

We Can Be Active

What do Hampshire and Isle of Wight communities need to be active?

Coordinated by



INDOORS



OUTDOORS



Why it matters

Regularly raising our heart rate and moving in a way that makes us feel out of breath can:



Reduce our risk of depression by 30%



Reduce our risk of major illnesses - such as heart disease, stroke, and respiratory illness by up to 50%

We believe everyone should have access to these benefits - regardless of age, gender, race, ability or background.

“When I am able to exercise, I feel better, my head feels clearer. Then I am more confident to do things.”

Anonymous We Can Be Active online conversation participant

The story of We Can Be Active

We Can Be Active began with a big online conversation open to everyone in Hampshire and the Isle of Wight. The words on the following pages grew out of that conversation.


Energise Me paired people's ideas with global evidence of what helps people to be active. This led to five themes, each with its own set of goals.

These goals might stem from your words. They might come from the words of your neighbours, friends, family or teammates.

We Can Be Active is a call for us all to join forces to make it easier to be active. 'We' is you and me and the individuals and organisations all around us. We can all be active and help others to be active.

You don't need to have been part of the story from the beginning. Each new voice adds to and strengthens our story. And if you feel that your voice is not represented then we *need* to hear from you.

Let's move together to address inequalities and make Hampshire and the Isle of Wight a happier and healthier place to live.

A woman with long dark hair, wearing a teal t-shirt, is seated in a wheelchair. She is pointing her right hand towards a whiteboard in the background. The room is bright and modern, with a white shelf and a potted plant visible. The whiteboard has some faint writing on it.

We Can Be Active online conversation

Matching online conversation comments with global evidence

We Can Be Active: The Big Planning Session

At the moment...



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.



Almost half of **adults aged 75+** are inactive and this population is projected to grow significantly.

Our mission:

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

Success will be:

People who once struggled to be active feeling the positive benefits of increased activity.

Being active is essential. How we do it is up to us. If it raises our heart rate and makes us feel out of breath it counts.



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



LGBT+ people are significantly less likely than heterosexual people to do enough exercise to maintain good health.



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

382,600 adults (23.5%) are doing less than 30 minutes of physical activity per week.*

This is not equality. We need to understand why these inequalities exist and work together to address them.

*Source: Sport England, Active Lives Adults Nov 2019/2020

We need

A photograph of a young child in a yellow hoodie and blue boots walking on a large log. The child is holding the hand of an adult who is also wearing blue boots. The background is a natural outdoor setting with trees and a path.

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 *all* 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.

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.



“My overriding memory of PE at school is people laughing at me...” We Can Be Active online conversation participant

“[I wish I had] more access to things I like [and] the confidence to go.” 17-year-old, Hampshire

“I’ve lost interest in swimming now. I like to walk... it’s better as I can go on nice countryside walks with amazing views and listen to music.” 17-year-old, Hampshire

“A lot of the activities aren’t local and it means travelling...”
We Can Be Active online conversation participant

Success:

- New and enhanced opportunities to be active created *with* children and young people.
- More young people in our least active areas regularly taking part in physical activity *and* enjoying the experience.

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.

"... having activities that are fun where exercise is a by product work for me."

We Can Be Active online conversation participant

"I'd like easy to get to (can't drive), neighbourhood walking groups, just to go round the local area."

We Can Be Active online conversation participant

"I have a long term health condition and people instantly don't want me to hurt myself or make it worse."

We Can Be Active online conversation participant

"I'm a full-time wheelchair user and there doesn't seem to be many accessible exercise classes around..."

We Can Be Active online conversation participant

"People aren't always aware of what the local physical activity offer is - need one place that provides this information."

We Can Be Active online conversation participant

Success:

- A broader range of opportunities to be active created *with* people who feel they lack the confidence or opportunity to take part.
- More people from the least active communities outlined on p.4 regularly enjoying being active.
- More local activities published to OpenActive data standards, making activities easier to find.

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.

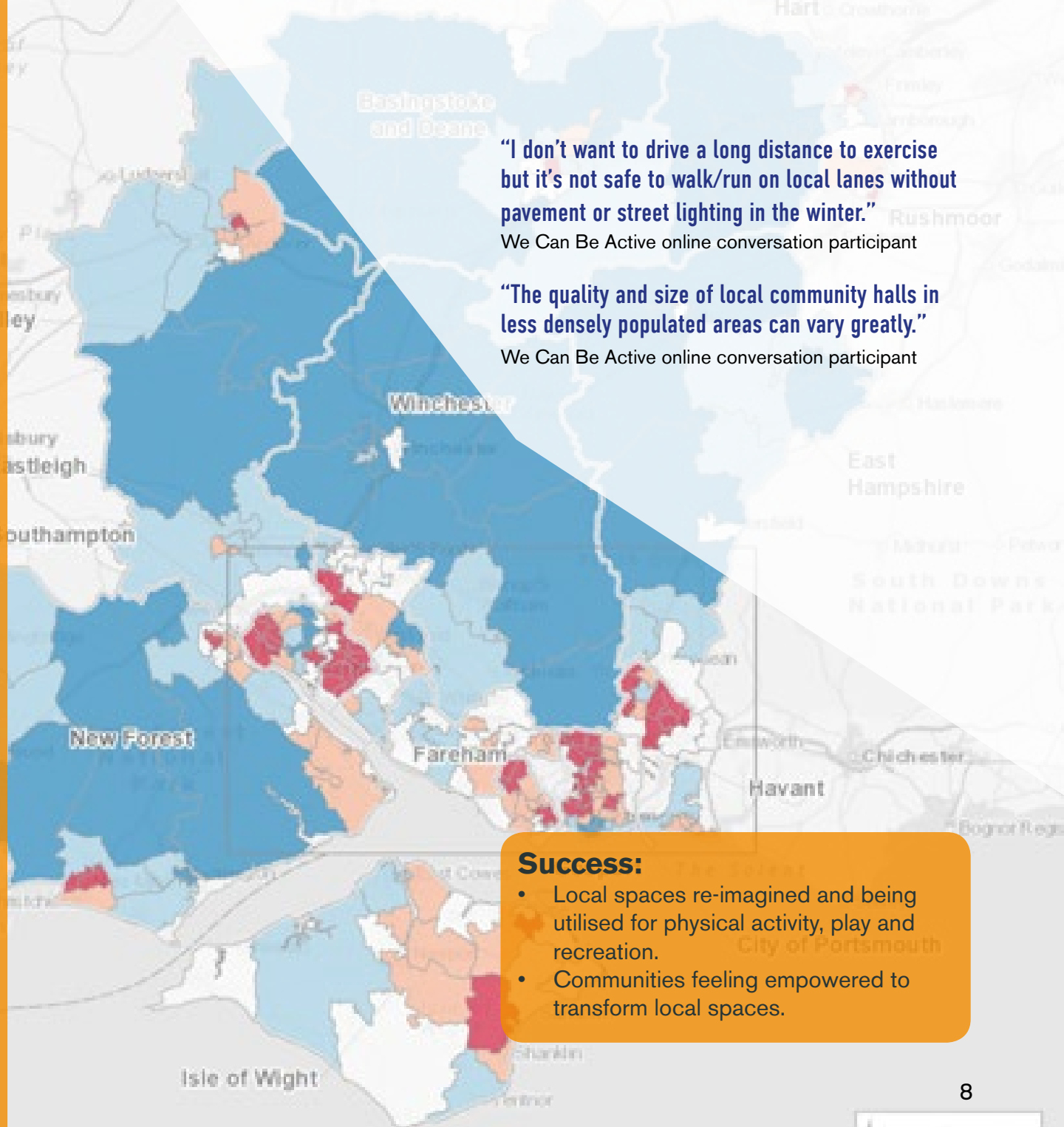
Utilising new and non-traditional spaces will mean more people can be active in locations and environments that suit them.

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.



“I don't want to drive a long distance to exercise but it's not safe to walk/run on local lanes without pavement or street lighting in the winter.”

We Can Be Active online conversation participant

“The quality and size of local community halls in less densely populated areas can vary greatly.”

We Can Be Active online conversation participant

Success:

- Local spaces re-imagined and being utilised for physical activity, play and recreation.
- Communities feeling empowered to transform local spaces.



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.

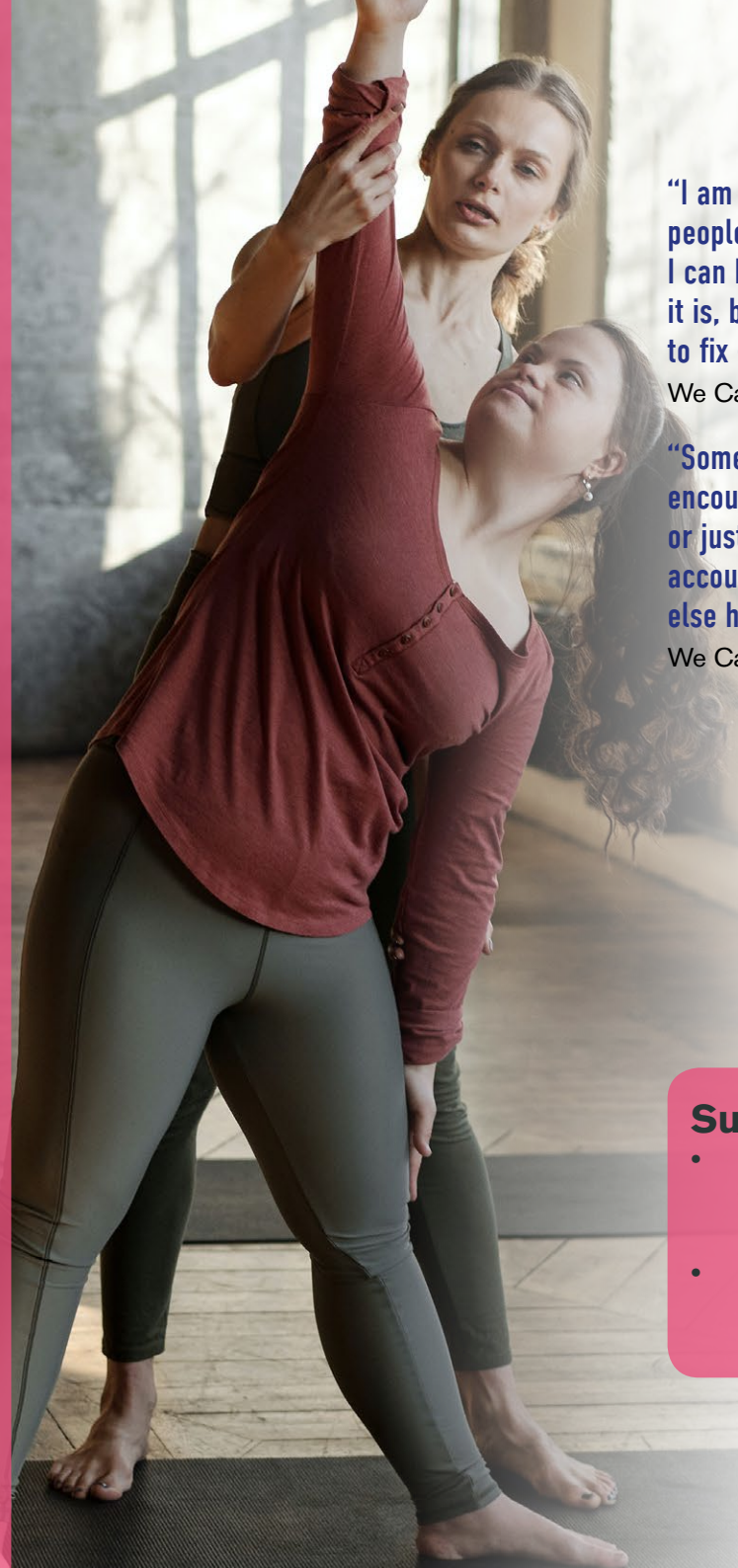
We need to understand what support is needed and how best to make it available to those who need it most.

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.



“I am overweight, I have mental health issues and people don't understand how difficult that is... I know I can be lazy... People think it's a choice and some of it is, but when you are in it then tell me how easy it is to fix - because it isn't and I can't do it on my own.”

We Can Be Active online conversation participant

“Somewhere to turn to when I need the encouragement/support, either to be active with them or just a bit of 'you can do this'. I know I should be accountable but it is easier when you have someone else helping you.”

We Can Be Active online conversation participant

Success:

- People who once struggled to be active feel appropriately supported to take part in physical activity.
- Increased visibility and awareness of physical activity campaigns.

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 be:

Can-do in creating solutions to make things happen, even when they feel hard.

Open in working with others to achieve happier, healthier and stronger communities.

Human in the way we communicate and in admitting when we get things wrong.

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.



“I don’t want my kids to be active because I can’t afford to feed them more.” Parent, Southampton

“At present, there are charities/health orgs/education etc fighting each other for funding, pushing their own agendas... This... should focus on grass roots community and must physically go out and promote the message that health in its fullest expression is the aim and not just “fitness”.”

We Can Be Active online conversation participant

Success:

- People from all walks of life leading change in our communities.
- 250 individuals and organisations making a #WeCanBeActivePledge to inspire and support active lifestyles in Year 1.

Measuring success

Success: People who once struggled to be active feeling the positive benefits of increased activity.

The simplest measure of success for We Can Be Active will be an increase in activity levels across Hampshire and the Isle of Wight. We'll monitor this through Sport England's Active Lives Surveys, paying particular attention to our least active communities.

But We Can Be Active is about more than numbers. It's also about a shift in the way we work together, as individuals and organisations, to meet the needs of local people.

As such, success will also be measured through an increase in strong partnerships, satisfaction with opportunities, and on the quality of what we learn and how we use that to support active lifestyles for all.

All of these things will help accelerate our mission each year bringing us ever closer to reaching the ultimate where we can *all* be active in a way that suits us.

Increase in activity levels across Hampshire and the Isle of Wight, particularly within our least active communities.

Measured through Active Lives Survey data and a reduction in the % of people classed as inactive.

More people working together to inspire and support active lifestyles.

Measured through We Can Be Active Pledges, interviews and attendance at learning events.

Increased satisfaction with the quality, range and accessibility of opportunities to be active.

Measured through surveys, focus groups, and interviews, with learnings used to shape future developments.

Positive benefits of physical activity reported by people who have increased their activity levels.

Measured through surveys, interviews, and stories, with learnings used to shape future developments.

Greater shared understanding of how best to inspire and support active lifestyles.

Measured through the confidence of those involved in We Can Be Active to inspire and support active lifestyles.

Combining data, stories, and reflections from individuals and organisations

Measurement milestones

SEPT 21
Measurement workshop to develop joint plans, targets and toolkit.

NOV/DEC 21
Local Active Lives Survey data published.

DEC 21
We Can Be Active learning event.

MAY 22
Local Active Lives Survey data published.

JULY 22
Annual review of data, impact, learning and goals.

Energise Me will coordinate events and publications to support measurement and learning

We Can Be Active Pledges

“I will be an example because having a life threatening illness isn’t going to stop me being active.” Elizabeth Greagsbey

“We will encourage physical activity within our young parents groups.”
Yellow Brick Road Projects

“We will improve the level of physical activity children and young people participate in during school hours as well as out of school!”
Testlands

“We will look at how we can tailor sessions to be more suited to people who have disabilities or who are living with long-term health conditions.” Hampshire FA

“We will support this strategy by connecting people through our Wilder Communities programme to help make their local spaces better for people and wildlife.”
Hampshire and Isle of Wight Wildlife Trust

“I will support the IOW youth council to consult and engage other young people to deliver on this agenda.”
Stephen Woodford, Isle of Wight Council

“I will help encourage new members to join the group of seniors I attend and buddy up to ensure they don’t feel alone as I realise some are a little nervous when joining a new venture.” Vanessa Raynbird

“I will work with our Natural Environment and Recreation team to increase access to outdoor/green spaces for people to be active.” Calum Drummond, Winchester City Council

“We will work with the local authority and businesses in the city centre to encourage engagement, look at safe walking and cycling routes and encourage businesses to sign up their staff to initiatives.”
Winchester Business Improvement District (BID)

“I will lead and organise physical activity for young people and inspire future leaders to motivate others.”
Nick Hutton, School Games Organiser

“I will focus on strengths within the local area to start to build programmes that local people want and need.”
Jo Pike, Fairthorne Manor Community Manager

What will you do to inspire and support active lifestyles?

#WeCanBeActivePledge

“We will try to diversify the offer, particularly for women and girls and change the narrative that football has to be organised, two hours long and just for experienced players with good levels of fitness.”

Hampshire FA

“We will expand our Youth Engagement programme, which will help more children and young people from deprived and diverse backgrounds undertake physical activity in green and natural spaces.”

New Forest National Park Authority

“I will be proactive at connecting arts and culture with a range of broader partners, to showcase how arts and physical activity can align.” Caz Creagh, Creative Learning and Participation Manager, Eastleigh Borough Council

“We will advocate for investment in multi-use games areas and other play infrastructure for older children, teens and young adults.”

Winchester SALT

“I will provide support to clients when they don’t know where to begin.”

Amy Burt, The YOU Trust

“I will champion that Everyone Active will put people at the centre of everything they do.”

Natalie Austin, Everyone Active

“I will champion physical activity within Southern Health with our staff and service users.” Heather Mitchell, Southern Health

“We will work with schools across Hampshire and promote active travel to and from schools.”

Travel Planning Team, Strategic Transport, Hampshire County Council

“We will work with other council departments and organisations, both linked into and outside of our Active Portsmouth Alliance to ensure delivery against agreed actions.”

Portsmouth Public Health team

“We will encourage our youth and play teams to use the strategy to empower the families we work with to adopt healthier lifestyles by empowering them to make healthier choices and embed physical activity into their lives.”

Play, Youth and Community Service, Portsmouth City Council

“We will join with Energise Me, the NHS and other partners across Hampshire and the Isle of Wight to create physically active places and communities which protect and improve the health of the population, especially those who are most at risk.”

Hampshire & IOW Public Health teams

**Share your pledge
via Energise
Me’s website or
on social media
using the hashtag
#WeCanBeActivePledge**

We Can Be Active

However we choose!

Coordinated by



UPSIDE DOWN

