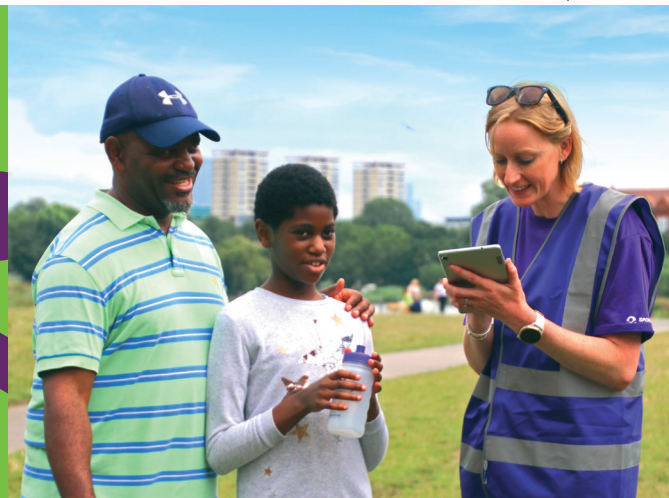


## Who do we work with?

We work with organisations that directly support vulnerable communities. The Community Mile is a tool that can be used to increase participation, delivering something that has been co-designed with the community, or as a programme to support physical and mental wellbeing. Whatever your aim, The Mile could support you to achieve it!

## How do we deliver The Community Mile?

- We provide an intensive 3 - month package of training and support, equipping organisations with the necessary knowledge, skills, and empowerment to implement The Community Mile within their settings - to their specific communities.
- Within each setting, we train 2-5 Champions. These Champions can be paid members of staff, volunteers, or community participants. Our training approach is bespoke to each setting, ensuring we tailor our delivery to meet individual community settings requirements.
- We support Champions to adopt a social prescribing approach through open conversations and active listening, as well as handholding and signposting people within the local support services – particularly those often underutilised by the communities they are designed to support.
- We then provide a further 3 months light touch support, ensuring organisations have fully embedded The Mile and that their community is one step closer to living a healthier, happier, and more active life!



## Benefits to the partner organisation

- Provision of training, support, CPD, and a package of delivery to help the organisation's users become healthier (increased activity, increased self-esteem, improved physical and emotional wellbeing).
- The organisation becomes part of a national movement - benefitting from the infrastructure, brand, resources (online community, marketing, staff expertise, wider evaluation etc).
- Provision of an evidence-based method of embedding a starting point activity into the organisation, in a way that works for the specific organisation.
- Supports the organisation to apply for future funding to continue to deliver their Mile.

**“Increase in activity levels will take “collective effort.”**

**Sport England**

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**“Bringing people together to do ‘Their Mile, Their Way’, where no one is left behind.”**

**Stephen Mason, Founder**



# THE FIRST STEP OF THE FIRST MILE IS THE HARDEST OF ALL

The Mason Foundation was founded in 2017, by entrepreneur and philanthropist Stephen Mason, with the single mission of supporting communities to become happier, healthier, and more active.

Following the devastating long-term impact of the pandemic, The Community Mile was launched in 2021 to help those communities most in need.

## What is The Community Mile?

The Community Mile is a wellbeing programme delivered in partnership with grass roots organisations, to support vulnerable communities. We support organisations to deliver a 'Mile' within their setting, for their specific community.

- The Community Mile provides the first, important step to changing behaviours for many people, who otherwise will remain inactive for the rest of their lives. The programme plays a fundamental part in addressing the huge inequalities faced by so many, unlocking the advantages of physical activity for everyone through removing barriers for those most disadvantaged groups.
- A Mile can be a structured or unstructured route, or simply 15 minutes of activity **#YourMileYourWay**. Whether that's walking, rolling, arm-chair exercises, or perhaps a sensory experience, we embed 'The Mile' in your community so that it is inclusive and accessible for all. .

## Who do we help?

- We help those communities in greatest need. It is the groups with the most to gain by being active, that often experience the biggest barriers. For various reasons, they don't feel able to, or ready to participate in physical activity. The Community Mile ensures the right environment is created to help communities take that first step to a more active lifestyle.



## The Community Mile Network

Each organisation becomes part of the wider Mason Mile network, where they will receive regular updates, newsletters, and invitations to quarterly Champions workshops. We also invite everyone to be part of The Mason Mile Community. This online group offers a safe, supportive space for Milers to connect with other like-minded people from all different walks of life.

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 can help individuals progress into other locally available activities when they feel ready to take the next step.

80%

of teenagers in the UK are not doing enough exercise.\*

70%

of people do not have a very high rating of satisfaction with their lives\*\*

64%

of UK adults are overweight or obese†

\*World Health Organisation (WHO), 2019  
\*\* UK Office for National Statistics, 2018  
† NHS, 2017-2018

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