

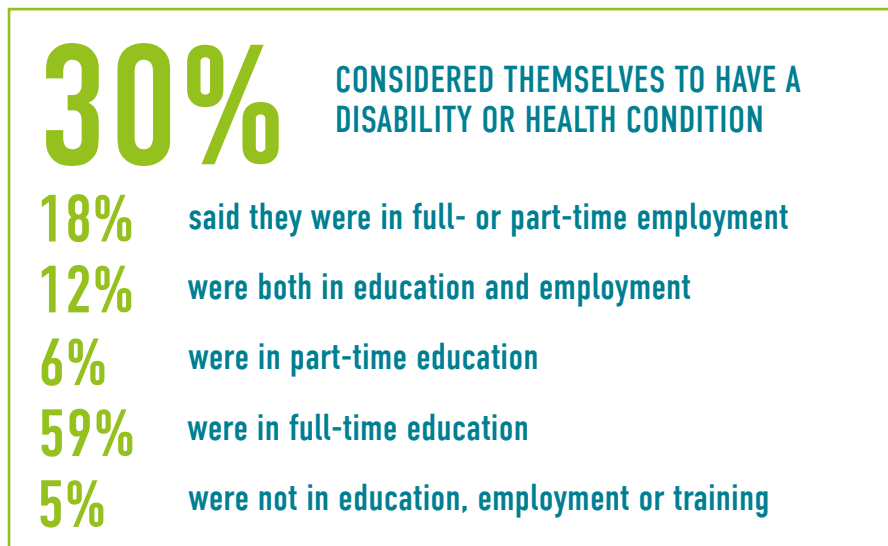
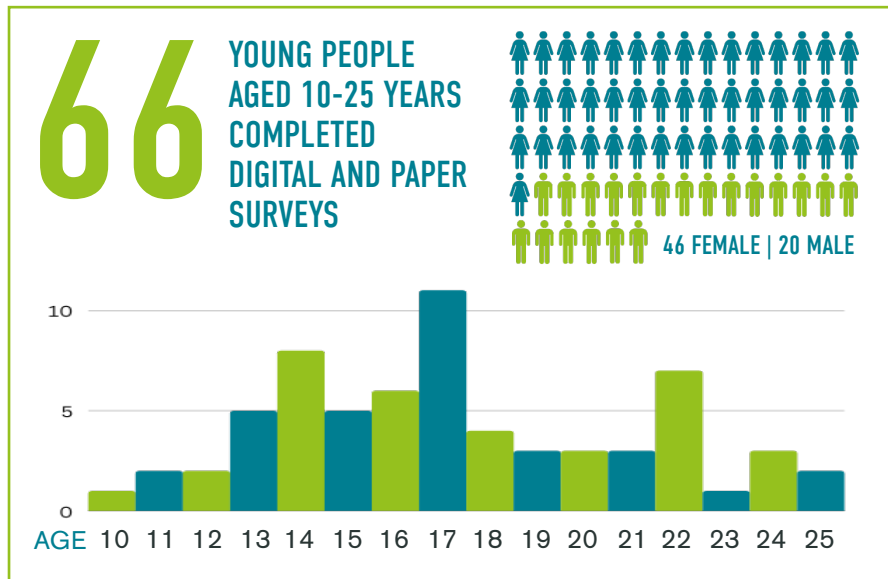


ME & ACTIVITY

How do young people on the Isle of Wight feel about physical activity?

Research Snapshot

Energise Me surveyed young people across the Isle of Wight to find out how they feel about physical activity.

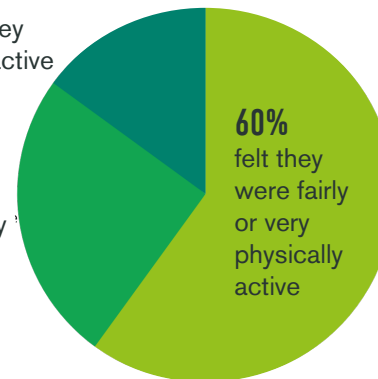


We wanted to hear from young people directly, rather than listening to opinions filtered through adults or organisations.

OF THE MALES WHO TOOK PART:

15% felt they were less active than others

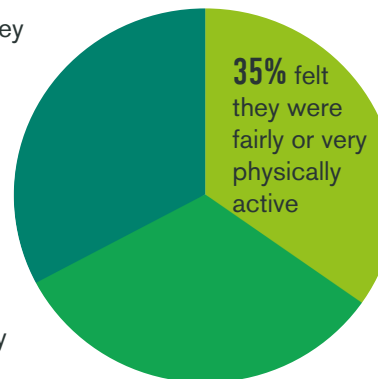
25% felt their activity levels were average



OF THE FEMALES WHO TOOK PART:

33% felt they were less active than others

33% felt their activity levels were average



WAYS OF BEING ACTIVE

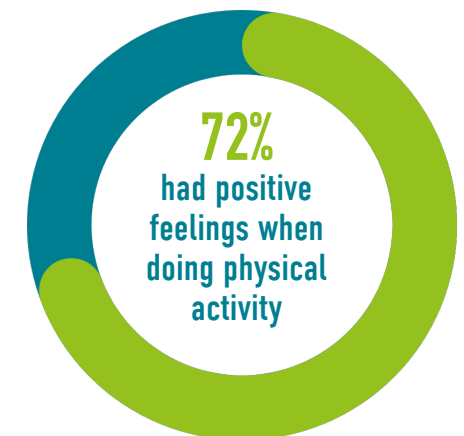
58% BOYS PREFER INFORMAL ACTIVITY

26% prefer organised/structured activity
11% prefer to be active by travel
5% did not like to be physically active

35% GIRLS PREFER INFORMAL ACTIVITY

30% prefer organised/structured activity
26% prefer to be active by travel
9% did not like to be physically active

OF THE YOUNG PEOPLE WHO TOOK PART:



The Important Stuff

Energise Me surveyed young people across the Isle of Wight to find out how they feel about physical activity.



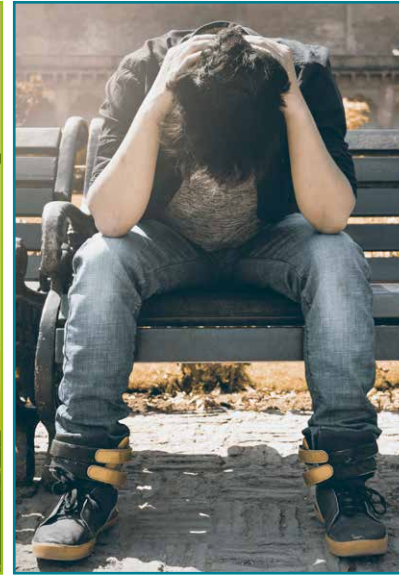
The types of activity that children and young people on the Isle of Wight like to do reflect the environment they live in, with outdoor activities such as hiking, skateboarding, snorkelling, surfing and horse riding.



The most popular activities were walking, cycling, and running.



Young people's main motivations for doing an activity were, "It made me feel good," and "I loved the activity."



Young people's main barriers to being active were "I didn't feel confident to be active," "My mental health made it difficult for me to be active," and "I wasn't motivated to be active."



Young people specifically mentioned feeling insecure about their appearance, and that physical and mental health conditions can hold them back from being active in the way they want.

What young people told us

“When it comes to going to the gym, I never felt confident enough to go, and I still don’t now. I don’t feel confident enough to be able to walk in there and for people to look at me and see that I don’t actually know what I’m doing.”

Taisha, 17, IOW

“Mental health became a barrier to being on my own running/walking.”

Female, 20, IOW

“I felt too fat and not fit enough and too young to exercise outside.”

Female, 18, IOW

“I was quite fat and I didn’t want to make a fool of myself and didn’t think exercising would do anything.” Connor, 13, IOW

“My dyspraxia and arthritis make it difficult for me to move confidently.”

Ed, 22, IOW

“The local skate park is rundown and often gets closed because of ramps falling apart.” Warren, 16, IOW

“There lacked good quality basketball courts nearby which unmotivated me to play the sport even though I love it dearly.” Jack, 17, IOW

“I feel like I do a lot of activities within school and out but also struggle to find time to do studies and relax and have time for myself.” Rhea, 17, IOW

“There is too much going on in life. So much work and only 1 day to rest and I do just that. There is absolutely no time to do anything enjoyable in a working week.” Female, 20, IOW



You have a magic wand...

AND CAN CHANGE ANYTHING ABOUT PHYSICAL ACTIVITY AND YOUR COMMUNITY.
WHAT WOULD BE YOUR WISH?

"I would change the Sandown basketball courts and revamp them, as it would bring a variety of people to the island just to play there on this new court, increasing tourist revenue whilst also providing top of the line sporting facilities for the locals." Jack, 17, IOW

"Be able to do activities I love without worrying about cost."
Emma, 16, IOW

"I would want to feel less insecure and embarrassed." Female, 15, IOW

"Have more time and to be more motivated, but that would be impossible with my routines." Callum, 24, IOW

"[I wish...] that I can make myself start doing it and it can become more interesting." Female, 18, IOW

"[I wish I could...] actually get off my butt and do it." Eve, 21, IOW

"A comfortable little crèche at football. Or less hours at work."
Christina, 25, IOW

"I wish there were more places in the community that did affordable exercise." Rosie, 25, IOW

"For all of us to be doing something we enjoy to keep us mentally well. Spend more time with family/friends. School to be less stressful." Zoe, 14, IOW

"I wish that men would feel comfortable with me as a sparring partner and not instantly think I'm fragile." Female, 14, IOW

"More awareness for disabilities (including visible disabilities such as mine)."
Female, 17, IOW

Affordable
activities

To feel
confident, and
unjudged

Good local
facilities

More time

“Mental health needs to be supported more on this island to give us a better life and not feel so isolated.”

Zoe, 14, IOW



What are we doing about it?

OUR NEXT STEPS to turn insight into action

We want to find out more about the key ingredients that make an enjoyable physical activity by undertaking some deep dives with groups of young people.

We want to find out more about how to promote and protect confidence (including body confidence) and mental health. We'll talk to partners and undertake some deep dives with young people.

We will advocate for creative use of under-utilised spaces by collating and sharing innovative examples from across the globe.

We are investing into Energise YOUth projects on the Isle of Wight to increase opportunity, and support affordable activities.

What have we learned about the process of conducting the survey that will help us and others engage with young people even better in the future?

X

Printed leaflets

√

Paid Facebook ads

X

Questions about Covid-19

√

Questions about what's important to you

TOP TIPS for youth workers, teachers, coaches, activity providers, and anyone else supporting young people to be physically active.

Make the most of the environment you're in. Got beautiful outdoor space? Beaches? Wooded areas? Use it! The benefits of being outdoors are brilliant.

Continue to promote active travel and non-traditional, or non-sport physical activities. They are valued and important means to being active.

Capitalise on enjoyment! Find out what young people love about your activity and shout about it. You can use our Engagement Toolkit to help you.

Promote and protect a safe and inclusive space, where young people can grow their confidence, skills, and friendships. And where they can be themselves.

Use our Engagement Toolkit to understand what your young people want and need, and how they feel about activity. Then use the results to make change.

Background and Context

In June 2021 we published our Me and Activity report, examining how young people across Hampshire and the Isle of Wight felt about physical activity, and how Covid-19 had affected their physical activity habits. 151 young people aged 16-21 completed digital surveys. 16 young people took part in online focus groups.

70% of the young people surveyed felt positively towards physical activity. Young people made positive associations between physical activity and their mental health. The report made six recommendations for groups or services wanting to support young people to be physically active:

1. Focus on accessibility
2. Weigh the benefits of investing in digital resources
3. Hold frequent consultations with young people
4. Celebrate the relationship between physical activity and mental health
5. Offer free or subsidised activities in conjunction with paid programmes
6. Invest in tackling the underlying issue of motivation

However, there were no respondents from the Isle of Wight. We wanted to ensure that the views of the island's young people were included. We began surveying digitally, asking partner organisations on the island to encourage young people to complete the survey. We then provided printed surveys to youth organisations who requested them. These methods saw low response rates. In February 2022, we ran two sponsored Facebook adverts, which led to a greater number of responses.

Covid-19

When the original research was commissioned, the impact of Covid-19 on young people's health and activity levels was a real concern. We wanted to learn how young people's relationship with physical activity had changed as a result, and to explore some of the digital resources that they were or could be using. As we've adapted to living with Covid-19, the line between before, during and after the pandemic has become blurred. This makes it harder for young people to retrospectively think about things like "the barriers to being active in 2019" or if how they feel about physical activity has changed.



The image features three young people in silhouette against a bright, hazy sky at sunset or sunrise. The person on the left has their arms raised, holding a large, textured object. The person in the middle is also celebrating, with one arm raised in a 'V' sign and the other hand near their face. The person on the right has both arms raised, with hands open. A large, semi-transparent green shape is overlaid on the left side of the image, containing text.

**Let's work with young people to
make their vision a reality.**

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