

# We Can Be Active

What will Energise Me do?

Coordinated by



INDOORS



OUTDOORS



# Let's do this!

**We Can Be Active was created by over 800 individuals and organisations across Hampshire and the Isle of Wight. It will take all of us, and more, working together to make it a success. We all have our individual roles to play. This document outlines what Energise Me will do as part of its role in coordinating We Can Be Active.**

Energise Me is part of a national network of [Active Partnerships](#), receiving investment from [Sport England](#) to help build physical activity and sport into everyday life. The charity works across Hampshire and the Isle of Wight to champion active lifestyles and create a happier, healthier and stronger future for local people.

Over 1.6 million people in Hampshire and the Isle of Wight already experience the positive benefits of an active lifestyle. But persistent inequalities prevent 23.5% of our local population from being as active as they would like to be. Energise Me will focus its efforts on reducing these inequalities so that we can *all* be active in a way that suits us.

Energise Me will work with physical activity, health, and community partners to embed movement into health care, education, planning and transport systems. We will listen to and advocate for inactive communities, ensuring their voices are heard in policy discussions. And, through our role on Health and Wellbeing Boards, we will encourage others to use their influence to enable active lifestyles.

We are committed to learning and developing as a team and will share our progress, with openness and honesty, at the We Can Be Active event in July 2022. In the meantime, we'd love to hear from you if you would like to work with us on any of our contributions to We Can Be Active.

**Julie Amies**

Chief Executive, Energise Me





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

Our first experiences of physical activity and sport stay with us. They shape how active we are as children and often as adults too. So, these experiences need to be great!

### We will:

#### **Work *with* children and young people to create positive experiences.**

Only children and young people can say what makes a positive experience for them. We'll listen and work with them to create or improve activities.

#### **Embed physical activity across all aspects of school life.**

Physical activity, arts and culture, and being outdoors can all support children's health and wellbeing. We'll work with pupils, teachers, families and carers to create a joined-up wellbeing offer.

#### **Enhance community provision in areas where fewer young people are active.**

We will come together as families, communities and organisations to increase physical activity and play in our homes and neighbourhoods.

### Energise Me will:

**Listen to and advocate** for children and young people who struggle to be active.

**Support schools, youth groups and activity providers** to consult young people about physical activity, and provide guidance and investment to turn their ideas into reality.

**Collaborate** with community, mental health and research partners to develop, test and evaluate a pilot programme with one local school.

**Share learning** with schools across Hampshire and the Isle of Wight through reports, events, and targeted conversations.

**Source and share local data and insight** to help providers connect with young people who struggle to be active.

**Connect with families and organisations in 5 communities** with low activity levels and support them to create positive early experiences.



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

At the moment, opportunities suit some of us better than others. We need to work together to make sure we all have equal opportunities - whatever our age, gender, ability, race, sexuality or background.

### We will:

#### **Diversify opportunities by creating activities *with* people who find it hard to be active.**

We'll be creative in adding movement into other interests and in finding ways to make sessions affordable and accessible.

#### **Increase the number of informal neighbourhood activities by providing support to kickstart ideas.**

Neighbourhood activities enable people to be active in a sociable way closer to home.

#### **Increase the range of activities available to people with health conditions and disabilities.**

We'll work *with* people with health conditions and disabilities to adapt sessions and create new ones that meet their needs.

#### **Make activities easier to find by increasing the number of sessions published to [OpenActive](#) data standards.**

Publishing information in a consistent way means it can be featured in campaigns and activity finders. We'll increase the number of sessions published via [opensessions.io](#) and leisure booking systems.

### Energise Me will:

**Support** any organisation or group that works with communities to find creative ways to build physical activity into and alongside their offer.

**Support 5 communities** with high levels of inactivity and inequalities to find places, people and resources to make their ideas happen.

**Connect charities, support groups and activity providers** through the Hampshire and Isle of Wight We Are Undefeatable Network so they can work together to increase opportunities.

**Raise awareness and understanding of OpenActive** through events and case studies featuring local activity providers.

**Work with national partners** to make sure local authorities, leisure providers and smaller organisations have the tools, resources and support they need to open their data.

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

The places where we live, work and play, influence our activity levels. The options for travelling between them can also make a big difference. Both need to make it easy and appealing to be active for all ages.

### We will:

#### **Increase the range of places to be active by unlocking permission to use under-utilised spaces.**

Utilising new and non-traditional spaces will mean more people can be active in locations and environments that suit them.

#### **Build community and cross-sector partnerships to transform local spaces.**

Communities are full of ideas to make spaces safe, accessible and attractive for outdoor play and recreation. We'll provide support, where needed, to turn ideas into reality.

#### **Come together as communities, planners and policy-makers to create [Healthy Streets](#).**

Every decision we make about our streets is an opportunity to make it easier and more appealing to walk or cycle. We'll work together to create streets that encourage movement.

### Energise Me will:

**Support schools** to share learning from the Open School Facilities project to inspire others to open their facilities for community use.

**Advocate for creative use of under-utilised spaces** by collating and sharing innovative examples from across the globe.

**Work with 5 local communities** with low activity levels to explore how local spaces and travel routes affect their activity levels.

**Support communities** to build innovative partnerships to transform local spaces into safer and more inviting places to be active.

**Listen to and advocate for communities' physical activity needs** in local development discussions.



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

At the moment, not everyone feels supported to be active. We need to work together to develop appropriate support mechanisms so that none of us feel that we can't be active.

### We will:

#### **Learn more about the support that is needed and work together to make it available on demand.**

We need to understand what support is needed and how best to make it available to those who need it most.

#### **Promote campaigns which challenge perceptions around who can be active and how.**

Campaigns can help raise awareness, generate excitement and inspire us to be active. We will promote national and local campaigns that use inclusive images and encourage more people to be active.

#### **Be We Can Be Active champions and have supportive physical activity conversations.**

Guidance from people we trust can help us gain the confidence to be active. We Can Be Active champions will offer encouragement and advice to help others get started.

### Energise Me will:

**Work with individuals who are inactive** to identify the support they need at different stages to become active.

**Collaborate with local partners** and invest in training and resources, where needed, to make appropriate support available.

**Coordinate This Girl Can and We Are Undefeatable networks** for Hampshire and the Isle of Wight and invest in local activation of campaigns.

**Share stories of local people** of all shapes, sizes, abilities, ethnicities and backgrounds who've found their own ways to be active.

**Provide training** on how to have positive physical activity conversations at home, work or play.



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

We can all lead change in our communities. But it will happen faster if we work together. Physical activity is one part of a bigger health and wellbeing picture. Rather than compete with the other parts, we need to join forces to improve health and happiness.

### We will:

**Listen and learn** from one another.

**Champion active lifestyles** at home, work and play and when moving from place to place.

**Work together** to measure the impact of We Can Be Active.

### Energise Me will:

**Coordinate and collate content for 4 learning events per year**, providing space for individuals and organisations to connect and share experiences.

**Share our learning** from commissioned insight and action learning projects.

**Find We Can Be Active Champions** from a range of sectors and diverse communities and provide support and evidence to help them advocate for physical activity.

**Support young people to be bold leaders** for physical activity through Energise YOUTH.

**Coordinate a measurement group** to explore how we can measure the impact of We Can Be Active together.

**Invest in a framework and tools** that can be used by everyone involved in We Can Be Active to measure and demonstrate joint impact.

# We Can Be Active

**What will you do?**

Coordinated by



UPSIDE DOWN

