

**Greater Manchester
Partnership workshop**
4th August 2021 – 11am



**MILES BETTER TOGETHER,
YOUR MILE YOUR WAY TO A
HEALTHIER, HAPPIER LIFESTYLE**

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The journey so far...

- **The Mason Foundation Founded: 2017**
 - The Family Mile- A starting point for activity
 - Local Park delivery led by Stephen and his connections
 - Set up to provide something for **everyone** linking community partners and existing initiatives together
- **Phase 1: The Maidstone Family Mile Launch- from concept to activity**
June 2019 - Sept 2020
 - Building the charity infrastructure
 - Established the The Family Mile blueprint
- **Phase 2: Ambassadors Model roll out across Kent/London Oct 2020 - Sept 21**
 - Building the team
 - Roll out across 5 localities (SE)
 - Development of online community
 - Launch of The Mason Mile App



Our operational model

- Form a local partnership/steering group
- Identifying a local delivery partner
- Minimum of 10 Ambassadors
- Delivering 5 Miles per week
- Engaging, fun and interactive Miles
- Aim to engage 200 families across the first 12 months of delivery (approx. 600 individuals)
- 50% of Families from targeted communities
- Large scale community event
- Bespoke Mason Mile app



Ambassador Journey

MONTH 1 - 3

- ✓ Training
- ✓ Completing all relevant requirements regarding Risk Assessments for Walk routes
- ✓ Completion of all relevant documents
- ✓ Building local partnerships and engaging with the community
- ✓ Creating and setting up the Mile

4 - 6

- ✓ Launch of the Mile (community events, create and launch social media platforms)

7 - 9

- ✓ Ownership of your Mile! Independent delivery.
- ✓ Further social media engagement / building participation for regular flow of Active Milers

10 - 12

- ✓ On-going monitoring and evaluation of your Mile delivery



AMBASSADOR MILESTONES

Ambassador model impact

- 47 Ambassadors have completed training and are being supported to deliver regular Miles in their localities.
- 11 regular Miles are being held across our localities with more in the pipeline.
- Nearly 200 families registered to their local Family Mile.
- 257 app users, with 5-10% of users logging on to the app every day
- 84% of our Milers said that they were more active since signing up to The Family Mile (2019/20)
- 2000 followers across our Facebook pages



Why partner with The Family Mile?

- We have successfully embedded the Mile into 5 localities, empowering local Ambassadors in each area
- The Family Mile is the starting point that so many people need to get them going on their journey
- The Family Mile is an ideal approach to support communities post COVID (particularly our target communities)
- The Family Mile targets those who need help the most
- The Family Mile aligns well with the recently launched Sport England strategy: Uniting the Movement - Jan 21
- The Ambassador model allows local ownership and sustainability
- The local delivery model allows investment into local community-based partners
- The Family Mile is sustainable, scalable and commercially viable
- The local delivery partners ensure we always remain locally centred in our approach
- We have a strong track record with local and national partners & funders supporting/endorsing our model



Regional Roll Out 2022



Phase 3: Regional Roll out- Greater Manchester Collaboration

From January 2022 we are seeking partners across Greater Manchester to support the roll out The Family Mile

Onwards Housing have committed to supporting delivery across Tameside and Oldham (from Jan 22)

We are pursuing discussions with Trafford Housing

We aim to identify a 4 further localities for the 2022 delivery plan

Organisations with a shared mission /values can support The implementation of The Family Mile through operational and/ or financial support

Thanks for listening
Any questions

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