



# ENERGISING COMMUNITIES

ENERGISE ME IMPACT REPORT 2019/2020



**“BEING ACTIVE  
HAS BROUGHT ME  
HAPPINESS AND  
NEW FRIENDS.”**

**MYSTERY SHOPPER, HAVANT**





# ENERGISING COMMUNITIES

Over the past year, we've been able to watch local people significantly increase their activity levels as a direct result of our projects. We've seen them grow in confidence and heard how their physical and mental health has improved.

The experiences that individuals have shared with us have helped to influence others to make it easier and more appealing for people in our communities to be active. To each and every one of these individuals, we say a heartfelt thank you.

Although more and more people in Hampshire and the Isle of Wight are developing active lifestyles, there are still stark inequalities. Those living with a long-term health condition are twice as likely to be inactive as those without. And 39% of women are not active enough to enjoy improved health and wellbeing, compared to 35% of men. And this is just a small part of the story.

Together with partners and stakeholders, we have reduced some of these inequalities. But the pandemic has brought a devastating end to the year. Early indications suggest inequalities are widening once again. So, our work has focused on supporting those who are least active and those who have been disproportionately affected by the pandemic. Tackling inactivity and inequalities will remain at the heart of our work so that everyone who wants to can enjoy all the health and wellbeing benefits physical activity has to offer.

**Julie Amies and Jon Monkcom**

Chief Executive and Chair, Energise Me

**"THEY WERE VISIBLY  
MORE CONFIDENT. IT  
WAS AMAZING TO SEE."**

**MYSTERY SHOPPERS PROJECT LEAD**



We won't rest until everyone has the confidence, support and opportunity to be active on their own terms.





# NEW WOMEN



**501**

inactive women  
supported to begin  
new activities



# SUPPORTING WOMEN TO BE ACTIVE

On average, women are less likely than men to do the recommended 150 minutes of physical activity per week. We launched two new projects in 2019/2020 to help local women move more.

Our Mystery Shopper project connected women with activities that inspired them to be active. After just 8 weeks of taking part, they reported increased confidence and better physical and mental health.

Meanwhile, our Walking for Health project used Facebook ads to raise awareness of health walks and match women to their nearest walks. The ads were paired with a digital chat service to answer questions and concerns that might prevent women from joining a walk.

The two projects supported over 500 women, who had previously struggled to be active, to find new activities. They also equipped us with insight to drive positive change in our sector.

[Discover more about our Mystery Shopper project](#)

[Read all about our Walking for Health project](#)

“My mood is better  
and I am falling asleep  
easier.”

**MYSTERY SHOPPER**





# USING WHAT WOMEN TOLD US TO INFLUENCE CHANGE

We met some incredible women through our projects last year. Each of them taught us a lot about things that stop women from being active. We used their words to prompt change.

Our Mystery Shoppers showed us how difficult it was for them to find activities. They told us what they liked and didn't like about the marketing of clubs and classes. And they shared their honest experiences from taking part in sessions.

Their words were powerful. So, we shared what they'd told us with activity providers through one-to-one meetings and workshops. As a result, website descriptions have changed and buddy systems are being introduced. There are now fewer barriers preventing women from joining activities.

When we first met them, these women told us they lacked motivation and confidence. We couldn't be more proud of what they've achieved.

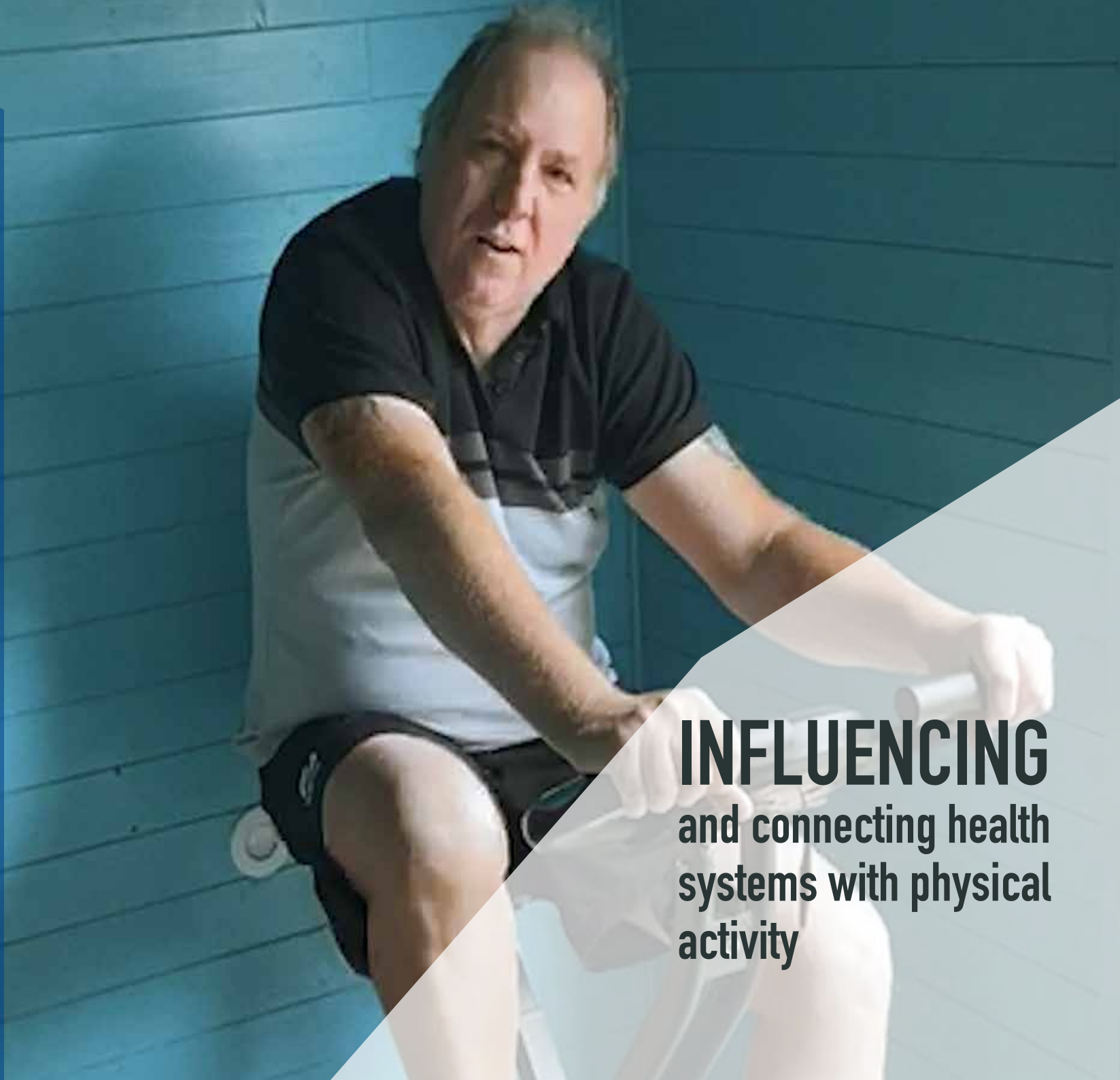


“I’ve realised our website only talks to current members and they’re all on social media. There’s nothing there to welcome new people. That needs to change.”

**MARKETING WORKSHOP PARTICIPANT**



# HEALTH CONDITIONS



**INFLUENCING**  
and connecting health  
systems with physical  
activity



# CONNECTING PHYSICAL ACTIVITY AND HEALTH

People living with long-term health conditions are twice as likely to be inactive. But evidence shows that being active can help manage many conditions, as well as reduce the impact and severity of symptoms.

During 2019/2020 we focused on connecting physical activity and health professionals. Our goal was to make it easier for people with long-term health conditions to identify and access appropriate physical activity opportunities.

Over 50 people from local authorities and leisure operators attended our Changing Health Landscape event in September. As a result, two new pools adopted the Water Wellbeing model that Swim England presented and one leisure operator invited us to deliver Supporting the Person in Front of You training for its entire staff team. These changes have increased and enhanced opportunities for people with long-term health conditions to take part in physical activity.

“I thoroughly enjoyed the delivery and perspective provided by the team regarding engaging those with long-term conditions to be more active. It was refreshing and uplifting and I left feeling uplifted and inspired.”

**CHANGING HEALTH LANDSCAPE EVENT ATTENDEE**







# PRESCRIBING PHYSICAL ACTIVITY

Research shows that one in four people would be more active if advised by a health professional. This makes social prescribing a powerful tool for supporting people with long-term health conditions to be active.

In 2019/2020 we worked with Winchester City Primary Care Network, Community First and Winchester City Council sports development team to embed physical activity into the social prescribing system. This pilot initiative offered training for clinicians and social prescribers and raised awareness of the local physical activity offer. Importantly, it also connected social prescribers with activity providers so they could work together to guide patients to appropriate activities.

This model is now being delivered across Hampshire and the Isle of Wight to help signpost more patients towards an active lifestyle.

**“Friarsgate felt it was important that the whole practice attended this event. It’s the responsibility of everyone, from the clinicians to the reception team, to not only promote physical activity but also to demonstrate it as part of our every day lives.”**

FRIARSGATE PRACTICE ON CLINICAL CHAMPIONS TRAINING



# SCHOOLS

A group of five school children, three girls and two boys, are playing on a wooden climbing frame. They are all wearing red cardigans over white shirts. The children are of various ages, likely between 5 and 10 years old. They are holding onto colorful ropes (green, red, blue) attached to a horizontal wooden beam. The background shows a grassy field and a cloudy sky. The overall scene is active and cheerful.

**447**  
schools supported  
to increase pupils'  
activity levels



# INCREASING CHILDREN'S DAILY ACTIVITY

In England, nearly four in five children aged 5-15 are not doing enough daily exercise to benefit their health. We want to help Hampshire and Isle of Wight pupils smash the recommended 60 active minutes per day.

We revamped our website pages for schools during summer 2019 to place a greater emphasis on Daily Activity. Since then, 265 Hampshire and Isle of Wight teachers have used the website to help them increase physical activity in their schools.

Rather than signposting schools to a specific product, we've developed a one-stop shop of daily activity tools and techniques to help teachers build physical activity into the school day.

[View our Daily Activity website pages](#)

[Find out more about our work with schools](#)

“We’re here to help you introduce more physical activity into the school day to improve focus, attainment and health in your school.”

ENERGISE ME DAILY ACTIVITY PAGE





# ENCOURAGING YOUNG PEOPLE TO LEAD

During secondary school, many teenage girls drop out of physical activity and sport. Body consciousness, conflicting priorities, and negative experiences of PE can all play a part in this worrying trend.


In October 2019, we welcomed 103 girls and teachers from across the county for our first This Girl Can Hampshire Secondary Schools event. Our goal was to equip Hampshire girls with the skills and confidence to transform physical activity in their schools.

We delivered workshops in confidence and self-esteem to tackle common barriers to participation. These were paired with physical activity sessions and marketing workshops so the girls could try new activities, develop their own ideas and promote activities to their peers.

Since the event, we've invested £1,400 to enable Hampshire girls to make their ideas happen. We've also earmarked further funds to expand this area of work.

[Find out more about This Girl Can](#)

[Find out more about This Girl Can Hampshire Schools](#)



“My girls enjoyed the afternoon and enjoyed doing the different practical sessions.”

TEACHER ON THIS GIRL CAN HAMPSHIRE SCHOOLS EVENT



# HAMPSHIRE SCHOOL GAMES 2019

Enjoying positive early experiences of physical activity and sport can encourage children to be active for life.

Each year, we host the Hampshire School Games to give pupils from across the county the chance to take part in a large-scale event which they describe as “Fun”, “Enjoyable”, “Exciting” and “Amazing”.

At the 2019 School Games, 2,583 children from 155 different schools took part. The event also provided opportunities for 215 young people to develop leadership skills through volunteering.

The event is fully inclusive to ensure there is an activity for everyone. One teacher of a pupil who uses a wheelchair said “it was wonderful to see her flourish and be given such a positive opportunity to compete in such a high profile event.”

Find out more about Hampshire School Games

“I found out today that we had some children in our teams that had literally never been out of Gosport/Fareham before. These opportunities mean the world to these children, thank you.”

GOSPORT CO-ORDINATOR





# YOUNG PEOPLE

**£74k**

invested in Energise  
YOUth projects and  
training



# CONSULTING YOUNG PEOPLE

Over the past year, we've consulted 265 young people about physical activity. Their ideas and experiences have helped us to grow our Satellite Clubs programme into Energise YOUth.

Energise YOUth places a greater emphasis on youth leadership across our whole organisation. It offers new opportunities for young people to lead and to share stories to inspire one another. We're recruiting for a youth panel, which will act as a pathway for young people to join our board of trustees and help lead our organisation and local strategy.

Young people told us they need activity leaders to be understanding and approachable. So, we've also increased our training and support for the workforce to include topics such as Youth Mental Health First Aid and Supporting LGBTU+ Young People.

Alongside these new developments, we've invested £69,672 in physical activity clubs designed with and for young people. These remain a core part of our new look Energise YOUth programme.

In time, we hope Energise YOUth will make it easier and more appealing for all young people in our area to be active.

Sport makes me feel worried because of people judging how I look, what my size is, if I sweat too much and so on.

People in charge of exercising be more understanding

If more of my friends joined in with me!

~~Do~~ feel like I can take my problems out on sports

[Learn more about Energise YOUth](#)

[Find out how you could partner with us to create your own Energise YOUth activity](#)



# SPLASH WITH THE YOUTH

For those growing up in coastal cities, water safety is an important issue. When young people from a local youth club said they wanted to “improve [their] swimming”, we partnered with Portsmouth City Council and BH Live to help teenagers learn how to swim.

The young people took part in 27 sessions, which gave them time for structured learning and ‘free play’. This allowed them time to build confidence in the water and enjoy positive experiences.

Once they had improved their skills, the group were keen to continue swimming as a fun way to improve their health and wellbeing.

Participants have noted an increase in their confidence and in their activity levels. For one young person, Steve, his new-found confidence has also led to a notable improvement in his communication skills.

[Learn more about Energise YOUTH projects](#)

[Apply to set up an Energise YOUTH project](#)

“[I want to] improve my swimming.”  
“[I want to] make my friend better at swimming.”

SPLASH WITH THE YOUTH PARTICIPANTS



SUPPORTED

893

ORGANISATIONS  
TO MAKE IT  
EASIER FOR  
PEOPLE TO BE  
ACTIVE





A photograph of a man with grey hair, wearing a blue long-sleeved jacket and an orange backpack, assisting another person in a forest. The man is seen from the side, reaching out with his right arm to hold the hand of another person whose arm is visible on the left. The background is a blurred forest with green foliage and tree trunks.

# 4,014

Individuals engaged in activities and programmes to support our least active communities to move more.

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# 379

People up-skilled through workshops and training in topics including safeguarding and mental health first aid.



**Work with us to  
increase movement.  
Our communities'  
health and happiness  
depend on it.**

**[ENERGISEME.ORG/ABOUT-US/OUR-TEAM](https://energise.me.org/about-us/our-team)**







Active Partnerships

