



doing
our bit...



01 | INTRODUCTION

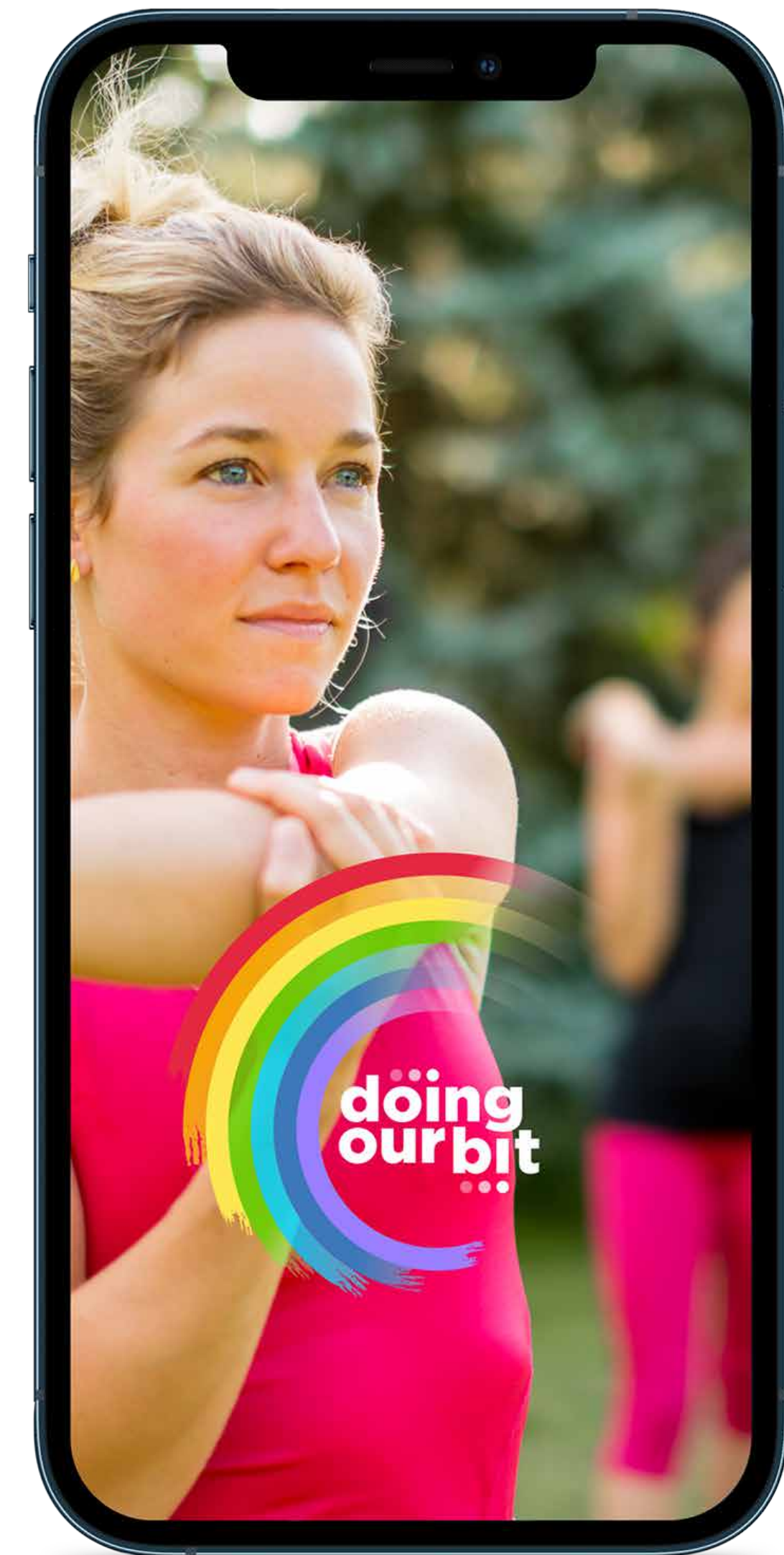
Whilst 'prevention is better than cure' is a centuries-old claim, it has gained traction in recent years due to the multitude of studies and data showing that preventative health not only supports people to live longer, healthier and more independent lives, but also supports our ever over-burdened social and healthcare infrastructures.

The **Doing Our Bit** platform is shining a light on prevention by championing health and wellness for the NHS and social care's most precious commodity; its employees. Through the use of best-in-class technology combined with empathetic and thoughtfully curated content, the multi award-winning **Doing Our Bit** platform is a free to participate, 24-7 one-stop shop for fitness, health & wellness.

The platform democratises and simplifies access to both digital and in-person preventative health and wellness activities via:

- On-demand video workouts
- In-person exercise & wellness classes
- Group activities, training buddies & community events

These activities are predominantly provided by the UK's leading Leisure, Gym and Fitness Professionals; seeking a way to show their appreciation and recognition of the enormous contribution NHS and social care team members make to the wellbeing of our nation.





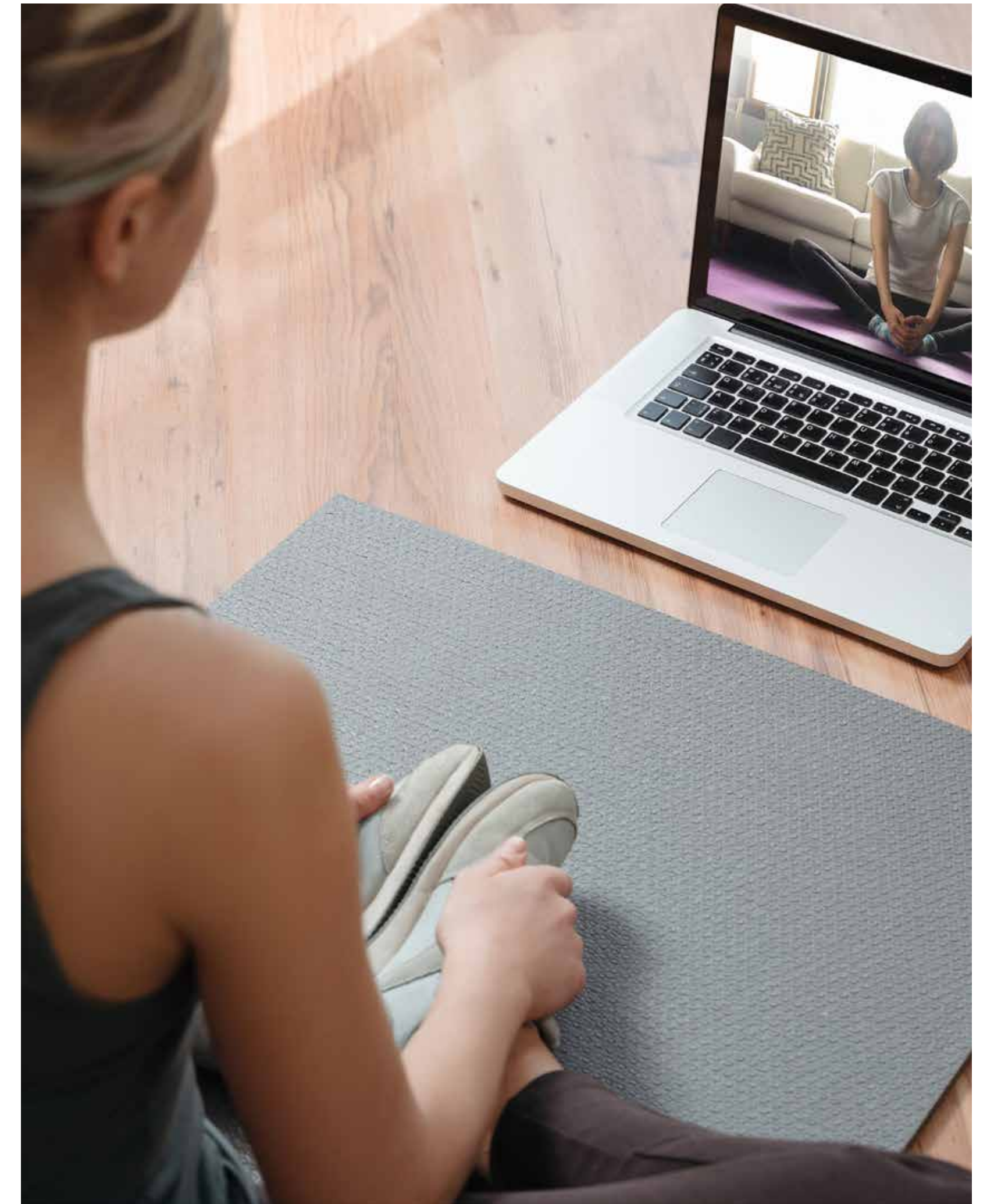
02 | WHO IS IT FOR?

Classes | Content | Community

The **Doing Our Bit** platform is accessible to all NHS and social care staff across the UK. The variety of activities will continue to be curated and expanded as the platform develops, limited only by the imagination of our partners and the NHS. On-demand content already includes yoga, HiiT, bodyweight sessions, meditation, dance and Pilates and the options are growing every day.

From July 2023 **Doing Our Bit** will begin providing in-person sessions throughout the UK.

By The NHS for The NHS





03 | OUR STORY

The inspiration behind **Doing Our Bit** came during the first wave of the COVID 19 pandemic with an already overburdened NHS team being overwhelmed. Recognising the potential impact of these extraordinary pressures on her colleagues' wellbeing, Julie Davis, who was working in a Clinical Research Network in the West Midlands, identified the positive mental and physical impact that exercise could have in helping team members cope with the extraordinary demands being placed on them. Julie set about engaging with her local community to find ways of providing free workouts for her 10,000 strong local NHS community. This was the genesis of **Doing Our Bit**.

*"I'm absolutely delighted that **Doing Our Bit** has proved successful in supporting so many NHS and social care workers. As we emerged from the pandemic, the demand continued to grow and it's clear that people still want access to wellbeing content as part of their daily lives."*

Julie Davies, Founder

Inspired by Julie's determination and energy and the underlying principles behind her idea, leading fitness industry businesses Active IQ, Study Active, and fibodo, quickly stepped up to support Julie.

Doing Our Bit was launched and is now being rolled out across NHS trusts and social care organisations as we seek to support those who work tirelessly to support our nation.

Over 720 healthcare employers have so far registered. **Doing Our Bit** already provides access to free wellbeing information and on-demand videos, to more than 28,000 registered users. From July 2023 **Doing Our Bit** will be made available to all 1.4m NHS and social care staff, where they'll be able to book free In-person activities, via Web or App, in their communities.

Doing Our Bit is the largest 'free to participate' portal providing a blueprint for improved wellbeing of workers across the UK.



04 | DOING OUR BIT – OUR PARTNERS

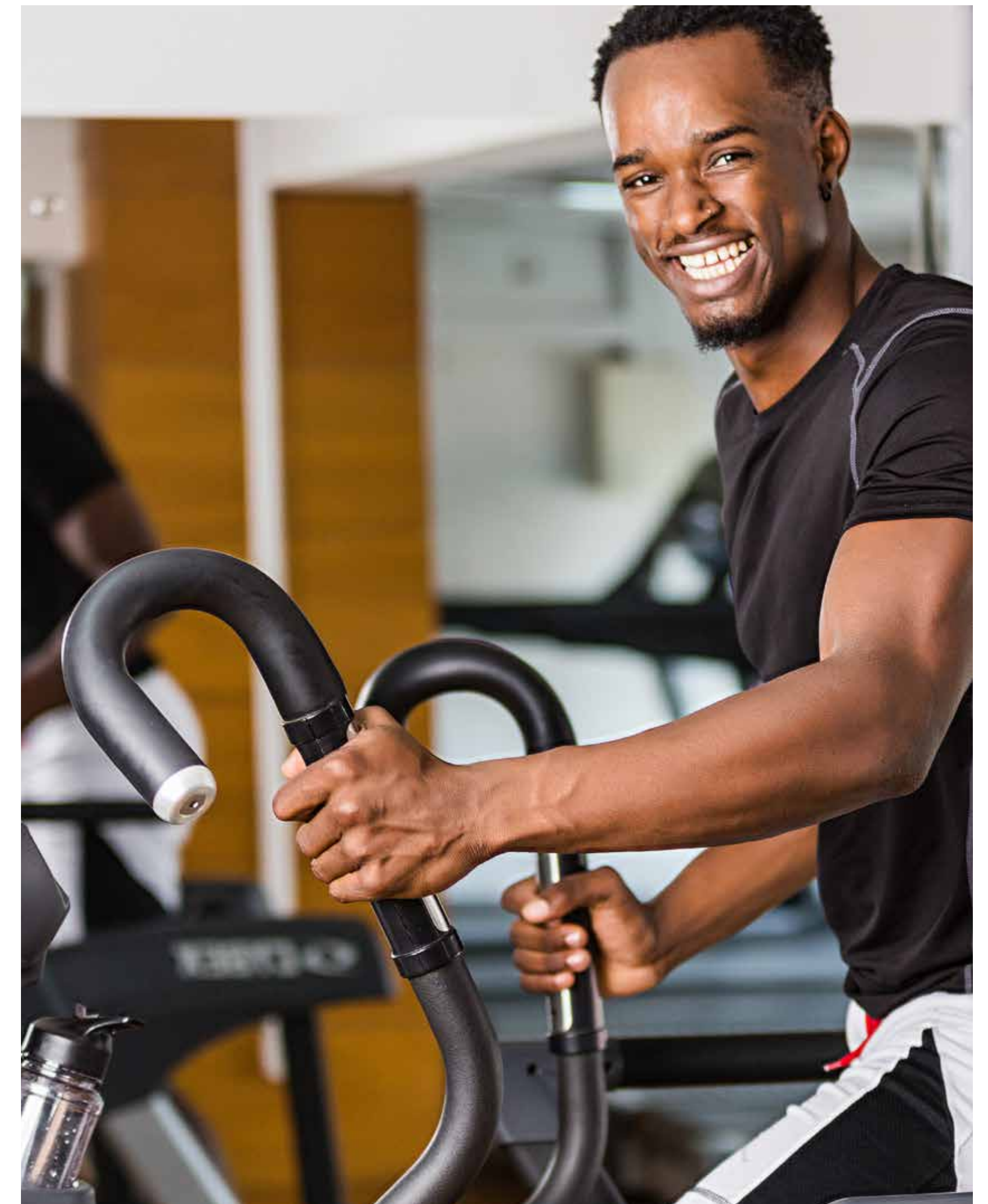
The success of **Doing Our Bit** to date has been entirely reliant on the energy and generous support of a small number of key organisations, led by Julie Davis.

Doing Our Bit is a 'free to participate' platform for users, led by a not-for-profit organisation founded with the sole purpose of improving the wellbeing of those responsible for our nation's wellbeing

As the organisation transitions, broadening provision across the wider NHS and social care sectors, it is recognised that funding will be necessary to ensure that its goals are achieved.

This offers a number of opportunities to stakeholders across key leisure sectors, as well as the media, who not only recognise and support the social value of **Doing Our Bit** to the NHS and the UK as a whole, but also want to contribute to its success.

Doing Our Bit ensures organisations are uniquely placed to benefit from being associated with the wellbeing of the nations' key workers, across the NHS and Social Care.





05 | DOING OUR BIT – JOINING THE MOVEMENT

The success of the **Doing Our Bit** platform is reliant on the generous contributions of our key industry stakeholders.

We have a number of ways you can get involved, with the following categories available:

Title Sponsor	Please contact for more info
App Sponsor	Please contact for more info
Key Sponsor	Limited places available
Sponsor	Limited places available
Strategic Partner	Please contact for more info
Supporting Partner	Limited places available

Please get in touch to do your bit: We need more support to maximise the impact and reach of **Doing Our Bit**.





06 | DOING OUR BIT – User Testimonials

“As a person with a long history of good fitness intentions and a series of unused gym memberships, I was sceptical about whether **Doing Our Bit** would work for me, but after taking the plunge, I was surprised at the range of activities available! I found the classes easy to follow and run by inspirational trainers that really help you stay motivated.

The benefits of getting fitter and feeling more energised are clear, but it has also helped to kick-started other areas of my lifestyle that have needed to change. If you’ve been putting off signing up to **Doing Our Bit** then I would urge you to at least take a look. You have nothing to lose and you may even surprise yourself and go away smiling!”

“Introducing and getting people access to exercise is one of the most rewarding aspects of my role as Health Improvement Advisor at the UHDB. Now more than ever it’s important to look after the health of the NHS and social care staff and help them achieve the same.

The University Hospitals of Derby and Burton NHS Foundation Trust offer a large range of wellbeing support initiatives for colleagues and the **Doing Our Bit** platform, which gives our colleagues free access to home exercise workouts that they can do anywhere and anytime, has complemented this immensely.

There are a lot of resources to help roll out the campaign as well as a highly responsive and friendly team managing it, I couldn’t recommend it enough!”



“**Doing Our Bit** is easy to navigate and provides a great choice of workouts from yoga to HIIT training - there really is something for everyone.

As a Physiotherapist, part of my role involves health promotion and it is essential that our employees remain active in order to maintain their health and wellbeing. This resource is going to be beneficial for all our staff, however, I have particularly encouraged those currently home working or in more sedentary roles to sign up and get involved.”



07 | CONTACT

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