MOVING WELL

JOYFUL, CREATIVE MOVEMENT SESSIONS FOR OLDER PEOPLE

Moving Well is a free creative movement programme for older people.
An evaluation by the University of Kent Sports Science team of our Moving Well groups in Folkestone shows that the programme improves wellbeing, confidence and social connection, while providing meaningful physical activity.

> "Feels like exercise without exercising"

THE CHALLENGE

Loneliness, isolation and ageist attitudes can limit health, confidence and opportunities for older people to take part and contribute. Traditional approaches to exercise don't work for everyone. Moving Well offers a different route into physical activity - one that is social, creative and enjoyable.

THE APPROACH

Moving Well combines creative movement and dance with social connection in an inclusive, supportive environment. Participants explore movement through stories of everyday life and lived experience, learn choreographic skills and create together. **Everyone can participate in their own way.** No previous dance experience is needed.

WHY DOES THIS MATTER?

The UK Chief Medical Officer recommends that older adults aim for **150 minutes** of moderate-intensity aerobic activity each week, building up gradually from their current level. They also recommend activities that maintain or improve strength, balance and flexibility on at least two days a week.
A typical Moving Well session provides around an hour of physical activity, helping older people build movement into their week in a way that is social, creative and enjoyable.

WHO BENEFITS?

Older people of all abilities. In our evaluation, 86% of participants reported having a long term health condition or disability.

THE EVIDENCE

Moving Memory commissioned an evaluation by the University of Kent Sports Science team, combining participant questionnaires, feedback and wearable activity tracking.

HAPPIER

Average happiness increased

6.23 → 7.50

/10

MORE SATISFIED WITH LIFE

Life satisfaction increased

6.54 → 7.20

/10

LIFE MORE WORTHWHILE

Feeling that life was worthwhile increased

6.46 → 7.50

/10

MORE CONFIDENT TO BE ACTIVE

Participants who strongly agreed they had confidence to be physically active doubled, and more felt fitter (perceived fitness improved).

GETTING PEOPLE MOVING

During recorded Moving Well sessions, participants averaged:

66 MINUTES of active time

1,482 STEPS per session

219 CALORIES of energy expenditure

100% of participants said they would recommend Moving Well to a friend

WHAT PARTICIPANTS TOLD US

SOCIAL CONNECTION	"Friendship, fun"; "Meeting people"; "The connection"; "Now I come and do the sessions with a group of people who were strangers."
POSITIVITY	"Feels like exercise without exercising"; "Fun set of people"; "energy"; "fun and laughter generated in the sessions"; "atmosphere."
IMPROVED WELLBEING AND MOOD	"Good my mood"; "Getting away from it all"; "energy."
INCLUSIVE	"It's different in feeling, on the same level like others. No-one is pretending to be better or more able. It feels equal."
PHYSICAL HEALTH BENEFITS	"Feels like exercise without exercising"; "Getting away from it all and exercise gently"; "Since I've come, I haven't had a back-ache. I had spinal surgery in August."
PERSONAL GROWTH	"Getting out of my comfort zone"; "The ability to express myself through dance."
COGNITIVE IMPACT	"The creativity and originality of the dance moves and warm up"; "Brain stimulation"; "Learning about choreography"; "Enjoyed all the different movements we learnt."

AFTER THE SESSIONS

The impact of Moving Well continues beyond the workshops. Participants have:

STAYED CONNECTED
through their own WhatsApp group and friendships formed through the programme.

KEPT PERFORMING
together at events including Dover Winter Lantern Festival, Dover Harbour Festival and Dover Fringe.

KEPT MOVING AND CREATING
building on the confidence, friendships and creativity developed through Moving Well.

PARTNERS

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