WE ARE UNDEFEATABLE

The Richmond Group of Charities

ANNUAL REPORT 2025-2026



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EXECUTIVE SUMMARY

During 2025-26, We Are Undefeatable continued to support people living with long-term health conditions to become more active while also working to improve the wider systems, services and environments that enable movement. Through a combination of the national campaign, practical support, system influencing and place-based action, the programme reached millions of people and strengthened its contribution to improving health and wellbeing across England.

Our national behaviour change campaign remained a recognisable and inspirational presence for people living with long-term health conditions. Through year-round communications and two major campaign bursts, we reached 12 million people, maintaining strong levels of awareness and relatability despite an increasingly challenging media landscape. More than half of those who recalled the campaign reported taking some form of action as a result, representing the highest level recorded to date.

Alongside the campaign, we continued to strengthen our offer of practical support. *Website* visits increased significantly during the year, while demand for resources such as *Five in Five* continued to grow. The We Are Undefeatable *app* exceeded expectations in its first year, achieving 30,000 downloads and reaching many people who were previously inactive or facing barriers to physical activity. Independent evaluation found indicative evidence that the app can support increases in motivation and physical activity for some users and could complement existing healthcare pathways.

We also worked to address systemic barriers that prevent people with long-term health conditions from being active. Through engagement, partnerships and advocacy, we contributed evidence and insight to major national policy and professional practice initiatives, including the Government's *10-Year Health Plan for England*, the *Healthy Ageing Inquiry*, NHS England's *Four Ways Forward* and the cross-sector *Moving Together* programme, led by the Faculty of Sport and Exercise Medicine with the Active Partnerships National Organisation. Throughout this work, the voices of people living with long-term health conditions were elevated and amplified through our growing Lived Experience Network, helping ensure policy and practice remained grounded in real-world experience.

A significant development this year was the expansion of our place-based approach. Building on existing work in Blackburn with Darwen and wider Lancashire, we established the foundations for long-term partnerships with seven new places. This work is helping local systems apply We Are Undefeatable resources, insights and behaviour change approaches in ways that reflect local needs and priorities.

Taken together, these achievements demonstrate the value of combining individual behaviour change support with action to create the right conditions for change through influencing systems, policy and practice. While significant challenges remain, particularly given the growing numbers of people living with and developing long-term health conditions, the programme continues to build evidence, partnerships and momentum towards its long-term goal: enabling many more people with long-term health conditions to enjoy the benefits of being physically active.



2025-2026 AT A GLANCE

12 million people
reached by two major campaign bursts

Lived experience
embedded in national policy discussions through the Lived Experience Network

57%
took action after seeing the campaign

Helped shape
the Government's 10-Year Health Plan for England

692,000
website visitors (+63% year-on-year)

Influenced
the Healthy Ageing Inquiry

35,000
downloads of Five in Five resource

Hundreds of thousands
reached through the Lancashire Healthy Hearts campaign

30,000
We Are Undefeatable app downloads

Seven new places
with partnerships initiated

70%
see We Are Undefeatable as a "go-to destination" for getting active

40+ activations
delivered at place

Icon credit: aymane jdidi and rubbble/Shutterstock



PROGRAMME OVERVIEW

We Are Undefeatable is an integrated behaviour and systems change programme that aims to support and inspire people living with long-term health conditions to be active. It is supported by Sport England with National Lottery funding. The programme is led by the Richmond Group of Charities, a coalition of 15 leading national health and care charities and hosted by coalition member charity Age UK.

We speak directly to people with long-term conditions through our national marketing behaviour change campaign and provide a free, accessible and accredited activity app along with a variety of other activity resources on our website. At the same time, we reach people with long-term conditions indirectly by working with key system actors with a role to play in policy and decision-making, commissioning and delivering services and support. We provide policy recommendations and practical tools for professionals through our campaign hub and the Richmond Group of Charities website. In addition to national marketing and influencing, We Are Undefeatable is now being successfully localised by community leaders in a growing number of places across England. It is being used as a tool to galvanise prioritisation and action to support people with long-term conditions to be active.

After more than ten years, the continued need for this programme of work is clear: people with long-term conditions are still among the least active in England and yet the greatest health benefits are to be found through the least active moving more. The number of people living with long-term and multiple conditions is also growing. Getting millions more moving helps not just those individuals through improved health and wellbeing, greater independence and the ability to remain in employment, but also brings wider benefits for communities, including reduced incidences of non-communicable diseases and increased cohesion and social value.

We Are Undefeatable's areas of activity are interconnected, informed by lived experience and aligned to our long term goal of enabling more people living with long-term health conditions to be physically active.



Over the last year, the programme has engaged people with long-term conditions through our newly launched Lived Experience Network; delivered more targeted marketing campaign bursts; rolled out paid promotion of the We Are Undefeatable app; responded to various government consultations and kicked off our place-based work. The following sections summarise the progress made during 2025-26 within each of our areas of activity.



We Are Undefeatable theory of change

Areas of activity informed by lived experience:

National campaign	Resources, tools and app	Influencing systems, policy and practice	Place-based action

Outcomes	• People with long-term conditions are improving their health and wellbeing • Creating the conditions for change by improving the way the system enables and utilises movement for health • Richmond Group insights are used and people with long-term health conditions are involved and represented in the design and development of relevant plans and policy
Impact	An increase in physical activity levels for people living with long-term health conditions

WHAT WE'VE ACHIEVED:

1 Empowering people with long-term conditions through the We Are Undefeatable campaign



AT A GLANCE

- Delivered two national campaign bursts alongside year-round promotion
- Reached 12 million people living with long-term health conditions, expanding reach through new channels and targeted activity
- Maintained campaign awareness and relatability perceptions
- Recorded the highest level of reported action among people aware of the campaign (57%)

★ OUR GOAL

To ensure We Are Undefeatable remains a trusted, relevant and recognisable campaign for people living with long-term health conditions, inspiring and encouraging more people to move more and be active.

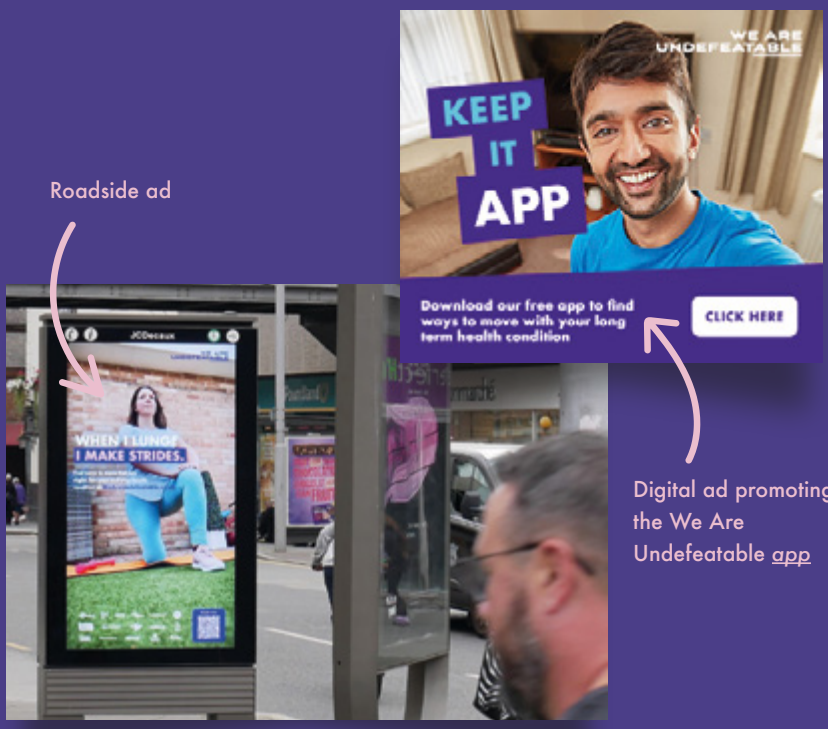
KEY ACTIVITIES

Throughout 2025-26 we delivered a programme of year-round communications alongside two major national campaign bursts. Our campaign activity prioritised audiences who are least active and who face the greatest inequalities, including lower socioeconomic groups and ethnic minority audiences.

Our spring burst focused on maintaining awareness of the campaign and keeping We Are Undefeatable visible and relevant to our audience. The autumn burst placed greater emphasis on encouraging action, including promoting the We Are Undefeatable app through paid channels for the first time.

Campaign activity was delivered across television, video-on-demand, digital, social media, outdoor and hospital placements, all of which helped us reach people in a range of settings and through trusted sources. Tactics to reach more digital audiences included King (gaming), Reddit (online communities), and channels including Zee and Afroland to help us to reach multicultural audiences. We also collaborated with charity partners and trialled new content formats across social media to great success.

Lived experience remained at the heart of the campaign. Stories from people living with long-term health conditions continued to shape our creative approach and ensured that campaign messages reflected real experiences, challenges and motivations.



LOOKING AHEAD

In the next phase of delivery, we will build on the campaign's strong foundations by continuing to reach people who stand to benefit most from moving more. We will further strengthen the connection between campaign awareness and practical support, helping more people take the next step through our resources, app and partner network.

WHAT DIFFERENCE DID IT MAKE?

12 million people living with long-term health conditions were reached by the campaign, with awareness stable in comparison with previous years, despite a challenging media environment.

The television ad was a strong driver of reach with Reddit also contributing strongly. Use of targeted channels helped us reach audiences who may not have encountered We Are Undefeatable through traditional media: hospital placements were well received while Zee and Afroland supported cut-through among ethnic minority groups.

People continued to describe the campaign as inclusive and distinctive. There was a particularly strong response among ethnic minority groups who were more likely than others to describe the campaign as relatable.

Most importantly, more people reported taking action after seeing the campaign than at any previous point in the programme's history: well over half (57%) of campaign recallers. Actions included seeking information, discussing physical activity with others and becoming more active. This trend suggests that the campaign is increasingly effective not only at raising awareness but also motivating behaviour change.

Together, these results reinforce the campaign's role as a trusted entry point into wider support and behaviour change opportunities.

RESPONSES TO THE CAMPAIGN:

"I appreciate the campaign's inclusive and realistic message that you do not have to push beyond your limits to make progress. It encourages me to be kinder to myself, celebrate small wins and keep going in a way that works for my body and circumstances."
Adeshola, living with multiple long-term conditions

"Parkinson's is relentless, but the We Are Undefeatable campaign constantly reminds me of how important it is to keep moving!"
Christine, living with Parkinson's and Hodgkin's lymphoma

2 Supporting more people to move through resources, tools and partner support



AT A GLANCE

- 70% people with long-term conditions perceive We Are Undefeatable as a "go-to destination" for getting active
- 63% growth in website visitors
- 35,000 downloads of *Five in Five* and 30,000 downloads of the We Are Undefeatable app
- Partnerships extended reach to new audiences

★ OUR GOAL

To establish We Are Undefeatable as a go-to source of support for people living with long-term health conditions and the organisations that work with them, providing practical tools, resources and partnerships that help more people become active.

KEY ACTIVITIES

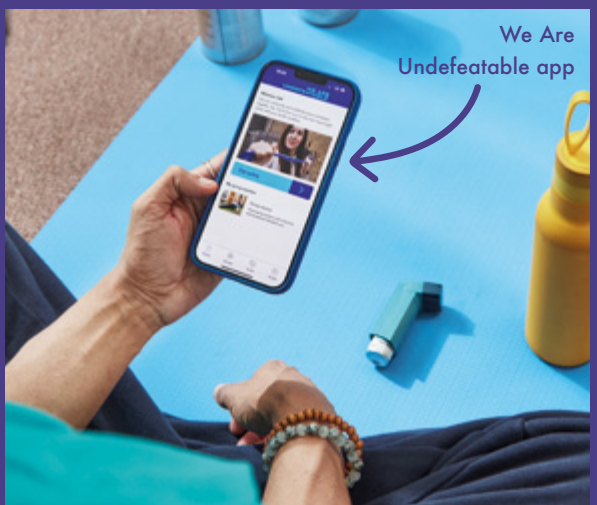
Throughout the year we continued to develop and promote a range of support options for people at different stages of their physical activity journey.

The website remained a key gateway for support, particularly for inactive audiences looking for help to get started. We enhanced its resources and promoted them through campaign activity, connecting users with trusted guidance, simple activity ideas and practical tools to support behaviour change.

We also developed and promoted the We Are Undefeatable app, powered by Good Boost. Designed with extensive lived experience input, the app offers personalised activity recommendations that reflect the realities of living with long-term health conditions.

Alongside this, we worked closely with Richmond Group charities and external partners to share stories, resources and messages through their networks, helping us reach people through organisations they already know and trust.





"I've just started to do tiny little dog walks and that's okay, that's good enough!"
Kate, living with asthma

"The app kind of keeps you accountable."
We Are Undefeatable app user from independent research

"I haven't been using it [the app] for too long yet but...it's easy and really a 'no excuses' option to get moving."
We Are Undefeatable app user from independent research

WHAT DIFFERENCE DID IT MAKE?

Website visitors rose substantially to **692,000** during the year; a **63% increase** compared with 2024-25, and **70%** of people with long-term conditions now see We Are Undefeatable as a "go-to destination to get and stay active".

Once on the *website*, our simple interactive tool, which helps people identify content and activity options most relevant to them, revealed insight about the types of people visiting and engaging. **Three quarters were either doing no or low levels of activity, and over half went on to select low intensity activity options or advice on getting started, suggesting we are attracting and resonating with some of the least active people with long-term conditions.**

In particular, the popularity of our *Five in Five* resource highlighted the value of simple, achievable first steps for those beginning their activity journey. This achieved over 35,000 downloads during the year; a 23% increase compared with the previous year.

The We Are Undefeatable app significantly exceeded its initial targets, reaching 30,000 downloads in its first year. The majority of users were older adults living with one or more long-term health conditions, with relatively high levels of inactivity at registration. App users typically selected short, AI-generated workouts of 5 to 20 minutes, highlighting the importance of convenient, personalised activity options for people who may face barriers to exercise, including limited time, confidence or capability. This is consistent with the campaign's focus on supporting those who have the most to gain from becoming more active.

Independent evaluation found indicative evidence that app usage can support increases in motivation and physical activity. These findings suggest the app can act as an accessible route into becoming more active and could complement existing healthcare pathways.

Partnerships also helped extend our reach, bringing the campaign to new audiences via eight social media collaborations with charities, and further collaborations with Lancashire County Council and Park Yoga.

Read me
We Are Undefeatable website

Read me
We Are Undefeatable app

Read me
We Are Undefeatable *Five in Five*

LOOKING AHEAD

Over the next two years we will continue to strengthen our support offer: key focus areas include growing awareness of available resources, increasing app adoption, and exploring opportunities to embed resources within health and care pathways.

3 Influencing systems, policy and practice



AT A GLANCE

- Helped shape the Government's *10-Year Health Plan for England*
- Influenced the *Healthy Ageing Inquiry*
- Brought the voices of people with long-term conditions into national policy discussions through our Lived Experience Network
- Supported implementation of *Four Ways Forward* and *Moving Together*
- Strengthened the focus on movement, inactivity and the least active in discussions with government and sector partners

★ OUR GOAL

To help tackle the systemic barriers that prevent people living with long-term health conditions from being active, by influencing policymakers in government and decision-makers and frontline professionals across health, sport and physical activity to adopt policies and practices that better support people to move more.



Read me

10-Year Health Plan for England

Read me

Healthy Ageing: physical activity in an ageing society

Read me

Four Ways Forward

Read me

Moving Together

KEY ACTIVITIES

Throughout 2025-26 we worked with partners across government, Parliament, healthcare and the physical activity sector to ensure the needs and experiences of people with long-term conditions were reflected in policy and practice.

Working alongside partners in the Richmond Group, we helped shape the Department of Health and Social Care's *10-Year Health Plan for England* through meetings, events, written evidence and engagement with officials and special advisers. We also strengthened relationships with the Department for Culture, Media and Sport, providing lived experience insights and policy briefings on inactivity, barriers faced by people with long-term conditions, and the importance of focusing on movement and the least active.

We contributed evidence to the Health and Social Care Select Committee's Healthy Ageing Inquiry, including bespoke data analysis, written submissions and oral evidence. Through our Lived Experience Network, we enabled people with long-term conditions to contribute directly to the Inquiry through a dedicated dialogue session.

We supported implementation of *Four Ways Forward*, NHS England's action plan to harness the benefits of physical activity. We provided advocacy and practical resources, promoted We Are Undefeatable stories and tools, and amplified key messages at major sector events including NHS Confed Expo.

We also played an integral role in *Moving Together*, a major collaboration led by the Faculty of Sport and Exercise Medicine and Active Partnerships National Organisation and funded by Sport England through National Lottery investment, to integrate physical activity into healthcare pathways, along with investment and expertise from Nuffield Health. The programme promotes evidence that physical activity is safe and beneficial for people living with long-term conditions and drives changes in policy and practice to improve and streamline the experience of people with long-term conditions when they are in contact with healthcare and physical activity professionals and services. We have contributed to patient-facing resources, reviewing guidance and developing profiles of need that highlight the barriers, motivations and enablers people face when becoming active.

Finally, since convening a roundtable with the Chief Medical Officer and Deputy Chief Medical Officer in March 2025, we continued to work with senior leaders across health and physical activity, including government officials and Sport England, to improve understanding of the communities who are least active and contribute expertise and policy development to ongoing analysis.



Department of Health and Social Care report: *Fit for the Future: 10-Year Health Plan for England*



Health and Social Care Select Committee report: *Healthy Ageing: physical activity in an ageing society*

continued on page 17 ▶



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WHAT DIFFERENCE DID IT MAKE?

Our influence can be seen in several important national policies and programmes.

The Government's *10-Year Health Plan for England* report includes a commitment to get "millions more moving", the same wording as our 2024 policy report *Millions More Moving* and contains measures to embed physical activity within healthcare, reflecting priorities we have consistently championed.

Through partnerships with a range of initiatives like We Are Undefeatable.... This campaign aims to support the [millions of] people who live with one or more long-term health conditions in England to get active."

Minister for Sport Stephanie Peacock MP in Parliament

Our work with the Department for Culture, Media and Sport helped strengthen the focus on movement, inactivity and supporting the least active, while positioning us to help shape the forthcoming national physical activity plan. In relation to this, we were recognised publicly by Sport Minister Stephanie Peacock MP, who referenced We Are Undefeatable in Parliament.

The *Healthy Ageing Inquiry* adopted recommendations we promoted on leadership and accountability, embedding movement within healthcare, and supporting active daily living. Insights from our Lived Experience Network were also reflected in the report.

Through *Moving Together*, lived experience insight has been built into the *Physical Activity for Health Pathways Guidance Framework* which reflects the needs and experiences of people with long-term conditions accessing health and physical activity pathways. Our involvement in *Four Ways Forward* created further opportunities to raise awareness of We Are Undefeatable resources among healthcare professionals and system partners, helping to enable people living with long-term health conditions to be signposted to trusted support and activity options.

Our wider partnership work has helped keep the needs of the least active high on the agenda, leverage further capacity for analysis and build strong relationships with key partners.

Read me

Millions More Moving

Read me

Physical Activity for Health Pathways Guidance Framework



LOOKING AHEAD

We will continue to build on our established relationships as well as seeking out new partnerships to help shape the next phase of national policy and practice. Activity will include responding to relevant consultations and inquiries and working with cross-sector stakeholders from government, health, physical activity and the voluntary sector to develop our new policy report.

4 Driving change through place-based action



AT A GLANCE

- Established a new place-based strand of the We Are Undefeatable programme
- Seven new places engaged for long-term partnership working
- 40+ place-based activations and engagement activities delivered
- Hundreds of thousands reached through the Lancashire Healthy Hearts campaign
- Locally generated learning and insights shared with organisations across England

★ OUR GOAL

To create a compelling and adaptable offer for places, drawing on We Are Undefeatable insights from lived experience, research and place-based learning, that supports the adoption of movement-for-health approaches and increases physical activity among people living with long-term health conditions.

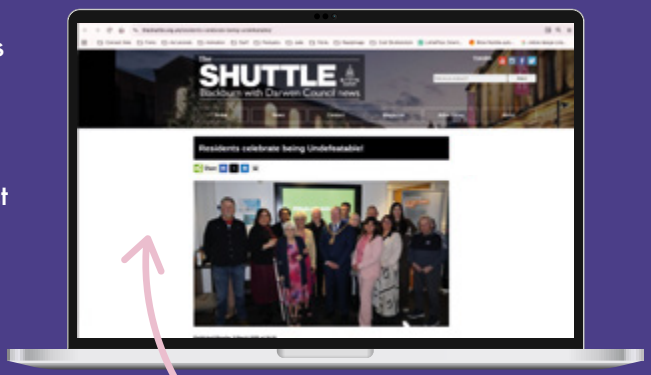
KEY ACTIVITIES

During 2025-26 we established the foundations for a new place-based approach.

Working alongside Richmond Group charities, Sport England and place-based stakeholders including Active Partnerships, we designed a framework for supporting local areas and identified opportunities in places with the greatest need, drawing on data including long-term condition prevalence and Sport England's *Place Needs Classification*. We then invited expressions of interest, assessed potential opportunities and identified seven new place partnerships. Significant engagement and planning took place during the year to support the development of these collaborations.

Alongside this development work, we supported existing place partnerships, including local campaigns and systems work in Blackburn with Darwen and wider Lancashire, generating insights and learning to inform future work other places. At the conclusion of the Blackburn with Darwen campaign, we brought partners together to reflect on campaign impact, celebrate progress and support ongoing community health and wellbeing activity.

During the year we also delivered more than 40 additional activations, workshops and engagement activities with stakeholders across health, physical activity, local government and the voluntary sector.



Blackburn with Darwen We Are Undefeatable celebration event

WHAT DIFFERENCE DID IT MAKE?

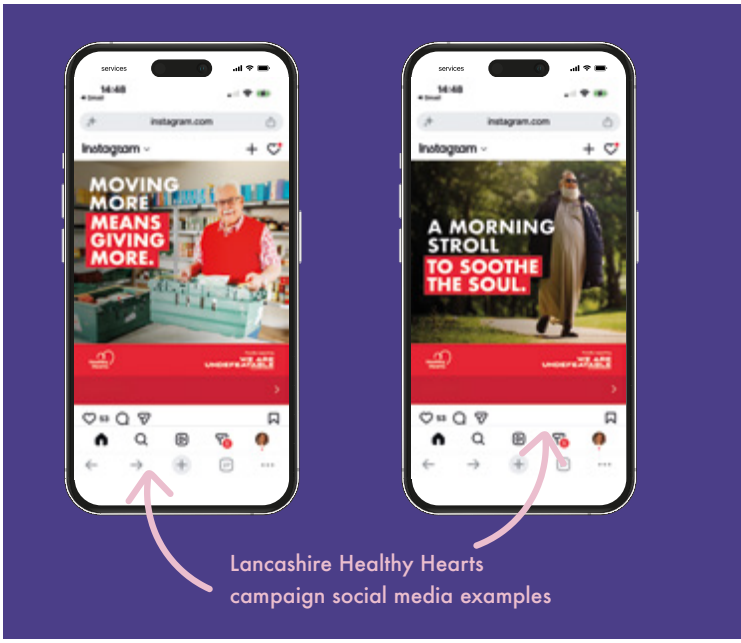
The year established strong foundations for future place-based work, combining practical delivery in existing partnerships with the development of new collaborations and growing momentum for locally led action.

The Lancashire Healthy Hearts campaign demonstrated the value of locally tailored approaches. Delivered in partnership with local stakeholders, the campaign reached hundreds of thousands of people and achieved levels of recall, reaction and reported action comparable to the national campaign. Importantly, it generated practical insights about what works in place-led behaviour change activity, strengthening the evidence base for future delivery.

Learning from existing partnerships also began to spread beyond the areas directly involved. Insights from Lancashire and Blackburn with Darwen were shared with public health leaders and place partners across the country, including in Hampshire and Isle of Wight, and Brighton and Hove. This stimulated interest in locally led We Are Undefeatable activity, with several areas exploring their own campaigns and seven new place partnerships progressing towards delivery from 2026, creating a strong pipeline for future collaboration and extending the programme's potential reach and influence.

More broadly, our work helped local organisations apply We Are Undefeatable resources, lived experience insights and behaviour change approaches within their own programmes, services and partnerships. This was reflected in a range of other local initiatives, including:

- Colchester United EFL in the Community embedding the *Five in Five* resource within its Senior Us programme.
- Supporting partners in Blackburn with Darwen to develop a targeted physical activity fund, helping local groups provide more opportunities for people living with long-term health conditions to be active.
- Sharing lived experience insights through webinars, meetings and events that informed local approaches, including Active Partnerships' Live Longer Better programmes in Gloucestershire and Berkshire, and UK Active's East of England Operator Network.



Lancashire Healthy Hearts campaign social media examples

Collectively, these activities increased awareness and use of campaign resources, strengthened the role of lived experience in local planning, and helped align local messaging around inclusive movement for health.

"The use of the local case studies was brilliant... in the background were pictures of places that people know. It's literally like, 'oh, that's the park up the road from me'... it really benefited the project."
Communications Lead at Lancashire County Council

LOOKING AHEAD

Over the next two years we will expand our network of place partnerships, launch a new Community of Practice and provide practical resources to help local leaders take action. We will also roll out a flexible place-focused 'Universal Offer', drawing on We Are Undefeatable assets, lived experience insights and learning from existing partnerships to support many more local areas to develop and deliver approaches tailored to their communities.



FUTURE PRIORITIES

We have a clear opportunity to build on what we've learned and increase our impact further. Our priorities focus on extending our reach, deepening engagement and creating the conditions that make it easier for people living with long-term health conditions to move more. Embedding lived experience insights and voices will remain a golden thread through all aspects of work.

Strengthening place-based approaches

We will continue to expand our place-based work by:

- Supporting existing partnerships and working with new places to develop locally led approaches to changing systems and behaviour informed by lived experience and local need.
- Launching a new Community of Practice to support learning, collaboration and the sharing of effective approaches to change.
- Introducing a new 'Universal Offer', giving more places free access to tools, resources, evidence and insight to support local action.

Influencing systems, policy and practice

We will remain focused on driving system change through evidence and lived experience, by:

- Publishing a new policy report in late 2026 shaped by lived experience recommendations, with a parliamentary launch planned for early 2027, building on ambitions set out in *Millions More Moving*.
- Working with partners and networks to translate recommendations into action.
- Contributing to partnership projects such as the *Moving Together Pathways Guidance Framework* helping stakeholders use lived experience insight to drive local system change.

Expanding support and connection

We will continue to develop the We Are Undefeatable app and wider behaviour change support, with a particular focus on connection and community. Key areas of development include:

- Creating dedicated individual Richmond Group charity 'groups' within the app, with eight charity partners already expressing interest.
- Reviewing and updating supporting resources and storytellers to support greater engagement across target audiences.
- Developing and testing local We Are Undefeatable groups through our Place partnerships to strengthen engagement and links to local activities and support.

Growing reach through partnerships and communities

As our tactics to delivering national campaigns will be shifting, we will place greater emphasis on partnership-led growth and community engagement. This includes:

- Exploring partnerships with organisations whose values align with our own, and extending reach through partners' audiences, channels and credibility.
- Strengthening our social and community-building activity through influencer collaborations, peer-to-peer storytelling and user-generated content.
- Continuing to put authentic lived experience voices at the heart of communications and seeking opportunities to share insights and learning.



LOOKING FORWARD TOGETHER

The progress highlighted throughout this report reflects the power of collaboration. We Are Undefeatable is made possible through the commitment of many organisations and individuals working towards a shared goal: enabling more people living with long-term health conditions to enjoy the benefits of being active.

We would like to thank Sport England and The National Lottery for their continued investment and support, as well as the Richmond Group member charities and wider partners whose insight, expertise and commitment help shape and strengthen the programme. Most importantly, we thank the people living with long-term health conditions who continue to share their experiences, challenge our thinking and inspire our work. Together, we are building momentum towards a future where moving more is possible, accessible and supported for everyone living with a long-term health condition.

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Visit **WeAreUndefeatable.co.uk** for more information

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MS Society · British Red Cross · Macmillan Cancer Support · Alzheimer's Society · Stroke Association · Arthritis UK · Diabetes UK · The National Lottery · Sport England