

Evaluation of the Movement for All programme

2018-2021

Executive Summary

Read the full report at:
richmondgroupofcharities.org.uk

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Image courtesy of:
weareundefeatable.co.uk



Who we are

Movement for All is a coalition made up of The Richmond Group of Charities (Age UK, Alzheimer's Society, Asthma UK, Breast Cancer Now, British Heart Foundation, British Lung Foundation, British Red Cross, Diabetes UK, Macmillan Cancer Support, Rethink Mental Illness, Royal Voluntary Service, Stroke Association, Versus Arthritis) and Sport England, working alongside partners Activity Alliance, MS Society, Mind and Parkinson's UK.

About the programme

Movement for All aimed to help people to become more active in a way that suits them and improve awareness of the benefits of and barriers to physical activity.

To achieve these goals, it brought together the charities to build insights into physical inactivity in people with long-term conditions; to test different ways to increase physical activity; and to understand what more could be learned through a collaborative approach to addressing physical inactivity.

Movement for All was evaluated by Traverse, an independent social research organisation, between 2018-2021.

What we did

The programme was initially awarded £1.3 million of funding from the National Lottery administered by Sport England which has allowed charity-based projects to:

- **Carry out insight gathering.** Four charities developed their understanding about the barriers and motivators to being physically active for people with specific long-term conditions.
- **Test and embed physical activity interventions.** Four charities used existing evidence to design, test and embed behaviour change interventions within their organisation to increase physical activity. Two types of intervention emerged: peer support groups and telephone-based support models.
- **Develop a guide.** One charity developed a free guide for the sport, leisure and physical activity sector to become more dementia-friendly.
- **Influence wider sectors.** All charities explored how their collective assets and resources could be combined to contribute to a shared vision to reduce physical inactivity.

What we achieved

Evidence from across the programme demonstrates that it has achieved impact in the following three areas:

- **People** – increased physical activity amongst people with multiple long-term conditions taking part in intervention projects and being active at home.
- **Organisations** – increased focus on physical activity as a wellbeing approach, and using evidence to shape and improve interventions.
- **Wider impacts** – more partnerships, increased influence with key stakeholder groups and new public narratives about physical activity and health.

Eg. [British Lung Foundation's Active Steps](#) service users were twice as likely to be physically active at 12 months than a control group.

Eg. [Diabetes UK](#) and [MS Society](#) have expanded and embedded their physical activity work across their organisations, creating new physical activity-dedicated roles in different teams and nations.

Eg. 38% of those who were aware of the [We Are Undefeatable](#) campaign took action as a result. Those most likely to take action were aged 34-65, with more severe conditions and multiple conditions.

What we learnt

The Movement for all Programme has generated learning across the following areas:



How to shift attitudes and behaviours towards a more active lifestyle amongst people with long-term conditions.



The benefits of using the COM-B behaviour change model to develop effective physical activity interventions.



How to promote and embed physical activity within an organisation's strategy, services, culture and staff capacity.



How to successfully deliver physical activity interventions that utilise peer support groups and telephone-based support.



How to effectively measure the impact of physical activity on people's health and wellbeing.



Understanding the value of working as a coalition and the enablers and barriers to working in this way.

Next steps and recommendations

A growing emphasis for Movement for All is to maximise the learning, insight and knowledge from the programme to achieve a lasting positive legacy. Alongside continued work on the We Are Undefeatable campaign and using their collective voice to influence policy, members of the group have developed a strategic action plan to influence healthcare professionals and the sport and physical activity sector.

Recommendations for Movement for All

- Make the most of the learning and evidence generated by the Movement for All programme, by sharing resources and learning internally and externally.
- Continue to develop the collective voice of Movement for All and the strategic influencing workstreams.
- Act as leaders in physical activity promotion for people with multiple long-term conditions, and contribute to the development of more suitable physical activity evaluation measures.

Recommendations for wider charities and collaborators

- Make use of the good practice tools and recommendations in this evaluation and use Movement for All as a sounding board for expert advice.
- Any future programme seeking to enable coalition working and collaboration should set clear objectives and ensure ring-fenced budgets and capacity.

Recommendations for Sport England, and other funders and commissioners

- When commissioning and delivering programmes made up of diverse interventions, streamline the approach to evaluation by staying focused on outcomes and being targeted about evaluation measures and methods.
- Work alongside researchers and charities to campaign for and develop physical activity measures that are inclusive of people with multiple long-term conditions.
- Conduct early evaluability assessments of programmes that incorporate a wide scope of long-term conditions, approaches and outcomes – to help identify common challenges upfront.
- Encourage deliverers and providers to use the insight and learning about audiences and coalition working from this evaluation.