

THIS
GIRL
CAN

MOVE
FOR 10

MOVE FOR 10

Partner Toolkit
September 2026



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WHAT IS MOVE FOR 10?

Move for 10 is a new challenge from This Girl Can, to help support more women to get active so they can enjoy the feel-good benefits of moving more.

10 minutes of movement, 10 times over the course of a month.

Why it matters?

Life gets busy. Energy disappears. Routines change. Sometimes it's been weeks, maybe years.

By breaking down barriers to exercise, Move for 10 makes getting active feel more accessible, achievable and possible, in flexible 10-minute sessions.

A small amount of time that fits around the realities of busy lives and makes getting started feel less daunting.



MOVE FOR 10 MINUTES, 10 TIMES A MONTH

The challenge launches this September, when anyone who wants to take part will be able to register on the [This Girl Can website](#), and return to log their activities and track their progress across any device with these easy steps:

1. Choose any way to move - Walk. Dance. Play. Chase the kids. Do an online workout. It all counts.
2. Move for 10 minutes. That's it. If they stop after 10 minutes, they've completed the challenge for that day, or if they're enjoying themselves, they can keep going!
3. Do it 10 times over a month. No pressure. No perfect plan. Just small steps that add up.
4. Log each session. Use our free activity tracker to tick off each 10 minutes and watch their progress grow.

MOVE FOR 10

Find out more at [thisgirlcan.co.uk/movefor10](#)

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MOVE FOR 10

PROGRESS TRACKER

HOW TO USE

Log each of your 10 minute activities in one of the boxes below, along with how you feel after moving. Track your progress as you move through the month - enjoy!

Notes: Activity I enjoy, goals I want to set, etc...

NEED IDEAS FOR YOUR 10?

Home workout

Dance

Walk

Cycle

Run

Gym

Exercise class

Team activity

1 THE FIRST STEP Activity: Mood: 😊 😐 😞 😡 Date:	2 Activity: Mood: 😊 😐 😞 😡 Date:	3 Activity: Mood: 😊 😐 😞 😡 Date:	4 Activity: Mood: 😊 😐 😞 😡 Date:	5 HALFWAY! Activity: Mood: 😊 😐 😞 😡 Date:
6 Activity: Mood: 😊 😐 😞 😡 Date:	7 Activity: Mood: 😊 😐 😞 😡 Date:	8 NEARLY THERE Activity: Mood: 😊 😐 😞 😡 Date:	9 Activity: Mood: 😊 😐 😞 😡 Date:	10 SMASHED IT! Activity: Mood: 😊 😐 😞 😡 Date:

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EVERY TEN MINUTES COUNTS

LOG YOURS

YOUR CHALLENGE

LATEST ACTIVITY

15 Days Remaining

A challenge is 10 activities on 10 different days in a month.

Logged in as

you@example-email.com

Home

You

THIS GIRL CAN

MOVE FOR 10

Skip

TEN MINUTES COUNTS

A walk. A kitchen disco. Getting off the bus a stop early. If it moved you, it counts here. No gym required.

Next

Not sure what an activity is? [Our guide](#)

WHAT ACTIVITY?

Type in your activity or select below

Walk

Run

Dance

Gym

Swim

Cycle

Home Workout

Team Sport

Exercise Class

Other Activity

Next

Not sure what an activity is? [Our guide](#)



BUILDING CONFIDENCE WITH A VIBRANT AND VISIBLE CAMPAIGN

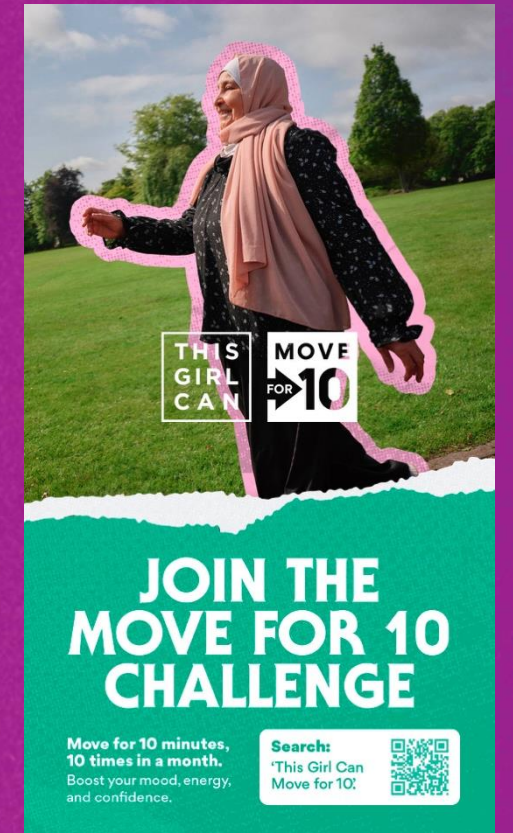
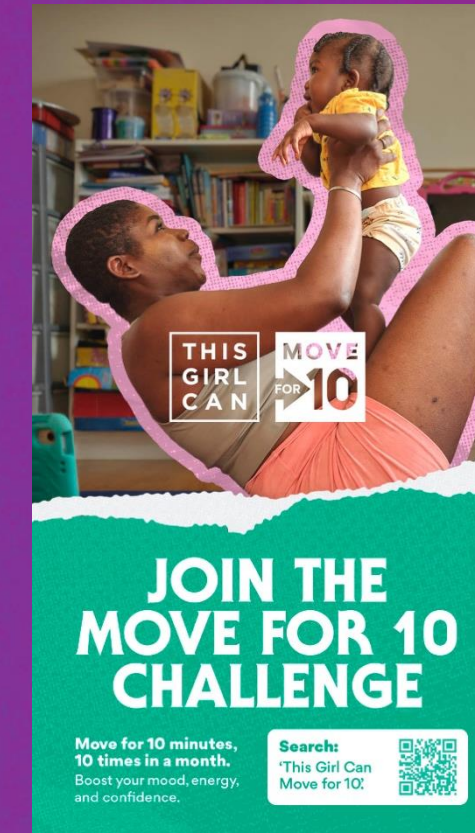
Women across the country will be taking part together, turning individual moments into something bigger: a community of women supporting one another, building confidence and discovering how good moving can feel.

The This Girl Can website will provide ideas and inspiration on different ways to complete 10 minutes of movement, 10 times in a month. Move for 10 will also remain an always on challenge, so our women can sign up at any time.

This Girl Can will also be launching a 30 second film that will show our women doing their 10 minutes of activities in lots of different ways, to encourage even more women to join the challenge.

Move for Ten will be heavily promoted through paid media on social, radio, media partnerships and OOH in September and October, with another burst planned for January.

Move for 10 launches 2nd September 2026. Will you join us?



WE CAN'T DO THIS ALONE

That's why we're asking partners to get involved and support Move for 10 in one of two ways.

National Partners

(e.g. a National Governing Body or an Active Partnership with delivery networks)

Help more women discover Move for 10 and feel inspired to get involved:

- Encourage women to search This Girl Can Move for 10, sign up and give it a go
- Share inspiration, tips and stories that show how easy it can be to get started
- Show how your activity can help women clock up their 10 minutes
- Spread the word across your networks and communities

Together, we can create something much bigger and turn 10 minutes, 10 times a month, into lasting change for our women.

Delivery Organisations

(e.g. a club, personal trainer, or community group)

Everything a national partner does – plus creating opportunities for women to give moving a go

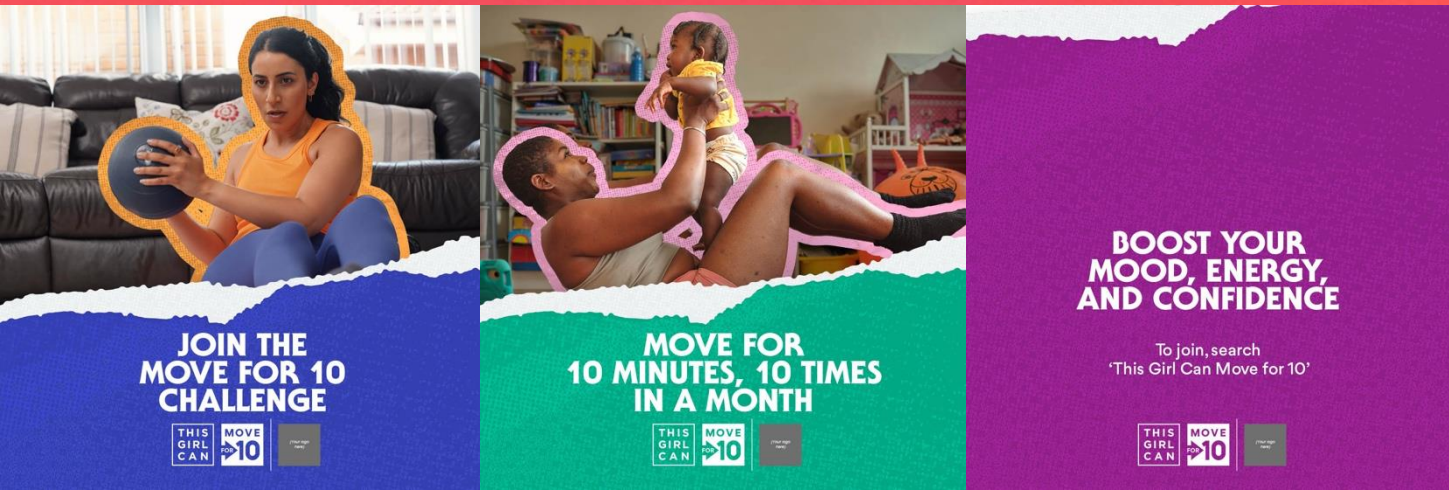
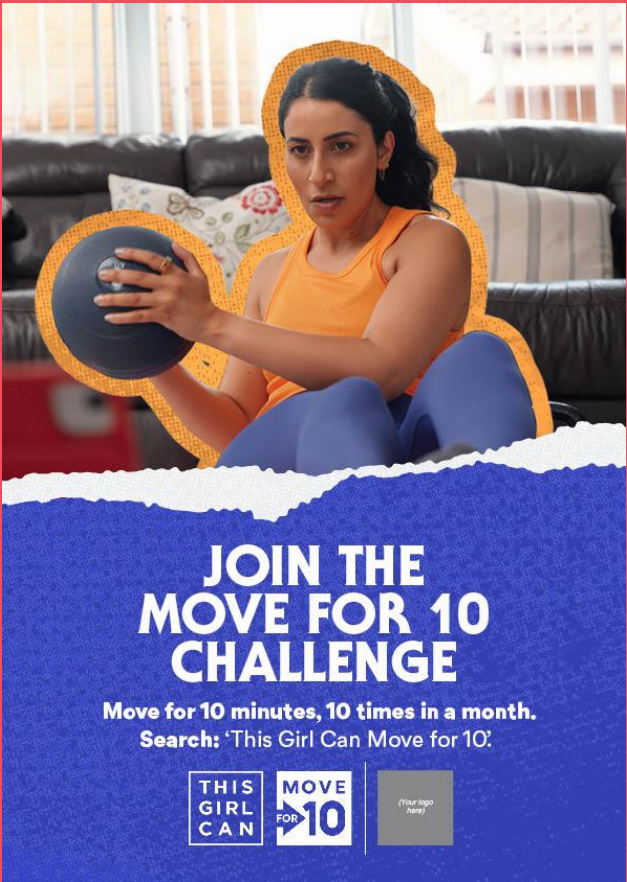
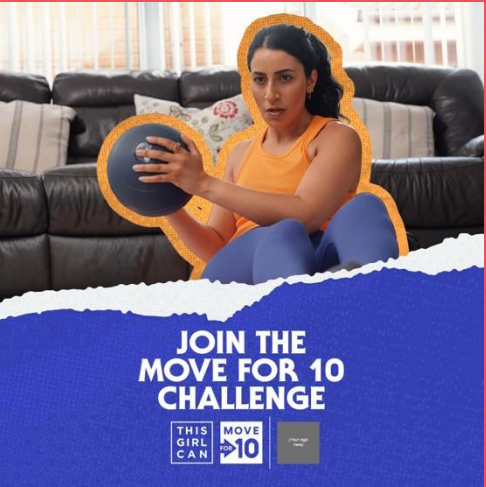
- Encourage women to sign up to Move for 10 and use your sessions, activities or events to help complete their 10 minutes, 10 times a month
- Share stories and inspiration that make getting active feel achievable
- Spread the word across your communities and signpost women to register and take part



SHARE THE CAMPAIGN

Help more women Move for 10 minutes, 10 times in a month with our new partner assets:

- [CLICK HERE](#) Launch film
- [CLICK HERE](#) A4 Posters
- [CLICK HERE](#) Long and short copy
- [CLICK HERE](#) Canva and PowerPoint editable social media assets



You will need to be registered as a This Girl Can supporter to access these assets.

If you're not yet registered, you can sign up [here](#)

Please remember to tag us @thisgirlcanuk when you post and include #ThisGirlCan.

And don't forget to like, comment and share the content we post on our This Girl Can social channels too.



06 – FIND OUT MORE

JOIN MOVE FOR 10

Sign up as a supporter, share our assets from the 2nd September and encourage women to sign up. They can join at any point and take sessions at their own pace. We'll be here when they're ready.

We'd love to hear from you.

For more information or to discuss partnership opportunities, contact us on:
thisgirlcan@sportengland.org

