

# move

## THE MASSES



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# IMPACT REPORT 2019-20

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### Nick Griffin, Chair of Trustees

Setting out on our mission to improve people’s wellbeing through movement two years ago, we could never have predicted the massive progress we have made in this short space of time, nor the turbulent times our charity would be working through.

It is testament to our core team and growing group of volunteers that, despite lockdown, we have been able to adapt and find new ways to achieve our goals, ensuring our key projects continue to build and grow.

It has been genuinely awe inspiring to see the measurable impact we have made on people’s lives through our key project Move Mates, the joy we have brought both beneficiaries and volunteers

and the opportunities we are opening up for people to rediscover their local environment as a place for exercise.

As we all continue to adapt to the changing world in which we now find ourselves, it is encouraging to know that Move the Masses will be helping us all to move more, connect more, give more through volunteering and improve wellbeing at the very time we need it the most.

Thank you to everyone who made all of this possible again this year, from volunteers and donors, to beneficiaries and our incredible team of staff and trustees.



### Egg Cameron, Chief Executive

It’s been an absolute pleasure to see Move the Masses really flourish in our second year. Our walking buddy project, Move Mates, has gone from strength to strength, growing organically and having a demonstrable impact on the physical, mental and emotional wellbeing of beneficiaries and volunteers.

Our physical activity engagement projects have seen such a diverse range of people discovering the benefits of both exercise out in the fresh air and the simplicity of easy-to-follow home workouts too.

Responding to Covid-19 with our limited resources was certainly a challenge, but we are proud to have provided urgent, essential support and temporary wellbeing services to so many people in York,

whilst also providing a range of opportunities for people who were looking for a way to help. The rapid organisation of this by our hard-working team was paramount and I’d like to extend a huge thank you to our staff members who always go above and beyond.

An enormous part of this success is down to our truly brilliant volunteers; they inspire us with their stories; they give us valuable feedback which enables us to implement positive change and, most importantly, their actions help people.

Ultimately, everyone benefits from the time our volunteers give; the people we support, the wider community, us as an organisation and the volunteers themselves.

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**Our mission is simple:  
to improve people's wellbeing  
through movement**



That's the wellbeing of the people who engage with our projects, the beneficiaries we help and the volunteers who support them.

Our aim is to reduce health inequalities by enabling people from all walks of life to enjoy the physical and mental benefits of moving.



We enable fun, free, fitness in local outdoor gyms with simple online videos and free taster sessions.

Our Move Mates make getting out for a walk a reality for people who might otherwise find barriers in their way, lack of confidence, anxiety, frailness and social isolation to name just a few. Adults of all ages and backgrounds benefit from having a walking buddy.



Our physically active, flexible volunteering opportunities come with a regular schedule of relevant training so that our volunteers are better placed to help others.

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## Inspiring people to get active for free through our Move Map

We promote the locations of outdoor exercise equipment and host free, pop-up fitness sessions to get people moving.

We organise filmed workout sessions and create short exercise demonstration videos. By attending our sessions or using our online videos, anyone can do accessible, fun, workouts local to them.

Throughout the year, we worked in partnership with York Mind, providing outdoor fitness sessions supporting people with their mental health.



Several sessions at Glen Gardens were led voluntarily by local Move Champion, Kevern Stafford. Kevern is a qualified fitness professional who wanted to use his skills to help others.

**65**  
Total number of sessions

**237**  
Total number of attendances

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## Move Mates gets people out and about supported by volunteer walking buddies

We pair people with one of our trained, friendly, local volunteers to meet regularly for a walk. These regular walks boost people's confidence as well as improving physical and mental health outcomes.

Move Mates support adults of all ages by providing motivation, company and moral support so people are more active and less isolated.



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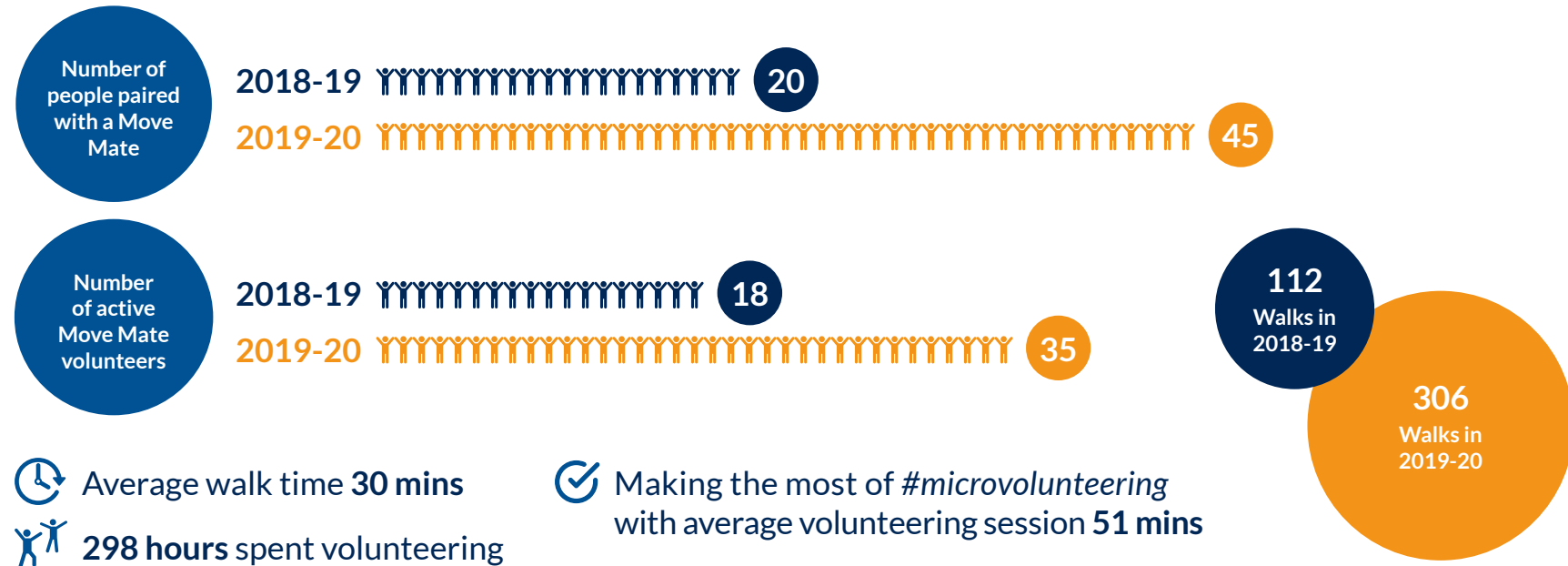
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## Move Mates helps people to move more

Move Mates has grown from a fledgling service into a robust, sustainable project. We improved our systems and increased our capacity, so we can help more people to move more.

Despite COVID-19 (and the suspension of Move Mates for three months) our volunteers reached more people than ever before.



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## Making a difference to people's lives

The growth and development of our projects has enabled us to have an impact on many people's lives. We have enabled people to be more physically active, we've helped people connect with others, be more integrated in their community and feel good about themselves.

### Positive outcomes for beneficiaries

Moves Mates lifts people in so many ways, primarily:



Boosting mental wellbeing



Improving physical health



Decreasing loneliness



“Walking helps to clear your head from worries, just getting out and having some fresh air.”

“My Move Mate gives me the confidence to go further. We share stories and I am now able to walk to local shops. I am more comfortable getting around the house too.”

### Boosting mental wellbeing

Life satisfaction before Move Mates walks:

5/10

Life satisfaction after 3 months Move Mates walks:

6.7/10

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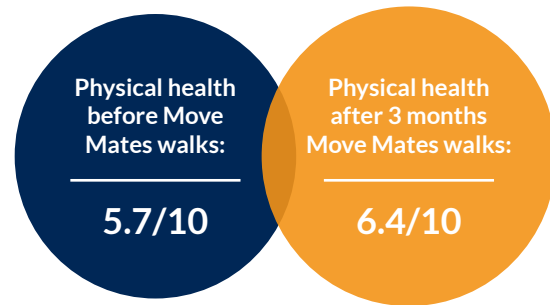
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## Improving physical health



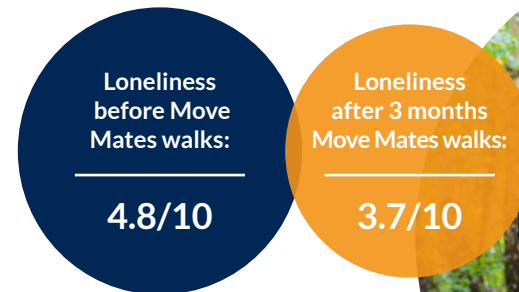
“ The more I walk the more the aches go away. It’s better to keep moving, it could get to the point where I couldn’t do it if I don’t walk regularly, if you don’t use it you lose it! ”

“ Angela is very much enjoying getting out running again. It has increased her confidence and self-belief that she can do it, so much so that she has started to go running by herself. Running is really important for Angela’s health, it will help her to stay well and to continue living at home. ”  
 Partner of person with a Move Mate

“ I like meeting somebody different, we talk about all sorts of things. It’s like a bonus to the physical aspect- it keeps my brain active. ”

“ I can walk to the post box independently now. I still write letters to my friends that live far away in Cornwall and Scotland and now I can post them without having to ask anyone else. ”

## Reducing loneliness



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## How do our volunteers feel about volunteering?

The benefits of volunteering for our volunteers mirror those of the people using our services.

Their mental and physical wellbeing is improved and they have a greater sense of purpose and connection to their local community.

motivated privileged  
 likeminded contributing kind  
 purposeful helpful  
 purpose community smashing  
 great **happy** individuals positive  
 challenged giving connected  
 happier rewarding

“ The thanks and appreciation we receive is good for the soul. ”



“ It allows me to feel I am contributing to my local community. ”

“ Volunteering gives me a structure and an excuse to get out the house in a beneficial role. ”

“ It is a real privilege to meet up with some truly interesting people. ”

“ It is a joy to spend time with [the person I am paired with] and feel the benefits we both gain from meeting up and walking. ”



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## Sparking Community Action: Sarah's Story

Move Mates positively impacts beneficiaries and volunteers alike. Connecting people also sparks community action, where others in the area benefit as well. Sarah's story is a perfect example of this.

Sarah wanted to get out of her house more. A health condition prevented her from getting out alone and with a partner on night shift she was often stuck in the house.

*“ I sit inside, don't do anything just watching TV and wasting life away.*

Sarah wanted to be able to walk to the shops and to her local nature reserve.

Regular walks with her Move Mate found they discovered a shared bugbear: litter! So the pair set themselves the task of litter picking on their next walk.

*I don't like to see rubbish about, so we walked up to the shops and litter picked along the way.*

*I enjoyed it and felt like I was doing something good in the community. At the end I was exhausted but happy, I'd definitely do it again.* ”

The combined force of Sarah and her Move Mate meant that not only were they being active, they were also giving back to the community, improving the environment for others living in the area.



Sarah's story shows perfectly that Move Mates is not about seeing people as needing help, but about enabling people to get on with the things that matter to them.

Everyone has something to give.

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## Our innovative Covid-19 response and meaningful active volunteering

When COVID-19 hit, we had to stop and think. With our pop-up sessions and Move Mates project on hold, we rapidly changed our way of working. We knew that lots of people across York were itching to help out and we had the flexibility to provide direction for those wanting to actively volunteer.

Working closely with partners, we identified new ways to support people who were isolated and vulnerable, the same people who use our everyday services.

-  **Welfare calls** Reducing loneliness and anxiety, checking in with people who were shielding
-  **Doorstep chats** Providing reassurance via face to face chats for people with hearing difficulties
-  **Prescription deliveries** Delivering essential medication for people who couldn't leave the house
-  **Urgent shopping** Ensuring people had access to everyday essentials
-  **Online workouts** Increasing heart rates and happiness via daily ten minute workouts to get people moving in their own homes



“ My weekly phone call with Elyse was literally life-saving in the beginning - it was a focus and a way to convey fears and anxieties to someone entirely objective. ”

“ The workouts are brilliant and give us a good giggle as well as getting us active! ”

“ The calls have given me confidence that I wasn't alone and help was available when we needed it. ”



“ I greatly appreciated my phone calls with Rachel and how simple it was to request my medication be delivered, she's a wonderful young woman. Speaking to a young person gave me a very different perspective to current events. ”



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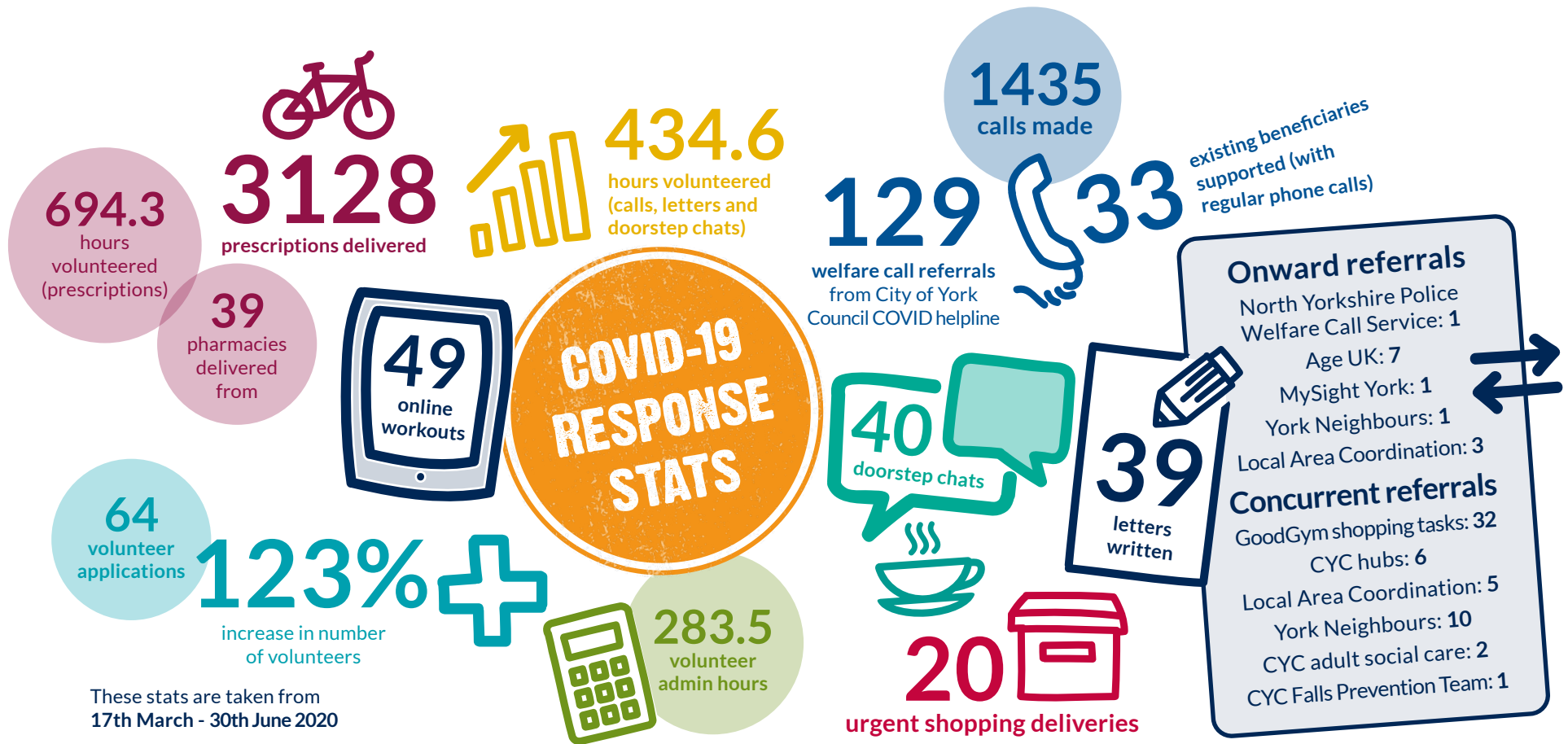
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## Giving volunteers purpose during furlough



Once furloughed in April, Ed joined Move the Masses as a volunteer, and was immediately out on his bike delivering prescriptions. Ed also helped out behind the scenes, checking hundreds of call logs and making referrals to other organisations.

“Volunteering with Move the Masses has kept me motivated during lockdown. Seeing the impact we have made as a charity has been phenomenal. It gave me reasons to leave the house and keep active. Without this I'm sure lockdown would have had a much bigger impact on my own wellbeing.”

Ed has really benefited from volunteering; increasing his social connections, staying fit and active, and having a sense of purpose during a difficult time.



*Before I started volunteering, I struggled to make connections in York. Although York was where I lived, I work across the country and it never felt like home. I now have a busier social life than ever. I can honestly say I've never been healthier, happier or felt more integrated into a community than I am now in York. That's thanks to volunteering.*”



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We love to collaborate and work with other local charities, community groups, businesses and statutory organisations.

We'd love to say a huge thanks to the following organisations who have collaborated with us and supported us:



**NORTH YORKSHIRE  
FIRE & RESCUE SERVICE**



Three local fitness businesses have provided free sessions to fundraise for us, thank you to Egg Coaching, Yorkshire Fitness and Complete Life Fitness.

With special thanks to our sponsors Social Vision, North Star and Grays Financial.



**Together we are always stronger.**

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**A massive thanks to our grant providers:**

- Tang Hall Big Local
- Ways to Wellbeing
- City of York Council
- Two Ridings Community Foundation
- Joseph Rowntree Housing Trust, York Committee
- Magic Little Grant
- York Knavesmire Harriers
- WH Smith Trust
- York Friends Central Adult School Trust
- Ecclesiastical
- Tesco Bags of Help



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[www.movethemasses.org.uk](http://www.movethemasses.org.uk)

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