



**2023**

# **IMPACT REPORT**

At Move it or Lose it, we are not just a company; we are a movement committed to transforming the way we age, ensuring that everyone has the opportunity to live their best life, regardless of their age or circumstances.

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“It gave me a reason to get up when I lost my husband. The laughter and friends I've made kept me going.”  
 Mary - 82

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# Welcome



## **Julie Robinson** Founder & CEO

In 2010, I embarked on a journey with a simple yet profound goal: to help our older people to lead more active lives through the creation of an exercise DVD. Little did I know that this humble beginning would blossom into a life-changing movement. As I reflect on the past 13 years, I'm filled with awe and gratitude for the incredible transformation that Move it or Lose it has undergone. What began as a personal endeavour has evolved into an organisation that touches the lives of tens of thousands, thanks to our dedicated team of instructors. And thanks to our online club and free video tutorials we're now a source of motivation helping millions of people to keep moving.

Our mission transcends physical activity; it's about shifting societal perceptions of ageing. We are steadfast in ensuring that age and circumstances should never limit anyone from living their best life. We collaborate with charities, academic institutions, active partnerships, and the NHS to ignite a movement to #ReconditionTheNation. In a time when healthcare challenges are at an all-time high, our work has never been more critical.

Our ambition is clear: to empower everyone, regardless of age or circumstance, to stay active - physically, cognitively, and socially. Our exercise programmes are not just about enhancing strength, balance, and mobility; they are about fostering connections, reducing loneliness, and nurturing a sense of belonging. We recognise that a thriving community is as essential for mental and physical health as any exercise regimen.

Even in the face of a global pandemic that brought the world to a standstill, Move it or Lose it endured. Our journey through adversity has only strengthened our resolve. Today, we stand more resilient and eager than ever to confront the challenges that lie ahead. This journey is a collective effort, and I am deeply grateful for our dedicated staff, trainers, and instructors who consistently go the extra mile. In this report, we invite you to look beyond the statistics and witness the profound impact we have on each individual we touch as this heartwarming quote encapsulates: *"I take my 92-year-old neighbour to class, and her daughter recently said the class was the best thing that ever happened to her mum. She enjoys it so much, has met some lovely people, and it's doing her health so much good by keeping her moving."*

Join us as we unveil the inspiring stories and powerful transformations that exemplify the Move it or Lose it movement. Together, we are rewriting the narrative on ageing and making a positive impact on every life we reach.

“

I was scared of falling after a bad tumble. But, the balance exercises have given me confidence to keep living independently.

Janti 78

”





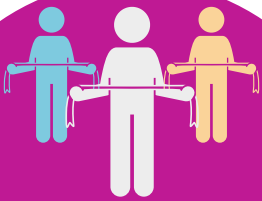
**1.2 million**  
class interactions  
every year



Collaborating partners  
with the Centre for  
Healthy Ageing  
Research



Classes reduce  
loneliness & social  
isolation



**1,200**  
specialist instructors  
trained



**400**  
staff and volunteers  
trained to support  
patients



powered by  
**ROYAL  
VOLUNTARY  
SERVICE**  
*Together for older people*

helping people in  
hospital, home &  
community

**MOVE IT  
OR LOSE IT!**®

a community where  
health, vitality, and  
connection thrive.



**3 million**  
people we've  
motivated to get  
moving online



**80,000**  
DVDs helping people  
to be active  
at home



Our class members are  
**10 years younger**  
in terms of  
mobility



**3,500**  
patients supported  
in hospital to get  
stronger



Classes improve  
strength, balance &  
confidence

# Transforming research into grassroots impact



Professor Lord provided expert testimony to UK Parliament about the importance of helping people live healthier lives as they age. She advocated for the Government's "Ageing Society Grand Challenge" initiative to give everyone five extra healthy years of life by 2035.

By translating scientific evidence into practical community programmes, we equip older adults with knowledge and motivation to improve their health. Our classes help people to gain strength, mobility and confidence to remain active which contributes directly to the target of five extra healthy years of life.

At the forefront of our work is Professor Janet Lord CBE, a visionary researcher from the University of Birmingham who serves on our advisory board. With decades of experience investigating healthy ageing, her invaluable expertise ensures our programmes reflect current best practices, empowering us to motivate older adults towards healthy lifestyles.

Professor Lord's commitment to our mission helps us maximally impact communities, informing older adults so they can make choices that lead to independence, health, and happiness. Her contributions lend credibility and shape real-world change, allowing us to increase our reach and change even more lives.



## Did you know?

A 2020 study from the University of Birmingham, led by Professor Janet Lord, found that moderate exercise immediately before getting a flu jab boosted the immune response in older adults. Exercising made their bodies produce more flu antibodies after vaccination.

## Ageing population

The UK is currently witnessing a profound demographic transformation as our population ages significantly. There are more than 11 million individuals who are 65 years or older, and within the span of a decade, this number is projected to surge to 13 million, constituting 22% of the total population.

While living longer is certainly a cause for celebration, it is imperative to acknowledge that societal misconceptions about ageing persist, leading to a deteriorating and increasingly unequal ageing experience. A rising portion of the ageing population is grappling with issues such as poverty, discrimination, and deteriorating health, amplifying the challenges associated with growing older.



At the age of 70, people will have an average of three long-term conditions, rising to more than five by the age of 85



Overburdened public services are not an inevitable consequence of an ageing population.



There is a staggering 19-year gap in healthy life expectancy between the richest and poorest in society.



The proportion of people who are physically inactive increases with age, with the sharpest decrease coming at age 75+ (to 38%).



Musculoskeletal disorders cause the most years spent in poor health for people aged 50 and over.



Isolated people have worse emotional health outcomes than others.

# Projects

# MOVE IT OR LOSE IT!®

Over the past 13 years, Move it or Lose it has grown from a small local initiative to a nationwide movement empowering older adults to stay active, engaged, and independent. Through our ventures, we empower older adults to live life to the full by fostering a community where health, vitality, and connection thrive. We believe that staying active and engaged is the key to a vibrant and enriching life, regardless of age or health condition.



We have lent our support to the NHS #ReconditionTheNation and End PJ Paralysis campaign by encouraging people in hospital or care settings to aid their mobility with a programme of gentle bed and chair exercises.

Thanks to funding from The Institute of Translational Medicine and Aston University we developed the free Get Up and Go App demonstrating a range of simple exercises which have been approved by consultant geriatricians, physiotherapists and exercise specialists. And now carers and patients can access the exercise videos on our YouTube channel.



Watch here



## The ATTAIN\* programme

We're working with University of Birmingham to help to develop a transformative network for healthy ageing with the aim of extending healthy life expectancy in under-represented populations.

\*\*Lifelong Physical AcTivity TARgeting INequalities (ATTAIN)



## Move it or Lose it Club

With funding from Sport England and The National Lottery, we developed the Move it or Lose it Club as part of their Tackling Inequalities Fund. This fund was designed to minimise the impact of coronavirus on the activity levels of people from under-represented groups, ensuring that the participation gaps do not widen. The Club continues to help older people and those with chronic health problems to be active at home.





## The EDGE\* research

We're working with University of Wolverhampton to investigate the acute and longer-term effects of exercise in people living with cancer or rheumatoid arthritis.

\*Exercise in Disease management and Rehabilitation (EDGE)



## Together Fund

Thanks to Sport England, Big Lottery and EMDUK, we're supporting 8 new instructors to establish Move it or Lose it classes in areas of deprivation to reach people with chronic health conditions who may not otherwise access exercise sessions.



## UK Active Wider Activity Forum

Julie Robinson was selected to be part of UK Active's Wider Activity Forum representing the older adult demographic to help more people be more active more often.



## Fresh Visions Project

We're working with Fresh Visions, one of the largest housing associations in the UK, to introduce residents to Move it or Lose it classes with a subsidised programme of support and resources in London, the south east and the west midlands.



## FAB NHS Stuff

**NHS**

Move it or Lose it are proud to be included on the NHS website promoting our classes and resources to Recondition the Nation.



Explore here



## Retrain to Retain

A cohort of new instructors have received funding to complete the FABS specialist training as part of the Retrain to Retain job retention and support package funded by Sport England and the National Lottery. They will be working with older adults in their local communities.





“

The arthritis in my knees made it painful to walk even short distances. The classes have worked wonders. I can play with my grandkids again!

Debbie 68

”

# Why Move it or Lose it?

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.

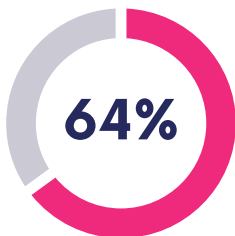


Over the past 13 years, Move it or Lose it has created an inclusive community where older adults are inspired to embrace active lifestyles. We empower our class members to keep moving, maintain independence, and enjoy their later years to the fullest.



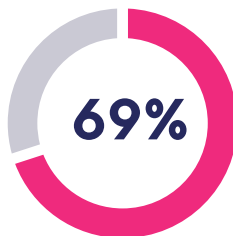
1.4 million older people in the UK report being lonely with the health impact comparable to smoking up to 15 cigarettes a day. We promote an inclusive and sociable environment with 63% of members reporting making new friends.

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



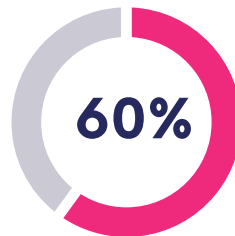
**IMPROVED BALANCE CONFIDENCE**

Increasing balance confidence in older adults is vital for reducing activity avoidance and improving their quality of life.



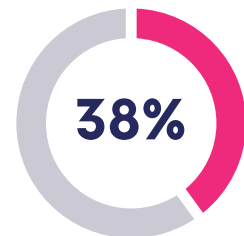
**IMPROVED MOOD & EMOTIONAL WELLBEING**

Improved mood is associated with better health outcomes and improved health behaviours.



**FEELING GENERALLY FITTER & STRONGER**

Staying strong is vital for older adults to maintain independence and carry on doing the things they love to do.



**EXPERIENCE LESS JOINT PAIN**

Combating musculoskeletal disorders reduces the years spent in poor health and improves quality of life.

With an ageing population, new approaches are needed to empower older adults to stay active, engaged, and independent for as long as possible. Move it or Lose it is meeting this need by getting older adults moving and improving quality of life through fun, social physical activity.

# Move it or Lose it classes


One in four people in England live with a long-term health condition, and those in this group are twice as likely to be inactive, despite evidence that being active can help manage many conditions and reduce the impact and severity of some symptoms.

However, there are many barriers to getting active for those living with a long-term health condition including fears that physical activity may worsen their symptoms.


Move it or Lose it breaks down the barriers for older adults living with long-term health conditions to get active offering fun, inclusive and accessible classes with exercises that can be adapted to suit individuals' unique needs.

According to Sport England, "For people living with long-term conditions, the benefits of physical activity far outweigh the risks

and physical activity is safe, even for people living with symptoms of multiple long-term conditions". Move it or Lose it classes engage this hard-to-reach demographic and empower them to get active in a way that is right for them.

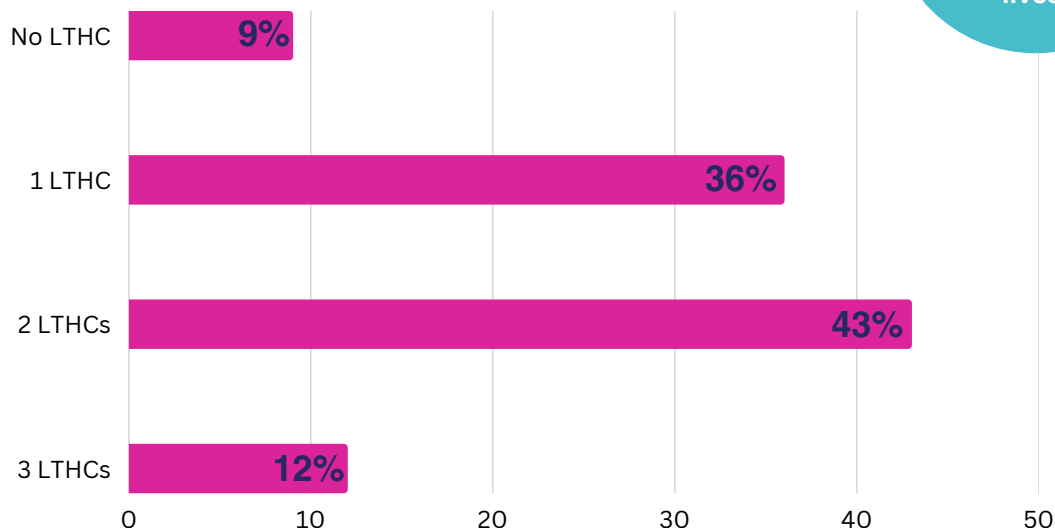


Long-term conditions or chronic diseases are conditions for which there is currently no cure, and which are managed with drugs and other treatments, for example: diabetes, chronic obstructive pulmonary disease, arthritis and hypertension.



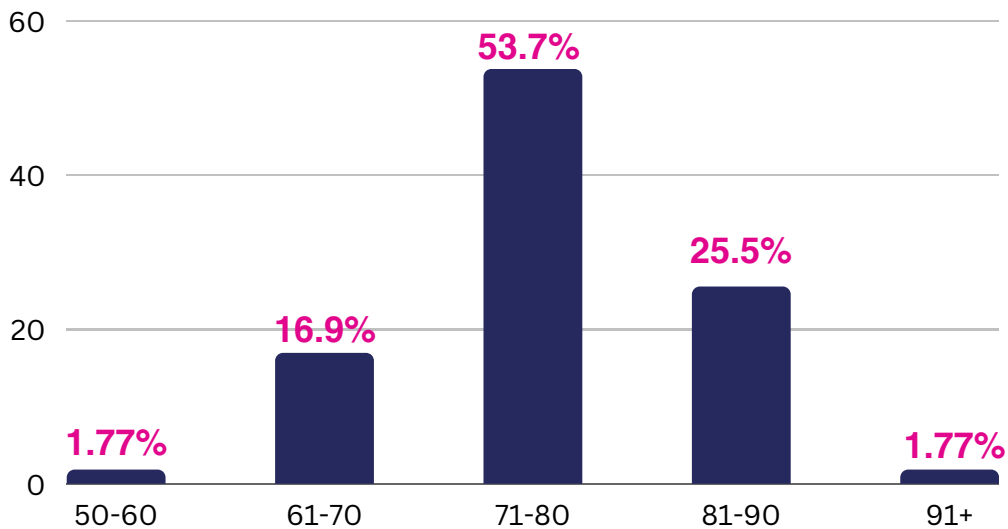
Treatment and care for people with long-term conditions is estimated to take up around £7 in every £10 of total health and social care expenditure

## HOW MANY LONG-TERM HEALTH CONDITIONS CLASS MEMBERS REPORT



Move it or Lose it helps people with long-term health conditions build activity into their lives.

Here are the age groups that participate in Move it or Lose it classes:



The impact of Move it or Lose it goes far beyond health statistics. Class members enthusiastically share how the program has transformed their lives:



21% of participants say it's helping them to maintain their independence.



85% of participants say it gives them the opportunity to have fun and socialise.



92% of participants say it enables them to stay active enough to go on holiday and continue with their hobbies

“

I would recommend this class to anyone who needs help with age related problems but also as a way of making new friends, having a time to forget about everything else and just enjoy the music and mobility each week. It lifts your spirits and makes you feel younger too!!

Lynn, 76

”



Find a class



MAKE IT  
OR LOSE IT

“The instructor is inspiring. I was worried about how much exercise I could do. The first week I didn't stand up to do the exercise. Now, I am confident and engage in the aerobic exercises. I suffer from chronic migraine and I felt that exercise would make the migraine worse. The instructor gave me confidence and now I'm thinking of starting swimming again.”

Janice 62

# Igniting transformation to inspire positive change



We are delighted to announce that Professor Sir Muir Gray – former Chief Knowledge Officer for the NHS, advisor to Public Health England and internationally renowned authority on healthcare – is now Chief Knowledge Officer for Move it or Lose it.

Muir takes a refreshing approach to ageing and focuses on the things we can control to help us live longer and improve our health and wellbeing.

“

**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.**

”



This aligns with our aims at Move it or Lose it, empowering people to be active – physically, cognitively and emotionally – so we can enjoy living our best life for longer.

“ We live in a society in which inactivity is the norm but genetically we've been programmed to be active. ”

“ Also, it's very very important to be active in groups because being active in groups gives you increased psychological well-being and if those groups have a social purpose it is even further increased. ”



Muir believes that exercise is the 'miracle cure' and stresses that we should move **MORE, not less, as we age.**



“

Age shouldn't deter us from pursuing our passions. Retraining and diving into what you love after 50 is like discovering a new lease on life – it's never too late to follow your heart and rewrite your story. I love my new job so much that I wish I'd made the jump sooner.

George 72

”





# Our training

We want to thank everyone who's trained with us over the last 8 years and our dedicated team of Master Trainers who go above and beyond to inspire our learners to motivate and empower older people to stay active, independent and well. We are proud to train individuals from a variety of backgrounds from individuals with no background in fitness who wish to specialise in delivering classes to older adults to leisure centre employees, charity volunteers, care home personnel, and healthcare professionals, empowering them to enhance the health and wellbeing of older adults within their current roles.

Here's what we've been working on to ensure learners feel supported and equipped to make the biggest impact possible when working with older adults.



We made our training more accessible by offering the two practical training days online too. This means learners can now complete the whole programme online without compromising on the support or teaching they receive.



We've developed two new CPD courses centred on Parkinson's disease and dementia. These courses enable instructors to expand their expertise and work confidently with individuals affected by these conditions.



"MIOLI is an excellent Training Provider. There are many resources available to support learners extremely well. These resources are of a very high quality. They offer guidance to support the learning of new knowledge and the development of new skills."

CIMSPA Quality Assurance Report 2022



## Here's what our learners say about our training:

- 89%** would recommend our training to a friend
- 96%** said our Master Trainers demonstrated good knowledge and communicated well
- 87%** stated our training widened their scope of practice
- 90%** learners found our eLearning convenient

In the next year, we're looking forward to distilling more research into practical applications. We aim to engage with more learners, using the feedback we receive to develop further training that enables them to engage older adults in fun and effective exercise sessions.



We've trained people in their 20s to their 80s! Age is no barrier.



# Move it or Lose it national network of instructors



Our instructors come from all walks of life - from PhD students to retirees - united by a passion for helping others age well. These instructors are more than just teachers.

They build communities, bringing people together to laugh, move, and feel a sense of belonging. Many go above and beyond, volunteering their own time to foster real human connections through social gatherings and chats over tea.



Our instructors are everyday superheroes on a mission to transform lives.

These everyday superheroes are helping older adults across the country live healthier, happier, and more connected lives. Their commitment shines in every member who gains strength, confidence, and a renewed sense of purpose. Our instructors are the heart and soul of our mission.



Over half of our instructors are aged 50+ themselves and draw from their own life experiences to motivate and inspire. As role models who have conquered health conditions, they have the empathy and humour needed to get everyone moving.



Some volunteer their time, others lead 3-4 classes a week, and some lead up to 15 classes weekly. With the freedom to teach when and where they want, each instructor has the power to transform peoples' lives.



To maintain our high standards and reputation, we upskill our instructors through annual CPD training. This enhances their expertise and ensures they are kept up-to-date with the latest research and best practice.

## Instructor case study:

# Pip's story



Pip, a seasoned journalist with nearly 30 years of experience, found herself at a significant crossroads in her life as she approached a milestone birthday. During lockdown, she began volunteering at her local vaccination centre which brought her into contact with lots of older people. This kindled a desire to make a difference and explore new opportunities.

“ I saw an advert to be a Mioli instructor and it was literally a lightbulb moment. ”

Recognising the importance of staying active as we get older, Pip decided to retrain to deliver exercise to older adults. In December, just six months after beginning her training, Pip successfully passed her instructor training, marking the launch of her career as a fitness instructor. She now runs 8 classes motivating over 200 older people every week. Pip was overwhelmed by the response from a text message sent by her NHS social prescribers in Nottingham and had to set up 5 new classes to cope with the demand.

“ It's making a difference to people's lives, but in an actual way that you can see that they are improving. They're happier, they're less lonely and they're fitter. And mental health and physical benefits are incredible. ”



“

I deliver the classes in GP surgeries, nursing homes and out in the community. It's fantastic being an exercise instructor – I really love my job. I wake up every day excited to go to work, and I know the impact I have on their health and wellbeing. Fitness means everything to me.

Sian 68

”



# NHS Long-Term Plan: Saving Lives



The NHS Long Term Plan aims to save 500,000 lives in the next decade. Lack of exercise is recognised as a leading cause of early death, with 1 in 3 men and 1 in 2 women insufficiently active, costing the UK £200 billion from premature mortality.

Social prescribing and physical activity on 'prescription' are vital to reverse this trend. One in four people would be more active if advised by a healthcare professional. This is where Move it or Lose it comes in.

Our accessible exercise classes provide the perfect solution to get more older adults moving. We stand ready to partner with health professionals, offering classes on prescription for those who need it most.

## Move it or Lose it on prescription

The benefits go beyond physical fitness - our classes also reduce loneliness by fostering social connection. This improves mental health, lowering risks of depression, anxiety, and dementia.

As part of the national drive to keep Britain fit for the future, we continuously evaluate our impact. The evidence shows we reduce burden on the NHS and social care through programmes proven to enhance health and quality of life.

Move it or Lose it will continue playing an integral role in supporting healthy ageing, keeping older adults active, connected, and independent for longer. Together we can build a fitter, healthier future for all.



# Future plans



## Partnerships & collaborations

Our mission is to break barriers and empower individuals to embrace healthier lives. We understand that achieving this goal requires a collective effort. That's why we are committed to seeking out partnerships and collaborations that will enable us to reach the communities that need us most. Together, we can bridge the gap in health inequalities, making a lasting impact on the lives of those who deserve better. Join us on this inspiring journey towards a healthier, more equitable future!



## Digital innovation

We're dedicated to continuous growth and innovation, positioning ourselves at the forefront of ageing well. We're seizing opportunities in digital innovation to identify individuals at risk sooner and pioneer new interventions empowering people to stay active, independent and well. Through strategic collaborations with charities and organisations, we're not only enhancing physical well-being but also fostering a sense of digital empowerment. Together, we're building a future where everyone can age with confidence and stay connected, forging a path to a vibrant and fulfilling life.



At Move it or Lose it, we stand proudly at the forefront of a remarkable mission: to empower society to age well. We've tackled health inequalities head-on, fostering active and connected communities. Our heartfelt thanks go out to every class member, instructor, Master Trainer, partner, and endorser who has joined us on this incredible journey.

To those who share our vision, we extend a passionate invitation: Join us in our unwavering commitment to transform ageing. Together, we'll shape a future where every individual enjoys the vibrant, fulfilling and connected life they deserve. Let's continue this inspiring adventure, forging a path to an ageless society.



"Physio has told me to carry on with Move it or Lose it as it has helped with all the pain I had. I have dropped 2 dress sizes and weight since I have been doing Move it or Lose it."

"A great way to meet new friends, enjoy the exercises and have good fun too."

"The Move it or Lose it classes are great fun and great for improving/maintaining fitness. All the exercises can be done seated or standing and are great for building confidence to keep moving."

"This is a very good general fitness class which is accessible to all. The class has a relaxed atmosphere and everyone is encouraged to do as much or as little as they feel able. Thoroughly recommended."

"These are classes for everyone -all abilities and ages. They are uplifting and joyful. All us oldies should try them"

"A very good class which helps with fitness and mental fitness."

"Move it or Lose it is a very good title for the classes, it is so true!"

"Move it or Lose It is a fun class, moving to a variety of music. You can sit or stand and there are a variety of props used, which makes it more fun. I like that it works every part of the body and I always feel uplifted and more energetic afterwards. It has definitely helped my stamina and balance."

"Move It or Lose It is a fun class that improves your mind, body and wellbeing."

"No high energy, go at your own pace, only do what you feel comfortable with and absolutely no pressure. you're not competing in any way."

"I could not keep up with the keep fit classes that I attended so I tried "Move it or Lose it " and never looked back. I could go at my own pace and as I got stronger, push myself."

"She is so welcoming and her lessons are full of giggles and 'wow' moments. We enjoy her music choices and really it is one of the best exercise classes I have ever attended. Everyone comes away feeling so good."

"My mobility has improved, also my balance is improving. The class is good fun and the hour goes too quickly."

"The fact that the class is so well attended, and often has a waiting list, speaks volumes as to the popularity. Wouldn't miss it for the world."

"If you don't move it you will lose it. Do it if you have the chance, you won't regret it."

"The weekly session loosens me up and encourages me to exercise every day for the rest of the week."

# MOVE IT OR LOSE IT!®

**2023**

**IMPACT**

**REPORT**

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

Move it or Lose it  
The Old School  
School Lane  
Blymhill  
Shifnal  
Shropshire  
TF11 8LJ

✉ [info@moveitorloseit.co.uk](mailto:info@moveitorloseit.co.uk)

f [@moveitorloseit1](https://www.facebook.com/moveitorloseit1)

X [@moveitorloseit1](https://twitter.com/moveitorloseit1)

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