BECOME A MOVE IT OR LOSE IT INSTRUCTOR



UK active More people More active More often

THIS GIRL CAN

MOVE IT OR LOSE IT!®

emd UK the national governing body for group exercise

CIMSPA Education Partner QUALITY ASSURED ENHANCING ★★★

MOVE IT OR LOSE IT!® For healthier, happier lives

powered by ROYAL VOLUNTARY SERVICE Together for older people

FABS Flexibility | Aerobic | Balance | Strength

TABLE OF CONTENTS

03

Why Move it or Lose it?

15 years at the forefront of helping older adults to live well for longer.

05

What is FABS?

Developed in partnership with the Centre for Healthy Ageing Research

06

Who trains with us?

8

Course fees

10

What does the training involve?

12

Earning potential

13

Accreditations

15

Ongoing support and the option to become licensed

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19

What other costs should I plan for as an instructor?

A low-overhead, affordable business to set up.

20

Is this the right pathway for you?

21

Next steps





WE DON'T JUST TRAIN INSTRUCTORS. WE LAUNCH PEOPLE INTO FLEXIBLE, MEANINGFUL CAREERS IN ACTIVE AGEING.

For over 15 years, Move it or Lose it has been at the forefront of helping older adults move more, feel stronger and live well for longer. Today, our instructors reach **over 70,000 older adults every single week** through fun, inclusive exercise classes delivered across the UK.

By training with Move it or Lose it, you'll gain the skills, confidence and credibility to build a career that fits around your life - while making a genuine difference to others.





OUR MISSION IS SIMPLE BUT AMBITIOUS: TO MAKE HIGH-QUALITY, ENJOYABLE EXERCISE ACCESSIBLE TO EVERY OLDER PERSON IN THE UK.

Move it or Lose it revolutionised the world of active ageing in 2010, led by founder Julie Robinson, a nationally recognised exercise professional & social entrepreneur.

Since then, we have:

- Trained thousands of instructors nationwide
- Built a trusted, evidence-based training programme used across community and care settings, with instructors supporting older adults through social prescribing and link worker referrals.
- Created a thriving network of instructors delivering classes that older adults actually want to attend
- Developed award-winning programmes and resources that keep people active at home and in their communities



Julie Robinson
Founder & CEO of Move it or Lose it

WHAT IS FABS?

FABS® Training Programme is our flagship instructor training programme. Developed in partnership with the **Centre for Healthy Ageing Research at the University of Birmingham**, FABS is built around national **CMO and NICE** guidelines for older adults.

FABS stands for:

- **Flexibility**
- **Aerobics**
- **Balance**
- **Strength**

As part of your training, you'll learn how to deliver a full programme of exercises that can be performed either seated or standing, with options to adapt and progress every movement.

This means you'll be able to:

- Teach confidently in community, care and one-to-one settings
- Work safely with mixed-ability groups
- Adapt exercises for individuals with different needs and confidence levels

We equip you with a broad, flexible skill set, giving you far greater scope to practise and helping you **become the best possible instructor for this population.**



WHO TRAINS WITH US?

You do not need to come from a traditional fitness background to succeed.

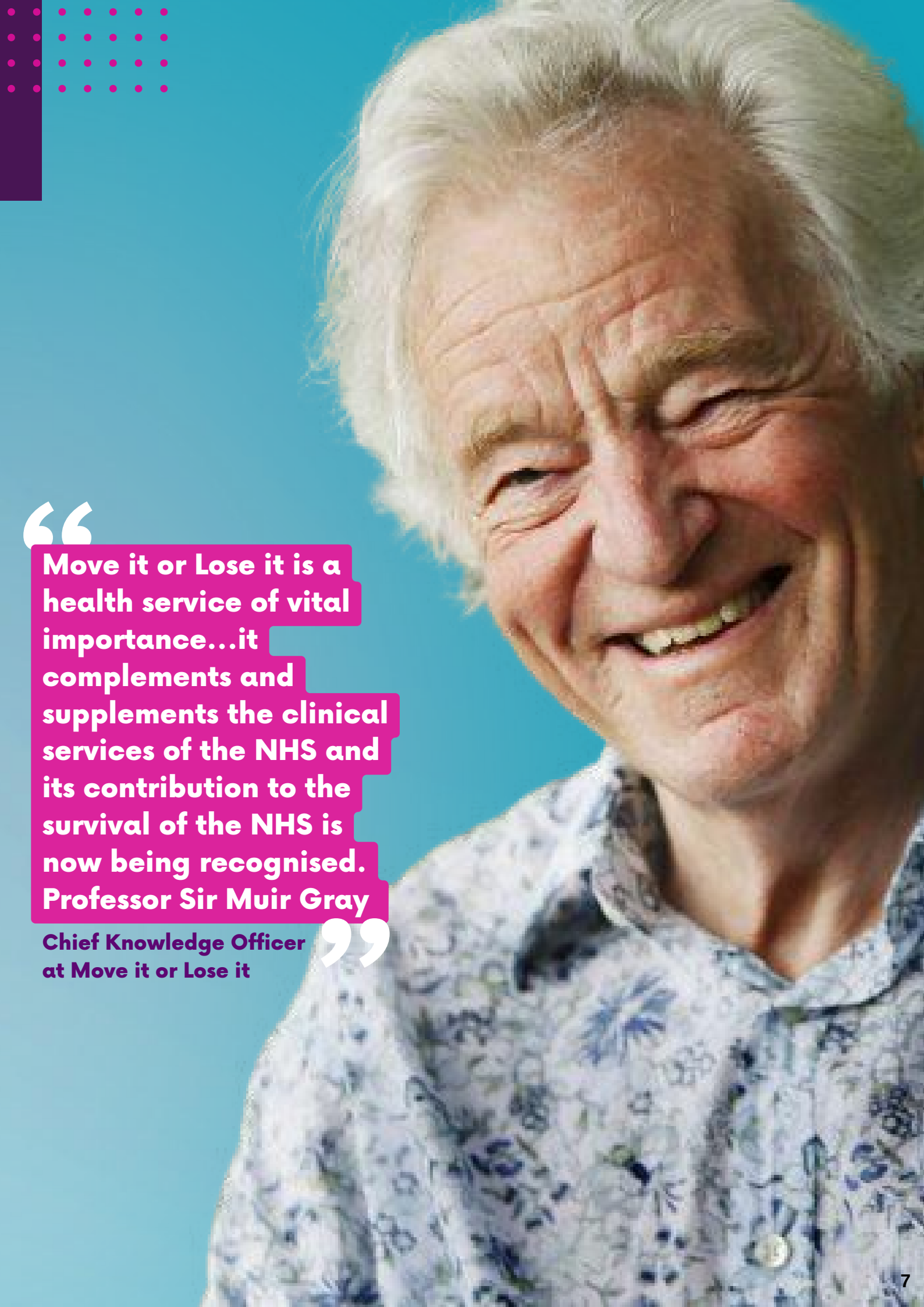
Our instructors include:

- Teachers, nurses and healthcare professionals
- Carers, support workers and charity staff
- Personal trainers and group exercise instructors
- Parents returning to work
- Career-changers in their 40s, 50s and 60s
- People seeking flexible work with meaning

What they all share is a desire to help others — and the confidence to learn something new.

Our training is designed to **meet you where you are**, then build your skills step by step into professional, confident delivery.





“Move it or Lose it is a health service of vital importance…it complements and supplements the clinical services of the NHS and its contribution to the survival of the NHS is now being recognised. Professor Sir Muir Gray”

Chief Knowledge Officer at Move it or Lose it

COURSE FEES

The **FABS Training Programme** is available in two formats:

- £550 – Online practical training days
- £600 – Face-to-face practical training days

Both options include:

- Comprehensive, guided eLearning
- Two full practical training days
- Assessment and certification

Payment is required upfront, with the option to spread the cost over three interest-free instalments via **Klarna**.





> After working for decades in road haulage, it was a massive change of direction to retrain as an instructor. I have had all the help and support I could have needed and now really enjoy running classes and seeing people having fun and improving their quality of life.
> Lance



A TRAINING EXPERIENCE THAT PREPARES YOU FOR THE REAL WORLD

This is not a "tick-box qualification". Our blended learning approach is designed to ensure you are **fully prepared to deliver safe, confident, engaging classes in real community settings.**

Your training includes:

- **35+ hours of guided eLearning, covering:**
  - The science of ageing and inactivity
  - Safe exercise principles for older adults
  - Motivation, adherence and behaviour change
  - Inclusive, adaptable exercise design
- **100+ exercises taught, practised and adapted:**
  - Seated and standing
  - A strong emphasis on:
  - Observation and error correction
  - Clear cueing and communication
  - Confidence-building and group management
- **Two practical training days (online or face-to-face), where your delivery is:**
  - Practised
  - Observed
  - Refined
  - Assessed

We don't "teach the exercises on the day". You arrive prepared and we help you raise your professional standard.



ASSESSMENT WITHOUT PRESSURE

There are no formal written exams.
You'll be assessed through:

- Interactive eLearning quizzes
- Two pieces of coursework
- A practical assessment where you deliver a taster session

Our Master Trainers are highly experienced, supportive and focused on helping you succeed — while ensuring standards remain high.



WHAT CAN I DO AFTER TRAINING?

Once certified, you'll be qualified to deliver exercise for older adults in a wide range of settings, including:

- Community and leisure centres
- Church halls and village halls
- Retirement housing and care settings
- Private and small-group sessions

You choose:

- Where you work
- When you work
- How many classes you run

This is a career **designed to fit around your life**, not the other way around.



EARNING POTENTIAL

15 classes a week

£64k Per Annum*

10 classes a week

£43k Per Annum*





5 classes a week

£21k Per Annum*

*Based on 48 weeks, charging £6 per person to a class of 15 (excludes venue hire)



TRUSTED, ACCREDITED AND EVIDENCE-BASED

The FABS Training Programme is:

- Developed with the **Centre for Healthy Ageing Research, University of Birmingham**
- Accredited and endorsed by:
  - **CIMSPA**
  - **EMD UK**

We also work in partnership with respected organisations including **Royal Voluntary Service**, helping tackle loneliness, inactivity and social isolation at scale.

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WHAT ARE THE LEARNING OUTCOMES?

- Teach seated and standing exercise for older adults
- Understand the major changes associated with ageing and inactivity and the impact of these changes on quality of life and wellbeing
- Understand how to support and motivate the older adult to adhere to physical activity
- Understand guidelines and training principles in relation to the older adult
- Be able to devise and deliver safe and effective exercise sessions for older adults
- Be able to observe and correct clients
- Be able to link exercises and put them to music using simple choreography to create fun-filled routines
- Be able to devise and deliver fun activities for coordination, skill, cognitive vitality and to encourage social interaction
- Be able to modify and adapt exercises to suit individuals
- Be able to evaluate exercise sessions for older adults including progressive training

ONGOING SUPPORT AND THE OPTION TO BECOME LICENSED

After completing the **FABS Training Programme**, you may choose to apply to become a licensed Move it or Lose it instructor for just £24 per month.

Licensing gives you access to:

- Use of the trusted Move it or Lose it brand
- Class listings on our high-traffic website
- Ongoing business and teaching support
- Marketing materials and campaign resources
- Monthly video tutorials with new exercises and choreography
- Regular Zooms, newsletters and updates
- Discounted CPD and equipment
- A supportive, like-minded instructor community

Many instructors tell us the licence gives them **credibility and confidence**. As a Move it or Lose it instructor, you are self-employed and keep 100% of your class income. We do not take a percentage of what you earn. Your income grows in line with the number of classes you choose to run.

We fully recognise that some qualified instructors choose to deliver independently. However, without joining the licensed network, you are not permitted to use the Move it or Lose it or FABS brand names or titles in your promotions.





“The social side of the weekly class is very important. Many live alone and it is lovely to see the chattering that goes on before and after the class. It’s a sort of therapy - not to mention the laughter which is definitely the best medicine.”

MAKE A DIFFERENCE – AND BUILD A FUTURE YOU'RE PROUD OF

Every week, Move it or Lose it instructors reach **70,000 older adults** through classes that improve strength, confidence, wellbeing and social connection.

As an instructor, you're not just running an exercise class.
You're helping people:

- Stay independent
- Feel stronger and more confident
- Reconnect socially
- Live well for longer

And you're building a career that keeps **you active, connected and fulfilled** too.





KIMBERLEY'S STORY

Before training with Move it or Lose it, Kimberley worked as a PA and part-time carer. She had always been passionate about helping others, but after becoming a single mother she knew she needed a fresh start, one that offered **flexibility, financial independence and real purpose.**

That's when she discovered the FABS Instructor Training Programme. Since completing her training, Kimberley has become a licensed Move it or Lose it instructor and built a thriving, sustainable business. She now delivers 13 Move it or Lose it classes each week, reaching older adults in her community and earning over £4,500 a month — all while working hours that fit around school runs and family life.

Kimberley typically works between 10am and 3pm, allowing her to balance work and parenting without evenings or weekends.

"This job is 100% the best job I've ever had. I love the freedom of running my own business, meeting incredible people, and helping them stay active and social. The support from the team and fellow instructors is amazing — I genuinely look forward to every class."

Kimberley's journey shows how the FABS training can support people from non-fitness backgrounds to build flexible, rewarding careers — combining financial stability with meaningful, people-centred work that makes a real difference.

WHAT OTHER COSTS SHOULD I PLAN FOR AS AN INSTRUCTOR?

Starting out as an instructor is not only rewarding, it's also a low-overhead, affordable business to set up. As with any self-employed role, there are a few costs to factor in when planning your launch.

These may include:

- **Venue hire:** Costs vary depending on location, size and availability, so we recommend researching local community venues in advance.
- **Professional insurance:** We offer bespoke instructor insurance, tailored specifically for delivering exercise to older adults (£48.00 per year – for licensed Move it or Lose it instructors). Or £127.79 per year – for non-licensed instructors. This provides peace of mind that you are appropriately covered, whether you choose to licence or not.
- **Music player:** A reliable music player helps create an enjoyable, motivating atmosphere during your classes.
- **Music licences (PPL/PRS):** Depending on where you teach, you may need to hold the relevant music licences to remain compliant.
- **Equipment:** You'll only need a small amount of portable equipment, such as resistance bands and balls.
- **Move it or Lose it licence (optional):** If you choose to deliver under the Move it or Lose it banner, the licence costs £24 per month, paid by simple direct debit. To put this into perspective, it's roughly equivalent to the income from one participant per week — and gives you access to ongoing support, brand recognition, marketing resources and class promotion.
- **Marketing and promotional materials:** Some instructors also choose to budget for local promotion to help attract participants and grow their classes.

By planning for these costs from the outset, you can launch your classes with confidence and set yourself up for a smooth, sustainable and successful start.



TO EXPLORE WHETHER THIS PATHWAY IS RIGHT FOR YOU, YOU CAN:

See a Move it or Lose it class in action

Book a call with our friendly, knowledgeable team

Read our FAQS

Visit our Online Club, if you're unable to attend a class locally
It's a great way to gain a genuine insight into the exercises we teach and our inclusive teaching style.

READY TO TAKE THE NEXT STEP?

Becoming a Move it or Lose it instructor puts you in control.
You choose:

- When you work
- Where you work
- How many classes you run

Most instructors choose to deliver classes between 9.30am and 3.00pm, making this an ideal option for family-friendly working or a sustainable, semi-retirement career. Your earnings grow with you — the more classes you choose to run, the more you earn. Become a Move it or Lose it instructor — and turn back the clock on ageing, for others and for yourself.

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Book my training



AWARDS

LISTED IN MILLS & REEVE 50 MOST INNOVATIVE COMPANIES

FINALIST – UK ACTIVE TRAINING AWARDS, SPECIALIST TRAINING PROVIDER

WINNER – WEST MIDLANDS ACADEMIC HEALTH SCIENCE NETWORK AWARD FOR EXCELLENCE IN THE PREVENTION OF ILLNESS AND PROMOTION OF WELLNESS

FINALIST GREAT BRITISH ENTREPRENEURS AWARD – ENTREPRENEUR FOR GOOD

WINNER – THE COMMUNITY AWARD FOR IDEAS UK

SELECTED AS ONE OF THE TRANSFORM AGEING SOCIAL ENTREPRENEURS BY UNLTD

ROSPA PROJECT PARTNER – STAND UP STAY UP

WINNER – THE NATIONAL DIVERSITY AWARD, ENTREPRENEUR FOR AGE

BECOME A MOVE IT OR LOSE IT INSTRUCTOR



BOOK A CALL