

MEMORANDUM OF UNDERSTANDING

between

**Energise Me (County Sports Partnership for Hampshire & IOW)
And
(Fareham Borough Council)**

Background

Energise Me is the County Sports Partnership for Hampshire and the Isle of Wight (IoW) and we exist to beat inactivity. Our mission is to change lives through physical activity and sport, inspiring people to adopt active lifestyles that make our communities happier, healthier and stronger. We belong to a national network of County Sports Partnerships that specialise in delivering national reach and local impact, and we're committed to unlocking opportunities for people of all ages to beat inactivity for life.

We need to work collaboratively with the whole system if we are 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.

This memorandum sets out below how Energise Me and (Fareham Borough Council) will work together to deliver the objectives and outcomes contained in the [Hampshire & IOW Physical Activity Strategy 2018 - 2021](#).

The relationship

The Energise Me team are purposeful, respectful, innovative, committed and collaborative and will demonstrate these values in our relationship with (Fareham Borough Council). The partners to this MoU agree to work together in an open, honest and transparent way to tackle shared priorities in your area. We will work together to identify local problems, challenge each other to think differently and work together to be part of the solution. Energise Me are organisational neutral and will work with partners by consent.

Objectives

Energise Me and (insert LA) will work together to deliver the objectives detailed in the Hampshire & IOW Physical Activity Strategy:-

- Accelerate the reduction of inactivity amongst adults
- Reverse the rising trend of inactivity amongst females
- Narrow the gap in levels of inactivity between those adults with (or at risk of) a long-term health condition and those without
- Improve levels of physical activity among children and young people

Specifically, together we will:-

- Drive investment and innovation to increase physical activity based on insight, evidence and identification of need
- Support an environment that makes physical activity the easy choice
- Reduce inequalities in physical activity by focusing on people and populations most at risk
- Encourage positive lifestyle choices and support behaviour change that enables people to increase their physical activity levels

Energise Me will:

- Be advocates for physical activity through effective strategic engagement, networking, lobbying and brokering
- Facilitate collaboration and innovation across the whole system to drive the implementation of the strategy
- Be the conduit of information from national organisations and thought leaders in the field of physical activity and health
- Be the physical activity behaviour insight hub, sharing international and national evidence and commissioning local research to further understanding of how physical activity behaviour can be influenced
- Undertake a review of current sport and physical activity behaviour using available data to create a 'narrative' which identifies and evidences sport and physical activity priorities locally. These narratives will be updated and reviewed in line with the publication of new Active Lives and wider health data sets
- Support local areas to use data and insight to make evidenced based decisions to address physical activity needs
- Work with local areas to understand priority localities in depth, using an asset-based approach where agreed
- Work with local partners to develop action plans which reflect local priorities to deliver against the ambitions of the strategy
- Bring investment into the area to support the delivery of the strategy
- Lead behaviour change learning and practices to help partners focus on this as a definition of success
- Continue to enhance the core market by supporting coach and club development
- Support partners to grow and develop the diverse workforce needed to meet the new challenges in the strategy
- Coordinate targeted marketing and communications to inspire behaviour change
- Facilitate new partnerships and collaboration where appropriate to promote effective and efficient use of resources

Fareham Borough Council will:

- Be leaders of behaviour change to help beat inactivity
- Allocate resource within their organisation to tackle inactivity
- Be advocates for physical activity in their networks
- Use insight to identify priority areas and groups
- Support the local workforce to develop and grow to meet the needs of priority groups and areas
- Support the promotion of relevant social media campaigns to optimise impact across our area.
- Collaborate, where relevant with relevant organisations to tackle inactivity

On behalf of Energise Me

Organisation	
Name	
Position	
Signed	
Date	

On behalf of Fareham Borough Council

Organisation	
Name	
Position	
Signed	
Date	