



# Bringing families together - one mile at a time

## What is The Mason Mile?



The **Mason Mile** is a simple and effective way of encouraging people, especially the young, to engage in physical activity and learn the importance of looking after their own **health and wellbeing**



14 successful community and school events in 2017 and 2018, with thousands of participants



Targets areas of **considerable deprivation**, encouraging families to exercise together

## Moving forward into 2019



Sport England are funding **£150,000** for 'Local Mason Miles' in Maidstone



KCC have ring fenced **£15,000** of KHG funds for three Mason Miles



If these events are successful, it is expected **Sport England** will fund Mason Miles across Kent and elsewhere in 2020!



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## What's in it for you?

The Mason Mile meets Kent Housing Group priorities to **mitigate inequalities**

The Mason Mile is **inclusive** and integration is exceptional

The Mason Mile focuses on and supports the **family unit**

It is known that **housing association tenants** especially face battles with their health

Kent Housing Group partners can be invited to **support the events** along with Wellbeing People and One You

"Golding Homes are proud to be sponsors of the Mason Mile which helps to fulfil our community development objectives. Supporting health and wellbeing initiatives within our local communities is key to encouraging families, in particular children, to engage in physical activity and look after their health"

*- Helen Critcher, Community Development Advisor, Golding Homes*

## What happens next?

Kent Housing Group Executive will discuss rolling out the three events in 2019. Planning needs to start immediately! Invitations to schools will go out at the beginning of the Autumn term. Any partners wishing to be involved can work with the Mason Foundation and Wellbeing People on the events. All partners are invited to attend one of the three pilots.