



# MOVING COMMUNITIES

IMPACT REPORT 2021/2022





**// Energise Me are forward thinking and creative with a strong partnership working ethos... //**

Partner Survey respondent



[energiseme.org](https://energiseme.org)

# Moving communities

It is a pleasure to share some of the highlights of the charity's work over the last year. Two milestones in particular stand out for me. Firstly, the publication of the We Can Be Active Strategy. As co-ordinators, we had a responsibility to ensure the voices of people and organisations across Hampshire and the Isle of Wight were heard and represented in the strategy. Also, we needed to connect with and build a network of 'Bold Leaders' who could play their part delivering the strategy's mission "to inspire and support active lifestyles so we can all be active in a way that suits us."

Secondly, after a delay due to the pandemic, it was rewarding for the Trustees to see the Agency Project recruit the first Agents. We saw how young people - with some guidance, support and development along the way - can be amazing agents of change in their community.

I would like to thank all our 'Bold Leaders'. Without them, we could not make the wide-ranging changes needed to respond to the ask of those who contributed to the strategy.

My final thanks go to our core funder, Sport England, and the National Lottery. Sport England's leadership and support throughout the pandemic has been exceptional. Also, Hampshire County Council for their investment into the Hampshire Talented Athletes Scheme.

**Jon Monkcom**  
Chair, Energise Me


It has been another unpredictable year which has made it difficult for people and communities to re-establish routines that build activity back into daily lives. Yet people and communities continue to surprise and delight us with the many ways they have found to be active or have supported others to be active in a way that suits them. Just take a look at the blogs on our website for some inspiration.

Being active, however we choose, can make a difference to all our lives. People's stories, the people and organisations we have worked with, the strong sense of purpose and clear national and local strategy, give me so much hope for our recovery.

Energise Me will continue to co-ordinate the effort across Hampshire and the Isle, to inspire and support active lifestyles, to reimagine physical activity so that everyone feels welcome and able to join in.

Finally, I would like to thank our fantastic trustees, all volunteers, who generously give their time to lead and guide us along the way.

**Julie Amies**  
Chief Executive, Energise Me

A photograph of a man and a woman smiling in front of a brick wall. The man is wearing glasses and a blue shirt, and the woman is wearing a pink top. The image is partially obscured by a yellow diagonal graphic element.

People and communities continue to surprise and delight us with the many ways they have found to be active or have supported others to be active in a way that suits them.



# Why it's time for action

Physical activity reduces our risk of depression and premature death by 30%. It reduces our risk of major illnesses by up to 50%. It is vital to our health but Active Lives data reveals stark inequalities in participation.



People with a **disability or long-term health condition** are twice as likely to be inactive.



People from **low income households** are less likely to be active than those with higher incomes.



**Over half of children** are not achieving the recommended 60 minutes of physical activity per day.



People from **Black or South Asian ethnic groups** are less likely to be active than those from White ethnic groups.



People who identify as **LGBT+** are less likely to be active than those identifying as heterosexual.



On average, **women** are less likely to be active than men.

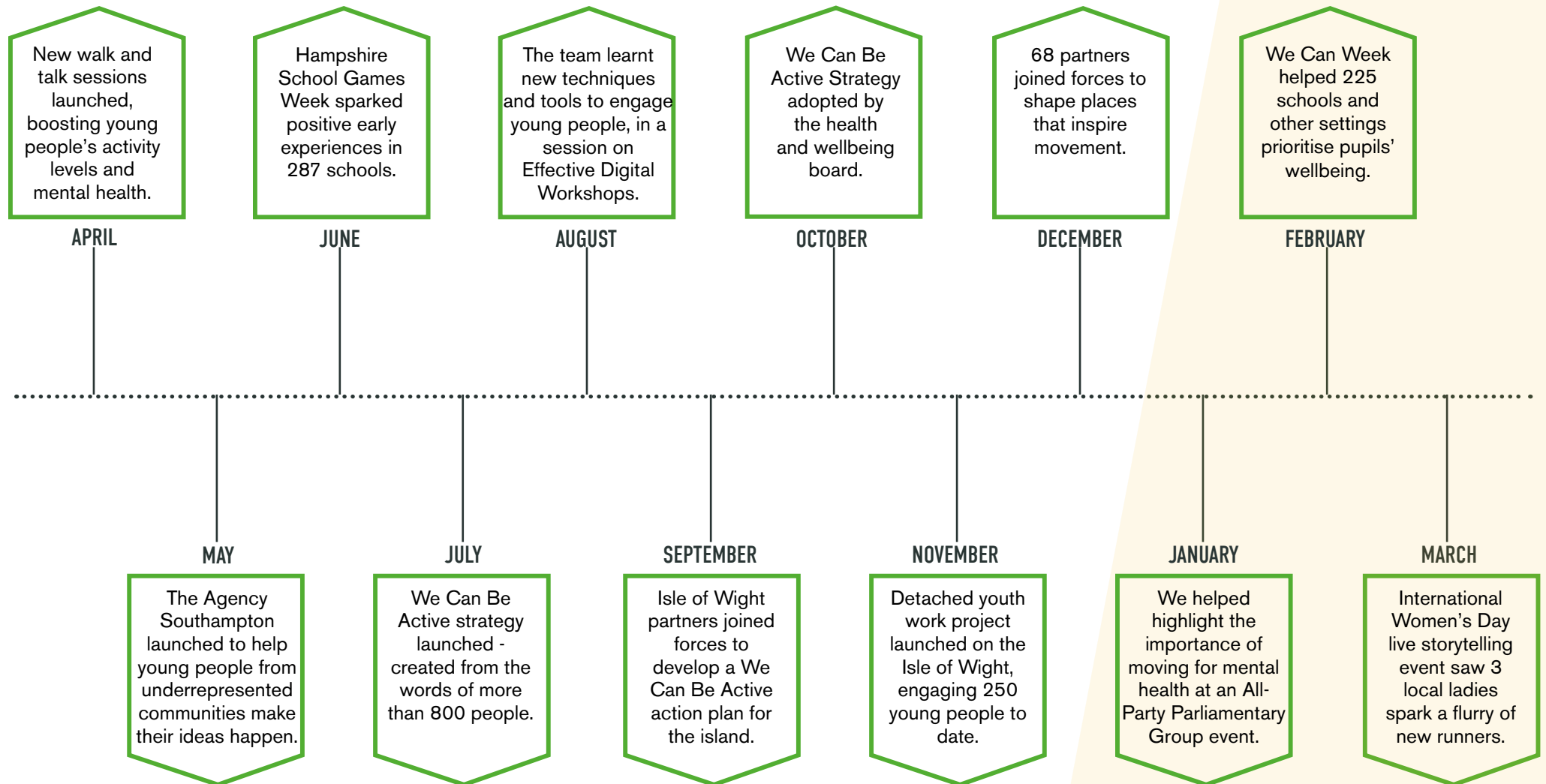
## 398,800

adults in Hampshire and the Isle of Wight (24.4%) are doing less than 30 minutes of physical activity per week.



# 2021...

# to 2022





# Our year in numbers

The ideas of

**800+**

**local people and organisations** were combined to create the We Can Be Active strategy.

**3,233**

**'less active' children and young people** supported to move more through Opening School Facilities.

Thanks to the Tackling Inequalities Fund we supported

**22 projects**

that helped our least active communities move more.

Schools logged

**32,947**

**miles of activity** during Hampshire School Games Week.

**£1 million**

secured from Arts Council England for a place-based programme in the New Forest.

**641**

**attendees** developed new connections and skills through our events and training.



# We Can Be Active Strategy

In July 2021 we launched the We Can Be Active strategy for Hampshire and the Isle of Wight. Born out of the words of over 800 local people, it rallied individuals and organisations around a clear joint mission to deliver 5 things communities told us they need:

**Mission:** To inspire and support active lifestyles so we can *all* be active in a way that suits us.

1

**Positive early experiences** for our children and young people.

2

**Opportunities that meet our needs** and interests, and are accessible and easy to find.

3

**Places and travel routes** where we feel safe and are encouraged to be active.

4

**Support to help us get started** or keep moving when we feel that we can't do it alone.

5

**Bold leaders** working together to create happier and healthier communities.

98%

**of partners**  
backed the mission.

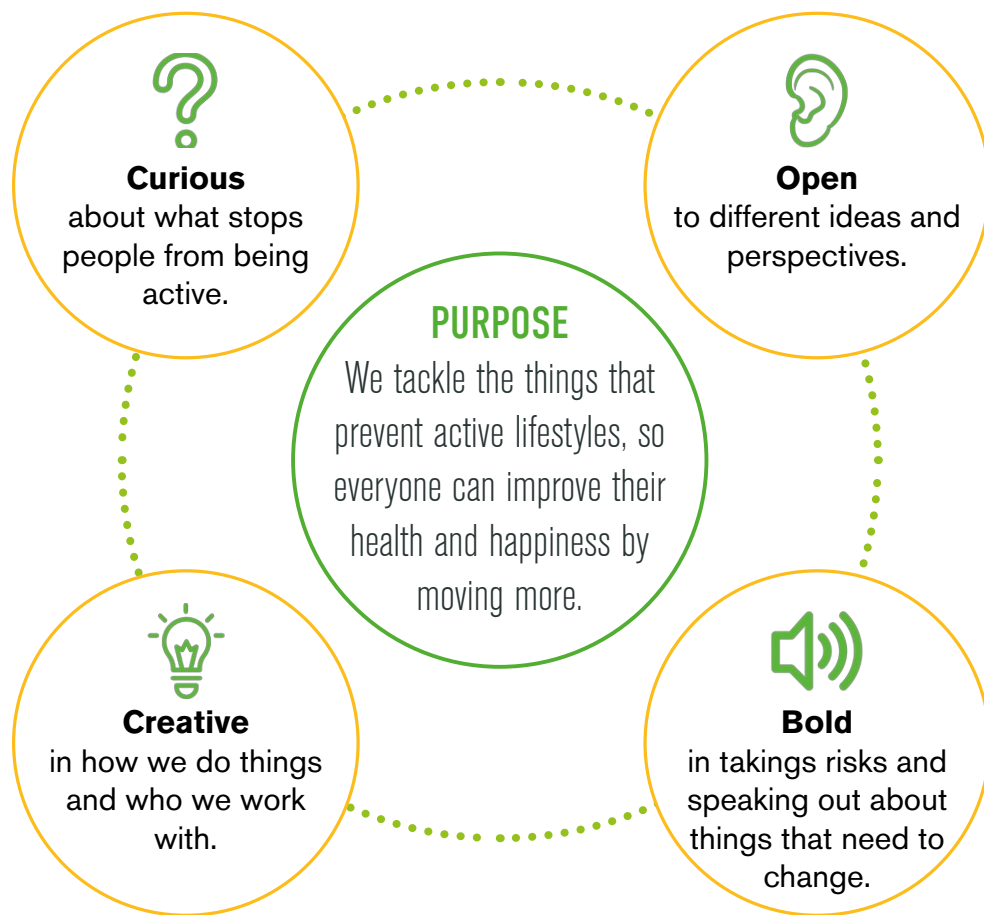
100%

**of consultees**  
pledged at least one action towards these goals.



# Purpose and values

Everyone has a role to play in We Can Be Active. Our new purpose and values have provided clarity for our team and partners on the role Energise Me will play.





# Positive early experiences

During 2021-22, we forged new partnerships and experimented with different approaches to deliver positive physical activity experiences for thousands of children and young people.

## Hampshire School Games 2021

An academic year of virtual competitions, engaging 71,000 participants\*, culminated in Hampshire School Games Week in June.

Working with School Games Organisers, we produced resources to be used within schools during the week. These covered Leadership, Competition, Wellbeing and cross-curricular activities. 287 schools downloaded the resources and logged their results.

The week finished with a Physical Activity Challenge on the Friday where pupils were set a challenge to 'Move Around the World', a distance of 25,000 miles. The schools smashed the target with 32,947 miles logged.

.....  
“[The resources] were amazing and well received by all age groups.”

“Children have missed so much – a great opportunity to keep elements of sport going.”

Participating schools

.....

\*some children took part in multiple sports  
so ‘participants’ is not unique children

287

**schools** took part in  
Hampshire School  
Games Week.

100%

**schools** said YES  
they would do it  
again!



**energiseme.org**

## We Can Week

In February 2022, we launched We Can Week to increase children's understanding of their physical and mental wellbeing.

Concerns were growing, within schools and other settings, over children's wellbeing. We wanted to test whether a broad partnership approach could help address the challenge.

**"The work has helped us engage with schools through a different avenue, raising awareness that wasn't just about sport."** We Can Week Partner

62 partners helped shape a broad wellbeing offer. Councils, health colleagues, charities and School Games Organisers all brought different expertise. Together we developed resources for use within schools and other settings. They focused on 5 themes: Mindful Monday, Tasty Tuesday, Wellbeing Wednesday, Together Thursday, and Physical Activity Friday.

We Can Week enabled 194 schools and 31 other settings to help children learn healthy habits. It grew new partnerships and increased recognition of physical activity's role in health and wellbeing.

**"Teacher knowledge increased around ideas and how to embed these areas across the curriculum."** Participating School

**"Having the whole school working on the same theme developed a sense of community."** Participating School

**194**

**schools** took part in We Can Week.

**6**

**special  
educational needs**  
settings took part.

**21**

**Holiday activities  
and food** providers  
supported children  
to take part.



## Opening School Facilities

Thanks to funding from Sport England, we supported 43 schools to open their facilities outside of school hours. These were all schools with a high percentage of pupils accessing Free School Meals and each school focused on supporting its least active pupils.

Funded activities included:

- a Bushcraft and Gardening Club, which helped children with Special Educational Needs gain confidence and inspiration
- a Fitness Club, which enabled children with Autism Spectrum Disorder to access gym facilities without the usual loud music and crowds
- a Girls Fun Club, which has boosted girls' engagement in physical activity while enhancing their self-esteem
- a Sports Festival where every child was issued with a Fitbit to keep, sparking increased activity and friendly competition

.....  
“[We have learnt] the benefit of creating tailored, targeted environments that enable the less confident, inactive members of the pupil population to develop a passion and interest in sports.” Open School Facilities funding recipient

“There are more benefits from clubs other than simple direct skills – for many it has been a positive experience in terms of confidence and wellbeing too.” Open School Facilities funding recipient  
.....

43

**schools** were supported to open their facilities.

3,233

**children moved more** thanks to the opening of school facilities.

## Energise YOUTh

Thanks to Sport England Satellite Clubs funding, we supported 21 Energise YOUTh Projects to get 11-19-year-olds moving more. We also commissioned training for the workforce to enhance their confidence and skills to support Energise YOUTh participants.

.....

**Across 5 Youth Mental Health First Aid workshops, 98% of attendees said afterwards that they felt confident to give support, guidance and signposting around mental health to a young person who needs it.**

**Participants on the “Introduction to Youth Violence Reduction” workshop reported a 36% increase in their knowledge and understanding after the session.**

.....

**Energise YOUTh in action:** In October 2021 we supported Community Action Isle of Wight to launch a new detached youth work project. Youth workers began some consultation work in areas where tensions run high between young people and older residents. The funding allowed them the flexibility and time they needed to build relationships with young people before introducing physical activity.

Listening to young people enabled the youth workers to uncover issues and address them. After a visit to the skate park they worked with the town council to get floodlights turned on in the evenings, enabling young people to be active after dark. They have also referred young people into a local football project and have launched open access boxing sessions.

**21**

**Energise YOUTh Projects**

increased youth activity levels.

**108**

individuals gained skills and confidence to support young people.





# Opportunities

that meet our needs and interests

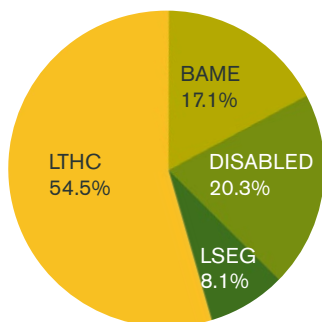
Over the past year, we've worked with community organisations and national partners to increase opportunities for those who are least active.

## Investing in Communities

Thanks to investment from the Tackling Inequalities Fund, we supported 19 community organisations to help four priority audiences move more:

- People from Black, Asian and minority ethnic backgrounds (BAME)
- People from low socio-economic groups (LSEG)
- People with long-term health conditions (LTHC)
- People with disabilities

**£91,677** was invested across **22 projects**. The graphics below show the overall percentage and average amount spent by primary audience.



£5,240  
average  
spend  
BAME  
focus



£4,643  
average  
spend  
Disability  
focus



£3,726  
average  
spend  
LSEG  
focus



£3,840  
average  
spend  
LTHC  
focus



# Opportunities

that are accessible and easy to find

## Get Active Hampshire and Isle of Wight

During the We Can Be Active consultation people told us there are lots of great activities happening but it's not always easy to find out about them. Partners were keen for there to be one place that makes physical activity easy to find. We've worked with London Sport to make that happen.

Since February, we've run three workshops to increase understanding of the importance of open data. The events have doubled the number of local activity providers publishing their sessions to Open Active standards. They have also increased advocacy and promotion for Get Active Hampshire and Isle of Wight.

.....  
"Wow, I LOVE this! This is amazing!"  
.....

Get Active Isle of Wight workshop attendee

With more local sessions being published to Open Active standards, we are well on our way to making activities easier to find.

3

**workshops**  
helped activity  
providers to open  
their data.

100%

**increase** in local  
providers publishing  
data to Open Active  
standards.



# Places and travel routes

Through our business planning process, we identified 5 priority places where we will take a place-based approach. This has helped focus our plans and strengthen connections in places where physical activity levels are particularly low.

## 5 Priority Places

Analysis of Active Lives data\* revealed five areas where physical activity levels are persistently low and/or worsening:

- **Southampton** has the largest number of inactive\*\* adults in our area and the percentage of adults classed as 'inactive' has worsened since 2015.
- **New Forest** has the third largest number of 'inactive' adults and activity levels worsened during the pandemic.
- **Havant** has the highest percentage of 'inactive' adults and this percentage has increased since 2015.
- **Rushmoor** has the second highest percentage of 'inactive' adults and this percentage has increased since 2015.
- **Fareham** inactivity levels have increased at a greater rate than anywhere else in our area, both since 2015 and during the pandemic.

**5**  
**priority places**  
where activity levels  
are persistently  
low.



\*Active Lives Data - November 2015-16 to May 2020-2021

\*\*Adults doing less than 30 minutes of moderate intensity physical activity per week

## The Agency, Southampton

Physical activity levels are particularly low in Northam, Newtown, and Golden Grove areas of Southampton. Keen to build authentic relationships with these communities, we launched The Agency to connect with 15-25-year-olds living in the territory.


The Agency is a youth social entrepreneurship programme. It empowers young people to create the change they want to see in their communities. Through the delivery of a 12-week creative programme, we supported six young agents to explore their ideas for social change and then gain the tools to put them into action:

- **Area Elites by Ismaeel Imran** re-energised sporting opportunities and reduced anti-social behaviour in Newtown with a multi-sports programme. It offered a safe space for 8-16-year-olds to look after their physical and mental wellbeing.
- **Eco-Kids by Yulu Chen and Patricya Bitimbhe** encouraged young people to be more environmentally friendly through litter-picking races and other fun activities.
- **Cultural Kidz by Christine Ngo Souhe** filled a gap in provision, enabling primary school children to celebrate and share their African heritage through Afrobeats dance workshops.

As a result, Ismaeel and Christine have built ongoing partnerships to continue leading physical activity in their communities.

.....  
“It’s been really positive for the younger lads to see someone like Ismaeel coming through... it is inspirational for them to see somebody who they see as a peer who’s now getting respect and bringing professionals along.”  
.....

Centre Manager, YMCA Newtown



“The Agents  
exemplify what  
young people can  
achieve.”

Southampton City  
Council



## Creative People and Places, New Forest

In December 2021, Arts Council England awarded us £1 million to launch a place-based programme in the New Forest. This investment covers the first three years of an exciting consortium-led project called Culture in Common.

Culture in Common is one of 11 brand new projects funded in the latest round of Creative People and Places.

Since 2012, Creative People and Places has focused on parts of the country where involvement in arts and culture is below the national average. Active Lives data shows that these are also places where involvement in physical activity and sport is low.

This investment will enable us to work with grassroots community partners, arts organisations, the local authority and New Forest National Park Authority. For a long time, we've all been working separately within the same communities. Developing Culture in Common has encouraged us to join forces and work differently to engage the communities we've all been struggling to reach.

Developing the bid has already had a positive impact on our work. Greater awareness of how other sectors perceive us is helping us communicate more effectively beyond our sector. Broadened networks are enabling us to attract new partners to help inspire and support active lifestyles. We've learned more and faster about people and place in one of our priority places than we ever could have alone. Importantly, Communities have been consulted once rather than five times.

We're excited to see how what we learn through this programme will impact our work.

**£1million**  
investment secured  
for a place-based  
programme.



# Support to get started

Throughout 2021-2022 we've challenged perceptions of who can be active, and enabled a diverse workforce to encourage people to move more.

## Clinical Champions Training

Over the past year, we've worked with facilitators trained by The Office of Health Improvement and Disparities to train 47 clinicians. The sessions have helped increase clinician understanding, confidence and expertise to integrate physical activity advice into everyday clinical practice.

## Social Prescriber Training

Working with London Sport, we've also trained 35 Social Prescribers to have physical activity conversations. Before the training only 39.2% were familiar with current physical activity guidelines. This rose to 96.2% after the training.

.....  
"I was surprised to hear what an impact on health conditions being active could have. I will now find it easier to have that conversation with my user group." Social Prescriber  
.....

47

**clinicians** trained to add physical activity advice into clinical practice.

35

**social prescribers** trained to have physical activity conversations.



## Live Longer Better

The number of people over 80 is going to increase significantly in the next ten years. This has huge implications for health and social care services. It doesn't have to be this way. A revolution is underway to enable people to live longer better and we are delighted to be part of the national community of practice and learning.

Led by Adults' Health and Care, we are working with NHS partners to explore how we can support better ageing. There are four areas of focus: continence, social isolation, dementia and falls. We are working together to segment the social care workforce to understand the current skills and knowledge gaps of a particular workforce. From here, partners will identify the best way to develop the workforce to promote the importance of physical activity to support healthy ageing.

## Integrated Care System Prevention

The We Can Be Active Strategy defines success as "people who once struggled to be active feeling the positive benefits of increased activity." The emerging Integrated Care System (ICS) has a crucial role to play in this due to the opportunity for contacts with people using health services.

During 2021-2022, we joined the Prevention and Inequalities Board to explore opportunities for collaboration in different aspects of ICS work. The board selected physical activity as one of two priority focus areas and an action plan is being developed to embed physical activity training into workforce development and clinical pathways.



## This Girl Can Hampshire

Throughout the year, we celebrated women being active to inspire more women to join in. The launch of our This Girl Can Hampshire video reached over 18 thousand accounts in one week and saw women of all shapes and sizes wiggling, jigging and moving on city centre screens.

Meanwhile, the This Girl Can Hampshire Network connected a diverse mix of professionals to enhance support for local women.

.....  
"Really enjoyed attending the This Girl Can Hampshire Networking meeting this morning to discuss and share ideas to get more girls and women involved in physical activity. Looking forward to developing initiatives for our Lighthouse Learning Trust students through partnerships with this amazing network of individuals!" This Girl Can Hampshire Network Attendee  
.....

## Hampshire and Isle of Wight We Are Undefeatable Network

Our local We Are Undefeatable network connected a broad range of partners from leisure operators to health professionals. The network has challenged perceptions of how people with long-term health conditions can be active. Sharing insight and examples of practice has helped the group strengthen support for those living with health conditions.

44

**network attendees** connected to improve support for women to be active.

18,415

**accounts reached** with the launch of our This Girl Can Hampshire video.

86

**people** connected to improve support for people with long-term health conditions.



# Bold leaders

The We Can Be Active Strategy called on individuals and organisations to work together to lead change. During 2021-2022 we've connected bold leaders from a wide range of sectors, sparking new collaborations and stronger advocacy for physical activity and sport.

## Embedding We Can Be Active in key systems

The We Can Be Active Strategy is a call to action for people and organisations across Hampshire and the Isle of Wight (IOW) to make the changes that people have told us they need to be active. This will need key systems to adopt and use the strategy to help shape their work.

During 2021-202 we worked with the Hampshire and IOW Integrated Care System and the Hampshire, IOW, Portsmouth and Southampton Health and Wellbeing Boards to adopt the strategy and make physical activity a priority. Health leaders are now talking about physical activity and thinking about what they can do to make it easier for people coming through the health system to be active.

.....  
"Wonderful... we are the "Bold leaders working together to create happier and healthier communities."  
.....

Nicola Decker, Clinical Lead for Hampshire, Southampton and Isle of Wight CCG, Hampshire and Isle of Wight ICS  
.....

65

**bold leaders**  
have pledged action  
towards We Can Be  
Active goals.

5

**health systems**  
have prioritised  
physical activity,  
adopting We Can  
Be Active.

## We Can Be Active Events

Alongside the We Can Be Active strategy we pledged to coordinate four learning events per year. These events have connected 'Bold Leaders' from a wide range of sectors and prompted new collaborations to support active lifestyles.

- **We Can Be Active - Measuring the Impact** connected the expertise of university, health, local authority, charity and physical activity partners to advance our measurement, evaluation and learning plans.
- **We Can Be Active - Places that Inspire Movement** improved attendees' confidence to use under-utilised spaces for physical activity.

.....  
"It was the best session I have been to in a long time. It was so inspiring and gave me the practical ideas for how I could take this forward."  
.....

We Can Be Active - Places that Inspire Movement attendee

## Project 500 Champions

In January, we recruited three Project 500 Champions to help develop bold female leaders. Their roles focus on understanding the challenges faced by women working in physical activity and sport. Since January they've been supporting, encouraging and motivating other women. In their first few months they have established a Facebook group with 43 members, enabling local women to connect and support one another.

>100

**bold leaders**

have developed new connections through We Can Be Active events.

100%

**event survey respondents**

reported increased confidence to activate ideas.



# Storytelling

Stories capture imaginations. During 2021-2022 our local physical activity stories reached over 240,000 households and moved people to action.

Over the last year we have shared the stories of 21 local people to inspire others to be active. Helen smashed stereotypes as a 44-year-old mum who skateboards. Sindhu proved you can learn to ride a bike at any age. Together, our storytellers sent one clear message:

.....  
**Anyone can be active and nobody gets to say how you move but you!**  
.....

Our stories caught the attention of Discover magazine, leading to regular publication in their bi-monthly issues. Each magazine has extended the reach of our stories into 172,000 Hampshire homes.

Meanwhile a live International Women's Day event with local storytelling charity Touch sparked a flurry of new runners.

.....  
**"@EnergiseMe\_ @TouchCIC Thank you so much to all of you... inspired by our last event where Miranda and others told stories about getting active, I have now done 2 @Couchto5K\_ runs with the help of @SarahMillican75."**  
.....

Debs, Founder and Director of Touch Network

Our stories  
reached

**242k**

**households** in  
magazines.

**155**

**people downloaded  
a fitness app** or  
searched an activity  
from links in our  
blog posts.

**energiseme.org**

# Diversity and inclusion

In November 2021, we published our Diversity and Inclusion Action Plan. It set out our commitment to make physical activity and sport more welcoming and inclusive for all.

Our plan focuses on 6 broad goals, each with its own set of actions:

- Ensure that Energise Me is a safe, inclusive, and supportive work environment for all
- Build our knowledge, skills, and confidence to improve diversity and inclusion in physical activity and sport
- Ensure our recruitment processes are fair, accessible and attractive to applicants from all backgrounds
- Increase diverse representation so everyone can recognise or relate to someone 'like them' in physical activity and sport
- Work with underrepresented communities to create pathways into workforce roles
- Create opportunities for the workforce to share learning and gain confidence to improve diversity and inclusion

During 2021-2022, we:

- Committed to being anti-racist
- Built new relationships with underrepresented communities through our Investing in Communities programme
- Supported young people from one of our priority places to develop and lead their own physical activity sessions through The Agency Southampton
- Supported more women to become coaches through Project 500 to increase female representation in the workforce
- Refreshed our recruitment system to remove any bias from our hiring process

**In November**

we published  
our Diversity and  
Inclusion Action  
Plan

**In March**

we refreshed  
our recruitment  
process to remove  
any bias from the  
hiring process.





# STAY IN TOUCH

[energiseme.org](https://energiseme.org)

 @EnergiseMe\_

 @EnergiseMe1

 @EnergiseMe\_

