

## The Mason Mile - Kent Engagement Group Report 1/11/19

KCC have ring fenced £15,000 of Kent Hosing Group (KHG) funds for three Mason Miles to be delivered by The Mason Foundation and partners in 2019. Below I have outlined each partner involved and their role in the delivery

Organisation	Contact Name	Role in events
The Mason Foundation	Stephen Mason	<p>Stephen Mason, the curator of The Mason Foundation and Mason Miles, was inspired to set up The Mason Foundation; a charity dedicated to tackling health inequality, enabling people to become more active.</p> <p>For each event Stephen is the contact to liaise with on payments and invoicing.</p>
Kent Sports Trust	Steve Wolfe	<p>Steve Wolfe the Chief Executive Officer of Kent Sports Trust, was bought in to implement, promote, engage, advise and liaise with key organisations in the lead up and for the three events.</p> <p>Steve has been behind successful sporting events such as Gung-Ho and has a wide skillset and strong links across Kent that helps create the best events possible.</p>
Wellbeing People Ltd	Ben McGannan Sophia Page	<p>Ben McGannan, the Managing Director of Wellbeing People, is a strong believer that changing behaviours and attitudes to the way we live, both at home and at work, is the catalyst to leading a healthier life.</p> <p>Ben, having met Stephen in 2017, has been working closely with The Mason Foundation and in early 2019 Sport England funded £150,000 for a 12 month pilot project to be run in Maidstone. Working with The Mason Foundation the project will be delivered by Wellbeing People Ltd.</p> <p>With the above in mind, Wellbeing People, are eager to support the three events and provided free the Heath MOT Roadshow which enables Health Checks and Health MOTs to be completed by adults, they also had their Smoothie Bikes and Wellbeing Stations to help engage with the families.</p> <p>Ben and Sophia (Ben's PA) were happy to support KHG, Stephen and Steve with anything else that popped up along the way in the lead up to each event.</p>

To date we have delivered two of the three events, each targeting areas of health inequality, encouraging families to walk together. The first event was at Victoria Park, Ashford on October 5<sup>th</sup> 2019. We have outlined a summary of the event, detailed the activity in the lead up and the stats following the event.

### Victoria Park, Ashford – 5<sup>th</sup> October 2019

## Summary

The event started at 10.30am and over the course of the day we saw a total of 39 families attend and had a total of 115 participants complete a mile at various times throughout the day.

Kent Sports Trust arrived early to mark up the mile course, get the equipment such as the inflatable arch in place and set up a variety of activities such as, coconut shy, hook a duck and other family games. This is the first event in which these types of activities were available for families to do and they proved popular.

Bounce the Party attended and provided a giant inflatable for the families to use, again this proved to be popular, with families using the giant inflatable multiple times. It is a great way for everyone to get involved between each mile and is a great way to do fun physical activity without even realising!

Wellbeing People joined and set up their Health MOT Roadshow and as mentioned before, they were able to offer adults (aged 18 +) Health MOTs and Health Check if they were eligible along with the Smoothie Bikes and Wellbeing Station. The Smoothie Bikes were a great success and drew in all types of adults and children of all abilities to complete a healthy smoothie; this was a brilliant opportunity to further engage with the families at the event.

## Activity in the lead up and partners involved

From the outset, Kent Sports Trust created the promotional material that would be delivered to organisations, communities and schools either in the flyer format, over social media or both. They contacted Ashford Borough Council, along with Kent Police, Kent Fire & Rescue, local cubs, scouts, brownies, guides groups, Ashford parkrun, Medway Fit, Medway Runners, Rebel Runners, Ashford Striders, along with around 50 local what's on and dog walking groups.

Kent Sports Trust contacted 13 key schools in Ashford and they were all sent a box of flyers in the lead up to the event with a follow up phone call from them to ensure the schools knew of the event, were prepared to distribute the flyers and would engage with the Excel database sheet that Wellbeing People created. The idea of the excel database spreadsheet was to engage with the school and encourage teachers to talk to their students about the event and to also capture attendance from that school. On reflection and following the events, it has become clear that it wasn't as successful as hoped and this could be down to a number of reasons such as, lack of time teachers to complete the flyers, a new school year where they have to reach certain targets and missed opportunity to follow up and discuss potential barriers with students. Going forward this element of engagement will be reviewed. Aside from the excel sheet and as already mentioned, flyers were delivered to the 13 schools pre bundled pre bundled into batches of 30 to ensure they went into classes.

On the social media front, Kent Sports Trust happily took the lead, working with The Mason Foundation and generated Facebook events and ads for each event which included paid spend on each one. The posts and events were targeted marketing at the demographic within a ten mile radius to Ashford. We have provided key data as of 4<sup>th</sup> October 2019

- Impressions - 34,115
- Reach - 12,272 people
- 7 Event Responses (clicks of interested on the event)

## Statistics

Wellbeing People were tasked in registering families attending the event and were able to capture the following key stats of those who completed the survey

No. of participants = 115

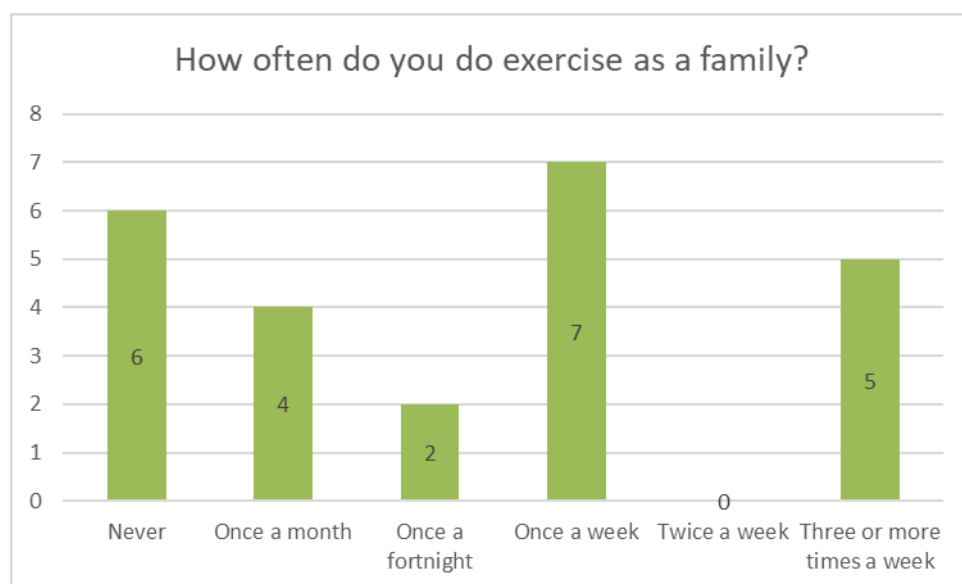
No of families = 39

Q1/Q2 = 36%

BME = 13%

Disability = 2%

Previously participated = 13%



From the above graph, 42% selected never or once a month.

The data reveals a good rate of repeat milers to this event and this is very encouraging to see. It also reflects that we are reaching a wider community of different people and families and we are reaching the targets areas and families of considerable deprivation, Quintiles 1 and Quintiles 2 (Q1 & Q2).

Following the Victoria Park, Ashford event the second event took place the next day, Sunday 6<sup>th</sup> October at Tonbridge's Racecourse Park.

## **Racecourse Park, Tonbridge – 6<sup>th</sup> October 2019**

### Summary

As happened in Ashford, the event at Racecourse Park, Tonbridge, started at 10.30am and over the course of the day we saw a total of 6 families attend and had a total of 27 participants complete a mile at various times throughout the day.

As before Kent Sports Trust arrived early to mark up the mile course, get the equipment in place and set up a variety of activities such as listed above. The activities such as coconut shy again proved to be popular with the families.

Unfortunately, both Tonbridge & Malling Borough Council and Bounce the Party confirmed that the weather deemed the inflatables to be unsafe for use at the event. As agreed by all partners involved, we feel that the right decision was made.

Fortunately, Wellbeing People were still able to join and run their equipment as normal and again provided their Health MOT Roadshow as mentioned before. Despite the weather the Smoothie Bikes were a great success once more.

#### Activity in the lead up and partners involved

As detailed earlier in the report, Kent Sports Trust created the promotional material for the two events. They contacted Tonbridge and Malling Borough Council, along with Kent Police, Kent Fire & Rescue, local cubs, scouts, brownies, guides groups, Medway Fit, Medway Runners, Rebel Runners and again contacted 50 local what's on and dog walking groups.

For Tonbridge, Kent Sports Trust contacted 16 key schools in across Tonbridge and they were also sent a box of flyers in the lead up to the event with a follow up phone call from them to ensure the schools knew of the event, were prepared to distribute the flyers and would engage with the Excel database sheet that Wellbeing People created. Again as outlined above, we encountered the same barriers as we did in Ashford and will review this shortly. On a similar note, the 16 schools were delivered flyers that were pre bundled pre bundled into batches of 30 to ensure they went into classes.

On the social media front, Kent Sports Trust happily took the lead, working with The Mason Foundation and generated Facebook events and ads for each event which included paid spend on each one. The posts and events were targeted marketing at the demographic within a ten mile radius to Tonbridge. We have provided key data as of 4<sup>th</sup> October 2019

- Impressions - 7,577
- Reach - 3,961 people
- 18 Event Responses (clicks of interested on the event)

#### Statistics

Again, Wellbeing People were tasked in registering families attending the event and were able to capture the following key stats of those who completed the survey

No. of participants = 27

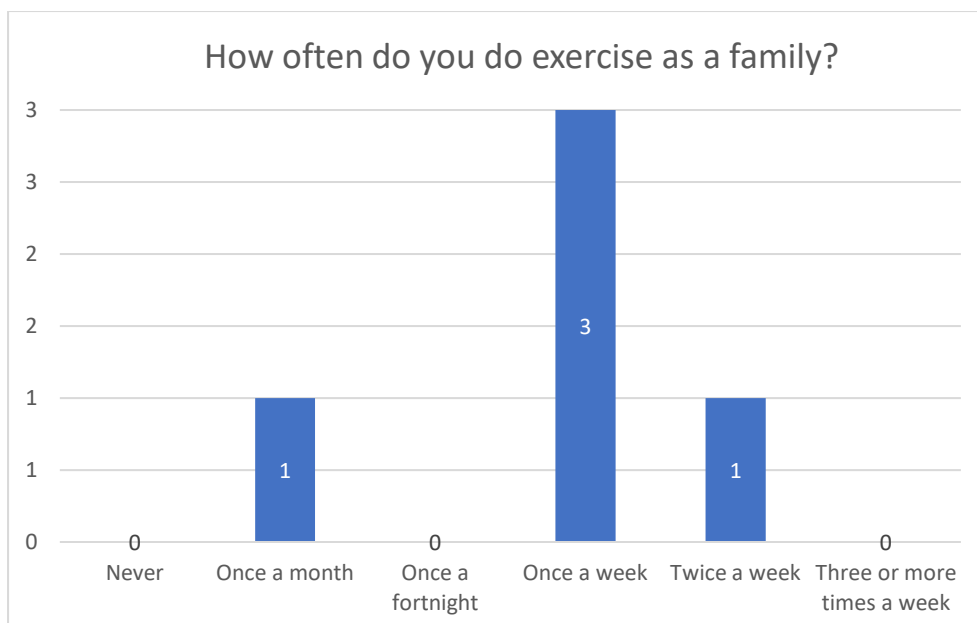
No of families = 6

Q1/Q2 = TBC

BME = 0

Disability = 0

Previously participated = 1



Although there were only 6 families and 27 participants at Racecourse Park, Tonbridge we can still see that we had a repeat miler which again is fantastic! It is a shame to see such a low number, however we feel that the following barriers impacted this event

- The weather was poor on this day as we experience heavy rain and a cold wind – this could have put off families, especially those with younger children
- With the weather in mind, fun activities at the event such as the dog show and inflatables couldn't go ahead
- A couple of days before the event, Tonbridge and Malling Borough Council notified Kent Sports Trust and consequently The Mason Foundation and Wellbeing People, that the marked course would have to be moved to a different location due to football activities. As this was a last minute change, we had to move to a quieter area of the park that had little footfall – again this impacted the amount of people who we engaged with

Despite the barriers of the Tonbridge event and Ashford, we can learn from the experiences of that weekend and look to implement key changes in the lead up to the third and final event.

Kent Sports Trust has located and confirmed the third and final event. The event will be taking place of Hernhill Primary School near Faversham on Monday 25<sup>th</sup> November 2019.

The event will be slightly different as it is not only being hosted by a school, but it will also take place between 2pm and 3pm. This will hopefully bring local families and the community into the school to do their mile with the 200 school children.

Wellbeing People will be providing their Smoothie Bikes (for anyone to use) and Health MOTs for adults to complete. Due to the popularity of the Smoothie Bikes and activities put on by Kent Sports Trust, we expect to see a high excitement, buzz and activity and this will hopefully generate a brilliant opportunity to proactively engage with families.

Kent Sports Trust will also create the press release for the event and will invite all the local media to attend including BBC South East Today and the KM Group.

We are very excited to see how the final event goes and hope to see a great turn out! We will of course provide a report on this event as well.

### **The Future for the Mason Mile**

The Mason Foundation and therefore the Mason Mile is currently seeing and experiencing exciting change. Stephen has appointed Anna Skeats as CEO of The Mason Foundation. Anna has a brilliant passion for The Mason Foundation and like the partners, is a believer in Stephens vision! Anna has already shown us her skillset and knowledge in this area, and we all look forward to seeing where this can take the Mason Mile.

Furthermore, and as mentioned at the start of this document, The Mason Foundation was awarded £150,000 Sport England funding to deliver a yearlong pilot project into the Borough of Maidstone and as stated this is being delivered by Wellbeing People Ltd.

### **Sport England Pilot Project**

Wellbeing People are only 12 weeks into delivering the Sport England Pilot Project, which aims to engage with families across the Borough of Maidstone, to regularly engage in physical activity as a family; the project has been aptly named 'The Family Mile.' The project looks to target areas of deprivation (Q1 & Q2), as the families in these areas are most at risk of health inequality.

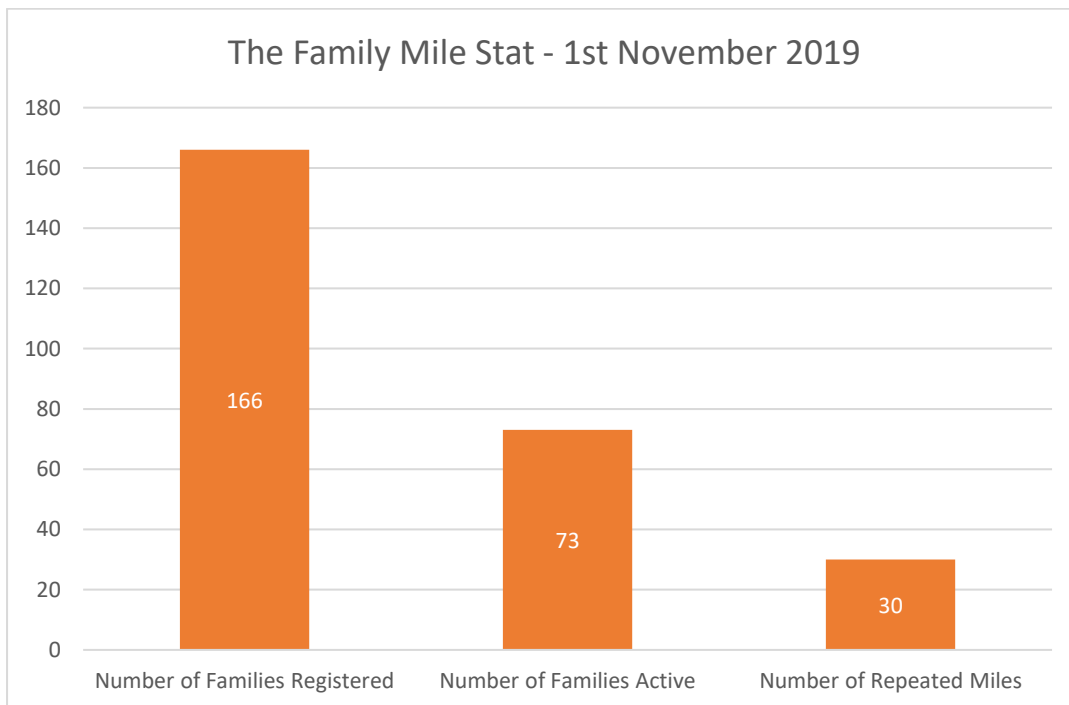
Through the funding, we have been able to employ our own 'Family Mile Motivator' to do the all-important groundwork and engage with Maidstone families through a variety of ways such as

- Promotional events – attending local fetes, shopping centre, toddler groups, leisure centres, etc.
- Linking up with local organisations – this has been particularly successful as we now have several project partners that provide rewards to those who have reached their 10, 25, 50 or 100 mile goals. The rewards are all physical activity based, for example a family can chose to do a free family swim at Maidstone Leisure Centre
- Creating weekly group walks for families to attend – we notify and promote the events via, SMS messaging, social media post, phone calls and emails
- Golding Homes – Wellbeing People have a brilliant relationship with Golding Homes, a local Housing Association, who has thousands of tenants across Maidstone and through the project we are currently working with Golding Homes to connect to their local communities and engage with their tenants. The relationship with Golding Homes has been a fantastic one and we are excited to see how we can strengthen the relationships, not just with Golding Homes, but also their tenants and local communities over the coming months
- Arguably one of the best ways to promote and engage with families is through our fun, free half term activities. Not only does this break down any cost barriers that our families in Q1 & Q2 may experience, but it shows families just how fun and easy it is to get their family out on a walk and doing physical activity. The free half term activities have been a great success and we have received brilliant feedback – see below!

*"We have just done the Mystery Mile with the Family Mile and it was great fun. Lots of clues to find and actors to speak to and you really don't feel like you've done a mile. Would highly recommend and we will be doing more as a family to get active together!"*  
- Claire Ashby

*"My two girls (aged 11 & 8) and myself had a fabulous time taking part in the Detective Mile at Teston Country Park today. A fun way to get outdoors and walk together (without even realising how far you've gone!) The team who ran the event were great fun and very welcoming. Looking forward to taking part in more events in future and earning some milestone rewards."*  
- Laura

We wanted to share with you the most recent stats, dated 1<sup>st</sup> November 2019, as this will hopefully provide further insight to how we are doing.



As you can see, we already have over 150 families engaged and registered, from there we have seen weekly growth of those families being registered converting to 'Active Milers' as they have completed their first mile and we are starting to see progress of our 'Active Milers' becoming repeat milers as well.

This has been a very exciting 12 weeks and we really look forward to seeing the success of this pilot. Over the short time we have experienced and still are experiencing barriers such as not having the time to complete a mile with the family or forgetting to record their miles. However, as the weeks go on we are starting to have greater understanding of peoples barriers and have started to speak to our families to help shed light on what is working and what isn't and as a result we are able to make changes along the way, such as using creating a private group on Strava that our families can join and easily record their walks / physical activity – this addition and simplicity of the app has seen brilliant response and has enabled us to capture more families repeating their miles.

Finally, the relevance of the pilot project to this report is substantial. The Family Mile will help highlight the need to engage and encourage families to take part in physical activity

together, especially those in areas of health inequality. The Mason Mile event, such as the ones held in Ashford and Tonbridge, are integral to the pilot project and potentially to projects going forward as the data and opportunity to engage with families both feed The Mason Mile events and into projects. This has been demonstrated earlier this year as Maidstone had its own Mason Mile event at Mote Park. The event demonstrated that some families are willing to engage in the project and families who had just signed up were able to complete their first or second mile.

As the year evolves, we hope to demonstrate to Sport England, and organisations alike, that The Mason Mile events and the pilot project can be replicated across Kent, targeting areas of inequality and in turn bringing additional funding into Kent for the development of The Family Mile.