



Building Trust and Nurturing Relationships

How We're Making An Impact

2024 -25



Impact, but different!



In 2024/25 we really challenged ourselves to do things differently and bring our partners and collaborators along for the ride.

A big part of this was developing our version of impact. Instigated by our role delivering the Hampshire Active Health Programme, we challenged normal reporting practices, learning how to ask different questions and dig deeper into ‘why’ things work (or don’t!).

We’ve changed the way stories of impact are showcased, making sure that the owners of each story take the lead and people have the chance to comment, question and understand in more detail. This has meant changing the format of events and networks, giving more power to members and attendees.

And we’ve capitalised on the impact of relationships we’ve developed over the past four years. Spending time building that trust has allowed us to embed brand new physical activity roles into spaces they didn’t exist previously.

There’s still work to do. We’re taking everything we’re learning into next year to help us develop and grow, so we can do the very best for networks and communities in Hampshire and the Isle of Wight.

Julie Amies
Chief Executive

Contents

Our Priorities

Bold Leaders 5

- Networks and Groups
- Sports Welfare Officers

Support to Get Started 8

- Developing Relationships
- Supporting the Health Sector

Positive Early Experiences 10

- Developing Youth Voice
- Working Beyond Education Settings
- Hampshire School Games Festival

Opportunities that Meet Our Needs 13

- Accessing Activity
- Hampshire Active Health Programme

Places and Travel Routes 15

- Trust and Relationships in Place
- Opening School Facilities
- Culture in Common (Programme)
- The Agency (Project)



“ I’ve also learned the value of flexibility and listening. Not everything goes to plan, and sometimes the most meaningful moments come from reading the room, adjusting activities, and just being present. ”

Fiza, Agent @ The Agency

Flexibility Realistic Timescales Development Support

Key recommendations discovered for funders and grant makers

“ It feels like our activity because we’ve planned it together, so we want to be involved in it more. ”

HAHP Participant (Alabare)

5

Physical activity recommendations from Young People in Southampton

2

Brand new physical activity roles secured, working within the system and supported by Energise Me

“ Having a ladies only session has made it accessible, and a comfortable and supportive environment for our group - so thank you for your part in making this possible, ”

HAHP Participant (East Hampshire District Council)

30+

Networking, collaboration and learning spaces created

Our Priorities

The We Can Be Active Strategy is a call for us all to join forces to make it easier to be active. It provides us with the strategic direction needed as we progress towards tackling the things that prevent active lifestyles. When it was published we committed to play our part in facilitating:



Positive early experiences for our children and young people



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



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



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



Bold leaders working together to create happier, healthier communities

Bold Leaders

We've worked to develop our **networks and groups**, giving shared ownership to members, so they can influence the agenda, take time to tell their own stories and make space to discuss the impact.

We're seeing people across the sector problem solve collaboratively, answer each other's questions and work together. This is evident in our **Project 500 Group**, a female led network supporting other female coaches. Coaches have continued to use the space to ask questions and share examples of practice to help each other, with Menopause workshops receiving particularly strong feedback! Frequent, regular and direct communication with individuals within the group leads to stronger engagement through a sense of belonging in the online community.

We're challenging the way both we, and the wider workforce thinks about learning and impact. Moving away from just numbers of participants, we want people to learn more about how and why their work is having impact – and what can be done differently if it isn't. We've introduced **How and Why** conversation training and **stories of change** at our events and as part of the Hampshire Active Health Programme.

These new skills are already being used to help tell stories of impact in funding bids and expand work into new areas.



Play Their Way

Over **100 coaches** have accessed resources, learnings and examples of child first coaching practice through our online network. This has led to over **1000 children and young people benefitting** from having voice and choice during their sessions, creating positive early experiences of being physically active.

We've managed to achieve this by listening to feedback and taking workshops and learning to clubs and coaches - fitting in with their existing CPD sessions and respecting the precious time of volunteers.

Coaches in the online network are now connected with each other and it's working as a **peer support** mechanism for coaches across the county.



Our **Sports Welfare Officers** have been collaborating with local authorities to better understand what sport and physical activity safeguarding concerns may exist locally.

They're becoming trusted members of the wider safeguarding workforce, helping to provide guidance and work with clubs to improve their knowledge and practices around safeguarding.

Sports Welfare Officers - Working at the heart of local clubs and organisations

Networking & Collaboration

They've noticed a real appetite for collaboration and cross-sports networking from volunteer welfare officers, which was cemented by feedback highlighting how much this was valued.

From this they've been able to bring people together creating collaboration and learning spaces for club welfare officers around topics such as Safeguarding and Protecting Children and Internet Safety for sports clubs.

They've also established an online network of local club welfare officers, as a way to share information and be a platform for welfare officers to ask questions and support each other.

Trust

The Sports Welfare Officers have also noticed how in-person events and networking has helped to build trust.

This has been particularly pivotal when working with National Governing Bodies. Building relationships directly so they understand the value sports welfare officers bring has in turn helped with local clubs trusting the role, and even led to direct introductions.

Support to get started

Supporting the Health Sector

This year we've supported the sector with a range of different training and development opportunities. This includes dedicating resource to work with more organisations than ever before to achieve **Active Practice Charter** with 67 practices undertaking the training and updates needed for the status. A whopping 10 became chartered in the past year. A big win is the increase in staff activity in primary care settings as they've improved their knowledge around physical activity, as well as prioritisation given to physical activity in patient care - through social prescribers and health coaches. Examples from their success will be used to motivate and demonstrate the impact of the accreditation to other surgeries.

Developing Relationships

The impact of our **relationships** with NHS and Public Health teams has meant we're able to introduce two new roles into the system itself. We're testing how working **collaboratively** to jointly fund and position roles can lead to greater impact.

A new **Physical Activity Clinical Champion** is working across the whole of Hampshire and Isle of Wight, to support clinicians to have conversations about moving more with their patients.

A new **Health Officer** is working within a local authority helping to develop a new physical activity and wellbeing strategy to support residents. The importance of the physical activity work has been recognised by the authority by granting an extension to the role.



67

Practices working toward Active Practice Charter

“ This change has made a huge difference to the teams. It has helped to support with feelings of isolation and lone working. Physical movement has improved and with having to go downstairs to see patients, the physical activity of the staff members has increased by on average an hour a day. ”

Feedback from Active Practice Nurse Manager

Physical Activity Clinical Champions - Supporting the Sector to Support Communities

The delivery of Physical Activity Clinical Champions Training has grown significantly this year. 207 clinicians were trained, after we implemented learning such as offering flexible dates, using healthcare professionals protected learning time and adapting how the sessions were marketed.

The sessions impact this year has included

- Improving understanding of physical activity as well as what stakeholder networks, and training opportunities are available
- They've helped us expand and nurture our networks and build stronger connections across Hampshire & Isle of Wight with stakeholders, social prescribers, GPs, and other healthcare professionals.
- Feedback has allowed us to deliver tailored training with role-specific sessions (e.g. talking therapies)
- It's led to some collaborative projects as we've connected attendees for blogs, funding opportunities, and joint initiatives.

207
Clinicians
trained



“ We have already been discussing internally how we might better champion physical activity within our PCN ”

Embedding Physical Activity into Talking Therapies - Supporting the Sector to Support Communities

A combination of building relationships, strategic influencing and delivering training has led to Talking Therapies across Hampshire not just sign posting to physical activity but embedding it in their service.

While initial outreach to Talking Therapies services met some resistance due to limited time and capacity, using the benefits others have seen from our national network and other local health services helped to secure support.

Following training in July 2024 we started to see a significant culture shift, partly due to asking participants to think about their own barriers to participation. Work over the past year has resulted in:

- Two Physical Activity Champions now dedicate time weekly to PA initiatives and lead a PA working group.
- Embedding PA in Mental Health Services:
 - Integrated PA discussions into pre-assessment questions
 - Incorporated PA slides and stretching exercises into all group courses
 - Staff using Moving Medicine conversation guides
- Workplaces have changed
 - Increased standing desks, fidget toys, and “movement snacks.”
 - Posters promoting stair use and active breaks now feature prominently across offices.

Positive Early Experiences

Developing Youth Voice

This year, we've collaborated with academic institutions to deliver brand new insight, developed with and alongside young people.

In Southampton we've joined forces with the University of Southampton, Southampton City Council, and LifeLab to develop 16 Young Researchers as part of the Place Partnership Work in Southampton. **Learning from young people** about their lived experience has led to **5 physical activity recommendations** on how to provide positive early experiences. Plus, there's now a pool of highly skilled young researchers in the city.

We've also connected the University of Winchester with a primary school in Rushmoor to understand the **impact of school uniform on activity levels**. The research included the voices of both pupils and parents and tested feelings around uniform and whether wearing an active uniform increased activity levels - especially informal activity and active play. The study highlights the powerful nature of the child's voice, expressing their experience of being comfortable, free and able to move.

Whats Next

We now have two great sets of strong evidence incorporating youth voice with trusted research professionals. We will work with the young people to influence education providers, policy makers and activity deliverers to incorporate the recommendations in their work.



Beyond Education - Physical Activity in the wider system

Learning from programmes such as Change Champions has impacted how we work. Feedback from schools highlighted how they are time and capacity poor to engage in opportunities that don't focus on the core curriculum. They have an interest and belief in creating positive early experiences for children and young people, but don't have the time to explore opportunities.

We continue to work with schools, but we have intentionally expanded our networks with other organisations and individuals working directly with less active children and young people. Key to this has been contributing to Local Children's Partnerships in areas where physical activity levels are low and where people and communities are facing one or more inequalities e.g. food insecurity, low income, health conditions etc. We've strengthened partnerships, shared insights, and aligned better our work with others in the sector to support improved outcomes for children and families.



Connection and Collaboration in Havant

We collaborated with Havant Borough Council to create a space where anyone who works with children and young people could come along to address inactivity levels in the borough and acquire skills and knowledge to drive change. Over 60 people joined the event which kicked off a longer collaborative effort as part of an Active Wellbeing Strategy for the local area.

Attendees were given the opportunity to discuss how to create more inclusive and accessible opportunities. The day created new connections, and inspired a workforce to help local children and young people live more active lives

Supporting Providers to Advocate for Physical Activity

In Southampton we've worked with Early Years Providers to develop a survey to understand the activity levels of young children aged 0-5.

Over 300 parents responded to the survey in Southampton, with the team learning that over half were not aware of the CMO activity guidelines for this age group. As a result, the Southampton Healthy Early Years Team have developed accessible and engaging messaging to raise awareness of the guidelines amongst parents.

The survey will now run annually and provide further evidence for the Southampton Physical Activity Alliance to better understand what matters to local families and how to support them in becoming more physically active.



Seekers Create - Creative consultation with young people at the Hampshire School Games Festival

In 2024 we worked with Seekers Create to help us understand if the festival was helping to meet the needs of local young people by:

- Providing positive experiences of physical activity
- Reaching less active young people that do not typically engage with clubs and school teams

They spoke to teachers and young people from 12 schools during the festival. Using games and emotions' wheels, we were able to understand how students were chosen to attend the Festival and how the students felt on the day.

The team found that the selection of students was carefully considered by each school. They focused on inclusivity, targeting those less engaged in sports, students with personal or social challenges, and those who would benefit from increased confidence and positive experiences.



The students overwhelmingly experienced positive emotions across all sessions

Curious
Energised

Happy
Confident

Proud
Excited
Calm

Opportunities that meet our needs and are accessible and easy to find

Signposting to Physical Activity

We've tested what types of communications people respond to, when helping them to find activities. **Our activity finder campaigns** showed different responses to messaging focussed on mental health, social connection and physical health benefits. We used this learning to help **3450 users** find the activity finder, an increase of 289% on the previous year.

We also worked to encourage providers to add sessions to the activity finder, producing how to guides, videos and dedicated web pages. This resulted in **76% more opportunities** for people to search through than the previous year. We regularly check whats on offer so we can approach providers to fill in the gaps in places most in need.

We also share opportunities and inspiration on Facebook and Instagram. This year our content organically reached over **20,000 people** with over 2,000 directly engaging with the content. We're learning people are engaging with activity that is **fun** and **fits into their daily lives**. People also respond to content which shows the Energise Me team showing **how they get active**.



14

1



2000+
People directly engaging with physical activity content



Hampshire Active Health Programme - the conditions for creating opportunities for communities

The Hampshire Active Health Programme provided £1.4M in grants to organisations working to encourage and provide physical activity opportunities in communities facing the biggest health inequalities.

It led to over 3000 Hampshire residents taking part in almost 3500 activity sessions. Beyond the numbers we introduced How and Why conversations to capture real stories from participants. From this insight we started to build a picture of the key conditions people need to support them on their physical activity journey:

- Listen and respond to what people need
- Collaborate to create opportunities
- Use places that are already familiar

Grant Design

We've also taken our learning from administrating and supporting organisations throughout the grant process to develop key recommendations for funders and grant makers to take into consideration.

Be Flexible

Offer Support

Allow Time

[Read the full impact report](#)

**Mental Health
Cardiac Diabetes
Parkinsons**

All health conditions either improved or better managed by the programme



18

The number of extra active minutes participants did per week



Places and Spaces where we all feel safe and are encouraged to be active

Perceptions of Safety and Trust in Place

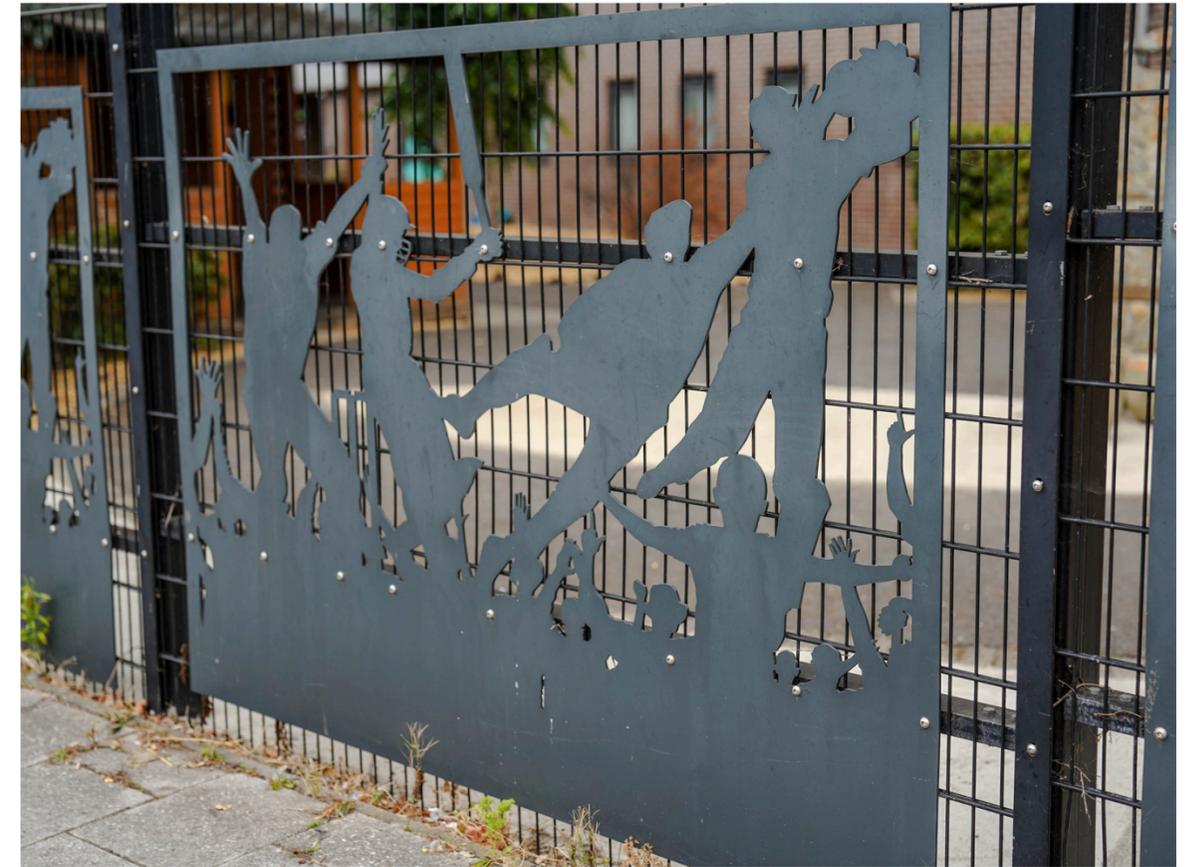
Community coordinators in Place Partnerships are giving us new perspectives on safety and trust in place. Trust was initially placed in partners locally who were already engaged in the work and known to the local community.

It's been a test of the trust the community places in these organisations. We've learned that certain 'badges' help people to feel safe and open about the experience of their places. This insight is helping to inform strategic and tactical decisions for the place partnerships.

Building Partnerships

Through our place partnership work we've got a deeper understanding of how the structure, makeup and approach of each of the decision making groups in each place are very different. This has led us to adapt and agree different governance models that best align with the priorities of each place. As we continue to build partnerships we'll be developing key principles that cover:

- Consistency of the partnerships
- Ownership
- Identity



Opening School Facilities - activity for the community outside of the school day

The Opening Schools Facilities funding entered its third and final year, with 30 schools taking part in 2024-25.

The funding has been a great opportunity over the past three years to both strengthen some existing relationships with schools, as well as create some new ones.

Whilst the programme has helped over 4000 people increase their activity across the three years, and made some real impact to people's lives, it's the learning that has been crucial to some schools being able to deliver successfully and potentially continue with initiatives once the funding ends. Leadership, collaboration and engagement were three key indicators that opening the schools facilities could be successful. This played out in many ways but included:

Some schools already had a Community Manager, or similar role, in place which often meant they had good connections and insights into what the community needed.

Having a passionate project lead and group of people at the school really helped to drive projects forward. This included having business and finance managers part of the delivery team from the beginning.

Pupil, parent and community engagement was crucial. Many projects cited how parents understanding and support for the initiative was a key part of helping it be successful.

Some of the wider impact reported from schools and participants:

- Pupil and family integration
- Management of physical and mental health conditions
- Career opportunities for students
- Building confidence
- Staff development
- Increased pupil attendance and attainment



30
The number of schools taking part in year 3



Culture in Common (New Forest) - bringing activity and creativity to local spaces

Year Three 2024-2025

Since April 2024, Culture in Common has engaged with and delivered

26,372

People attended events

3,136

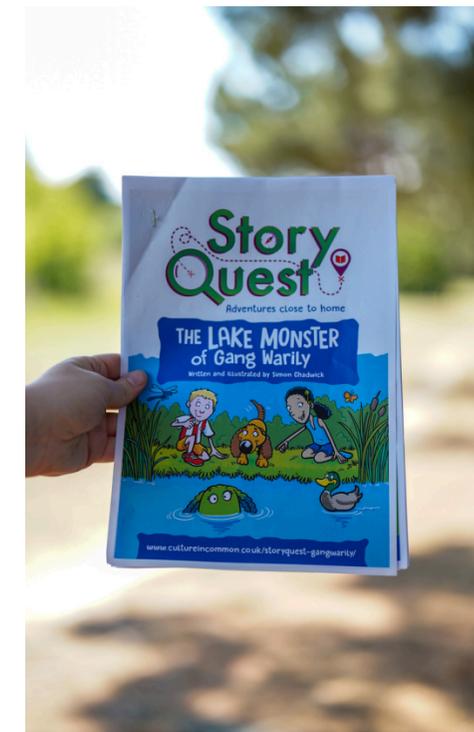
People took part in projects and workshops

61

Project, workshops, performances and events

Extension Year

Culture in Common has been successful in securing extension year funding from Arts Council England, to continue delivering activity through to March 2026



Culture in Common is helping people living in the New Forest to take the lead in choosing, creating and taking part in creative and cultural experience where they live.

At the same time as delivering more creative opportunities, the programme is helping people in the New Forest to be more active.

- Lantern Parades
- Dance Workshops
- Acrobatic Dance Performances
- Cycle Cinema
- No Run Club
- Creative Walkshops
- Active Youth Theatre
- StoryQuest

different joyful
community family
amazing Fun
new Energetic
innovative energising
Unique

Cycle Cinema Feedback

The Agency (Southampton) - creating safe spaces for young people in Northam and St Mary's



Shaping a Better Future: Spotlight on Veil of Valour

Veil of Valour brought together young women aged between 14-19 from different ethnic minority groups to take part in weekly self defence classes.

A Sense of Safety

The Agent, Hibah, developed the idea after recognising the need for women only spaces, combined with feelings of safety within the city. Her aim was to help the young women build confidence, be able to protect themselves and help better their mental health. All of this should lead to a better sense of freedom and wellbeing.

What's next

The sessions proved popular with 15 young girls benefitting from the sessions. The next step is to continue the sessions during the summer and open up attendance beyond the SO14 postcode.

“ Having an idea was easy... Recruiting participants was the hardest part but it's important to keep going and stick with your idea! ”

