

FAREHAM

BOROUGH COUNCIL

Report to the Executive for Decision 03 December 2018

Portfolio:	Leisure and Community
Subject:	Hampshire Physical Activity Strategy for 2017-21
Report of:	Head of Leisure & Corporate Services
Corporate Priorities:	Leisure Opportunities for Health and Fun

Purpose:

To help reduce levels of physical inactivity in the Borough of Fareham.

Executive summary:

'Energise Me' is the name of the County Sports Partnership covering the geographical area of Hampshire, the Isle of Wight, Portsmouth and Southampton. It is part of a national network of 43 county sports partnerships across England committed to tackling inactivity.

Their focus is to encourage the adoption of the Hampshire and Isle of Wight Physical Activity Strategy 2017-21 and the framework it provides, to bring about a transformational change in levels of inactivity.

In Fareham, the level of inactivity in the male population is 22.3 % but in the female population it rises to 29.1%. This inequality gap is mirrored both nationally and across the partnership area. The most inactive areas in Fareham are Portchester, Fareham North West and Fareham South.

Energise Me are promoting a collaborative approach to transforming levels of physical activity in our communities. A draft Memorandum of Understanding between Energise Me and Fareham Borough Council is contained in Appendix A.

The Memorandum of Understanding sets out the support that Energise Me will provide, and the Council's role in the delivery of the Physical Activity Strategy. There is an annual subscription of £5,125 that the Council will need to pay to receive the support from Energise Me.

Recommendation/Recommended Option:

It is recommended that the Executive approves the memorandum of understanding with Energise Me to help deliver the Hampshire and Isle of Wight Physical Activity Strategy 2017 to 2021.

Reason:

To help reduce levels of physical inactivity in the Borough of Fareham.

Cost of proposals:

The cost of the proposal is £5,125 per annum and can be met from existing budgets.

Appendices:

Appendix A: Energise Me Draft Memorandum of Understanding

Background papers: None

Reference papers: [Hampshire and Isle of Wight Physical Activity Strategy 2017 to 2021](#)

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Executive Briefing Paper

Date:	03 December 2018
Subject:	Hampshire Physical Activity Strategy for 2017-21
Briefing by:	Head of Leisure and Corporate Services
Portfolio:	Leisure and Community

INTRODUCTION

1. 'Energise Me' is the name of the County Sports Partnership covering the geographical area of Hampshire, the Isle of Wight, Portsmouth and Southampton. It is part of a national network of 43 County Sports Partnerships across England committed to tackling inactivity.
2. Energise Me is a charitable incorporated organisation. Its purpose is to act as the lead organisation for physical activity and sport across Hampshire & IOW and to support any organisation who wants to help beat inactivity.
3. The team will support partners to adopt and embed this approach across the physical activity system. As an independent Charity, it is able to provide cross-sector leadership for physical activity, providing objectivity to challenge the status quo where necessary.
4. The focus is to encourage the adoption of the Hampshire and Isle of Wight Physical Activity Strategy 2017-21, and the framework it provides, to bring about a transformational change in levels of inactivity. For this strategy to be a success it needs all partners, across the complex physical activity system, to engage and recognise the critical role that each needs to play.

BACKGROUND

5. The National Active People Survey (carried out by Sport England, in collaboration with Arts Council England, Public Health England, and the Department for Transport) has measured sports participation over the last ten years and physical activity behaviour for the last four years. It provides data that can help identify trends in the activity levels of our communities. The analysis of this data has been used to identify our key target groups in relation to inactivity.
6. In 2015, the Active Lives Survey was introduced. The survey was a new way of measuring sport and activity across England and replaced the Active People Survey.
7. 21.1% of the Hampshire and IOW adult population are inactive. These are people who don't achieve a total of 30 minutes of at least moderate intensity physical activity in a

week in bouts of 10 minutes or more. This means that they are not walking, cycling, or doing any kind of physical activity where their heart rate increases and they are mildly out of breath in bouts of 10 minutes or more for at least 30 minutes a week.

8. In Fareham, the level of inactivity in the male population is 22.3 % but in the female population it rises to 29.1%. This inequality gap is mirrored both nationally and across the partnership area. The most inactive areas in Fareham are Portchester, Fareham North West and Fareham South.
9. There is currently no reliable evidence to show how active children and young people are across Hampshire and the Isle of Wight. This will change during the life of this strategy as Active Lives has been expanded to collect data on physical activity and sporting behaviour of 5-18 year olds. The survey opened in 2017, with the first set of baselines available from early 2019.
10. Energise Me is one of the largest physical activity partnerships in the country with 11 district authorities signed up to help reduce levels of inactivity in Hampshire.

PROPOSAL

11. The scale of change needed for the Physical Activity Strategy to be a success requires organisations and services, across Hampshire and IOW, to come together and collaborate like never before. There is a need to learn how to change inactive behaviour and be led by the evidence of what works and what doesn't, recognising failure as an important part of learning.
12. Energise Me is promoting a collaborative approach to transform levels of physical activity in our communities. Health, planning, transport, education, community and leisure providers, voluntary and private sectors, employers, local authorities, national governing bodies of sport, clubs, and others need to work together to influence people's physical activity choices and bring about the change that is needed.
13. A draft Memorandum of Understanding between Energise Me and Fareham Borough Council is contained in Appendix A. This sets out the support that Energise Me will provide and the Council's role in the delivery of the Physical Activity Strategy.
14. Energise Me will continue to work with the Council's Leisure Centre operators, to help identify funding to deliver physical activity initiatives.
15. There is an annual subscription of £5,125 that the Council will need to pay to receive the support from Energise Me. This funding can be met from existing budgets.

CONCLUSION

16. The Hampshire and Isle of Wight Physical Activity Strategy has been developed by Energise Me to help reduce levels of inactivity.
17. A draft Memorandum of Understanding has been prepared which sets out the support that Energise Me will provide and the Council's role in the delivery of the Physical Activity Strategy.

Enquiries: For further information on this report please contact Emma Watts. Ext. 4440