



EXPLORE

4	Building momentum
_	A note from Jon Monkcom, Chair of Trustees

- Pushing for action
 A note from Julie Amies, Chief Executive
- Physical activity for all Energise Me exists to beat inactivity
- 8 Our aims Mission 44,000
- The mid-way point Where we've got to
- Strategic Objective 1
 Investment, innovation and insight
- Strategic Objective 2
 Environments
- Strategic Objective 3
 Supporting behaviour change
- Strategic Objective 4
 Reducing inequalities
- Appendix Annual report and financial statements
 A round-up of our financial information for 2018/19

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.

"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

PUSHING 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.

"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.





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



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.

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.

2018/2019 - AT HALF-TIME WE ARE

57% OF THE WAY THERE



************ ************** *******

25,000 PEOPLE
HAVE MOVED
AWAY FROM
AN INACTIVE
LIFESTYLE

THE INACTIVE POPULATION

HAS REDUCED FROM 21.1% TO 19.1%



2021 1 in 6 inactive people in our area



10

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

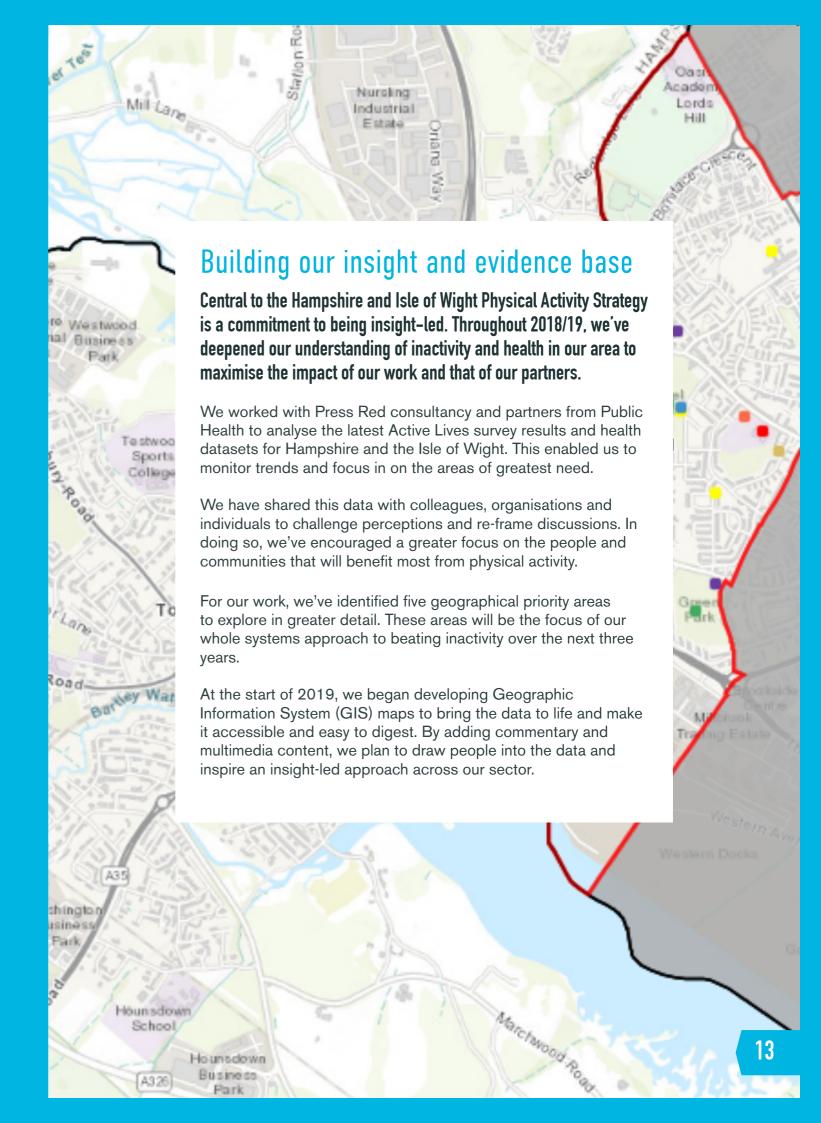
Energise Me unrestricted reserves committed to develop targeted interventions with priority audiences

£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







STRATEGIC OBJECTIVE 2:

Support an environment that makes physical activity the easy choice.

Energise Me is making it easier to be active by:

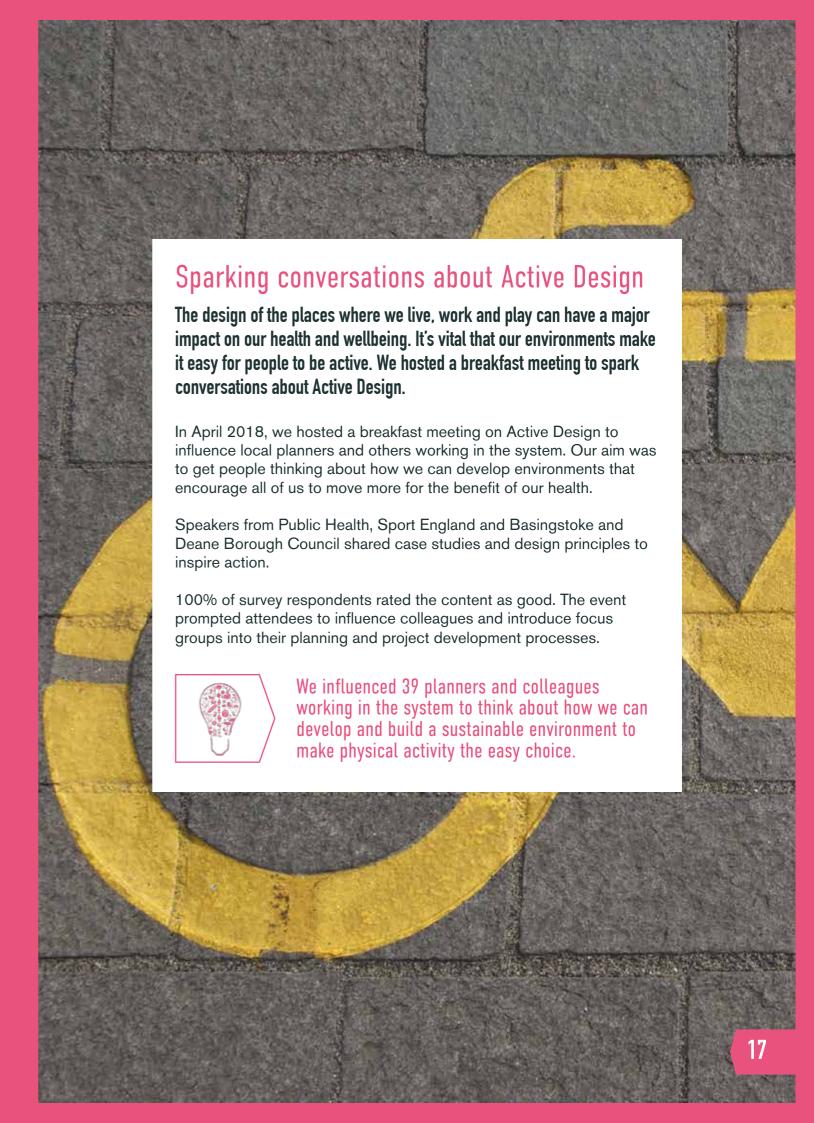
- Working with partners to **influence plans** for built environments and open spaces
- Building understanding of what healthy communities look and feel like to help communities make the best use of the assets they have on their doorstep
- Advocating for transport policies and systems that encourage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

0/0

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





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 gamechanging 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

£40,000

Grant from Sport England invested in supporting our local workforce

£85,000

Workforce investment successfully secured for 2019-2021

25,000

People in
Hampshire and
the Isle of Wight
have moved away
from an inactive
lifestyle

335

People engaged in training to support our communities to be active





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.

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.

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

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.







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.



Thank you to everyone who has helped us beat inactivity in 2018–19.

www.energiseme.org 01962 676165 info@energiseme.org

Facebook EnergiseMe1

Twitter
@EnergiseMe_

