



theMovement
Trustees' Annual Report
1st March 2023 - 29th Feb 2024

Signed off by Fiona Roberts [Founder & CEO]:



theMovement Charity

Report of the Trustees for the year ended 29th February 2024

Reference and Administrative Information

Charity Name: theMovement

Charity registration number: 1187782

Registered Office: Kemp House

152-160 City Road

London EC1V 2NX

Board of Trustees:

Mr Robin Barden Chair

Mr Ben Hingston Treasurer

Mrs Elizabeth Morris Secretary

Mrs Becky Marlow

Mrs Ruth Le Fricc

Ms Hara Markos

Mrs Harpreet Kaur

Senior Management Team:

Mrs Fiona Roberts Chief Executive Officer

Structure, Governance & Management

Governing Document: Constitution

How Charity is Constituted: Charitable Incorporated Organisation

Trustee Selection Method:

When selecting new trustees we will look to recruit people of suitable experience that fill identified gaps in the knowledge and expertise of the existing trustees. theMovement finds and appoints new Trustees through word of mouth and public advertisements, and the suitability of new trustees is assessed through due diligence and a meeting with the CEO and Chair of Trustees. All new Trustees are provided with a copy of the Constitution and the most recent Trustees' Annual Report & Financial Statements.

Purpose of the Movement

Our purposes of the charity as set out in our constitution:

“The relief of women who are in need by reason of their social or economic disadvantage including homelessness; or who have experiences or are at risk of experiencing domestic or other forms of violence, by the provision of access to physical exercise.”

Executive Summary

theMovement was first conceived in recognition that the needs of women within the local community who had suffered significant trauma, were not being sufficiently met. Fiona, our founder, felt moved to combine her passions for social justice and fitness to create theMovement. We exist to restore every woman's right to exercise.

This year has been particularly challenging due to staff illness and the cost of living crisis, which has affected volunteer levels. Additionally, a lack of funding required our CEO to continue working part-time. Despite these obstacles, we managed to deliver 176 charity sessions and grow our Continued Professional Development (CPD) course offerings.

We were proud to provide 176 trauma informed exercise sessions to over 90 participants, led by 19 volunteer instructors. We continued to receive positive feedback from our charity partners and participants, affirming the significant impact of our services on the wellbeing of their clients. The waiting list for our services continues to grow, both in London and nationally, providing further evidence of the need there is for trauma informed exercise opportunities for women experiencing multiple disadvantages.

A significant milestone was achieved towards the end of the year when we secured several grants. This funding has enabled us to resume the growth of our charity sessions by employing a part-time programme coordinator, Kelly Winch. Kelly joined us at the end of 2023 and spent January and February setting up our volunteer intake. Her efforts are crucial as we prepare for the anticipated growth in 2024-2025.

This year we continued to expand our CPD course for fitness professionals: A Trauma Informed Approach to Exercise Provision. As part of this effort, we facilitated our first private booking, training the instructor team for a gym in London. On top of this, we delivered 6 training courses to 41 individual fitness professionals and continued to receive excellent feedback as to the impact of our course on individual's understanding of and ability to deliver trauma informed practice within the fitness industry.

We are excited about the future and the potential to expand our services further. The support from our volunteer team and supporters has been invaluable, and we remain committed to our mission of providing trauma-informed exercise opportunities for women in need. We look forward to continuing this vital work and making a greater impact in the coming years.

Our Objectives

Women facing multiple disadvantages are all too often unable to access the many benefits of exercise due to lack of resources, opportunity and awareness of their needs - including awareness of the impact of trauma.

theMovement provides women experiencing multiple disadvantages with trauma informed exercise opportunities across London. We do this by training exercise professionals in a trauma informed approach, before matching them with partner charities where they volunteer weekly to provide appropriately led exercise classes. We also ensure participants have access to appropriate clothing, footwear and equipment. These safe, autonomous and supportive spaces enable women to access health-promoting exercise: increasing well being and sense of purpose. We work to restore every woman's right to exercise.

The participants of theMovement sessions are women of very low socio-economic status who have experienced multiple disadvantages. These disadvantages often include an overlap of poverty, adverse mental health and, simultaneously, a persistent exposure to traumatic situations.

Our objectives as a charity are to:

1. Establish a platform for personal trainers to work with charities that support women experiencing multiple disadvantages
2. Provide relevant trauma awareness training for fitness professionals
3. Partner with agencies and interested bodies to advocate for the benefits of exercise for women experiencing multiple disadvantages

Our objectives for this year, as laid out in our 22-23 Annual Report, were the following:

- To scale up our social impact and to meet existing needs we need to expand our staffing resource within the London area [appoint a part time London Volunteer Coordinator and facilitate 1 volunteer intake]

- To increase the number of CPD courses we deliver to individual fitness professionals [deliver 5 CPD courses]

- To better communicate the impact of theMovement to our stakeholders and interested parties [To have an impact report on theMovement and shared findings with interested bodies]

In planning our activities for the period, we have been mindful of the Charity Commission's general guidance on public benefit and prevention and relief of poverty for the public benefit. The trustees always ensure that theMovement's activities are in line with our charitable objectives.

Our Achievements

This year, due to a drop in income, we have been unable to reach all of our objectives, but are delighted to have achieved the majority of them despite these challenges.

In response to the financial challenges faced by the charity, our CEO continued to voluntarily reduce her hours from full time to part time in order to reduce our costs. The CEO and trustees' time focused on sustaining our current work and growing our income streams through the CPD course and we therefore paused our volunteer intake. As a result we did not hit our objective of completing a volunteer intake or conducting an impact report. Despite this pause, the Movement has been able to provide 176 trauma informed exercise sessions this year. This year we have had over 90 participants attend at least one exercise session. Furthermore, we were delighted to receive funding at the end of the year to enable us to fulfill our objective of appointing a part time London Volunteer Coordinator. Our Programme Coordinator started at the end of December 2023 and by the end of this financial year had launched a volunteer intake.

We were successful in expanding our charity partners and are now working with 21 charity partners to provide exercise opportunities to women experiencing multiple disadvantages across London.

We were successful in our goal of increasing the number of Trauma Informed Approach to Exercise Provision CPD courses we deliver to individual fitness professionals. We are thrilled to be able to equip many more fitness professionals with the knowledge and tools to create a more trauma informed fitness industry as a whole. This year we delivered 7 courses to 48 fitness professionals, meaning across our volunteer training and CPD course we have now educated over 100 fitness professionals in trauma informed practice. We continued to receive excellent feedback about the quality and delivery of our course.

The creation of this course acknowledges that many of us have experienced trauma and that we all benefit from a more trauma informed fitness industry. Through creating opportunities for the fitness industry as a whole to become more trauma informed, we are moving away from a 'them and us' mentality and working together to create safe spaces for all of us to

experience the benefits of movement.

As many of the women attending our exercise sessions have experienced poverty and/or homelessness, one barrier to exercise can be suitable clothing and footwear. This year we have provided 132 pieces of exercise clothing, footwear and equipment to participants. We are so grateful for clothing donations, such as My Gym Wardrobe, in making this possible.

Our organisation is still the only charity known to us that partners with charities to provide free trauma informed exercise opportunities by fitness professionals for women experiencing multiple disadvantages.

Our Impact and Value

We continue to invite participants to feedback about our services, both informally and through our participant feedback form.

From the participants who completed our feedback form this year, 100% have said that the sessions helped them to increase the amount of exercise they do and that the sessions have been beneficial to their mental health.

It has been really encouraging to receive positive feedback from the women attending our sessions. Here is some of the feedback we have received from the participants:

“[The] weekly routines were absolutely spot on. I didn't feel like I'm overdoing. When I was struggling with an exercise [the instructor] always had the alternative so I wasn't feeling left behind. She made the stretching class so enjoyable, it truly changed my life and the way I feel about exercising”

“I feel so relaxed now, just what I needed”

“I feel so grateful to the charity for providing a free, safe space for me to reconnect with my body, discovering and developing my physical strength. It was a really valued aspect of my recovery journey”

“With each week, I felt I was feeling stronger mentally, emotionally and physically”

One of our charity partners fed back:

“The feedback from previous sessions has been exceptionally positive, demonstrating the significant impact these activities have on attendees' well-being”

Success for us, is not just about the delivery of these sessions, but the impact they have on all

areas of a participant's life. By giving opportunities for the women we work with to increase their health, wellbeing and sense of purpose, it impacts other areas of their lives, such as employability and social connection. This, in turn, benefits the wider community, as individuals are empowered and equipped to engage with and contribute to their communities more fully. Due to the reduction of staff hours we were unable to conduct an impact report this year, but we plan to conduct an impact report in the future to better understand this reality. The support of a recent successful grant from UNLTD will provide us with tools to do this.

As well as our charity exercise sessions, we received fantastic feedback from our CPD Course for fitness professionals, with 98.4% of attendees stating that following the course they feel better equipped to provide trauma informed exercise opportunities in the future. Feedback from the course has included:

"I am still getting so much out of the course. Professionally, and personally. So very helpful. And amazing, for me, to come away from a course about trauma, not Nervous System activated. It was so well done."

"I still think about the trauma-informed training day I had with you guys pretty much most days. There are elements that arise whilst I'm coaching pretty frequently and your training has me in good stead for handling it"

We also received this feedback from our first private booking:

"a really informative course presented by the most fun and trauma educated coaches. If you want to offer a safer and more inclusive space for your clients, then this is the course for you"

Volunteers

We currently have 50 volunteer instructors who have completed our recruitment process and our trauma informed training, not including the volunteer intake we were in the process of completing when we finished the year. 19 instructors have run exercise sessions with our charity partners this year.

Our current volunteer instructors have provided positive feedback on how this volunteering opportunity has benefited them, providing an avenue for them to use their skills and experience to support other women. One of our past volunteers recently reflected:

“I was a volunteer instructor with theMovement Charity for two years... It opened my eyes to how many barriers there are for some women to access and engage with exercise and what a privilege it is for those of us who don't have these barriers). It [makes] a real difference to someone's confidence and wellbeing.”

98.4% of the attendees of our trauma informed training stated that they felt better equipped to provide trauma informed exercise opportunities in the future. This not only equips volunteers to work in a trauma informed way in our charity setting, but it also creates a more trauma sensitive environment in the gyms, studios, parks and home where they work - impacting the wider communities our volunteers and their clients are part of.

Ambition and Long Term Strategies

Despite not being able to reach all of our goals for the year, as laid out in the 22-23 Annual Report, over the next two years we plan to continue to develop and grow our work. Our strategy continues to focus on three areas, which are based on our three aims as a charity:

1. Contribute to removing all barriers preventing women in the UK from having access, freedom and confidence to exercise.

Objective 1

To scale up our social impact and to meet existing needs we need to expand our staffing resource within the London area. Having successfully appointed a part time London Programme Coordinator at the end of this year, we plan to appoint a second Programme Coordinator in 25/26 to continue growth by achieving the following outcomes.

Outcomes (by end of):

- 24/25 Facilitate 2 volunteer intakes, increasing contact hours weekly in London to 30.
- 25/26 Facilitate 2 volunteer intakes, increasing contact hours weekly in London to 50.
- 25/26 Facilitate 2 volunteer intakes and maintain 50+ contact hours weekly in London.

Objective 2

To scale up our social impact by broadening our reach we need to increase our staffing resource nationally. To do this in a sustainable manner, and considering the continued impact of the cost of living crisis, we plan to delay the employment of a Part Time National Volunteer Coordinator until the end of 25/26 to achieve the following outcomes.

Outcomes (by end of):

- 26/27 deliver 2 national volunteer intakes, 20 contact hours established nationally
- 27/28 deliver 2 national volunteer intakes, 40 contact hours established nationally

2. Facilitate training of all Personal Trainers in trauma awareness.

Over the next three years, we plan to increase the delivery and reach of our training. As well as creating a positive impact on the fitness industry, our CPD also provides an income stream to fund our other projects. This ensures the future sustainability and growth of theMovement.

For the next two years, our objective is to continue our CPD courses for individual fitness professionals and grow our private bookings to further resource the fitness industry. Private bookings to gyms and fitness organisations give theMovement opportunity to scale both our income stream and impact.

Outcomes (by end of):

- 24/25 Have delivered 6 CPD courses to individuals and 12 private booking CPD courses
- 25/26 Have delivered 6 CPD courses to individuals and 18 private booking CPD courses

3. Work towards a society without poverty and disadvantage for women.

So far we have worked towards this goal through joining two advocacy groups. Our priority has been to engage with, learn from and elevate the voices of other charities and projects working in this sector. We have also been involved in research that is due to be published in 2024 regarding our trauma informed approach to exercise resource.

We are still the only charity known to us providing free trauma informed exercise opportunities to women experiencing multiple disadvantages which means, even as a small and new charity, we are leaders in this field.

As we were unable to complete an impact report this year, next year we plan to conduct an impact report of our work. From this report we will be able to reflect on our work as a charity and document the impact of providing safe and accessible exercise opportunities to women.

This report will inform our future advocacy work and provide us with resources to advise national decision makers on how movement and exercise opportunities can be part of working towards a society without poverty and disadvantage for women.

To do this in a sustainable manner we have set the following objectives for the next 2 years:

- 24/25 we plan to better communicate the impact of the Movement to our stakeholders and interested parties
- 25/26 we plan to increase the awareness of policy makers regarding the importance and benefits of trauma informed exercise for women.

The outcomes (by end of):

- 24/25 Have an impact report on the Movement and shared findings with interested bodies. Have research published about impact of our CPD course
- 25/26 Have initiated a campaign based on the impact report findings and published research

Independent Examiner's Report

I report on the accounts of the CIO for the year to 29th February 2024, which are set out on pages 17-21.

Respective responsibilities of trustees and examiner

The charity's trustees are responsible for the preparation of the accounts. The charity's trustees consider that an audit is not required for this year under section 144(2) of the Charities Act 2011 (the 2011 Act) and that an independent examination is needed.

It is my responsibility to:

- examine the accounts under section 145 of the 2011 Act;
- to follow the procedures laid down in the general Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act; and
- to state whether particular matters have come to my attention.

Basis of independent examiner's report

My examination was carried out in accordance with the General Directions given by the Charity Commissioners. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts and seeking explanations from you as trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit, and consequently the report is limited to those matters set out in the statement below.

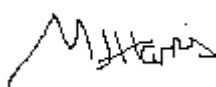
Independent examiner's statement

In connection with my examination, no material matters have come to my attention which gives me cause to believe that in, any material respect:

- the accounting records were not kept in accordance with section 130 of the Charities Act; or
- the accounts did not accord with the accounting records.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

MJ Harris MIAB
18a Church Road
Bishopstoke
Eastleigh
SO50 6BH



Signed Date: 25/06/24

Financial Review

As a charity in our first years, we have experienced limited resources and insecurities over funding. Despite this challenge, we have managed to secure funding from multiple different sources, enabling us to sustain our cashflow throughout the year.

theMovement holds no endowment funds, nor funds held as custodian trustee on behalf of others.

Principal Funding Sources

This year we have gained £31,784 of grants from the Lottery, Sport England and UNLTD, received November 2023 onwards, largely with the view to spend in 2024. The CPD course has grown to provide just under 10% of our income, and we foresee this percentage growing to 30% in 24/25. The generous support of our regular donors also provided regular funding, as well as one off fundraising events throughout the year.

We have £22,753 restricted funds to be spent in 2024.

Reserves Policy

By March 2025, theMovement aims to fulfil our policy whereby the unrestricted funds not committed or invested in tangible fixed assets ('the free reserves') held by the charity should represent six months of budgeted operational costs. This policy allows for the reserve figure to rise alongside increasing organisational capacity, and thus expenditure. The policy is also in keeping with the Charity Commission guidelines that an organisation's cash reserve should be able to cover core activities for 6 months.

The charity engages in regular financial forecasting, and if forecasts indicate that free reserves are to exceed this level consistently for a period of more than six months and look to continue on that trajectory, then a plan will be put in place to utilise any surplus in a way that adds to the impact and sustainability of the charity. If projections show that the free reserves will fall below this level for a period of more than three months and again continue with this

trend, then we will implement a remedial action plan. This plan will involve a focused fundraising campaign along with reviewing staffing and service priorities as we seek to reduce our ongoing expenditure to a sustainable level. This policy along with contractual obligations are reviewed on an annual basis and within the current context of the economic impact of the cost of living crisis to enable us to navigate any ongoing economic downturn during a time of organisational growth where increased reserves are vital.

The present level of unrestricted reserves available to the charity is £3,915, which falls short of our target of 6 months of expenditure. We continue to work towards achieving this goal by March 2025. In the short term the Trustee Board is also considering the extent to which existing activities and expenditure could be curtailed, should adverse circumstances arise.

State of Finances

theMovement currently has no funds which are materially in deficit. The Trustees declare that the charity has no outstanding debts which are secured by an express charge on any of the assets of the charity at the date of the statement of assets & liabilities.

Our main areas of expenditure are our staffing cost related to our two part time staff members and the costs associated with our movement classes, such as participant clothing and DBS checks for volunteers. We expect our expenditure to increase over the next year as we accept new volunteers and look to increase our staffing hours to support sustainable growth.

Table of Receipts and Payments

Section A Receipts and payments

	Unrestricted funds	Restricted funds	Endowment funds	Total funds	Last year
	to the nearest £	to the nearest £	to the nearest £	to the nearest £	to the nearest £
A1 Receipts					
Grants		31,784		31,784	8,570
Donations:					
Donations (recurring)	5,692			5,692	6,290
Donations (one-off)	2,564			2,564	5,518
Donations (gift aid claimed)	2,942			2,942	873
Fundraising:					
Fundraising Events	3,403			3,403	3,592
Fundraising Campaigns (crowfunder)					-
Charitable Activities:					
CPD Course	4,564			4,564	2,940
Other Charitable Activities	383			383	581
Investment Income	18			18	-
Total receipts	19,566	31,784	-	51,350	28,362
A3 Payments					
Staff Costs:					
Staff Salaries	16,501	8,073		24,574	32,162
Staff Training	83			83	20
Travel & Subsistence	205			205	643
Cost of Charitable Activities:					
CPD Costs	3,032	346		3,378	755
Fundraising Costs	804			804	1,095
Volunteer Costs	257	52		308	1,783
Cost of Goods	754	37		791	4,108
Postage	85			85	275
Networking Cost	96			96	606
Marketing Costs	452	32		483	558
Virtual Office Costs	357	17		374	172
Office Equipment Repairs	228			228	
Phone	158	26		184	120
Stationery	58			58	71
Insurance	208			208	187
Bank charges	77			77	68
HMRC Late Filing Charge	100			100	
Governance Costs:					
Trustee Meetings	12			12	106
Trustee Gifts and Remuneration	150			150	
Professional Fees	259			259	349
Sub total	23,875	8,582		32,458	43,079
A4 Asset and investment purchases, (see table)					
Equipment		449	-	449	514
Sub total	-	449		449	514
Total payments	23,875	9,031	-	32,907	43,593
Net of receipts/(payments)	- 4,310	22,753	-	18,443	- 15,231
A6 Cash funds last year end	7,997		-	7,997	23,228
Cash funds this year end	3,687	22,753	-	26,440	7,997

Section B Statement of assets and liabilities at the end of the period

Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B1 Cash funds	CAF Bank current account	3,687	22,753	-
	Total cash funds	3,687	22,753	-
	(agree balances with receipts and payments account(s))	OK	OK	OK
	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B2 Other monetary assets	Donations (gift aid claimed)	95	-	-
	SMP reclaimed	1,893	-	-
	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
B4 Assets retained for the charity's own use	Laptop	Equipment Fund	514	386
	Laptop	Equipment Fund	449	449
	Details	Fund to which liability relates	Amount due (optional)	When due (optional)
B5 Liabilities	HMRC Tax not yet paid for this period	Staff Salaries	1,513	
	Pension Contributions not yet paid for this period	Staff Salaries	106	
	B Marlow Salary Feb	Staff Salaries	240	
	Beneficiary footwear purchased 27/2/24	Cost of Goods	37	
	Zoom payment 28/2/23	Vol costs	16	
	Independent Examiner Fees	Professional Fees	287	

Declaration

The Trustees declare that they have approved the Trustees' report above.

Signed on behalf of the charity's Trustees:

Signature(s)

Robin Barden	Ben Hingston
---------------------	---------------------

Full Name(s)

Robin Barden	Ben Hingston
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Position

Chair of Trustees	Treasurer of Trustees
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Date:

25/06/2024	25/06/2024
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Receipts and payments accounts

CC16a

For the period
from

1/3/23

To

29/2/24

Section A Receipts and payments

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Other Charitable Activities	383			383	581
Investment Income	18			18	-
					-
Sub total (Gross income for AR)	19,566	31,784		51,350	28,362
A2 Asset and investment sales, (see table).					
		-	-	-	
	-	-	-	-	-
Sub total	-	-	-	-	-
Total receipts	19,566	31,784	-	51,350	28,362

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Staff Costs:					
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Staff Training	83			83	20
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			-	

Signed by one or two trustees on behalf of all the trustees

Signature

Print Name

Date of approval

Ben Hingston

Ben Hingston
Fiona Roberts

13/06/2024

13/06/2024



theMovement
Trustees' Annual Report
1st March 2023 - 29th Feb 2024

Signed off by Fiona Roberts [Founder & CEO]:



theMovement Charity

Report of the Trustees for the year ended 29th February 2024

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Charity Name: theMovement

Charity registration number: 1187782

Registered Office: Kemp House

152-160 City Road

London EC1V 2NX

Board of Trustees:

Mr Robin Barden Chair

Mr Ben Hingston Treasurer

Mrs Elizabeth Morris Secretary

Mrs Becky Marlow

Mrs Ruth Le Friece

Ms Hara Markos

Mrs Harpreet Kaur

Senior Management Team:

Mrs Fiona Roberts Chief Executive Officer

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We were proud to provide 176 trauma informed exercise sessions to over 90 participants, led by 19 volunteer instructors. We continued to receive positive feedback from our charity partners and participants, affirming the significant impact of our services on the wellbeing of their clients. The waiting list for our services continues to grow, both in London and nationally, providing further evidence of the need there is for trauma informed exercise opportunities for women experiencing multiple disadvantages.

A significant milestone was achieved towards the end of the year when we secured several grants. This funding has enabled us to resume the growth of our charity sessions by employing a part-time programme coordinator, Kelly Winch. Kelly joined us at the end of 2023 and spent January and February setting up our volunteer intake. Her efforts are crucial as we prepare for the anticipated growth in 2024-2025.

This year we continued to expand our CPD course for fitness professionals: A Trauma Informed Approach to Exercise Provision. As part of this effort, we facilitated our first private booking, training the instructor team for a gym in London. On top of this, we delivered 6 training courses to 41 individual fitness professionals and continued to receive excellent feedback as to the impact of our course on individual's understanding of and ability to deliver trauma informed practice within the fitness industry.

We are excited about the future and the potential to expand our services further. The support from our volunteer team and supporters has been invaluable, and we remain committed to our mission of providing trauma-informed exercise opportunities for women in need. We look forward to continuing this vital work and making a greater impact in the coming years.

Our Objectives

Women facing multiple disadvantages are all too often unable to access the many benefits of exercise due to lack of resources, opportunity and awareness of their needs - including awareness of the impact of trauma.

theMovement provides women experiencing multiple disadvantages with trauma informed exercise opportunities across London. We do this by training exercise professionals in a trauma informed approach, before matching them with partner charities where they volunteer weekly to provide appropriately led exercise classes. We also ensure participants have access to appropriate clothing, footwear and equipment. These safe, autonomous and supportive spaces enable women to access health-promoting exercise: increasing well being and sense of purpose. We work to restore every woman's right to exercise.

The participants of theMovement sessions are women of very low socio-economic status who have experienced multiple disadvantages. These disadvantages often include an overlap of poverty, adverse mental health and, simultaneously, a persistent exposure to traumatic situations.

Our objectives as a charity are to:

1. Establish a platform for personal trainers to work with charities that support women experiencing multiple disadvantages
2. Provide relevant trauma awareness training for fitness professionals
3. Partner with agencies and interested bodies to advocate for the benefits of exercise for women experiencing multiple disadvantages

Our objectives for this year, as laid out in our 22-23 Annual Report, were the following:

- To scale up our social impact and to meet existing needs we need to expand our staffing resource within the London area [appoint a part time London Volunteer Coordinator and facilitate 1 volunteer intake]

- To increase the number of CPD courses we deliver to individual fitness professionals [deliver 5 CPD courses]

- To better communicate the impact of theMovement to our stakeholders and interested parties [To have an impact report on theMovement and shared findings with interested bodies]

In planning our activities for the period, we have been mindful of the Charity Commission's general guidance on public benefit and prevention and relief of poverty for the public benefit. The trustees always ensure that theMovement's activities are in line with our charitable objectives.

Our Achievements

This year, due to a drop in income, we have been unable to reach all of our objectives, but are delighted to have achieved the majority of them despite these challenges.

In response to the financial challenges faced by the charity, our CEO continued to voluntarily reduce her hours from full time to part time in order to reduce our costs. The CEO and trustees' time focused on sustaining our current work and growing our income streams through the CPD course and we therefore paused our volunteer intake. As a result we did not hit our objective of completing a volunteer intake or conducting an impact report. Despite this pause, the Movement has been able to provide 176 trauma informed exercise sessions this year. This year we have had over 90 participants attend at least one exercise session. Furthermore, we were delighted to receive funding at the end of the year to enable us to fulfill our objective of appointing a part time London Volunteer Coordinator. Our Programme Coordinator started at the end of December 2023 and by the end of this financial year had launched a volunteer intake.

We were successful in expanding our charity partners and are now working with 21 charity partners to provide exercise opportunities to women experiencing multiple disadvantages across London.

We were successful in our goal of increasing the number of Trauma Informed Approach to Exercise Provision CPD courses we deliver to individual fitness professionals. We are thrilled to be able to equip many more fitness professionals with the knowledge and tools to create a more trauma informed fitness industry as a whole. This year we delivered 7 courses to 48 fitness professionals, meaning across our volunteer training and CPD course we have now educated over 100 fitness professionals in trauma informed practice. We continued to receive excellent feedback about the quality and delivery of our course.

The creation of this course acknowledges that many of us have experienced trauma and that we all benefit from a more trauma informed fitness industry. Through creating opportunities for the fitness industry as a whole to become more trauma informed, we are moving away from a 'them and us' mentality and working together to create safe spaces for all of us to

experience the benefits of movement.

As many of the women attending our exercise sessions have experienced poverty and/or homelessness, one barrier to exercise can be suitable clothing and footwear. This year we have provided 132 pieces of exercise clothing, footwear and equipment to participants. We are so grateful for clothing donations, such as My Gym Wardrobe, in making this possible.

Our organisation is still the only charity known to us that partners with charities to provide free trauma informed exercise opportunities by fitness professionals for women experiencing multiple disadvantages.

Our Impact and Value

We continue to invite participants to feedback about our services, both informally and through our participant feedback form.

From the participants who completed our feedback form this year, 100% have said that the sessions helped them to increase the amount of exercise they do and that the sessions have been beneficial to their mental health.

It has been really encouraging to receive positive feedback from the women attending our sessions. Here is some of the feedback we have received from the participants:

“[The] weekly routines were absolutely spot on. I didn't feel like I'm overdoing. When I was struggling with an exercise [the instructor] always had the alternative so I wasn't feeling left behind. She made the stretching class so enjoyable, it truly changed my life and the way I feel about exercising”

“I feel so relaxed now, just what I needed”

“I feel so grateful to the charity for providing a free, safe space for me to reconnect with my body, discovering and developing my physical strength. It was a really valued aspect of my recovery journey”

“With each week, I felt I was feeling stronger mentally, emotionally and physically”

One of our charity partners fed back:

“The feedback from previous sessions has been exceptionally positive, demonstrating the significant impact these activities have on attendees' well-being”

Success for us, is not just about the delivery of these sessions, but the impact they have on all

areas of a participant's life. By giving opportunities for the women we work with to increase their health, wellbeing and sense of purpose, it impacts other areas of their lives, such as employability and social connection. This, in turn, benefits the wider community, as individuals are empowered and equipped to engage with and contribute to their communities more fully. Due to the reduction of staff hours we were unable to conduct an impact report this year, but we plan to conduct an impact report in the future to better understand this reality. The support of a recent successful grant from UNLTD will provide us with tools to do this.

As well as our charity exercise sessions, we received fantastic feedback from our CPD Course for fitness professionals, with 98.4% of attendees stating that following the course they feel better equipped to provide trauma informed exercise opportunities in the future. Feedback from the course has included:

"I am still getting so much out of the course. Professionally, and personally. So very helpful. And amazing, for me, to come away from a course about trauma, not Nervous System activated. It was so well done."

"I still think about the trauma-informed training day I had with you guys pretty much most days. There are elements that arise whilst I'm coaching pretty frequently and your training has me in good stead for handling it"

We also received this feedback from our first private booking:

"a really informative course presented by the most fun and trauma educated coaches. If you want to offer a safer and more inclusive space for your clients, then this is the course for you"

Volunteers

We currently have 50 volunteer instructors who have completed our recruitment process and our trauma informed training, not including the volunteer intake we were in the process of completing when we finished the year. 19 instructors have run exercise sessions with our charity partners this year.

Our current volunteer instructors have provided positive feedback on how this volunteering opportunity has benefited them, providing an avenue for them to use their skills and experience to support other women. One of our past volunteers recently reflected:

“I was a volunteer instructor with theMovement Charity for two years... It opened my eyes to how many barriers there are for some women to access and engage with exercise and what a privilege it is for those of us who don't have these barriers). It [makes] a real difference to someone's confidence and wellbeing.”

98.4% of the attendees of our trauma informed training stated that they felt better equipped to provide trauma informed exercise opportunities in the future. This not only equips volunteers to work in a trauma informed way in our charity setting, but it also creates a more trauma sensitive environment in the gyms, studios, parks and home where they work - impacting the wider communities our volunteers and their clients are part of.

Ambition and Long Term Strategies

Despite not being able to reach all of our goals for the year, as laid out in the 22-23 Annual Report, over the next two years we plan to continue to develop and grow our work. Our strategy continues to focus on three areas, which are based on our three aims as a charity:

1. Contribute to removing all barriers preventing women in the UK from having access, freedom and confidence to exercise.

Objective 1

To scale up our social impact and to meet existing needs we need to expand our staffing resource within the London area. Having successfully appointed a part time London Programme Coordinator at the end of this year, we plan to appoint a second Programme Coordinator in 25/26 to continue growth by achieving the following outcomes.

Outcomes (by end of):

- 24/25 Facilitate 2 volunteer intakes, increasing contact hours weekly in London to 30.
- 25/26 Facilitate 2 volunteer intakes, increasing contact hours weekly in London to 50.
- 25/26 Facilitate 2 volunteer intakes and maintain 50+ contact hours weekly in London.

Objective 2

To scale up our social impact by broadening our reach we need to increase our staffing resource nationally. To do this in a sustainable manner, and considering the continued impact of the cost of living crisis, we plan to delay the employment of a Part Time National Volunteer Coordinator until the end of 25/26 to achieve the following outcomes.

Outcomes (by end of):

- 26/27 deliver 2 national volunteer intakes, 20 contact hours established nationally
- 27/28 deliver 2 national volunteer intakes, 40 contact hours established nationally

2. Facilitate training of all Personal Trainers in trauma awareness.

Over the next three years, we plan to increase the delivery and reach of our training. As well as creating a positive impact on the fitness industry, our CPD also provides an income stream to fund our other projects. This ensures the future sustainability and growth of theMovement.

For the next two years, our objective is to continue our CPD courses for individual fitness professionals and grow our private bookings to further resource the fitness industry. Private bookings to gyms and fitness organisations give theMovement opportunity to scale both our income stream and impact.

Outcomes (by end of):

- 24/25 Have delivered 6 CPD courses to individuals and 12 private booking CPD courses
- 25/26 Have delivered 6 CPD courses to individuals and 18 private booking CPD courses

3. Work towards a society without poverty and disadvantage for women.

So far we have worked towards this goal through joining two advocacy groups. Our priority has been to engage with, learn from and elevate the voices of other charities and projects working in this sector. We have also been involved in research that is due to be published in 2024 regarding our trauma informed approach to exercise resource.

We are still the only charity known to us providing free trauma informed exercise opportunities to women experiencing multiple disadvantages which means, even as a small and new charity, we are leaders in this field.

As we were unable to complete an impact report this year, next year we plan to conduct an impact report of our work. From this report we will be able to reflect on our work as a charity and document the impact of providing safe and accessible exercise opportunities to women.

This report will inform our future advocacy work and provide us with resources to advise national decision makers on how movement and exercise opportunities can be part of working towards a society without poverty and disadvantage for women.

To do this in a sustainable manner we have set the following objectives for the next 2 years:

- 24/25 we plan to better communicate the impact of the Movement to our stakeholders and interested parties
- 25/26 we plan to increase the awareness of policy makers regarding the importance and benefits of trauma informed exercise for women.

The outcomes (by end of):

- 24/25 Have an impact report on the Movement and shared findings with interested bodies. Have research published about impact of our CPD course
- 25/26 Have initiated a campaign based on the impact report findings and published research

Independent Examiner's Report

I report on the accounts of the CIO for the year to 29th February 2024, which are set out on pages 17-21.

Respective responsibilities of trustees and examiner

The charity's trustees are responsible for the preparation of the accounts. The charity's trustees consider that an audit is not required for this year under section 144(2) of the Charities Act 2011 (the 2011 Act) and that an independent examination is needed.

It is my responsibility to:

- examine the accounts under section 145 of the 2011 Act;
- to follow the procedures laid down in the general Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act; and
- to state whether particular matters have come to my attention.

Basis of independent examiner's report

My examination was carried out in accordance with the General Directions given by the Charity Commissioners. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts and seeking explanations from you as trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit, and consequently the report is limited to those matters set out in the statement below.

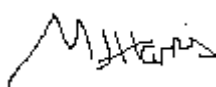
Independent examiner's statement

In connection with my examination, no material matters have come to my attention which gives me cause to believe that in, any material respect:

- the accounting records were not kept in accordance with section 130 of the Charities Act; or
- the accounts did not accord with the accounting records.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

MJ Harris MIAB
18a Church Road
Bishopstoke
Eastleigh
SO50 6BH



Signed Date: 25/06/24

Financial Review

As a charity in our first years, we have experienced limited resources and insecurities over funding. Despite this challenge, we have managed to secure funding from multiple different sources, enabling us to sustain our cashflow throughout the year.

theMovement holds no endowment funds, nor funds held as custodian trustee on behalf of others.

Principal Funding Sources

This year we have gained £31,784 of grants from the Lottery, Sport England and UNLTD, received November 2023 onwards, largely with the view to spend in 2024. The CPD course has grown to provide just under 10% of our income, and we foresee this percentage growing to 30% in 24/25. The generous support of our regular donors also provided regular funding, as well as one off fundraising events throughout the year.

We have £22,753 restricted funds to be spent in 2024.

Reserves Policy

By March 2025, theMovement aims to fulfil our policy whereby the unrestricted funds not committed or invested in tangible fixed assets ('the free reserves') held by the charity should represent six months of budgeted operational costs. This policy allows for the reserve figure to rise alongside increasing organisational capacity, and thus expenditure. The policy is also in keeping with the Charity Commission guidelines that an organisation's cash reserve should be able to cover core activities for 6 months.

The charity engages in regular financial forecasting, and if forecasts indicate that free reserves are to exceed this level consistently for a period of more than six months and look to continue on that trajectory, then a plan will be put in place to utilise any surplus in a way that adds to the impact and sustainability of the charity. If projections show that the free reserves will fall below this level for a period of more than three months and again continue with this

trend, then we will implement a remedial action plan. This plan will involve a focused fundraising campaign along with reviewing staffing and service priorities as we seek to reduce our ongoing expenditure to a sustainable level. This policy along with contractual obligations are reviewed on an annual basis and within the current context of the economic impact of the cost of living crisis to enable us to navigate any ongoing economic downturn during a time of organisational growth where increased reserves are vital.

The present level of unrestricted reserves available to the charity is £3,915, which falls short of our target of 6 months of expenditure. We continue to work towards achieving this goal by March 2025. In the short term the Trustee Board is also considering the extent to which existing activities and expenditure could be curtailed, should adverse circumstances arise.

State of Finances

theMovement currently has no funds which are materially in deficit. The Trustees declare that the charity has no outstanding debts which are secured by an express charge on any of the assets of the charity at the date of the statement of assets & liabilities.

Our main areas of expenditure are our staffing cost related to our two part time staff members and the costs associated with our movement classes, such as participant clothing and DBS checks for volunteers. We expect our expenditure to increase over the next year as we accept new volunteers and look to increase our staffing hours to support sustainable growth.

Table of Receipts and Payments

Section A Receipts and payments

	Unrestricted funds	Restricted funds	Endowment funds	Total funds	Last year
	to the nearest £	to the nearest £	to the nearest £	to the nearest £	to the nearest £
A1 Receipts					
Grants		31,784		31,784	8,570
Donations:					
Donations (recurring)	5,692			5,692	6,290
Donations (one-off)	2,564			2,564	5,518
Donations (gift aid claimed)	2,942			2,942	873
Fundraising:					
Fundraising Events	3,403			3,403	3,592
Fundraising Campaigns (crowfunder)					-
Charitable Activities:					
CPD Course	4,564			4,564	2,940
Other Charitable Activities	383			383	581
Investment Income	18			18	-
Total receipts	19,566	31,784	-	51,350	28,362
A3 Payments					
Staff Costs:					
Staff Salaries	16,501	8,073		24,574	32,162
Staff Training	83			83	20
Travel & Subsistence	205			205	643
Cost of Charitable Activities:					
CPD Costs	3,032	346		3,378	755
Fundraising Costs	804			804	1,095
Volunteer Costs	257	52		308	1,783
Cost of Goods	754	37		791	4,108
Postage	85			85	275
Networking Cost	96			96	606
Marketing Costs	452	32		483	558
Virtual Office Costs	357	17		374	172
Office Equipment Repairs	228			228	
Phone	158	26		184	120
Stationery	58			58	71
Insurance	208			208	187
Bank charges	77			77	68
HMRC Late Filing Charge	100			100	
Governance Costs:					
Trustee Meetings	12			12	106
Trustee Gifts and Remuneration	150			150	
Professional Fees	259			259	349
Sub total	23,875	8,582		32,458	43,079
A4 Asset and investment purchases, (see table)					
Equipment		449	-	449	514
Sub total	-	449		449	514
Total payments	23,875	9,031	-	32,907	43,593
Net of receipts/(payments)	- 4,310	22,753	-	18,443	- 15,231
A6 Cash funds last year end	7,997		-	7,997	23,228
Cash funds this year end	3,687	22,753	-	26,440	7,997

Section B Statement of assets and liabilities at the end of the period

Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B1 Cash funds	CAF Bank current account	3,687	22,753	-
	Total cash funds	3,687	22,753	-
	(agree balances with receipts and payments account(s))	OK	OK	OK
	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B2 Other monetary assets	Donations (gift aid claimed)	95	-	-
	SMP reclaimed	1,893	-	-
	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
B4 Assets retained for the charity's own use	Laptop	Equipment Fund	514	386
	Laptop	Equipment Fund	449	449
	Details	Fund to which liability relates	Amount due (optional)	When due (optional)
B5 Liabilities	HMRC Tax not yet paid for this period	Staff Salaries	1,513	
	Pension Contributions not yet paid for this period	Staff Salaries	106	
	B Marlow Salary Feb	Staff Salaries	240	
	Beneficiary footwear purchased 27/2/24	Cost of Goods	37	
	Zoom payment 28/2/23	Vol costs	16	
	Independent Examiner Fees	Professional Fees	287	

Declaration

The Trustees declare that they have approved the Trustees' report above.

Signed on behalf of the charity's Trustees:

Signature(s)

Robin Barden	Ben Hingston
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Full Name(s)

Robin Barden	Ben Hingston
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Position

Chair of Trustees	Treasurer of Trustees
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Date:

25/06/2024	25/06/2024
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