



HAPPIER, HEALTHIER COMMUNITIES

IMPACT REPORT 2022/23



**“ Within the team there
is a shift in the way the
whole team thinks about
physical activity ”**

SOCIAL PRESCRIBING PILOT PARTICIPANT



Introduction

I'm delighted to share our top highlights of the charity's work from another year, my sixth as a Trustee and fourth as Chairman.

2022 marked the first full year of working towards the [We Can Be Active Strategy](#). As co-ordinators we set out what we would do to bring the strategy to life, as well as maintain our role in influencing and encouraging partners to embed movement and activity into healthcare, education, planning and transport systems.

Developing Bold Leaders across the wider workforce has been core to our success again this year. We have provided space for individuals and organisations to connect, learn and share experiences. From social prescribers to local yoga instructors, we've covered broad ranging topics including mental health, inclusivity, youth violence and Long Covid. Thank you to all of the attendees that have shown a commitment to listening to our communities and continue to learn how best we can support them.

I'm also particularly proud of the funding we've been able to invest in our communities this year. Alongside distributing over £300,000 of Sport England funding, we've

committed our own Energise Me resources to projects we believe in, such as Good Gym, Active Through Football and a second round of The Agency. As Trustees it's been rewarding to see the Energise Me Team working so passionately on these programmes.

Finally, my thanks go to our core funder, Sport England, and the National Lottery, without whom we would not be able to serve many of the underrepresented communities that gave their voices to the We Can Be Active strategy.

Jon Monkom
Chair of Trustees



Introduction

A return to in-person activities and engagement has been hugely valuable to our work this year. There's nothing like seeing the benefits of physical activity first hand, whether that's the smiles on the faces of children at the Hampshire School Games Festival, or the high-five after a goal at a football game for refugees.

Despite this return to 'normality', we are still seeing the effects of the pandemic on activity levels, in addition to the cost-of-living crisis, adversely effecting underserved groups. Yet, I continue to find myself incredibly inspired by the pockets of community collaboration and work of our Bold Leaders bringing the We Can Be Active Strategy to life.

From providing yoga and Pilates practices for refugees and Asian communities to mental health walks, there are brilliant initiatives happening all over Hampshire and the Isle of Wight, and you'll find plenty of these inspiring stories on our media channels.

[We Can Be Active](#) is a collaboration. We love to be able to tell the stories of the people and organisations striving to create happier, healthier communities, and I urge people to submit their We Can Be Active wins via our

website, so they too can get well-deserved recognition for their work.

Energise Me will continue to co-ordinate the effort across Hampshire and the Isle of Wight, convening and connecting bold leaders and listening to the voices of our underserved communities.

Finally, I would like to thank our supportive trustees, all volunteers and everyone that has made a pledge to support active lifestyles, so that everyone can be active in a way that suits them.

Julie Amies
Chief Executive



Why We Can Be Active Matters

Physical activity reduces our risk of depression and premature death by 30%. It reduces our risk of major illness by 50%. Recent Active Lives data suggests our nations activity levels returned to pre-pandemic levels in 2022. However, we know that inequalities continue to persist.

555,900

Adults across Hampshire and the Isle of Wight are doing less than the recommended **150 minutes of moderate activity** each week.



Over **half** of **children** and young people are not reaching the recommended **60 minutes** of activity a day.



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



Women are less likely to be active than men.



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



A year in numbers

2500

Activity searches across our Hants and IOW activity finders.

£100K+

Distributed through Opening Schools Facilities funding.

66

Leisure instructors trained to provide Long Covid support.

28

Different activities at the Hampshire School Games Festival.

70

Coaches supported to achieve qualifications.

250+

Participants in WCBA events and mini-series.

56

Young girls attended Change Champions workshops.

4900

People engaged through Culture in Common.

Positive Early Experiences

A return to in person activities in 22/23 allowed us to engage with young people in our communities more directly than the previous two years. Key programmes allowed us to listen to and advocate alongside teenage girls as well as provide support to schools and activity providers. We've also helped young people to find enjoyment in different types of physical activity by hosting the Hampshire and Isle of Wight School Games Festival.

1000+

Children attended the Hampshire School Games Festival in person.

17

Schools funded through Opening Schools Facilities.

56

Young girls engaged in Change Champions.

28

Different sports and activities experienced at the Hampshire Schools Games Festival.



Positive Early Experiences

Change Champions: Empowering teenage girls to advocate for positive PE experiences.

In 22/23 we delivered our Change Champions programmes directly to 46 teenage girls, in years eight, nine and ten, across three schools.

We know that teenage girls are less likely to be physically active than boys in school, and over 32% are doing less than 30 minutes of physical activity per day in school (Sport England, Active Lives Survey, 2021).

We've spent time building relationships and understanding the barriers preventing girls being physically active. Focusing on building their confidence and leadership skills the girls began to develop solutions and ideas that will help them enjoy PE at school.

Change Champions provided a space for the girls to express their thoughts, validate their voices and advocate for change. 87% positively reported that the activities in the workshops helped them to engage in the conversation and supported them, with one girl saying "they made me feel seen and heard."

We've also been able to help the schools turn some of the girls' ideas into a reality, by:

- Employing a trauma-informed coach to reform detentions that were given for missing PE, using physical activity, music and creative therapy.
- Introducing after school cultural dance clubs where the pupils vote for the style of dance.
- Increasing the availability of opportunities that were typically available to older girls, such as trampolining.

32%

of young girls are doing less than 30 minutes of activity per day in school.

87%

of participants felt positively engaged and supported.

Positive Early Experiences

Opening Schools Facilities; enhancing opportunities for pupils, their families and the wider community.

In year one we have invested £100,000 in 17 schools to open up their facilities.

We know some pupils and their families experience health inequalities, including being less physically active. Therefore, we've worked to support schools with a high percentage of pupils who are; eligible for free school meals; from low affluent families; culturally diverse groups; and pupils with Special Educational Needs and Disability (SEND).

Projects in year one have been wide and varied. We've helped create a gym space, re-open swimming pools, and provide equipment for football, gymnastics, water polo, trampolining, badminton, volleyball, yoga, spinning, and basketball. To name but a few!



Positive Early Experiences

Hampshire and Isle of Wight School Games Festival.

We work in collaboration with local School Games Organisers to provide positive early experiences to primary school aged children.

In June 2022, we invited every primary school in Hampshire and the Isle of Wight to sign up to a week's festival of activity. We provided free physical activity resources covering topics such as leadership, health and wellbeing and culture. One school said it was "A fantastic opportunity to help encourage children with their physical and mental wellbeing."

Our School Games are more than sport and competition. They help less active children find enjoyment in physical activity, showing them the wide range of opportunities available to them beyond that which is offered in school.

Over 1000 primary school aged children from years four, five and six joined us for a whole day of activity. 28 different sports and activities were available, including climbing, dance, dodgeball, skateboarding, yoga and Quidditch. They were supported by over 250 volunteers.

We capitalised on the Birmingham 2022 Commonwealth Games by starting with a Welcoming Ceremony with every school allocated a country and encouraged to come with flags and banners to celebrate these. We also included an insight station in our Commonwealth Village, empowering young people to share their feedback and help co-design the event for 2023.



“ I really enjoyed seeing the impact of this work in person... I loved seeing the mix of young people there and the smiles on their faces told me everything! ”

Teacher at Hampshire School Games Festival



Bold Leaders

Bold leaders are vital to the development of physical activity and sport within Hampshire and the Isle of Wight. The need to support the development of Bold Leaders has grown this year as we find coaches and volunteers not returning to roles previously held before Covid19. We've supported individuals in their learning and development so they can continue to provide a positive experience for participants.

Funding for Coaches

In 2022/23, we spent £14,339.50 supporting 70 coaches to achieve their chosen coaching award. This supported a breadth of qualifications from archery to sitting-volleyball, bowls to walking. With the cost-of-living crisis impact, this investment has proved even more important. These qualifications have supported the growth of the workforce and had a positive impact within their communities.

“There will be less pressure on our current workforce, since returning from Covid. I will also be able to expand further, teaching more young people in the community who struggle to access mainstream club activities due to emotional and mental health difficulties.” (Havant Swimming/ Synchro Coach)

“

Thank you again for the bursary. I have had a niggling injury for a while and knew I was going to have to stop playing but didn't want to come away from netball altogether. This has allowed me to continue being involved and I am really enjoying the new challenge.

”

Netball Coach

£14K+

of funding to support coaches achieve qualifications.

Bold Leaders

Project 500 Champions

This year we've expanded our online network to 263 women, who all support physical activity and sporting activities across Hampshire and IOW. It's a peer supported community of practice, led by our two Champions Nik Tubbs and Sonia Malhotra. Nik and Sonia also support women who are not online.

This year we brought the Project 500 Champions together in two networking events. Members were invited to share their areas of expertise. We also covered topics such as wellbeing in the workforce and the wellbeing of participants.

Supporting Ukrainian Refugees

Participating in Kundalini Yoga classes helped three Ukrainian women gain confidence and integrate into a new community, when they arrived in Hampshire after the war in their home country began. Experiencing the positive benefits on their mental health, these women have now been funded by Energise Me to complete their own qualifications so they could help others.

Liudmyla, Helen and Olga signed up to complete their training in six modules, with a specific focus on Post Traumatic Stress Disorder (PTSD). Liudmyla has already taught two sessions and received great feedback. Her confidence has grown so much, that she even delivered one class in English!



Bold Leaders

We Can Be Active Events

Bold leaders from across Hampshire and the Isle of Wight have been brought together through WCBA Events. Attendees show a commitment to listening to our communities and continuing to learn how best we can support them.

During 2022-23, we connected over 250 bold leaders, delivering sessions to health, local authority, charity, leisure and coaching professionals and volunteers.

Topics we have covered included:

- Mental Health First Aid.
- Support to get started.
- Tapping into talent.
- Inclusive activity programmes.
- Introduction to youth violence and gangs.

“I found this course absolutely brilliant, and I have used the information through many of my mentoring sessions. I would always welcome any further training around this area if you are running any more courses” Youth Violence course participant

After a Mental Health First Aid (for Youth) event, 100% of participants said they would feel confident to give support, guidance and signposting around mental health to a young person who needs it.



Support to get started

Many people seek assistance from their local healthcare provider or local authority to start their physical activity journey. We've worked with people and organisations offering these services to provide increased training opportunities, guidance and funding support.

Social Prescribing - Physical Activity Navigators

As the need for social prescribing grows, we've collaborated with Southampton Voluntary Services (SVS) and Southampton City Council Public Health to demonstrate the impact their pilot Social Prescribing project had for patients in Southampton.

The pilot involved the employment of a specialist physical activity social prescriber, and volunteer activity buddies and navigators. It also included the development of physical activity opportunities to meet the needs of patients.

The evaluation, which was funded by Energise Me, showed a positive impact on the individuals the project had supported. It was successful at reaching people who would otherwise struggle to be active. There was also evidence the support had ripple effects, prompting participants to take action in their wider lives.

The work has also had a positive impact on the organisations involved. It's helped raise the profile of physical activity among a wider network of organisations and referrers, leading to practical changes and transformed attitudes towards it.

“
Within the team there
is a shift in the way
the whole team
thinks about
physical
activity”

Pilot Participant

Support to get started

Training

Over the past year, we've worked to increase our training provision by over 45% compared to 2021/22. We've provided training opportunities to **71 clinicians**. The sessions have continued to help increase clinician understanding, confidence and expertise to integrate physical activity advice into everyday clinical practice.

We've also trained **48 Social Prescribers** to have physical activity conversations as part of patients' wider wellbeing.

This year, we've also provided specialist training on **Long Covid**. The project helped to upskill the leisure workforce, to provide more confidence with the Long Covid clinical workforce, opening up the pathways into community physical activity support. 66 Instructors completed the training to become fully qualified in delivering Covid Rehabilitation support, and 9 sites were then connected to clinics to open up this health pathway into community based support.

Live Longer Better

Working alongside Hampshire County Council we've launched a [Live Longer Better website](#) for community users and professionals across Hampshire, to support knowledge around ageing well.

We have also set up a Community of Practice providing grants to localities, to support the creation of a local network and to set actions to embed Live Longer Better in place.

As part of supporting our workforce to embed Live Longer Better, we have held open information sessions, dedicated Health provider sessions and worked with adult social care teams to upskill and make changes to the way they work with older adults.

71

clinicians received training to integrate PA into clinics



Places

£25K

Energise Me
investment

Whilst our work is far reaching across Hampshire and the Isle of Wight, three projects in particular stand out for 22/23. Focusing on underserved groups in Southampton and the New Forest, they show the power of activity in creating social connection and safe spaces for people to enjoy. We've also spent time exploring the synergy between activity and arts and culture in place.

Active through Football (SO14)

Highly targeted to reach inactive audiences in the SO14 postcode, Active through Football, delivered by Saints Foundation, has encouraged fun, free football-based activities for 256 residents in its first year.

As well as a £25K investment (over 5 years), Energise Me has contributed throughout the application process, providing insight into the barriers our priority audiences face. We've also connected networks and ensured community engagement and co-creation remains a central feature of the project.

Whilst targeted to a specific postcode, the activities are designed to include the whole community, with sessions such as:

- Womens exercise sessions.
- Chair exercise classes for those aged 60+.
- Refugee football sessions.
- Parents and toddlers sessions.



Places

The Agency (Southampton)

In the second year of running The Agency in Southampton, we have spent over 1000 hours supporting 17 young people achieve their potential.

Eight Agents presented their projects to a panel including representatives from the voluntary, commercial and education sectors, and three teams secured over £4000 to bring their ideas to life.

Sports with Support

Agents Zarka and Sharnay provided girls with a safe and judgement free environment to enjoy free, fun-filled sport activities. There was a particular focus on overcoming worries such as insecurities about their bodies, or religious, cultural or financial barriers.

“We want girls who don’t have the opportunity to play sport to be able to have fun in a girls-only space so they can improve on their mental health and body image through sport and fitness.” - Zarka and Sharnay

Art of Sport

Mati and Rayhann supported 36 young men by running multi-sports sessions at St Mary’s Leisure Centre every Friday evening for six weeks. They aimed to provide a positive alternative to crime and anti-social behaviour and encourage the young men to seek a better path in life.

“I am proud to say that the agents showed real leadership in running positive sports sessions that had a meaningful impact on young people in their community...”
- Larry Kazingizi, Producer.

83

Participants supported through projects.

60+

Hours of guest mentor support.



Places



Culture in Common (New Forest)

Co-creation has sat at the heart of our first year of Culture in Common. We've spent time speaking to local residents and forging partnerships with community champions, to determine our priority places - Totton and the Waterside, New Milton, Pennington, Ringwood and Fordingbridge.

Local people have been telling us what they'd like to see more of in their communities. 65% of people surveyed said they'd like to see more live music in their area, and 25% would like to see a parade or carnival. When asked what they may take part in, 17% said they'd like to dance, and 24% would be interested in craft.

We worked with a group of young people to develop our brand logo, and mission and values, culminating in the build of a brand new Culture in Common website.

The website is now home to information about the programme, detail on our community champions and our 'Whats On' feature, ready for us to deliver and publicise events. Nearly 5000 people were engaged in events over year one, including:

Totton Lantern Parade

Walk & Clay workshops

Easter Artboxes

Halloween in Hythe

65%

of people would like to see more live music.

4900

people engaged in year one.



Opportunities that meet our needs and interests

Alongside being able to fund projects that meet the needs of inactive communities, we've worked to ensure activity sessions are easy to find. We've also shared inspiring stories, covering topics that interest our audiences.

Investing in Communities

During 2022-23, we invested over £210,000 in 37 projects across Hampshire and the Isle of Wight through Investing in Communities funding. The funding was targeted to reach inactive people, and those less likely to have access to regular physical activity. This included people from low socio-economic groups, people with a long-term health condition or disability and those from ethnically diverse backgrounds.

Activities we were able to support included boxing, swimming, dance and even cheerleading!

£50,117

awarded to projects within ethnically diverse communities

£34,600

awarded to projects supporting people with a disability

£78,821

awarded to projects for people within lower socio-economic groups

£46,709

awarded to projects for people with a long term health condition



Opportunities that meet our needs and interests

Activity Finders (Hampshire and the Isle of Wight)

We're learning about the things that prevent active lifestyles. Our communities told us they needed a place to find activities available for them in their area.

Data from our Hampshire and Isle of Wight Activity Finders (available from July 22 to March 23) showed that over 2,500 searches were completed with over 150 people clicking through to book. Dance, walking and yoga are some of the top searched for activities for our residents.

A social media campaign ran on the Isle of Wight in January 2023. It was created to encourage residents over the age of 50 to take part in a new activity. From walking to Morris dancing, we reached 8,000 residents, with 600 clicking through to find out more.

Storytelling

Our stories inspire people to take action. We've spent time understanding what our audiences are interested in to create stories especially for them. During 2022-23, we published 35 pieces of original news and blog content and increased our views by 10.9%.

We learned more about things that prevent active lifestyles and the topics that matter to our priority communities. We produced stories on the cost-of-living crisis, diversity and safeguarding. We also met our communities where they are and produced our first bi-lingual story featuring Punjabi women taking part in Pilates classes – which had also been made accessible to them in their language.

2500

Activity Finder searches.

10%

Increase in story engagement on our website







LET'S CONNECT

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Submit a We Can Be Active Win:

www.energiseme.org/we-can-be-active-wins/

