



# Motion Exercise CIC

## Impact Report 2022

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# Foreword

2022. What a year!

To everyone that has enabled us to create moments that move people, a heartfelt thank you.

It would be wrong of me to ignore the challenges many face in social care and the immense strain on frontline workers; who have been a regular source of inspiration.

With that being said, we are passionate about finding solutions, and we have spent the last year doing so. In 2022 we delivered deep, meaningful impact, built our community and established the foundations necessary to make even greater impact in 2023, and beyond. A few highlights include...

Continuing in our commitment to evidence-based programmes by working with world-leading researchers at the Advanced Wellbeing Research Centre; reducing barriers to our programmes by partnering with Sheffield City Trust and Sheffcare; placing care home staff and residents at the heart of our innovations through consistent co-design.

I'm incredibly proud of the 2,484 hours of impact delivered to over 400 individuals, but what means the most to us are the individual moments and stories that these numbers represent.

Thank you for joining us on this journey,

Zeezy Qureshi,  
CEO



# Our impact

**2,484** hours of impact delivered

2021 figure: 573

**421** participants

2021 figure: 88

**100%** of clients would recommend Motion

2021 figure: no data

**22** care homes & community groups

2021 figure: 2





# What we did

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The key activities we undertook to achieve our impact

## Care Home Programme

Person-centred, engaging & cost effective exercise sessions, improving the health & happiness of care home residents.

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## Community Programme

A low-cost exercise programme bringing older adults together in a community setting to improve their wellbeing and reduce social isolation.

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## Motion Community Games

A series of vibrant community events, bringing people together to share moments of joy and be active!



***“It's made me feel more confident, it gets me out of my room and its a good way of loosening up, otherwise I get stiff”***

— Care home resident



# A moment worth sharing

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A particularly special story



## Edith goes swimming

Meet Edith, an avid Motion participant, who has brought her amazing energy to 62 Motion sessions.

During the COVID-19 lockdown, Edith told us about the one thing she'd most like to do when the pandemic was over, it was to go swimming. She hadn't been in decades and the movements in our Motion sessions reminded her of being part of the swimming team at school. *"I wish I could go jump in now!"*, Edith would tell us.

To us, it was a non-negotiable. We had to make it happen. We worked with the staff from Hallamshire Care Home and, our partners, Sheffield City Trust to take Edith swimming as soon as it was safe to do, and we had an absolute whale of a time!

Despite not having swam in decades, Edith was like a fish to water: front crawl, doggy paddle, and her favourite, the breast-stroke!

It's moments like this that make the connection between Motion participants and our team truly special.

***“When I was swimming I thought, I love this. It reminded me of school.”***

— Edith





Sheffield Hallam University | Advanced Wellbeing Research Centre



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# Our team, partners & supporters

People and organisations on this journey with us



We know that if we are to realise our vision, *to create a world where everyone has the opportunity to lead a happy and healthy life*, we must work together with diverse people and groups.

It's an honour to have shared knowledge, experience and values with the passionate individuals and organisations that make up the Motion Community.

## Partners & supporters





# Company finances

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A transparent breakdown of our finances

As an impact-driven social enterprise, we believe in putting people before profit. It's integral that, while doing so, we are able to deliver our impact in a way that is sustainable, so that we can continue to deliver solutions in decades to come.

We consider it to be important that our company finances are visible to all our stakeholders; and serve as evidence that we have operated in line with our values as an organisation.



# Financial breakdown

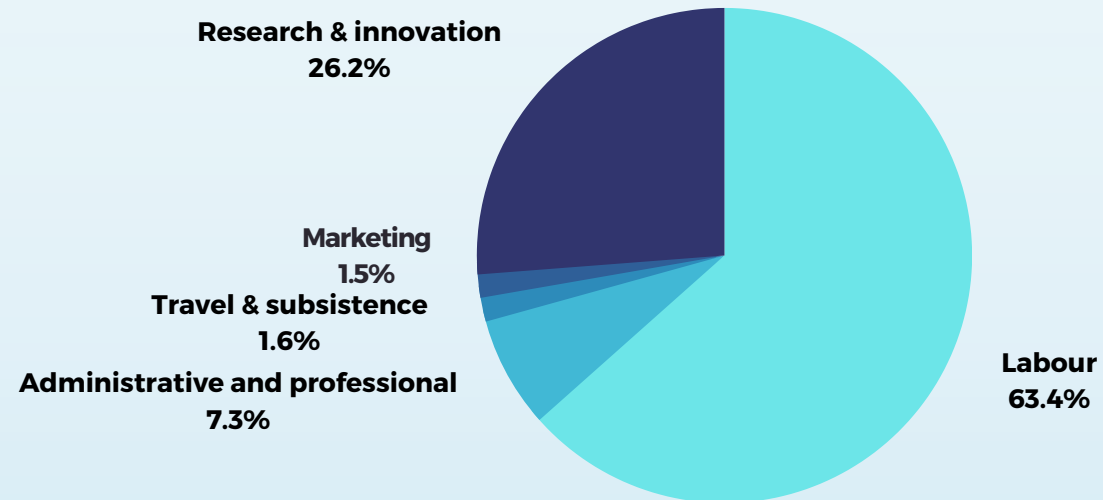
Opening balance: £22,630

Restricted: £35,310

Unrestricted: £8,459

Expenditure: £22,886

Closing balance: £43,513



# Looking ahead

As I mentioned at the start of this report, we spent much of 2022 laying the foundations of our social enterprise. In 2023, it's time to consolidate these foundations and set ourselves up for sustainable, long-term growth.

We believe that continuing to place the Motion Community at the heart of our decision making, collectively we will unlock a potential that will enable us to realise our vision: *to create a world where everyone has the opportunity to lead a happy and healthy life.*

We look forward to sharing exciting new plans over the next year, and for you to join us on this journey as we build our cadre, grow our impact and achieve sustainability.





[www.motionexercise.co.uk](http://www.motionexercise.co.uk)