



Energize Strategy 2022 – 2027



#TogetherWeMove



From our Chair:

Following on from the most difficult of periods in the country's history, one key fact surfaced, this was the benefits of exercise in supporting both physical and mental health. Indeed, during the pandemic the Chief Medical Officer, Professor Chris Whitty remarked during a press conference "exercise is one of the best things you can possibly do". Over the last eighteen months, the Energize team has been formulating a new strategy which will centre on tackling inequalities within our society, to promote an active lifestyle. We will be endeavouring to galvanise all the good work relating to physical activity already underway in our County and build a social movement that promotes the benefits of activity. This strategy is immensely challenging; however, I believe Energize, working with others, can meet this exacting goal.

Ray Sheldon

From our Chief Executive:



At Energize we are passionate about the life enhancing benefits of physical activity and we know that starting to move is where the most benefits are for people and society. There are too many people whose opportunity is limited and that's where we are going to put our efforts over the next five years. We think everyone has a role in helping to make an active life a normal life for all and we want to connect people and organisations to better understand the barriers to an active lifestyle and to begin to do something about the inequalities that exist. We are the Active Partnership for Shropshire, Telford & Wrekin, and funded as the local system partner by Sport England, but we can't do it alone so if you think you can or probably especially if you think you can't we need you all. Please join us and connect.

#TogetherWeMove

Chris Child

Our core purpose: To improve quality of life through the benefits of physical activity

...but why aim for that?

We will focus on those who are completely inactive first

26.6% of adults* living in Shropshire, Telford & Wrekin are inactive and 27.8% of children and young people are less active**

And we know that...

This is a lot higher for certain people, for example, 42% of disabled people in Shropshire, Telford & Wrekin are inactive. *And sadly, there is a 20 to 30% increased risk of early mortality.

But on a positive note, we also know that being active improves outcomes for those with heart disease, stroke, diabetes and several cancers as well as improving mental health, quality of life and overall well-being.

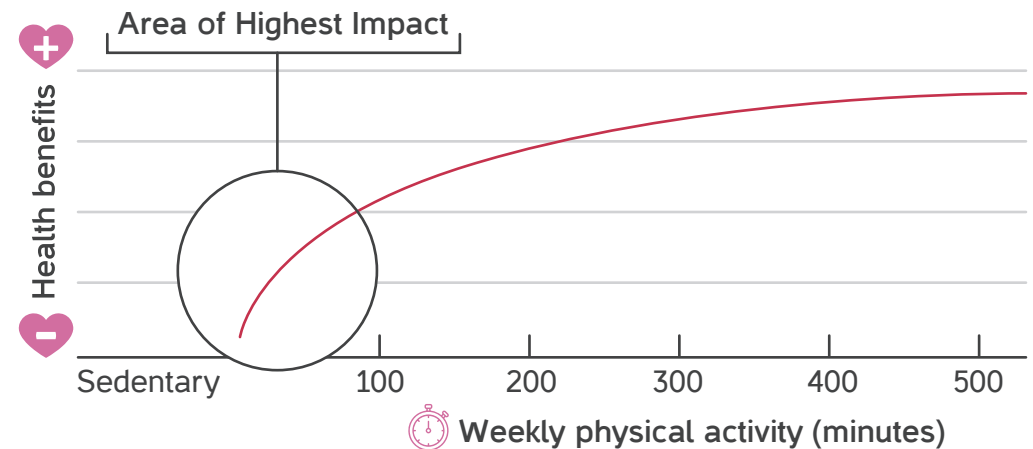
Statistics are taken from the most recent Sport England Active Lives Surveys

*Inactivity for adults is defined as doing less than 30 minutes of moderate intensity exercise per week

**Less active for children and young people is defined as doing less than 30 minutes moderate intensity exercise per day

Our initial ambition: To eliminate inactivity

The highest positive impact of being active is gained by those who are the least active. So, whilst we would like everyone to be as active as possible, we are focusing on those who experience the most barriers to achieving an active lifestyle in order to eliminate inactivity.



Our values:

Empowering

empowering others to support, influence and advocate for systems change and improved opportunity for everyone to be active everyday

Curious

being curious about what the barriers may be for different communities and the triggers that may help to eliminate inactivity and inequality

Collaborative

encouraging a truly collaborative approach which recognises the strengths and experiences that all may be able to bring and their capacity to bring about change

Inclusive

ensuring that we take steps to understand others, welcome the diversity they bring and to encourage an inclusive system

Our long-term vision:

Is for all people to live healthy and fulfilling lives by getting and keeping moving. It is a fact that being active improves our physical and mental health, but we also know for some groups of people in our County this is not so easy. It is these people we would like to help.

To do this we will work with and influence decision makers, across a broad range of sectors including public health, social care, and education, to ensure creating opportunities for people to be active is embedded into all their work.

We will also work with the physical activity and sport sector to empower them to embrace diversity and ensure they are tackling inequalities in their provision.



Our strategic goals are:

1. We will create and learn from local projects and programmes and be able to share learning to influence system change

Our ongoing role empowering local projects and programmes to meet the needs of communities, allows us to test and learn from innovative approaches working with new partners across multiple sectors, gaining insight and learning to inform future approaches to tackle inequalities and address inactivity.

This common thread across many of our programmes enable us to co-create projects based on insight capturing valuable impact, but more importantly creating a methodology to share with our partners and stakeholders to influence system change.



2. We will embed measuring, evaluating, learning and sharing into all our work

As an organisation we will embed measuring, evaluating, and learning into our culture and everything we do. This will not only help us develop and learn from our own work, but in addition enable us to share with our partners and organisations across Shropshire, Telford & Wrekin so we can all grow together. It will also enable physical activity to be recognised in more strategic conversations in order to influence future plans.



Our strategic goals are:

3. We will develop a social movement of 100s of champions signed up and actively engaging to help us achieve our ambition

We can't eliminate inactivity on our own, we know it's going to take a collaborative and collective effort. This will involve us connecting with people and organisations across the public, private and voluntary sectors. Encouraging an active lifestyle is in everyone's best interests and so everyone's business – we don't have all the answers.

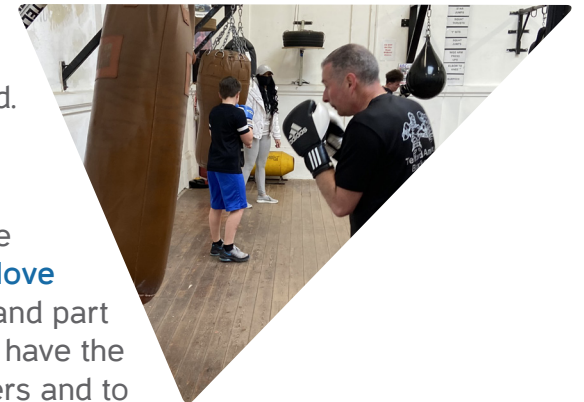
And that is what **#TogetherWeMove** is all about.



4. We will create a digital hub & knowledge base and process for ongoing communications to support all movement champions

A digital hub of information and resources to support **#TogetherWeMove** and beyond.

Through integrated communications via website, emails and social media, those engaging with **#TogetherWeMove** will feel connected, informed and part of something bigger. They will have the opportunity to learn from others and to share experiences. In person gatherings will be part of the plan too, but in between times the digital platforms will keep the conversation and **#TogetherWeMove** alive.



Our strategic goals are:

5. Physical activity will be embedded in the ethos, policies and values of all organisations we engage with

We believe physical activity should be everyone's business not just the responsibility of the sport and leisure sector.

Using the Creating Active Schools framework, we are supporting schools across the County to truly embed physical activity within their culture. We will utilise the learning from this pilot to firstly engage more schools in this process and ultimately use this to inform and shape our approach to empowering other sectors to benefit from embedding physical activity too.



6. All our work will include a diverse range of voices which reflect our communities and will influence positive change

We know from all the research that where you live, your gender, your ethnicity and your circumstances in life all affect how active you are. We want to break down the barriers preventing equity of opportunity so that everyone can lead a healthy and active lifestyle.

To help us achieve this we need to better understand the barriers and challenges people face from the many diverse communities in our County. We want to ensure our organisation, and how we approach and undertake our work, includes diversity of thought, and that inclusion is embedded into our culture.




Contact us

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