Energise Me exists to beat inactivity. We change lives through physical activity and sport and work our socks off to build happier, healthier and stronger communities.
BUILDING MOMENTUM
A note from Jon Monkcom, Chair of Trustees

We are now two years into the Hampshire and Isle of Wight Physical Activity Strategy. Our work so far has armed us with new knowledge and insight into how we can help people to be active. This has enabled us to refine our plans and ensure we’re using our resources wisely, while supporting our partners to do the same.

We’ve set ourselves a huge challenge in our vision to beat inactivity. Over the past year, we’ve recruited three new trustees to ensure we’re well equipped for this challenge. They bring expertise in health and Primary Care, finance and business - all of which will strengthen our resilience and ability to achieve our strategic objectives.

In December, we also took the decision to introduce new staff roles to focus on women and people with long-term health conditions. Alongside existing posts committed to children and young people, these roles will ensure we have dedicated team members for each of our priority audiences. We’re excited to see their impact in 2019/2020.

In the meantime, we’ve built momentum behind the strategy. In our 2018 Partner Satisfaction Survey 96% of partners were aware of the strategy and 64% had already used it to shape their work.

We are grateful for the hard work and dedication of all our partners and stakeholders who have stood with us in championing physical activity. Together, we have encouraged more individuals and organisations to recognise their role in making it easier for people to be active.

I would like to thank my fellow Trustees and Energise Me staff. Alongside our strategy work, we have undergone rigorous external assessments as part of Sport England’s Performance Management Framework. We have also achieved compliance with the new gold standard Sports Governance Code. True to Energise Me style, the team embraced these processes with openness and commitment. I was delighted to see so many of the strengths that I see in our team reflected back to us by external assessors.

We’ve received consistent praise from partners, stakeholders and assessors alike for our collaborative approach. This has been - and continues to be - vital to our work. And so, it’s with excitement that we look forward to 2019/2020 and the new partnerships the year may bring as we strive to make our communities happier, healthier and stronger.

PUSHER FOR ACTION
A note from Julie Amies, Chief Executive

We’ve seen a shift in conversations over the past year. People have invited us into their organisations and networks to talk about physical activity rather than us always introducing the topic. It’s exciting to see more people recognising the value of an active lifestyle. But this doesn’t mean we can relax. We still need to push for action.

One of the most common hurdles we encounter is time. Schools know that physical activity is important but, with all the pressures of the curriculum, find it hard to make it a priority. Busy mums feel guilty taking time for themselves. In workplaces, people struggle to justify exercise breaks during the day.

We need to shift thinking away from physical activity being something extra. We’ve transformed our own thinking about what exercise should or could be. Physical activity doesn’t have to be about sport or sweating it out in a spin class. It can simply be doing things differently - actively - to achieve the same or greater outcomes.

”Energise Me is a well-led Active Partnership which has undergone a transformational change over the past two years. The team has demonstrated resilience and the new Board has shown a willingness to work collaboratively and, when necessary, to get their hands dirty.”

ASSESSOR, QUEST ASSESSMENT

“Our focus for the coming year will be on supercharging everyday lives.”

Our focus for the coming year will be on supercharging everyday lives. We’ll be working with business networks to develop wellbeing schemes across our area. We’ll be championing Active Learning to help schools deliver, not detract from, the core curriculum. And we’ll be testing new ways to make it easier for people to be active.

But we’ll also be challenging thinking amongst professionals and individuals about the time that we do have. Is every minute of every working day productive? Are our pupils concentrating 100% of the time? Are the things we do to relax actually relaxing?

There’s a wealth of research that demonstrates the benefits of being active. Our job is to ensure people experience those benefits and tell their stories loud and clear to inspire others to follow their lead.
PHYSICAL ACTIVITY FOR ALL

Energise Me exists to beat inactivity

Energise Me believes in the power of physical activity to enrich lives.

We want everyone in Hampshire and the Isle of Wight to have the opportunity, confidence and support to be active on their own terms.

For too long the people with the most to gain from being active have been the least likely to take part. In partnership with Public Health partners, we launched a strategy in 2017 to address these inequalities.

A year later, we are already seeing significant reductions in the number of inactive people in our area. But there’s still a way to go.

Our mission is to change lives through physical activity and sport and inspire people to adopt active lifestyles that make our communities happier, healthier and stronger.

We achieve our mission by:

INFLUENCING individuals & organisations to think about the role physical activity can play in helping them achieve their goals and the role they can play in making it easier for people to be active.

INNOVATING to test new ways to support inactive people to build active habits for life.

DEVELOPING the skills of the workforce to ensure participants have positive experiences that make them want to be active for life.

SUPPORTING groups by providing advice and grants to develop new opportunities for people to be active.

CONNECTING people through networking opportunities and signposting to spark joined-up thinking and collaborative working.

KEY AREAS OF WORK

OVER THE LAST 12 MONTHS WE HAVE

- Invested in local insight to ensure our work, and that of our partners, is evidence-based.
- Identified specific ways in which we will get people active across four key priorities.
- Secured investment to realise ambitious plans for the year ahead.
- Partnered with a broader range of organisations than ever before to kick inactivity into touch.
- Supported the national Active Lives Children and Young People Survey to help Sport England gather data on how 5-16-year-olds in Hampshire and the Isle of Wight engage with physical activity and sport.
- Reviewed and revised our organisational structure to reflect the priorities outlined in the Hampshire and Isle of Wight Physical Activity Strategy.
- Mapped out a locality approach, which will see £50,000 of our unrestricted reserves invested into one of the least active communities in our area during 2019/2020.
- Successfully completed the QUEST assessment and UK Sports Governance Code to comply with Sport England governance requirements and secure national investment for the benefit of the communities of Hampshire and Isle of Wight.

COLLABORATIVE, COMMITTED, INNOVATIVE, PURPOSEFUL, RESPECTFUL
OUR AIMS

Accelerate the reduction of inactivity amongst adults
Reverse the rising trend of inactivity amongst females
Narrow the gap in levels of inactivity between those adults with (or at risk of) a long-term health condition and those without
Improve levels of physical activity amongst children and young people

Supporting 44,000 people to move away from an inactive lifestyle by 2021
THE MID-WAY POINT

Halfway through the Hampshire and Isle of Wight Physical Activity Strategy, we’re steaming towards our 44,000 goal...

2017
1 in 5
inactive people in our area

2018/2019 - AT HALF-TIME WE ARE

2017/2018

Developed Knowledge
We worked with Press Red to analyse data and build a clearer picture of inactivity in Hampshire and the Isle of Wight.

Shaped Strategy
We consulted over 200 partners to develop the Hampshire and Isle of Wight Physical Activity Strategy in partnership with Public Health.

Rallied the troops
We invested in building a powerful team of partners and advocates for physical activity.

Led by example
Through our Satellite Clubs programme we showcased the power of partnerships and an insight-led approach.

57% OF THE WAY THERE

2017/2018

2021
1 in 6
inactive people in our area

25,000 PEOPLE HAVE MOVED AWAY FROM AN INACTIVE LIFESTYLE

THE INACTIVE POPULATION HAS REDUCED FROM 21.1% TO 19.1%

STRATEGIC OBJECTIVE 1
Drive investment and innovation to increase physical activity based on insight, evidence and identification of need.

STRATEGIC OBJECTIVE 2
Support an environment that makes physical activity the easy choice.

STRATEGIC OBJECTIVE 3
Encourage positive lifestyle choices and support behaviour changes that enable people to increase their physical activity levels.

STRATEGIC OBJECTIVE 4
Reduce inequalities in physical activity by focusing on people and populations most at risk.
STRATEGIC OBJECTIVE 1:

Drive investment and innovation to increase physical activity based on insight, evidence and identification of need.

Energise Me is beating inactivity in Hampshire and the Isle of Wight by:

- Securing national investment for the benefit of the people and communities of Hampshire and the Isle of Wight
- Taking an insight-led approach to focus resources on the areas and communities of greatest need
- Investing unrestricted reserves over the next three years to fund targeted interventions with specific priority audiences in districts with high levels of inactivity
- Taking a targeted and community-led approach to develop new activity opportunities with charities and community groups who already work with inactive groups

£812,691
Sport England Funding secured for the benefit of Hampshire and the Isle of Wight

£342,153
Energise Me unrestricted reserves committed to develop targeted interventions with priority audiences

£11,945
Invested in insight, training and development opportunities to support our local workforce and partners

£50,000
Invested in delivering 52 Satellite Clubs in partnership with charities and youth groups

Building our insight and evidence base

Central to the Hampshire and Isle of Wight Physical Activity Strategy is a commitment to being insight-led. Throughout 2018/19, we’ve deepened our understanding of inactivity and health in our area to maximise the impact of our work and that of our partners.

We worked with Press Red consultancy and partners from Public Health to analyse the latest Active Lives survey results and health datasets for Hampshire and the Isle of Wight. This enabled us to monitor trends and focus in on the areas of greatest need.

We have shared this data with colleagues, organisations and individuals to challenge perceptions and re-frame discussions. In doing so, we’ve encouraged a greater focus on the people and communities that will benefit most from physical activity.

For our work, we’ve identified five geographical priority areas to explore in greater detail. These areas will be the focus of our whole systems approach to beating inactivity over the next three years.

At the start of 2019, we began developing Geographic Information System (GIS) maps to bring the data to life and make it accessible and easy to digest. By adding commentary and multimedia content, we plan to draw people into the data and inspire an insight-led approach across our sector.
An insight-led approach to engaging schools

Until this year we had provided a generic offer to schools, promoting a single Daily Activity product. But with a wealth of data at our disposal, we took an insight-led approach for 2018/19.

We layered up data from the National Child Measurement Programme and Active Lives to identify priority areas. Andover, Aldershot and Gosport stood out with high levels of childhood obesity and inactive adults.

Within these areas, we targeted schools that hadn’t engaged with our previous offers. This took us into more challenging territory but partnerships with School Nurses and School Games Organisers have helped us navigate through.

Adapting our approach has enabled us to work more closely with individual schools and provide bespoke support. We’ve helped schools in the areas of greatest need to identify ways to increase pupils’ activity levels. In doing so we’ve learnt more about the support schools need, which has helped us enhance our generic offer for schools across our area.

£141,577 invested in learning about and increasing the physical activity levels of children in Hampshire and the Isle of Wight.

Increasing opportunities for young people

A young person’s view of physical activity is often shaped by school. They may have had little, if any, say in their experiences. With funding from Sport England, we built innovative partnerships to reintroduce young people to physical activity – on their terms.

Funded by Sport England, we co-created 21 new Satellite Clubs with 14-19-year-olds. Our goal was simple: to put young people in charge of creating experiences that would inspire them to be active for life.

We partnered with Active Communities Network to support weekly Boxing, Cricket and Football sessions with a strong social aspect. In New Milton, we equipped girls with glow sticks and UV paint to combat anxiety and low confidence with clubbercise. And with Breakout Youth, we helped young people from the LGBT+ community reach new heights with a climbing club.

Alongside new clubs, we sustained a further 31 Satellite Clubs and provided workshops to develop leaders’ skills. 61 people attended sessions on youth work skills and youth mental health first aid to strengthen their engagement with young people.

648 new participants took part in a session for the first time across 52 different Satellite Clubs (10.8% young people with a disability, 7.25% young people from BAME communities).
STRATEGIC OBJECTIVE 2:

Support an environment that makes physical activity the easy choice.

Energise Me is making it easier to be active by:

- Working with partners to influence plans for built environments and open spaces
- Building understanding of what healthy communities look and feel like to help communities make the best use of the assets they have on their doorstep
- Advocating for transport policies and systems that encourage people to choose active travel
- Championing whole school, college and workplace physical activity programmes which energise the places in which we work and play

80% of respondents in our annual partner satisfaction survey agreed that our collective work focuses on the assets of the place and its people (e.g. community assets/individual strengths)

5 geographical priority areas pinpointed to pilot a whole systems approach in 2019/20 with investment from our unrestricted reserves

Sparking conversations about Active Design

The design of the places where we live, work and play can have a major impact on our health and wellbeing. It’s vital that our environments make it easy for people to be active. We hosted a breakfast meeting to spark conversations about Active Design.

In April 2018, we hosted a breakfast meeting on Active Design to influence local planners and others working in the system. Our aim was to get people thinking about how we can develop environments that encourage all of us to move more for the benefit of our health.

Speakers from Public Health, Sport England and Basingstoke and Deane Borough Council shared case studies and design principles to inspire action.

100% of survey respondents rated the content as good. The event prompted attendees to influence colleagues and introduce focus groups into their planning and project development processes.

We influenced 39 planners and colleagues working in the system to think about how we can develop and build a sustainable environment to make physical activity the easy choice.
Introducing play into home environments

Playing is a great way for children to be active. But some children never experience play at home. We teamed up with Create Development, Public Health and 12 schools in our area to get families playing.

With play so commonly associated with childhood, it’s easy to assume that all children enjoy playing and being active at home. But the results from the first Active Lives Children and Young People survey told a different story.

Statistically, today’s kids are part of the least active generation in history. Only 17.5% of children are meeting the Chief Medical Officer’s Guidelines of at least 60 minutes of physical activity each day. 32.9% are doing fewer than an average of 30 minutes a day.

Using insight and National Child Measurement Programme data, we identified 12 schools to help us introduce play into children’s home environments. In partnership with Public Health, we engaged Create Development to deliver Real Play in those schools. The programme helped families explore how to play and be physically active together.

Planning for a place-based approach

Everyone has a role to play in tackling inactivity. To make being active the easy choice we need to get policy makers, planners, community workers and residents all working together. We’ve spent a busy year forging partnerships and planning for a major place-based project.

Taking an insight-led approach has enabled us to sharpen our focus and delve into the detail of specific communities. From the local authorities in our area, we’ve identified five areas with high levels of inactivity and poor health.

Learning from Sport England’s Local Delivery Pilots, we’ve laid foundations for a place-based approach. We’ve worked closely with partners to build relationships and test readiness of different communities for tackling inactivity.

With plans and relationships established, trustees have approved investment of £50,000 of unrestricted reserves to launch a game-changing project in 2019/20.

£50,000 of Energise Me’s unrestricted reserves set aside to kick-start a whole systems approach in one of our priority areas in 2019/20.
STRATEGIC OBJECTIVE 3:

Encourage positive lifestyle choices and support behaviour change that enables people to increase their physical activity levels.

Energise Me is supporting behaviour change by:

- **Learning** which interventions work, which don’t and why so we can optimise investment and support partners to do the same
- **Challenging perceptions** of where physical activity can take place
- **Challenging all leisure contractors** as to how they are going to engage inactive people
- **Helping organisations and the workforce** across our system to understand and adopt the principles of behaviour change
- **Advocating for use of evaluation tools** such as the logic model to assess how interventions have changed behaviour and supported government outcomes
- **Championing national campaigns** and providing positive reinforcement for active behaviours by celebrating individuals’ progress through storytelling and digital communications

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### Grant Overview

<table>
<thead>
<tr>
<th>Amount</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>£40,000</td>
<td>Grant from Sport England in support of our local workforce</td>
</tr>
<tr>
<td>£85,000</td>
<td>Workforce investment successfully secured for 2019-2021</td>
</tr>
<tr>
<td>25,000</td>
<td>People in Hampshire and the Isle of Wight have moved away from an inactive lifestyle</td>
</tr>
<tr>
<td>335</td>
<td>People engaged in training to support our communities to be active</td>
</tr>
</tbody>
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**Changing lives and perceptions**

We’ve learnt a lot about young people’s perceptions of physical activity over the last two years. From general disinterest to negative experiences, there are lots of barriers to overcome. We partnered with Creating Futures to challenge perceptions of what physical activity looks and feels like.

We partnered with Creating Futures to support Summer of Hope 2018 through our Satellite Clubs programme. BMX and basketball met candle-making and urban art in a mixed programme that catered for a wide range of interests.

By providing a diverse offer, the programme engaged inactive teenagers and introduced physical activity by stealth.

At the start of the programme, 52% of participants expressed a negative or neutral response to physical activity. By the end, negative and neutral responses had dropped to 0%.

Participants and volunteers kept diaries to record how they felt before and after sessions. Many tried activities they had never tried before and reported an increase in confidence and a desire to continue.

*“Today we focused on our punches in boxing and it made me feel like I wanna come again. I really enjoyed myself. One of the leaders said I was a natural and was proud. That boosted my confidence.” *SUMMER OF HOPE PARTICIPANT
Influencing the sector to enable behaviour change

An appropriately supported workforce that understands inactive people can make all the difference in supporting people to become and remain active. Through training and digital resources, we’ve made sure our local workforce is up for the challenge.

In January, we held the first in a series of events to bring leisure operators from across our area together to address inactivity collaboratively. We increased their awareness of the priority groups outlined in the Hampshire and Isle of Wight Physical Activity Strategy and encouraged them to share experiences of engaging inactive people. The session explored activity design principles as well as the importance of workforce employment and development.

Throughout the year, we also developed opportunities for coaches and support staff. We nominated four local tutors to be trained to deliver the UK Coaching ‘Coaching the Person in Front of You’ workshop. Focusing on soft skill development, the course enables coaches to better understand and connect with people to help them thrive.

Alongside workshops and networking opportunities, we’ve created a collection of videos and guides on our website to develop understanding of priority audiences.

664 people accessed digital resources on safeguarding, insight, and designing activities for vulnerable young people via our website.

Encouraging individuals through digital channels

We began the year with a new approach, which placed inactive people slap bang at the heart of our marketing strategy. We’ve tested marketing as a driver for change with a focus on encouraging people to be active.

We reviewed our channels and mapped out a path to guide people from not even thinking about physical activity to being regularly active. From press stories that reached beyond the sports pages to social media interactions that reinforced active behaviour, we made our communications count.

In November, we used our Get Active e-news to test whether we could nudge people from reading about physical activity into taking action. Alongside inspiring stories and tips, we launched Tech Explorers: a call for our e-news subscribers to test fitness apps. Within an hour, our first subscribers had volunteered for action. They used the apps every day and told their stories to inspire others to follow their lead.

Our small-scale test proved that our marketing channels have the power to move people to action. From small beginnings, we’ve scaled up our approach to develop a Mystery Shoppers initiative for the year ahead.

“Using the app, I’ve found that I can do 10 minute exercises when time is tight and it keeps track of my progress, which pushes me to get up in the morning and do more.” TECH EXPLORER

Just finished second run of #Couchto5k week 5. I’ve got a solid 20 minute run to do on Friday. Absolutely not worried at all. Nope, I’m fine.

It sounds like you’re smashing it. You’re over halfway there. You got this 😊

After an awful day at work, you’ve got no idea how much I needed this. Thanks.
STRATEGIC OBJECTIVE 4:

Reduce inequalities in physical activity behaviour by focusing on people and populations at most risk.

Energise Me is reducing inequalities in physical activity behaviour by:

- Prioritising **inactive females and people with (or at risk of) long-term health conditions**
- Working with partners to develop a more in-depth understanding of these groups through commissioned insight and data analysis
- Prioritising **prevention initiatives** and integrating these into the primary health care system
- Using **community engagement approaches** to create new opportunities to reach those experiencing inequalities
- Collaborating with other sectors and using non-traditional physical activity settings to put people at ease

The inequality gap in participation between those with a limiting illness and those without reduced from 20.7pp to 18.7pp between the Active Lives November 15/16 and Nov 16/17 releases.

Trustees approved investment of unrestricted reserves to introduce new staff roles that will focus specifically on women and people with, or at risk of, long-term health conditions.

Influencing health and wellbeing strategy

The Hampshire Health and Wellbeing Strategy was refreshed at the start of 2019. The previous version contained no references to the role physical activity can play in the wellbeing of Hampshire residents. We joined forces with Public Health to make the case for the inclusion of physical activity in the revised strategy.

Throughout 2018/19, we worked closely with Public Health to raise the profile of physical activity in relation to health. We used the evidence base behind the Hampshire and Isle of Wight Physical Activity Strategy to influence the content and development of the Health and Wellbeing Strategy.

The 2019-2024 Health and Wellbeing Strategy includes physical activity in 3 of the 4 key priority areas. It is referenced as part of the prevent strategy in every part of the life course: starting well, living well and ageing well.

This shift in strategy has increased our influence within the health sector. It has paved the way for us to work with Public Health and the Programme Manager to incorporate physical activity actions into the overall action plan for the Health and Wellbeing Board.

This signals a new chapter in working together to create happier, healthier and stronger communities.
Forging partnerships to reduce inequalities

Data for our area revealed concerning trends in inactivity among women and people with a long-term health condition who are aged 45–54-years or over. Committed to reducing inequalities, we forged a new partnership to energise residents aged 50+.

Through funding from Southampton Healthy Living, we worked with Social Care in Action to set up four Sporting Memories Network groups in day centres across Southampton. The groups provide a friendly and welcoming environment for anyone over the age of 50 to come and enjoy reminiscing about their experiences of watching or playing sport.

Many of the members attend to enjoy the company of older sports fans. Some live with dementia, have memory problems, or have experienced depression. Others have had a stroke or live with Parkinson’s. All have one thing in common: a love of sport!

Beyond reminiscing, the groups involve people in fun physical activities - from New Age Kurling and Boccia to Darts or even Walking Football.

Staff in each day centre were trained and mentored to deliver the weekly sessions. This has ensured the clubs are embedded into the ongoing activities run by the centres.

Increasing inclusivity in competition

Each year, we bring children and young people from across the county together to participate in the Hampshire School Games. It’s a unique opportunity to encourage more young people into sport. We introduced new events in 2018 to involve those who are least likely to engage in sport.

The Hampshire School Games is designed to make sure that every school and every child has a chance to get involved – whatever their ability. For some pupils it’s the first time they play at a county level and can often be the motivation for them to carry on with the sport through school and beyond.

In 2018, we introduced Aquathlon for secondary schools and a MultiSkills competition for years 3 and 4. Multiskills teams were required to reflect the average year 3 and 4 class rather than focusing on the best performers. Each team combined a mix of abilities. They score points both for performance and for displaying the School Games values – teamwork, self-belief, determination, honesty, passion and respect.

We look forward to introducing more inclusive events in 2019.

2,800 young people competed at the Hampshire School Games 2018.

Children and young people had the opportunity to participate in 17 different sports.
Increasing capacity to address inequalities

Looking to the year ahead, we’ve developed plans to tackle inequalities head on. We’re on a mission to make physical activity more inclusive and to ensure that there are appropriate opportunities for those who are least active in our communities. We’re making it our business to ensure people can find, or create, activities that are right for them.

In December, our Trustees approved plans to introduce two new roles to our team to drive forward work with women and people with long-term health conditions. They also approved proposals to invest in research and pilot projects to engage these priority groups. Our Public Health colleagues remain close at our side as we expand our work to create happier, healthier and stronger communities.

With innovation funding from Sport England, we’ll be embarking on an innovative ‘Pride in Our Workforce’ research project in 2019/2020. The project will examine the role the workforce plays in engaging the LGBT+ community in physical activity and sport. We’ll explore the skills, competencies and behaviours needed to ensure LGBT+ participants have positive experiences. We’ll also test whether the local physical activity workforce is representative of our local population.

Collaboration will be key in addressing inequalities. We’d love to chat to anyone who shares our passion for ensuring everyone has the opportunity and support to participate in physical activity. Get to know our team at www.energiseme.org/about-us/our-team and get in touch. Together we can kick inactivity into touch!
Thank you to everyone who has helped us beat inactivity in 2018–19.

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