are based on national estimates from Sport England and EMD UK, using well-established wellbeing valuation methods. While they offer an indicative sense of the social value we help generate, we recognise they have limitations, they are not definitive and cannot identify the true causal impact of physical activity on wellbeing.

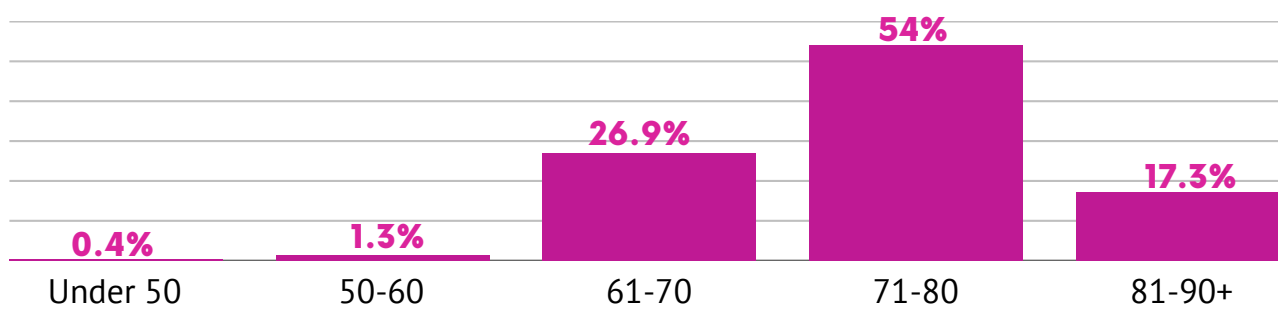
Most importantly, they don't fully capture the complex, personal, and often life-changing difference our classes make to older adults, particularly those living with long-term conditions, mobility issues, or facing isolation.



“
I honestly love my job – it’s like
going to a party every day!
And I’m earning more teaching
10 classes a week than I did
working full-time in admin.
”

Who we reach & why it matters

At Move it or Lose it, we're proud to support thousands of older adults every week and our reach reflects the changing face of ageing in the UK.



Our class members are predominantly in their 70s and 80s, with over half aged 71–80 and nearly one in five aged 81–90+. These are the very people who are often overlooked when it comes to preventative health, yet they are the ones who stand to benefit most from it.

We also serve those with the most to gain. Nationally, one in four people in England live with at least one long-term health condition, making them twice as likely to be inactive, even though physical activity is proven to help manage symptoms, boost mood and reduce the need for medication. In our own community, nearly 70% of members live with one or more long-term conditions.

These conditions – from arthritis and diabetes to heart disease – often require ongoing care and contribute to higher use of NHS services. This isn't just about health, it's about sustainability.

The financial burden rises sharply as the number of conditions increases.

Our members reflect that reality. They are living longer, but often with complex and overlapping health challenges and they need support that sees the whole person, not just a diagnosis. That's why our classes are more than just movement. They are accessible, social, and rooted in evidence, helping people build the strength, balance, confidence and connection they need to stay independent.

And they're coming back – week after week. In fact, 12% now attend at least two Move it or Lose it classes per week, and that number is growing. This loyalty speaks volumes about the impact our instructors are having — not just on physical fitness, but on motivation, mindset and long-term behaviour change.

Building a community: More than just a class



At Move it or Lose it, community is at the heart of everything we do. Our classes are more than just exercise – they're a social lifeline. For many of our members, the benefits extend well beyond the physical. There's the walk together to class, the coffee morning afterwards, the theatre trips, garden centre meet-ups, Christmas parties and even group holidays. This sense of belonging transforms a weekly session into a vital thread of connection.

"I've found I am stronger. But most of all, I feel part of a group and less isolated."



54%

Class members report Move it or Lose it has helped them to be more socially connected.



9.7M

Impressions on YouTube showing the strong global demand for accessible exercise content for older adults.



1.8M

Reach on Facebook creating an online community where older adults feel motivated, supported & inspired to stay active.

During the pandemic, our instructors became a cornerstone of support for older adults across the UK. They checked in, kept people moving and reminded them they weren't alone. That same spirit has grown into a powerful digital community.

Through Facebook, we now reach over 9,000 people with daily engagement, shares and stories. On YouTube, our growing catalogue of videos continues to attract new subscribers and returning viewers alike – with 29.3k subscribers and our "Improve Your Balance in 5 Minutes" video watched over 2.1 million

times – making movement accessible to all, wherever they are.

The importance of social connection is backed by decades of research. A landmark study by Berkman and Syme found people with strong social ties were three times less likely to die than those without, regardless of health behaviours like smoking or physical inactivity. In other words, connection is protective. As Dr Edward Hallowell once said, "Just as we need vitamin C each day, we also need a dose of the human moment – positive contact with other people."





“It’s not just about the exercises – I’ve made new friends and it lifts my mood every week.”

Newer studies reinforce that people with richer social networks have lower risks of cardiovascular disease, lower BMIs, and better outcomes with chronic conditions like diabetes and cancer. Research into depression and mental health shows joining just one group can lower relapse risk by 24%, and three groups by 63%. The science confirms what our members tell us - community keeps you alive and thriving.

From our latest research, we see how our community are embracing technology. Apps like WhatsApp, YouTube and Facebook are now regular tools for staying active and connected. Many instructors already use WhatsApp as a quick and easy way to keep their classes in the loop, send encouragement, or even share video clips between sessions. This untapped potential is a clear opportunity for us to grow.

This year, our collaboration with Innovate UK’s Design for Growth programme sparked new strategic thinking. A major insight: our class members want more short-form fitness videos to top up their activity throughout the week. We acted quickly to address this by creating short-form videos for our instructors to share that help bridge the gap between sessions and keep Move it or Lose it front of mind all week long.

Looking ahead, we’re going further. We’ll empower instructors with a digital toolkit to share branded content, reminders and motivational messages.

“She is a brilliant teacher, a great motivator and has brought a group of strangers together as friends.”

Because whether it's a weekly class, a shared photo in a group chat, or a message that says, “I missed you this week,” our mission remains the same: to keep people moving, connected and thriving together.



“

A friend introduced me to Move it or Lose it. I haven't looked back since. The fun, laughter and socialising is good for the soul. I think Move it or Lose it should be on prescription especially to people struggling with depression and low motivation. I highly recommend Move it or Lose it as an all-round therapy.

”

Turning isolation into innovation: Creating a digital lifeline in a time of crisis

In 2020, as the coronavirus pandemic swept across the world, life as we knew it came to a standstill. For Move it or Lose it, this meant the sudden closure of all our classes overnight; life as we knew it was brought to a halt.

We knew this would be devastating. For so many, our classes are more than just exercise, they are a lifeline. We feared the impact of isolation, inactivity and loneliness, especially for those already managing long-term health conditions. As Professor Sir Muir Gray warned at the time, if we didn't act, we risked a "deconditioning pandemic" among the nation's older adults.

Determined to act swiftly, we developed The Move it or Lose it Club - a digital solution to help people stay active and connected from their own homes. Thanks to support from Sport England through the Tackling Inequalities Fund, we were able to reach those most at risk of being left behind - people living alone, those with long-term health conditions, and individuals without support.

Many of our community members faced digital exclusion. Broadband access and connected devices were far from universal among older adults. Yet, through targeted outreach, we were able to begin breaking down barriers and opening up new possibilities.

In October 2020, The Move it or Lose it Club launched as an affordable online



subscription service (£4.99/month), offering far more than just exercise. It quickly became a vibrant online community with three core features:

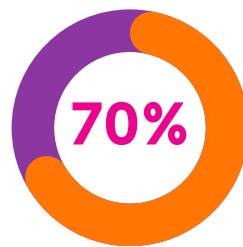
- The Live Club: A weekly schedule of live-streamed content, from exercise classes to expert health talks, quizzes, book clubs and interactive chats. Members could watch together and connect in real time.
- The Exercise Club: A 24/7 on-demand library of over 100 videos, ranging from five-minute boosters to full 40-minute routines.
- The Social Club: A supportive space for members to engage beyond fitness. From art classes and cooking demos to meditation and journaling, we created opportunities for creativity and conversation. We welcomed expert contributions from Professor Janet Lord CBE, Professor Sir Muir Gray and Maggy Pigott CBE, offering trusted advice and inspiration.

The Club's reach quickly grew, attracting members from across the UK. 53% were aged 71–80, 70% had at least one long-term health condition (with 42% managing three or more), and over half lived alone, highlighting the urgent need for both physical activity and social connection. Notably, 58% of members were completely new to Move it or Lose it, proving the Club's success in not only supporting existing members but also reaching a wider, previously underserved audience during a time of national crisis.

Aged 71–80



Have at least one long-term health condition



Live alone



Today, The Move it or Lose it Club remains a thriving part of our mission. Five years on, we're proud to have built a loyal, engaged community that continues to grow in both size and digital confidence.

Our 2025 member survey revealed that the vast majority of respondents were new to Move it or Lose it, proving that The Club continues to break down barriers and reach people who may never have joined a face-to-face class. Almost half of our members told us they live alone, underscoring just how vital this virtual space has become, not only for staying active, but for staying connected and feeling part of a community.

Through the year we have completed extensive customer research as part of completing the Design for Growth programme with Innovate UK.

This revealed a clear demand: older people want tools and support at home to complement their classes and help them stay active every day, not just once a week. The Move it or Lose it Club is perfectly positioned to meet that need.

Class members are using the Club and our YouTube content to extend their weekly activity beyond the class, building healthier routines at home with our expert guidance. For many, The Club continues to be a lifeline, especially for carers, those with mobility issues, or anyone living in an area without a local class. It offers a safe, flexible way to stay active and feel part of a welcoming community.

What began as an emergency response during lockdown has evolved into a powerful, ongoing resource and it will continue to grow and adapt to serve our community for years to come.

The people behind the movement: Our instructor network

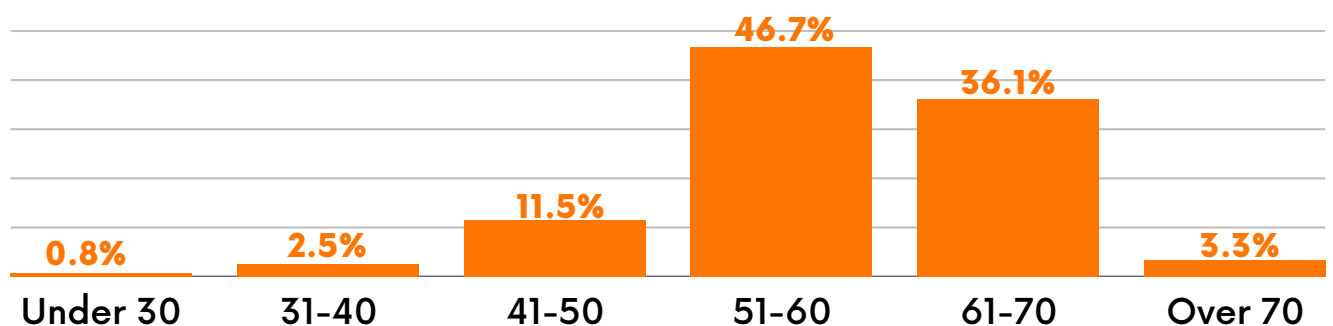


Move it or Lose it wouldn't be what it is without our passionate, dedicated instructors and the data tells a powerful story about who they are, what they do and the impact they're making across the UK.

Our instructors are the heart of our movement. They bring energy, empathy and expertise to communities every week, helping older adults stay active, connected and independent.

A Diverse Network, United by Purpose

Our network spans a wide age range from under 30s to over 70s, but 80% are aged between 51 and 70, showing that for many, this is a second career or a meaningful step post-retirement.



Many instructors have come from caring professions nurses, carers, teachers and therapists and bring with them a deep understanding of the physical and emotional needs of older adults.

"I've been a physiotherapist for over 30 years. Teaching Move it or Lose it classes lets me keep making a difference in my community, but in a more flexible and joyful way." – Instructor

Rooted in the community

Our classes are deeply embedded in their local areas. Instructors hold sessions in village halls, community centres, church halls, retirement living complexes and care homes. Demand continues to grow.

"I've got a waiting list. Once I find another venue nearby I'll start another class!" – Instructor



75%

instructors say they are planning to run more sessions to meet demand

98%

instructors help members build healthy habits and turn movement into a lasting lifestyle change.

More than just a class

Being an instructor is about so much more than leading exercise. Our instructors wear many hats: motivator, coach, champion and sometimes even friend. An incredible 98% of instructors give their class members "homework", simple exercises to do between sessions, helping to reinforce habits and drive behaviour change beyond the class setting. These include sit-to-stand challenges, strengtheners and balance tips.

"Every week I give them one small challenge to try at home – it keeps them focused and gives us something to celebrate the following week!" – Instructor

Understanding through lived experience

What's particularly powerful is how many instructors bring lived experience into their teaching. A significant number reported having one or more long-term health conditions themselves including arthritis, asthma and fibromyalgia. Rather than seeing this as a barrier, they see it as an asset.

"Living with arthritis myself means I can truly relate to how my class members feel. I know what helps and I know how to adapt." – Instructor

This shared understanding helps to foster trust, empathy and connection. It's one of the many reasons why our classes are known for being so inclusive and supportive – our instructors don't just talk the talk, they walk the walk.

Health connections that matter

Our instructors are increasingly recognised by health professionals. Nearly all report they have some form of link with GPs, social prescribers, local authority teams or community connectors. This shows how trusted and embedded Move it or Lose it has become in the wider healthcare and prevention system.



"The social prescribers at my local surgery regularly signpost people to my classes – especially those living alone or at risk of falls." – Instructor

Why it matters

Behind every statistic is a story of a class member who's regained confidence after a fall, of a community that's grown stronger through weekly meetups, of an instructor who's found new purpose through helping others.

As we celebrate our 15th year, it's clear that the people powering Move it or Lose it are not just instructors, they are changemakers.

Prevention, productivity & community benefit

Our instructors often say it's the most rewarding job they've ever had – and many wish they'd discovered it sooner.

"Clients tell me what a difference the class is making to them. I see the work we do as preventative medicine, if I can stop a few falls, help people from feeling isolated or make people feel happier, then it's a job well done." Instructor



By hiring local venues – from church halls to community centres – our instructors help sustain vital spaces at the heart of communities. This grassroots activity boosts local economies while bringing people together, improving wellbeing and preventing ill health.

The wider social return on investment is compelling. Our instructors reduce demand on overstretched health and care services by delivering proven prevention in action. They are community health champions, bridging gaps between health and social care, reducing loneliness and keeping thousands of older adults stronger, healthier and more independent.

What's more, this is a career that grows with you. Many of our instructors find purpose and flexibility in later life, with the freedom to work on their terms while staying active and socially connected. Instead of retirement, it's a time of renaissance, enabling lifelong learning, community impact and a powerful sense of purpose.

Championing age-friendly work: A career that grows with you

Move it or Lose it is proud to support the Age-friendly Employer Pledge, recognising the vital role of older adults in today's workforce. While we don't employ our instructors directly, over 80% of our network is aged 50+,

and many start teaching in their 60s or 70s. We create meaningful, flexible work opportunities that allow people to stay active, connected and financially resilient well into later life.

Too often, older workers face ageism and employment rates drop sharply after 55 – despite rising retirement ages and a growing number of people needing to work longer. Over 12 million people in the UK are at risk of insufficient retirement income (DWP, 2014), yet more than half haven't thought about their goals or ambitions for life beyond 60 (DWP, 2011).

Our instructors buck this trend. They find purpose, freedom and fulfilment in work that's good for them and for their communities. Whether it's a second career, post-retirement venture, or a gradual move from full-time work to flexible self-employment, this is a model of positive ageing in action.

We're not just age-friendly – **we're age-empowering.**

**Age-friendly
Employer
Pledge**





“
I have been going for just over a year now. I had a heart attack and stent fitted, so needed something to give me my confidence back. I look forward to going every week. I feel I now have my confidence back.
”

Collaborations & Partnerships



Centre for Musculoskeletal Ageing Research (CMAR)

We're incredibly proud to be part of the Centre for Musculoskeletal Ageing Research (CMAR) – a pioneering team that's transforming how we understand and support healthy ageing, especially when it comes to protecting our bones, muscles and joints. Their groundbreaking research shapes the way we help people stay stronger, more independent and active for longer.

CMAR's support has played a direct role in our growth. They even part-funded one of our DVDs, and thanks to the brilliant Professor Janet Lord, we formed a valuable connection with the physiotherapy falls and fracture team at University Hospital Birmingham – who now recommend our DVDs to their patients. Janet's expertise, paired with our passion for positive ageing, has opened doors to collaborations with Active Partnerships, the NHS and the Royal Voluntary Service.

And it doesn't stop there. It was at a UK Active conference where we first met Professor Sir Muir Gray – now our Chief Knowledge Officer. Talk about a dream team!

Many of our class members live with arthritis or similar long-term conditions, so we see every day how essential this research is. Our classes do more than boost strength, balance and confidence – they combat loneliness, build connection, and improve quality of life. In fact, many of our members now enjoy the functional fitness of someone 10 years younger.

CMAR's evidence-based insights continue to inspire and guide us, ensuring that everything we create is grounded in science while remaining fun, engaging and uplifting. This partnership has been a key part of our journey – and we're so grateful for the impact it's had on our work and our wider community.





Active Partnerships

We're proud to be working closely with Active Partnerships – a national network of 42 local organisations committed to removing barriers to movement and physical activity. Together, we're helping to build stronger, healthier and more connected communities across the UK.

Our collaborations span regions including Cheshire, Cumbria, Essex, Lincolnshire, Staffordshire, Somerset, and Sussex, where we're supporting sustainable, local change. This joined-up approach helps us reach people who might not feel confident or comfortable joining traditional exercise settings.

One standout success is our work with Everybody Health & Leisure in Cheshire, where 14 instructors have been trained to deliver Move it or Lose it classes across the region. These sessions are reaching individuals with long-term health conditions who may never have stepped foot in a leisure centre before.

In Essex, Active Essex continues to back our training by equipping care home staff and their Kindness Coaches – trusted individuals embedded in the community – to deliver low-intensity activity that builds confidence and physical skills. This gentle introduction helps people take the next step towards joining classes like Move it or Lose it and enjoying a more active lifestyle. So far, the Kindness Coaches have supported over 20,000 people across the county to become more engaged and connected.

Meanwhile, in Lincolnshire, bespoke training funded by Active Lincolnshire is helping people living with dementia – and

their carers – to stay active and independent. We're also preparing to train even more leisure centre staff there later this year.

With shared goals and a deep commitment to inclusion, our partnership with Active Partnerships is creating real and lasting change – making physical activity accessible, enjoyable and a natural part of everyday life for everyone, whatever their age or ability.



Exercise Move Dance UK

Our longstanding collaboration with EMD UK continues to thrive, as the charity signposts fitness professionals to our training to help widen their scope of practice and better support older adults. This year, they've referred 15 experienced instructors who, through Sport England funding, are now empowering people in underserved communities to stay active and connected later in life.

We were also proud to be part of EMD UK's Reach Up campaign – a fantastic collaboration with This Girl Can and funded by the National Lottery. This innovative bite-sized learning programme supports group exercise instructors to engage and inspire more women to try group exercise.

Julie Robinson was honoured to contribute by writing and filming the section on best practice for working with osteoporotic participants – a crucial area when





supporting older adults, as one in two women and one in five men over 50 will suffer an osteoporotic fracture in their lifetime.

Recruit for Spouses

We're proud to be working in partnership with Recruit for Spouses on an exciting pilot programme offering training opportunities for military spouses and veterans to become Move it or Lose it instructors.

Finding meaningful employment can be a real challenge for military spouses, whose careers often take a backseat due to frequent relocations and the demands of family life. This initiative offers a flexible, purpose-driven career path that not only fits around military life but also brings lasting impact to local communities. We already know just how capable and resilient military spouses can be – 80% of our head office team come from military families. Their adaptability, resourcefulness and drive are second to none.

So, we're excited to see how this pilot creates life-changing opportunities for those who have served, are serving, or support our armed forces – while helping even more people enjoy healthier, more active ageing.

The Ramblers

We were delighted to form a new partnership with The Ramblers, linking up with their brilliant Wellbeing Walks initiative – a natural fit for our shared mission to improve physical and mental health through movement and connection.

This collaboration was sparked by our work on the Design for Growth programme, which uncovered a key insight: many of our Club members used to enjoy walking groups like

The Ramblers but had lost confidence or become deconditioned during the pandemic. While they were keen to return to walking, they didn't feel ready to rejoin traditional routes or longer walks.

That's when we discovered Ramblers Wellbeing Walks – shorter, gentler walks led by trained volunteers across the UK, designed to help people build confidence, reconnect and move at their own pace. It was the perfect opportunity to cross-refer and signpost our communities to one another.

We're excited to be signposting Club members and class participants to Wellbeing Walks in their local area, while also welcoming Ramblers participants who may benefit from the strength, balance and flexibility that our classes offer. Together, we're creating a joined-up, supportive ecosystem where people can move more, connect more and live life to the full – one step at a time.

The People's Friend

We are thrilled to partner with The People's Friend magazine, which reaches an impressive 377,000 readers each week, with an average age of 72. This collaboration provides a fantastic platform for Move it or Lose it to inspire even more older adults to stay active, with a monthly article offering simple, practical ways to build movement into everyday life.

Our very first feature – The Cuppa Routine: 4 easy exercises you can do in the time it takes to boil a kettle – was reviewed by the magazine's customer insight team and received an overwhelmingly positive response. An incredible 82% of readers said they enjoyed it, and 86% wanted to see more articles like this.



One reader told us:

"I like the simplicity of the exercises and the clear illustrations. This is my sort of exercise and easy to do on a daily basis. (I have osteoporosis and arthritis, so need to keep moving.)"

With The People's Friend sitting proudly on coffee tables across the UK, we hope these gentle prompts will encourage more people to embrace exercise as something that is not only possible, but enjoyable and essential to everyday living.

Places Leisure

We are excited to begin a new partnership with Places Leisure, part of Places for People and one of the UK's leading social enterprises. Each year they welcome over a million members into around 100 health and wellbeing facilities across the country, all with a shared goal of creating healthier, happier communities.

To support their mission to reach more people out in the community, Move it or Lose it has provided a series of exercise videos for their app – designed to reach those who may not yet feel confident stepping into a leisure centre. This marks the beginning of a positive new collaboration, uniting our expertise to make activity more accessible and inclusive to help people build strength, confidence and connection wherever they are.

Together, we look forward to inspiring more people become more active and create healthier communities across the UK.



CIMSPA Quality Assurance

We're thrilled to share that our FABS Training Programme has once again achieved the highest possible rating of "Enhancing" in CIMSPA's annual Quality Assurance review.

This prestigious 3-star status reflects our unwavering commitment to excellence in education and support – and it's all thanks to our incredible team of Master Trainers and the dedication of our course support staff.

This top-tier recognition shows that we're not only meeting industry standards – we're exceeding them. Our training is helping raise the bar for the entire fitness sector, offering vital Continuing Professional Development that empowers instructors to make a real difference in the lives of older adults.

We're proud to be recognised as a leader in inclusive, high-quality training – helping more people move more, age well and live life to the full.

As CIMSPA's review stated:

"FABS Training meets a key sector need and maps closely to NHS and CIMSPA goals around increasing activity levels of older adults, promoting access to movement and reducing the burden on the NHS."





“

Move it or Lose it is the best class I have ever attended. Such a friendly crowd, I've made some lovely friends. My confidence, strength and balance have all improved. The classes helped keep me going after my husband passed away and have helped my mental and physical health greatly.

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Looking ahead: Scaling our impact through innovation and collaboration

Five years on from the Covid-19 pandemic, we're proud to say we've not only regained momentum, we're powering ahead with renewed purpose. Our vision remains clear: to empower older adults to lead active, healthy and fulfilling lives.

As we look to the future, we're focused on expanding our reach by training more instructors, forging new partnerships and embracing innovation to meet the needs of an ageing population. Whether through technology, community collaboration or targeted projects to support those most at risk of isolation and deconditioning, we're leading the charge in helping people live better for longer.

Here's a glimpse of what's next.



● Creating greater social impact through our social enterprise

To further our mission of helping people live longer, healthier and more active lives, we've established a dedicated social enterprise arm: Healthy Communities CIC.


This social enterprise enables us to work collaboratively with charities, voluntary organisations and funders to reach those who are most at risk of being left behind. Its purpose is to deliver projects that promote social inclusion, improve wellbeing and enhance quality of life, particularly for people who face barriers to participation due to age, long-term health conditions, disability or social isolation.

Our first funded initiative is in partnership with Recruit for Spouses, piloting a programme to support military spouses and veterans into meaningful employment by training them as Move it or Lose it instructors. This innovative project not only opens new career pathways but also brings our inclusive exercise classes to more communities that need them.

Through Healthy Communities CIC, we aim to secure funding for future projects that maximise our social impact and ensure that everyone, regardless of background or circumstance, has the opportunity to move more, age well and feel connected.

● Supporting access to activity for people with long-term conditions

As a proud Community of Practice member for the Pathways for Physical Activity initiative led by Move Consulting, we are committed to breaking down barriers to exercise for people living with long-term health conditions. The two-year evaluation highlighted the urgent need for tailored, community-based approaches that meet people where they are and this is where our work has the greatest impact.



As members of ukactive and a CIMSPA Endorsed Training Provider, we are perfectly positioned to contribute to the national movement for inclusive activity. Our training not only equips instructors with the skills to deliver safe and effective exercise, but also supports wider goals around prevention, wellbeing and reducing the burden on the NHS. We look forward to continuing to collaborate with sector partners and health professionals to ensure that no one is left behind when it comes to moving more and ageing well.

● **Embracing technology without leaving anyone behind**

At Move it or Lose it, we're committed to embracing innovation in ways that enhance - not replace - human connection. As we develop our digital offering, our focus is on using technology to deliver more personalised and preventative support, including at-home assessments, tailored exercise programmes and remote monitoring to help reduce deconditioning and frailty. However, we're equally committed to ensuring that those who are not digitally confident are never excluded. Whether it's through printed resources, telephone support, or blended programmes that combine online and in-person elements, we design with inclusivity at the core. Our goal is to harness the power of technology to extend our reach and impact while continuing to support people in ways that feel accessible, familiar, and meaningful to them.


As part of this, we're exploring ways to reward and incentivise class members for staying active and connected, whether through milestone achievements, loyalty recognition, or simply celebrating the everyday wins that help people live longer, healthier lives. By combining the best of human support with the right digital tools, we're creating a motivating, inclusive and empowering experience that reinforces healthy habits for the long term.

● **Getting more men moving**

To help our network of instructors engage more men, we introduced a new Strength and Circuit Training CPD course. This practical training equips instructors with fresh approaches to designing sessions that emphasise strength, stamina and functional fitness in a way that resonates with male participants. By broadening the appeal of our classes and showcasing the benefits of strength training for health, independence and longevity, we're motivating more men to join, stay active and feel the rewards of exercising together.

● **NHS 10-Year Plan**

Move it or Lose it directly supports the NHS 10-Year Plan by delivering preventative, community-based exercise that helps older adults stay active, independent and connected, reducing avoidable hospital admissions and easing pressure on frontline services. By scaling our instructor network and digital innovations, we align with the Plan's ambition to tackle health inequalities and embed prevention at the heart of healthcare, creating healthier, more resilient communities for the future.





IMPACT REPORT

2025

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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