



Beating inactivity

Trustees' Report & Annual Accounts 2017-2018



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.



DIVE IN

STRATEGIC REPORT

4

Introducing Energise Me

Our vision, mission and values

5

Why we exist

Building happier, healthier and stronger communities

6

Laying strong foundations

A note from Jon Monkcom, Chair of Trustees

7

Kicking inactivity into touch

A note from Julie Amies, Chief Executive

8

Our aims

What we set out to achieve

9

Connecting people

Collaboration is key

10

Our year

Beating inactivity now and in the future

12

Driving investment, innovation & insight

Pursuing strategic objective 1

14

Creating active environments

Pursuing strategic objective 2

16

Encouraging active lifestyles

Pursuing strategic objective 3

19

Reducing inequalities

Pursuing strategic objective 4

22

Supporting talent

Supporting athletes to maintain their passion for sport

STATUTORY REPORT AND FINANCIAL STATEMENTS

Appendix

Statutory report and financial statements

A round-up of our financial information for 2017-18

INTRODUCING ENERGISE ME

Our vision, mission and values

Our vision: to beat inactivity

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

WE ARE: COLLABORATIVE, COMMITTED, INNOVATIVE, PURPOSEFUL, RESPECTFUL



WHY WE EXIST

Building happier, healthier and stronger communities



One third of the population in our area (aged 16+) are not doing enough physical activity for it to benefit their health. They are inactive and do fewer than 30 minutes of physical activity per week (in bouts of at least 10 minutes of moderate intensity).



Persuading inactive people to become active could prevent 1 in 6 deaths.



Physical inactivity is the 4th largest cause of disease and disability.



The estimated annual health cost of physical inactivity is £27.8 million in our area.



Physical activity programmes at work can reduce absenteeism by up to 20%.

LAYING STRONG FOUNDATIONS

A note from Jon Monkcom, Chair of Trustees

Energise Me has made significant leaps towards beating inactivity during 2017-18. We've launched a new strategy and built valuable partnerships to help achieve our vision. With strong foundations in place, we're looking forward to supporting 44,000 people in our area to move away from an inactive lifestyle by 2021.

2017-18 was our second year as an independent charity and my first as Chair of Trustees. It was an honour to pick up the baton from Richard Millard in January 2018. He and the team have done an amazing job establishing Energise Me as a charity. I have taken over at an exciting time and I couldn't have asked for a more committed team of staff and trustees to work with.

"I couldn't have asked for a more committed team of staff and trustees to work with."

True to Energise Me's values, we spent 2017-18 purposefully building relationships that could help tackle inactivity. We've worked with local authorities, schools, charities, workplaces and community services to energise people's everyday lives.

In partnership with Public Health, we co-commissioned the Hampshire and Isle of Wight Physical Activity Strategy 2017-21. We consulted over 200 partners to create a strategy that is bold in its ambition and grounded in local insight.

"We consulted over 200 partners to create a strategy that is bold in its ambition and grounded in local insight."

To achieve the greatest health gains and best value for public investment, the strategy focuses on those who are least active in our communities. This led us to concentrate our efforts on women, children and young people, and those with (or at risk of) a long-term health condition and/or disability.

The latest national Active Lives survey report, released in November, showed a reduction in inactivity in our area. It's a promising start but we still have a long way to go to beat inactivity. It's a major task but our team and trustees are 100% committed to building happier, healthier and stronger communities.

"... our team and trustees are 100% committed to building happier, healthier and stronger communities."

Thank you to everyone who has helped us tackle inactivity in 2017-18.



KICKING INACTIVITY INTO TOUCH

A note from Julie Amies, Chief Executive



2017-18 was all about testing, innovating and being curious – about our area, our audiences and potential partners. We’ve built a stronger understanding of who is inactive in our patch. We’ve put those inactive groups in the driving seat to shape activities. Now we’re rallying the troops to kick inactivity into touch.

In an area as large and diverse as Hampshire and the Isle of Wight we needed a strong focus and a strategy that would compel others to help beat inactivity.

Throughout 2017-18 we’ve invested in really getting to know our place and people. Working with Press Red, we’ve delved deep into Active People trends and Active Lives data at a county and local level. We’ve commissioned insight and forged new partnerships to better understand the barriers and motivations of inactive groups.

“We’ve commissioned insight and forged new partnerships to better understand the barriers and motivations of inactive groups.”

We’ve reached beyond the sports and physical activity sector to learn from those who are more familiar with our target audiences.

During the year we launched new Satellite Clubs in partnership with not for profit organisations that work with vulnerable young people. Participants are helping to develop clubs that they want to be part of. They’re creating environments where they can be confident and more active, on their own terms.

In partnership with Public Health Hampshire, we’ve expanded our This Mum Can initiative across the county. Young mums are now taking the lead and choosing their own activities.

“Young mums are now taking the lead and choosing their own activities.”

We’re learning all the time about the activities and environments that appeal to inactive groups. By sharing that learning with activity providers we aim to build a sector that is more welcoming and inclusive.

Through each intervention we’re deepening our understanding of our audiences and building a powerful troop of advocates for physical activity.

Momentum behind the physical activity strategy is growing. Local Authorities, schools and charities are taking action but we need the whole system working together to achieve our vision. Together we can kick inactivity into touch!

OUR AIMS

Accelerate the reduction of inactivity amongst adults

Reverse the rising trend of inactivity amongst females

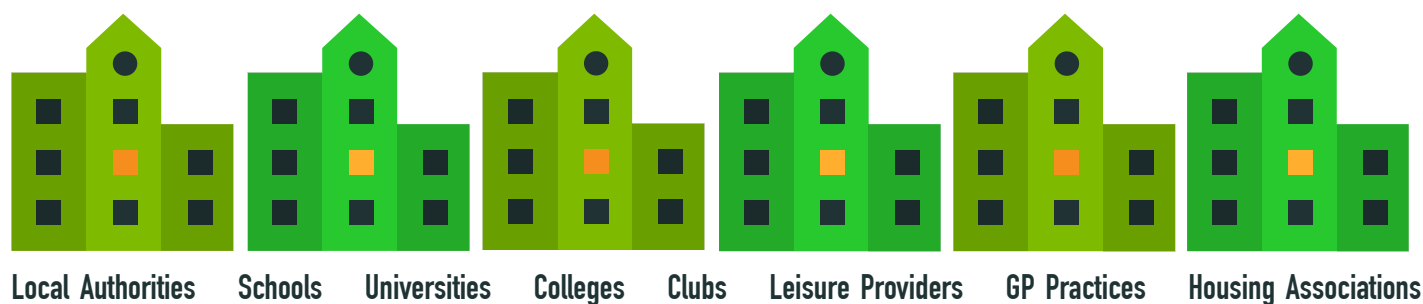
Narrow the gap in levels of inactivity between those adults with (or at risk of) a long-term health condition and those without

Improve levels of physical activity among children and young people



CONNECTING PEOPLE

Collaboration is key to achieving our aims. Joined up thinking drives action, investment and influence. We're bringing individuals and organisations together to secure investment and engage inactive groups. Our powerful troop of physical activity advocates includes:



OUR YEAR

Our ambition is to get 44,000 adults (16+) to move away from an inactive lifestyle by 2021. Achieving our ambition will reduce the number of inactive people in our area from 1 in 5 to 1 in 6.

2017
1 in 5

inactive people
in our area



OUR YEAR 2017-18

Developing knowledge

Supported by Press Red consultants, we analysed physical activity data to develop a detailed picture of inactivity in Hampshire and the Isle of Wight.

We filtered the insight to present relevant data to our local authority partners. We're now working with them to help shape insight-led action plans.

We led three insight days to expand our team's and key partners' knowledge of our target groups.

Shaping strategy

We consulted over 200 partners, including local authorities, to develop a physical activity strategy for our area. We joined forces with Public Health teams across Hampshire and the Isle of Wight to co-commission the strategy. Together, we're now promoting its implementation to spark action in our communities.

We developed a new marketing strategy to place inactive audiences slap bang at the heart of our communications.

Readying our organisation

We called for reinforcements to help us expand our knowledge and networks and reach inactive groups.

We welcomed new Trustees to strengthen governance in our early days as a charity. They helped shape strategies, develop our work



2021
1 in 6
inactive people
in our area



with schools and facilitate new relationships on the Isle of Wight.

We welcomed new staff with skills and knowledge from youth work, arts and voluntary sectors.

Rallying the troops

We recognised that no matter how strong we made our organisation, we couldn't beat inactivity on our own. We invested in building a powerful team of partners and advocates for physical activity.

We connected with Public Health, clinical commissioning groups, school nurses, GP practices, health visitors, governors and private providers to expand our work with schools. They worked with us to champion physical activity and enabled us to engage with 73% of infant, junior and primary schools in our area.

We forged partnerships with charities, housing associations and care providers to deliver our programmes. These interventions helped get inactive groups moving and transform the lives of at risk groups in our communities.

Leading by example

Through our Satellite Club and This Mum Can programmes, we showcased the power of partnerships and an insight-led approach.

By demonstrating the impact of these programmes, we helped inspire the sector to embrace new ways of working.

DRIVING INVESTMENT, INNOVATION & INSIGHT

Strategic Objective 1:

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

We need to understand why people are inactive and shake up the status quo.

INVESTMENT

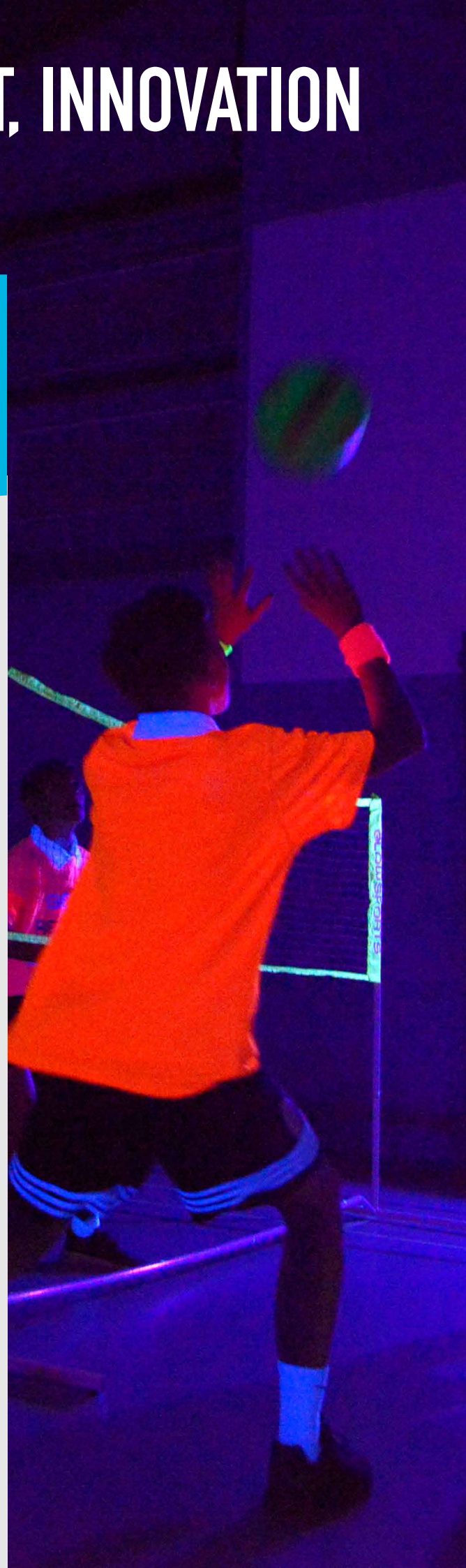
- We secured £265,982 of investment from Sport England, Public Health and The Sporting Memories Foundation to develop and expand programmes centred around the needs of inactive groups.
- We ran a networking event for local partners on the Active Ageing Funding stream, which resulted in a collaborative bid achieving £147,000.

INNOVATION

- With funding from Public Health Hampshire, we led an inactive to active pilot which embraced technology to boost the physical activity levels of 40 - 65 year-olds in Gosport and Havant.
- We supported 199 teachers to use Create Development's wheel to improve their strategic approach to delivery of PE and sport.

INSIGHT

- We worked with Press Red to analyse physical activity data at a county and local level.
- We commissioned a youth research study by The Behavioural Architects to provide insight into vulnerable young people's relationships with sport and physical activity.





UNDERSTANDING VULNERABLE 14-19 YEAR-OLDS

Vulnerable young people face a wide range of challenges that can prevent them from being active. We commissioned The Behavioural Architects to help us understand their habits, motivations and barriers.

The research delved into the lives of inactive teenagers in Gosport, Havant and Eastleigh. Some were students or workers while others were not in education or employment.

Despite their differences, the teenagers revealed similarities that have implications for developing physical activities for this group.

A lack of autonomy and limited headspace mean they reject anything that threatens their freedom or requires effort. They fear other young people and tend to have small social circles that reinforce unhealthy lifestyles.

The Behavioural Architects created a set of guiding principles shaped by this research. By sharing these principles with partners, we aim to spark innovative new activities that meet the needs of vulnerable young people in our area.

[Read the Understanding Vulnerable 14-19 year-olds insight guide](#)

“Last year I was ganged up on in the middle of school and got pushed around by a big group of girls. I now have a big issue with trusting people my own age.”

“I dislike most sporting activities because I’m bad at them. If I run a long distance, I get out of breath.”

Research participants

CREATING ACTIVE ENVIRONMENTS



Strategic Objective 2:

Support an environment that makes physical activity the easy choice.

To make physical activity the easy choice we need to tackle barriers and energise the places where people live, work and play.

- We trained 90 new schools to set up Golden Mile tracks in their grounds to boost children's activity levels during the school day.
- We commissioned insight with inactive families in Whitehill and Bordon to help shape the Healthy New Towns programmes and get families active.
- We partnered with No Limits and Breakout Youth to engage 10 LGBT+ young people in designing a Rainbow Rating scheme. The scheme will assess leisure facilities and tackle barriers that the LGBT+ community may face in participating in physical activity.
- We signed up 257 new people to the Workplace Challenge – almost one third of whom logged active travel among their activities.
- We held a Breakfast Meeting to encourage partners to embrace OpenActive's vision of "a future where [activities] are no longer stuck in a single website and can be listed in a wide range of apps and services".



PROVIDING INSIGHT TO SHAPE A HEALTHY NEW TOWN

Trying to transform a community without understanding the needs of local people can result in well-intentioned but ineffectual change. We helped Whitehill and Bordon partners build a deeper understanding of inactive families so they could create a healthier and more active community.

Whitehill and Bordon is one of ten NHS England Healthy New Towns. Partners have been working on an ambitious programme to make it easy to live healthy, independent and active lives in the town.

We commissioned **djs research** to provide baseline data on physical activity levels among local families. They also identified issues preventing families from being active and opportunities that would inspire them to change their lifestyle.

The research highlighted transport and a lack of trusted facilities as barriers to being physically active. It also flagged a lack of awareness of existing activities in the area.

By combining quantitative and qualitative data, the research provided actionable insight and a baseline from which the impact of interventions will be measured.

“I would like to do more healthy stuff with the kids but my husband drives and I don’t so I have to get the bus everywhere. There are some activities in the area but the transport isn’t very good and I won’t let the kids go that far without me being there. The activities that do exist are for younger kids – there isn’t very much at all for those that are a bit older.”

Research participant

.....

ENCOURAGING ACTIVE LIFESTYLES

Strategic Objective 3:

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

We need the right offer, a team of influencers and skilled individuals to support people to get active.

- We collaborated with London Sport to develop two activity finders – Get Active Hampshire and Get Active Isle of Wight – to make it easy for people to find activities near them.
- We trained 93 teachers to lead the Golden Mile initiative in their schools and motivate pupils to get active. Alongside teachers previously trained, they've helped boost the activity levels of 18,000 children in our area.
- We partnered with Hampshire County Council to provide 18 female coaches with Project 500 bursaries to gain qualifications. These qualifications will enable them to inspire and support women to be active.
- We co-ordinated five primary school visits by Hampshire Talented Athlete Scheme members to inspire pupils to follow in their footsteps.
- We supported the development of 12 new Satellite Clubs to boost the activity levels of vulnerable young people.
- We promoted positive lifestyle choices and engaged with over 1,590 people through our support of the 1 Community Christmas Tree Festival.







INCREASING FOCUS AND ENTHUSIASM FOR PHYSICAL ACTIVITY IN SCHOOLS

Sitting down all day at school or work can limit our opportunities to be active. We've been working with Premier, local schools and partners to get children more active during the school day.

The Golden Mile gets children walking, jogging or skipping around a measured distance within the safety of the school grounds. Miles are logged on an online portal and we reward pupils with t-shirts and certificates for hitting major milestones.

We supported 122 schools to deliver the Golden Mile in 2017-18. Two children on the Isle of Wight clocked up an incredible 150 miles each within their first nine months.

Teachers have reported an increase in pupils' concentration and confidence. Children who've never shown any interest in sport are speeding round the track.

By providing a flexible initiative that's free of charge to schools, we've energised the school day and boosted the activity levels of 18,000 children.

"We had a really good success story where a year 6 pupil didn't take part in any sports at all and was on the radar for behaviour. He has run the second most amount of miles in the school. He would go outside at lunch times and just run around and get loads of laps done. Talking to his class teachers he was much more focused on his work."

Dom, Teacher, Southampton

.....

REDUCING INEQUALITIES

A young man with short brown hair, wearing a red t-shirt and a red wristband, is seated in a black wheelchair on an outdoor basketball court. He is leaning forward, holding a red basketball with both hands, preparing to shoot or pass it. The background shows a clear blue sky and a blurred view of another person in a wheelchair.

Strategic Objective 4: **Reduce inequalities in physical activity by focusing on people and populations most at risk.**

**To support those most at risk we
need to harness the influence of
the people they trust and develop
activities that tackle inequalities.**

- We connected with organisations and young people to create Satellite Club opportunities for teenagers who are facing challenges – such as young carers, LGBT+ community, young offenders and those coping with mental health problems.
- We delivered an inclusive School Games event, which gave 232 disabled young people the opportunity to take part in sporting competition.
- We worked with organisations who provide adult health and social care support to deliver sporting reminiscence and physical activity for older people with early onset dementia.
- We launched 3 new This Mum Can groups to support young mums to become more active through activities of their choice.



GETTING MUMS ACTIVE IN ALDERSHOT

Financial pressures, lack of childcare and limited opportunities at suitable times of day make it difficult for young mums to be active. We worked with a group in Aldershot to tackle these barriers and get them back into regular physical activity.

Funded by Public Health Hampshire and Sportivate, we launched This Mum Can Aldershot to help young mums get active.

Research flagged that childcare was a major issue for local mums. To eliminate the need for childcare, the group suggested buggy bootcamp.

We recruited a pre and post natal fitness instructor to run the sessions. She created workouts that were flexible enough to suit varying fitness levels and gave mums the chance to chat between exercises.

This Mum Can Aldershot has boosted the activity levels of young mums, built new friendships and helped give inactivity and social isolation the boot.

"I used to do bootcamp before I had my baby... so I was very excited to learn that there was a buggy bootcamp near me. It's great fun, works you hard and it's fab that I can bring my little girl along too. You keep on the move so the babies never get bored. Definitely recommend it to all mums as a great way to keep active."

**This Mum Can Participant,
Aldershot**



TACKLING LONELINESS, DEPRESSION AND INACTIVITY IN OLDER PEOPLE

Dementia, depression and loneliness can have a devastating impact on the lives of older people. We set about sparking friendships and reawakening positive thoughts through The Sporting Memories Network.

The Sporting Memories Network supports people across the UK who are living with dementia, depression and loneliness.

During 2017-18, we launched two new groups: one in partnership with MHA Live at Home Scheme and one with Eastleigh Football Club in Chandlers Ford. The groups bring older people together to connect and share memories of sport.

Each group meets weekly to reminisce on a certain sporting theme before taking part in a physical activity such as New Age Kurling or Boccia.

The groups have helped older people in our communities to connect with others and with their past. They've reawakened memories and given participants the confidence to be physically active again.

"[The] group is unique and I enjoy the company."

.....

"[It's] good to be able to socialise with Dad again and have a laugh."

.....

"Good banter and a chance to be competitive."

.....

"Sporting Memories Network gives me a real purpose and a lift."

.....

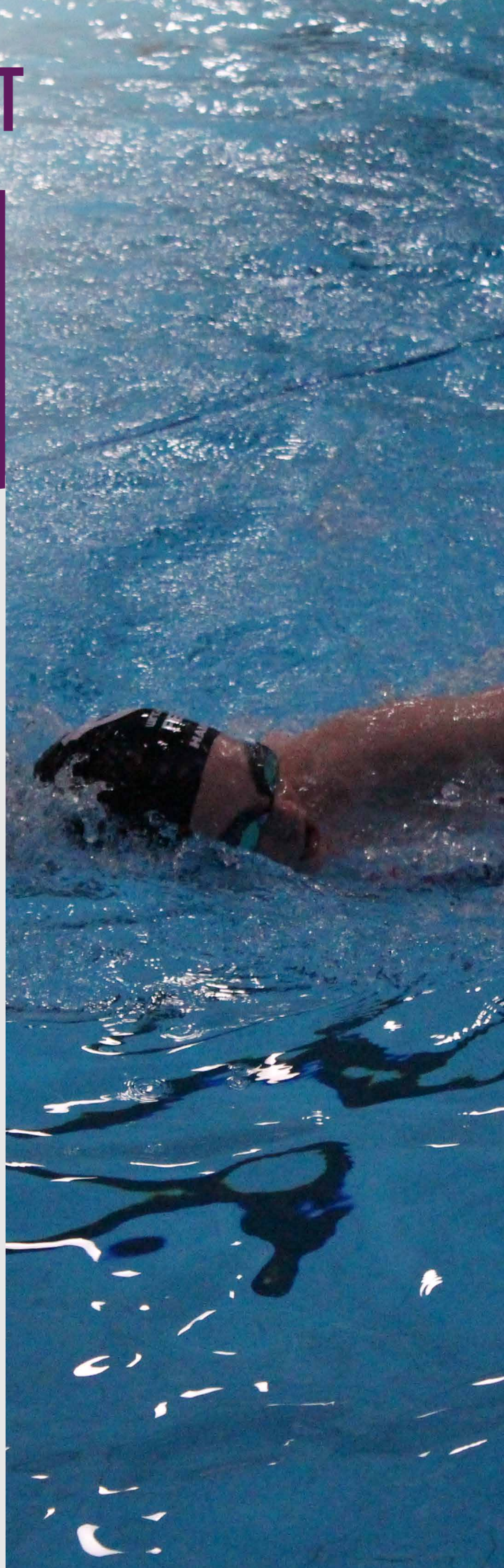
Participants

SUPPORTING TALENT

Alongside our four Strategic Objectives, which focus on beating inactivity, we support athletes on the talent pathway to maintain their passion for sport. They are the next generation who will inspire others to become more active.

Competing at a national or international level can take its toll on an athlete's physical and mental wellbeing. We've teamed up with Hampshire County Council to make sure talented athletes in our area get the support they need to remain happy and healthy advocates for physical activity and sport.

- We provided 119 Hampshire County Council-funded grants to local athletes through the Hampshire Talented Athlete Scheme.
- We provided a further 127 Hampshire Talented Athlete Scheme members with free access to local leisure centres and workshops.
- We offered 8 workshops for members of the Hampshire Talented Athlete Scheme, including Mental Health in Sport and Energy Management.
- We launched a Hampshire Institute of Sport pilot in partnership with University of Winchester and Hampshire County Council.
- We gave 16 young athletes access to sports psychology and sport science support through the Hampshire Institute of Sport.





BOOSTING PERFORMANCE WITH HAMPSHIRE INSTITUTE OF SPORT

Competition soars as athletes transition to competing at a national or international level. We launched a new pilot with University of Winchester and Hampshire County Council to help 16 young athletes fine-tune their performance.

The Hampshire Institute of Sport pilot provided 16 young members of the Hampshire Talented Athlete Scheme with bespoke sport science and sports psychology support.

Since the launch in January 2018, athletes from three local clubs have been participating in biomechanical testing with MSc students from the University of Winchester. The pilot is fuelling their passion for sport science and helping shape their technique.

The athletes are learning about their performance and power and identifying areas to focus on in their training.

Collaborating with the university has enabled us to add a new dimension to the support we offer talented athletes. Masters students are putting their training into practice and together we're supporting a new generation of role models to inspire people to get active.

"It has been amazing. We've covered different things that I haven't done before and it has made me learn about my body and how I can use my body. We can adapt some skills in our training from what we've learnt to make us stronger and better divers."

Hampshire Institute of Sport
Diving participant

 Hampshire
County Council

 UNIVERSITY OF
WINCHESTER

Thank you to everyone who
has helped us beat inactivity in
2017-18.

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

Facebook
EnergiseMe1
EnergiseCoaches

Twitter
@EnergiseMe_
@EnergiseCoaches



LOTTERY FUNDED

