



Bringing Families Together
– One Mile at a Time



SUMMARY

PROBLEM

16bn Obesity + 9bn Diabetes² + 105bn Mental Health + Other = 140bn yearly NHS budget

Primarily : Bottom quintiles of Society + BME + Disabled

SOLUTION

Sport England: “Move More”

Sport England + Public Health England: “Moving Medicine”

NHS: “Social Prescribing”

Govt: “Personal Responsibility”

ANSWER

The Mason Mile:

Achievable (walk, jog, run). Understandable (a mile)

Challenge (1 mile 10min solves the problem)

Local (and Community, Schools, Business).

Support, Confidence, Knowledge, Experience,

Repetitive, Structured.

Linking existing initiatives

STRUCTURE

Family

Community: Family, Village, Town, County, National

Housing Associations

Councils

Private Sector (fleet of foot, entrepreneurial, finance) +

Public Sector (knowledge, experience, research, finance)

Educated already

TMM What? and Why?

What: A simple challenge “can you jog a mile in 10 minutes ?” (you can walk it in 13).

Why: If everybody could jog a mile in 10 minutes we would not have a national crisis of obesity and type 2 diabetes, and our mental health would significantly improve.

TMM Objective:

- . To allow people to help themselves and to educate themselves into the benefits of regular exercise, leading them to improving their diet and bettering their mental health. (*This aligns with Sport Englands objective for people to “move more”.*)
- . To provide part of the overall solution, coordinating with established and approved similar initiatives, so that people can continually improve their exercise, diet and mental health, by seamlessly moving from one initiative to another.

For example allowing children to grow from the “Daily Mile” into TMM, thus improving their exercise abilities and now including their family; and similarly graduating from TMM with a better understanding of exercise, and onto Parkrun.

- . To coordinate with, and guide people and families towards, existing health referral pathways and well-being provision.

The Mason Mile USP:

- . Regular exercise, provided in a positive, structured and fun way, and delivered with the family and the schools, leading to the family supporting each other into an improved diet and better mental health.

- . A discrete focus on those that need the most help, principally the bottom quintiles of society, BME, Disabled

- . Working with Housing Associations, the Local Councils, Sport England, Public Health England and Youth Sport Trust.

TMM Offerings:

There are 4 offerings:

The Local Mason Mile: A simple “all year round” mile circuit for the family and individuals which you can walk, jog or run, where dogs are welcome. Having a fun time and working towards completing the mile in 10 minutes. Gently and positively persuading people to improve their well being by regular, easy and fun family exercise.

Upto 3 times per week, located centrally and rurally within the area, at locations and times agreed with the local community and housing association. These requirements evaluated 3 months before implementation, with the local community taking part of the responsibility and ownership for the success of their local TMM. Driven by demand, local support and the ability to supply. Local community representatives are selected and trained as TMM well being officers, facilitating TMM, attracting volunteers and also guiding people to existing health referral pathways.

Promoted via the primary schools, the local housing association, local community groups, the council and local businesses. Giving regularity and consistency of TMM and implemented nationwide.

Also working with the council and the community to create sign posted, all-weather, 1 mile circuits; allowing people to regularly self-exercise TMM, in all weathers and at all times of day.

National business sponsorship will establish the giving of credits for each Local Mason Mile that you complete, allowing all levels of ability to achieve the top accolade, simply by participation. Credits are then redeemed for local prizes (cinema tickets, leisure center access etc)

The Community Mason Mile: Free events held twice a year in the summer months in the same areas as the

Local Mason Mile; with a well-being theme, and rewarding via wristbands.

The School Mason Mile: Integrated into the school curriculum, and held at the school by the PE dept as required, with virtual support from TMM, and linking to the Local Mason Mile. Our partner Stour Academy is operating and developing this with TMM.

The Business Mason Mile: “For profit” events sold to corporations, for the well-being of their staff, and hopefully the local community, and provided as required.

TMM “filling the gap”:

The solution to the Obesity, Type II diabetes, and mental health crisis can only be achieved by all parties working together, and TMM aims to augment, strengthen and link the existing similar initiatives.

TMM allows people to progress from the Daily Mile and graduate into Parkrun.

[Note.

The Daily Mile: is for primary schools, in school time and does not involve the family, and children attend but can effectively “opt out“.

Parkrun: is a 5km run (3km junior), not walks or jogs and requires a significant level of exercise ability. The events are timed which encourages competition and elitism and allows for disappointment of coming last and for a time

which does not improve. It is primarily for those that have already “got the message” and are from the top three quintiles of society.]

TMM Corporate Structure

TMM is facilitated via the Mason Foundation and is a charitable and “not for profit” initiative.

Control: There is central control on exercise, diet and mental health programs; and in branding, marketing, selling, liability, insurance and senior management. There is devolved control and responsibility to the regions, and specifically to the local communities.

Scalability: using centralised senior management and a franchising model, scalability is only limited to willing partners (Housing Associations, Councils, and local community groups); and financial sponsorship.

Sustainability: the areas of exercise, diet, mental health, well-being and schools have a strong interest with the public sector (Sport England, Public Health England), and also keen financial interest from national, regional, and local business. As the brand develops financial sustainability can also be achieved through marketing exercise, diet, and mental health programs, and merchandising.

Timescale: TMM nationwide implementation is only limited by finance.

References:

- . Sport England “move more”
- . Public Health England (“moving medicine” and “social prescribing”)
- . “The economic consequences of inactivity” by Dr Melody Ding from University of Sydney, July 2016
The Lancet.

The first world study showing in 2013, physical inactivity cost \$67.5 billion globally in healthcare expenditure and lost productivity, revealing the enormous economic burden of an increasingly sedentary world.

[https://www.thelancet.com/journals/lancet/article/PIIS0140-6736\(16\)30383-X/fulltext](https://www.thelancet.com/journals/lancet/article/PIIS0140-6736(16)30383-X/fulltext)