



THE *ACTIVE MOVEMENT*TM PROGRAMME FOR BUSINESS

IN ASSOCIATION WITH



BRINGING ACTIVE MOVEMENT

MAKING A STAND



Our sedentary behaviour is now widely recognised as our most dangerous lifestyle choice. More deadly than obesity, smoking and diabetes, we live in a commuting, computing world where fewer people than ever undertake even the most minimal activity. Only 7% of men and 3% of women fulfil the government's guidelines to exercise. We cannot easily avoid being sedentary as we work, travel or simply relax. Yet after just 20 minutes of prolonged sitting our bodies begin to suffer. For our well-being, time spent in our seats is disastrous. We call these periods dead time.

LIVE TIME

Research has clearly identified the cumulative power of small changes in your daily routine on your health. Regular standing up combined with low-level activity such as short walks can bring huge benefits to mind and body. Heart disease, blood pressure and cholesterol levels can be reduced whilst productivity, creativity and energy levels are enhanced. Incidents of some cancers are dramatically lessened as well as the effects of depression and Alzheimers Disease. The key is to eradicate this dead time from our lives and transform it into a positive force on our long-term health and quality of life. This positive force we define as 'Live Time'.



THE POWER OF ACTIVE MOVEMENT™

Active Movement™ is the programme by which we create 'Live Time'. Its premise is very simple. Active Movement integrates non-sedentary behaviour and low-level activity into your daily routine. We reduce the time you sit down. We encourage you to move around the office. We build movement into your working life without tracksuits and trainers, exercises or stretches. We constantly communicate to motivate and supervise to inspire. We evaluate its effect to review your participation, not to judge your performance. *Active Movement™* is a behavioural change programme designed to reshape your life not your body.

ACCESSIBLE TO ALL



You may be neither sporty nor particularly competitive. You may feel you neither have the time nor energy to improve your well-being. You may simply believe that you are past such things and can no longer be physically active. *Active Movement™* has been designed to enable all to participate and benefit. For us, every movement you make has a value. Every single step you take now will benefit your future health. Every day you can add more 'Live Time' by following our programme. Best of all, its simplicity means all can participate irrespective of age, gender, physicality, disability or activity experience.

"It's easy to think it's about what you do in the office, but Active Movement actually changes your perspective on everyday life, forever."

Male, 35 year old NHS administrator

MENTTM TO YOUR BUSINESS

STANDING TOGETHER

Changing behaviour is easier when it is a shared process. *Active MovementTM* encourages individuals, departments, floors even buildings to enjoy the programme collectively. 'Buddy' programmes, special movements and team events create interaction and competition. This more collegiate approach improves co-operation and co-ordination between individuals and groups. We look for changes in staff satisfaction levels whilst reducing absenteeism. And *Active MovementTM* stays with you throughout the programme. We contact all participants every week via online, scheduled visits, clinics with Dr Mike Loosemore, newsletters, articles and videos. We even recruit an onsite member of staff to act as our liaison with your business.

MAKING IT WORK FOR YOU

Every business is different. Every location has different challenges. Office practices, the company style, the profile of your people, the internal layouts even the way staff are appraised and reviewed will be unique to you and your organisation. Although much of the *Active MovementTM* programme is templated, it is also designed to be tailored to fit your business. Our research has shown that the more empathetic the programme with participants, the greater the commitment and the more powerful the effect. This is also reflected in the way we evaluate the programme. Our bespoke questionnaire looks to establish collective changes in areas such as self-esteem, health awareness and responsibility for well-being. Focus groups examine the enjoyability, participation and effectiveness of the programme for all. Special Movements and Team Events show us commitment and engagement. We work alongside your own Human Resource departments to set your own criteria for reviewing the programme.

ACTIVE MOVEMENTTM EMPOWERS YOU

Active MovementTM has two aims. To reduce your sedentary behaviour. To increase your low-level activity. We know that this will make significant improvements to your long-term well-being. Once empowered, many participants want to go further. Some may take up jogging or cycling. Others may even look to join a gym. Yet this can be an intimidating step for those who up till now did not even think of themselves as physically active. As always, *Active MovementTM* is empathetic to your needs. Working alongside the Jubilee Hall Trust (JHT) charity, we have designed **a new kind of gym membership** to introduce you to this new level of activity. JHT run the Jubilee Hall Gym in Covent Garden, which offers the very latest top-of-the-range equipment from Matrix, as well as more than 50 exercise classes per week.

The *Active MovementTM* membership includes:

- 1 month's free trial membership at Jubilee Hall
- Subsequent month's membership at specially discounted rates
- Free personal 1-2-1 induction including low-intensity *Active MovementTM* introductory programme
- Free follow-up 1-2-1 session after 6 weeks
- Ongoing support from *Active MovementTM*

The *Active MovementTM* programme is a stepping-stone to a higher level of activity should you wish to pursue it. For more information or instant

Active MovementTM gym membership, call **Oliver Deen at Jubilee Hall Gym now on 020 7395 4082 or visit him at 30 The Piazza, Covent Garden.**



AN ACTIVE MOVER

Dr Mike Loosemore
MBBS DCH MRCGP MSc FFSEM(UK) PGCME

Dr Mike Loosemore is a pioneer in promoting the power of exercise in health. As Consultant in Sport & Exercise Medicine (SEM) at the Institute of Sport, Exercise and Health at University College London, he not only treats the general public but advocates exercise as both prevention and treatment of many medical conditions.

He is Lead Sport Physician at the Institute for looking after a wide range of elite athletes, with responsibility for British Boxing as well as senior medical roles at Olympic, Commonwealth, World and European Championships including the recent Glasgow Commonwealth Games.

But it is the integration of SEM into everyday life that is Mike's greatest passion. Awarded a Doctor of Science for his published works and services to this field of medicine, he is leading the task force for 'Exercise is Medicine' in the UK of which *Active Movement™* is part.

It was not only co-designed by Mike to offer bespoke and practical programmes to improve health and well-being, but clients receive his personal supervision.



THE COST OF WELL-BEING

Behaviour change takes time, so we stay with you for a minimum of 6 months. Costs vary depending on the number of buildings and participants with larger projects as little as £3 per person per month.

Every *Active Movement™* programme includes

- *Active Movement™* business review
- Creation of *Active Movement™* environment
- Ongoing communication campaign
- Comprehensive evaluation
- Tailored *Active Movement™* programme
- Face-to-face briefing by Dr Mike Loosemore
- Structured visit and clinic programme
- Access to Jubilee Hall Gym

Find out more about *Active Movement™* and the Jubilee Hall Gym programme

To learn more about the *Active Movement™* programme for business and how it can work for you, contact **Co-ordination Director Peter Savage on 01189 442924 or email peter@activemovement.co.uk.**

If you want to know more about the *Active Movement™* gym membership, contact **Oliver Deen on 020 7395 4082 or visit him at the Jubilee Hall Gym in 30 The Piazza, Covent Garden.**

www.activemovement.co.uk
www.jubileehalltrust.org



Offices in Reading, Berkshire and Harley St, London.

Company no. 08383398



ACTIVE MOVEMENT