

Executive Summary

Sport England’s ambition to adapt and rebuild from the huge disruption caused by the coronavirus pandemic, will take a collaborative effort, with organisations rooted in the hardest to reach communities, playing a pivotal role in ensuing physical activity becomes accessible to everyone.

The Mason Mile’s ‘Family Mile’ will play a fundamental part in addressing the Sport England 10-year vision, unlocking the advantages of sport and physical activity for everyone, through removing barriers for those most disadvantaged groups.

We achieve this through supporting and empowering local communities to set up, deliver and do their mile, their way- in the community, for the community, by the community.

The Family Mile provides the first, important step to changing behaviours for many people, who otherwise will remain inactive for the rest of their lives. Many of these people then go on to support others in their local community, empowering, motivating, and encouraging change.

There isn’t a more powerful role model than the person that lives and understand the everyday challenges and can relate first-hand to how to overcome these. This is the role of our Family Mile Ambassadors.

Proposal Overview

- The Family Mile Ambassadors programme across **Greater Manchester in collaboration with Greater Sport**
The Mason Foundation is aiming to partner with Greater Sport and other locally based partners to deliver across an initial 5 Greater Manchester based localities
- Across these 5 localities we would embed 25 Family Mile weekly events (5 in each locality)
- 1000 engaged families across Greater Manchester) in the first year (Approx. 3000 people with continued reach as the community takes on the project, with only light touch support needed in future years.

Scalability

The Family Mile adopts the following principles:

- **Provision of a starting point for activity for those who otherwise would remain inactive**
- **Built on a locally centred approach - families and community at the heart.**
- **Collaboration is key- locally based delivery partners support, nurture, and handhold local ambassadors in line with local needs.**
- **Support uptake of existing local assets and services**
- **Provide the ‘Glue’ to connect communities, bringing them together to support one another.**
- **Ambassadors support the community to navigate and access the right services for them (Light Touch social prescribing)**

The Family Mile will support a team of 50 active ambassadors across Greater Manchester, serving 1000 engaged families (approximately 3000 people) and will continue to grow organically year on year, with minimal further resource requirements in these areas.

The Mason Foundation will use its services company, Mason Consulting Ltd, for contracting and invoicing, with all financial proceeds being received by the Mason Foundation. All management and business relationships will be facilitated by the Mason Foundation’.

Activating Movement and access to complimentary existing assets

Families are encouraged and empowered to come together to participate in fun, interactive Family Miles. Our themed Miles such as The Adventure, Mystery and Nature Miles provide a great hook to engage families with children of all ages.

The Family Mile also embraces and compliments the existing services, support and assets delivered in the locality, whether locally developed or national programmes through:

- Supporting families to take the **first crucial step into activity**, empowering connectivity within their local area.
- Our Family Mile Ambassadors supporting and encouraging access to other programmes that align well to The Family Mile mission.
- Our national and local links with other Sport England funded programmes such as Park Run, The Daily Mile, Get Set's Travel to Tokyo, and Park Play, as well as other many locally centred activities (including grass roots sports such as children's football), allowing us to connect and strengthen the existing offer.

Our mission is to address the most complex socioeconomic issues facing many groups from society, not able to access widely available physical activity programmes, due to physical, emotional, and practical barriers. By supporting communities through empowering, and confidence building, we are able to help many families progress into other locally available activities when they feel ready to take the next step.

The Impact

- Delivery across 5 localities across Greater Manchester (*Potentially Oldham, Rochdale, Bolton, Stockport, Trafford (locality selection is dependent on local demographics, partner interest and funding confirmation)*)
- 3000 people from Greater Manchester engaged in The Family Mile
- 1000 Families
- 50% of these families to be from targeted communities (Low income/ BAME/ those with Long term conditions)
- 50 active Family Mile Ambassadors
- 25 weekly Ambassador led Family Mile's being delivered across Greater Manchester

Cost

The Family Mile has been designed to be a sustainable and scalable project, through building a business model demonstrated through a range of existing match funders. We adopt a collaborative approach to funding The Family Mile, identifying a collaboration of funders in each locality.

Total year 1 cost: £65 x 5 Localities (£325K across Greater Manchester)

The Mason Foundation takes a pro-active and flexible approach to securing the funding for delivery and endeavours to secure a collaboration of funders.

NB: Whilst the cost per person may appear high, due to the initial investment in building the ambassador infrastructure, as the ambassador network scales across the country, the cost per person will reduce dramatically year on year, making **The Family Mile is a scalable, sustainable, and cost-effective approach to activate whole communities.**

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