

Myfuture Impact Report 2019



Mytime Active's community sports programme 'Myfuture' has demonstrated positive change in the lives of young people living in Bromley's most deprived communities.

Our approach brings sport to the doorstep of young people living in disadvantaged areas through fun, friendly and informal sessions delivered by our specialist coaches, activity leaders and volunteers.

By providing access to local role models and opportunities to be physically active, Myfuture helps to support young people and their communities to be healthier, safer and more successful.

See below the impact highlighted following a recent independent survey conducted by the national sports charity StreetGames UK.



PARTICIPANT PROFILE

The figures presented below are based on the 176 young people that have engaged in Myfuture sessions from Jan- Dec 2019.

BAME 39% **Female 25%** **Disability 18%**

Myfuture young people's duration of engagement

Over a year 70% **6-12months 23%** **Less than a month 17%**

For the participants whose postcodes could be matched to IMD decile rankings:

64% - live in the top three most deprived deciles (IMD)

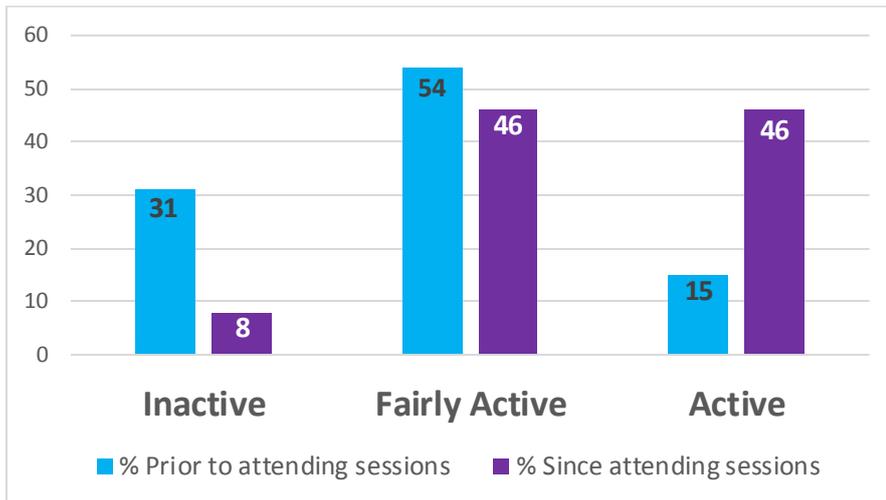
72% - live in the top four most deprived deciles (IMD)

IMPACT

INCREASED ACTIVITY LEVELS

To measure participation patterns and activity levels, we collect both frequency of attendance at doorstep sport sessions - captured on Views and through participant surveys (including baseline and follow-up).

Monitoring data shows that 92% of participants have attended Myfuture community sport sessions on a 'regular basis' – comprising 84% that have attended sessions at least once a week (on average) and a further 8% that have attended at least 'once a fortnight' over the past 12 weeks.



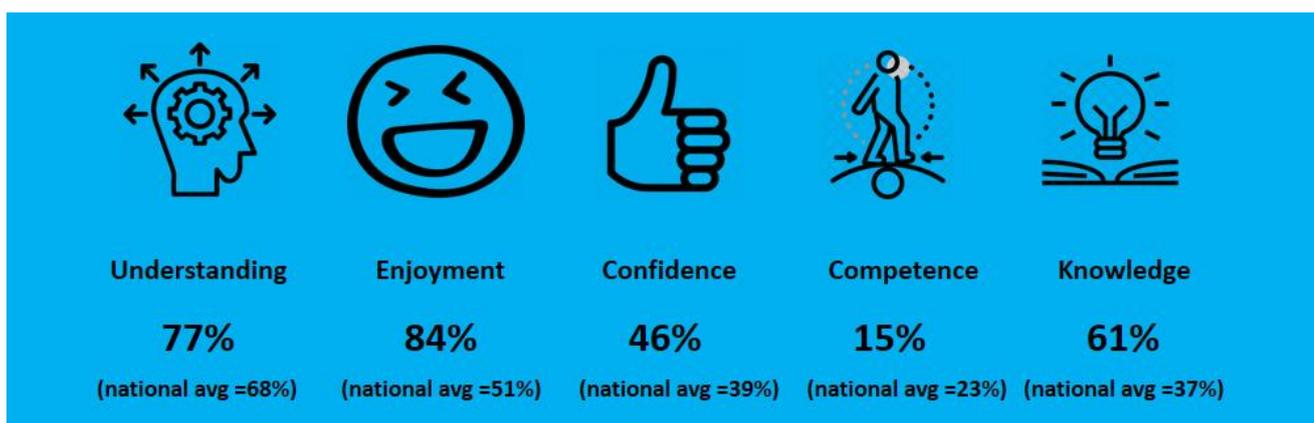
Information from the baseline questionnaires shows that 31% of participants were 'inactive' prior to attending sessions and 54% were in the 'fairly active' category and just 15% in the 'active' category.

As the infographic above shows this has reduced to just 8% 'inactives' whilst the proportion of 'fairly active' participants has decreased to 46% and 'active' participants has increased to 46%.

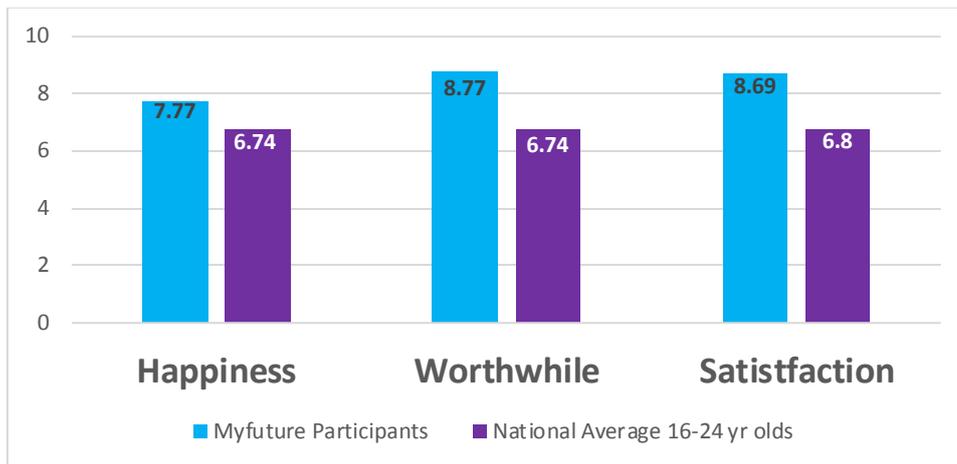
Reviewing this data further, it shows that: 70% of respondents reported that they are now active on more days (30% showed no change).

IMPROVED ATTITUDES TOWARDS SPORT & EXERCISE, INDIVIDUAL DEVELOPMENT & POSITIVE MENTAL WELLBEING

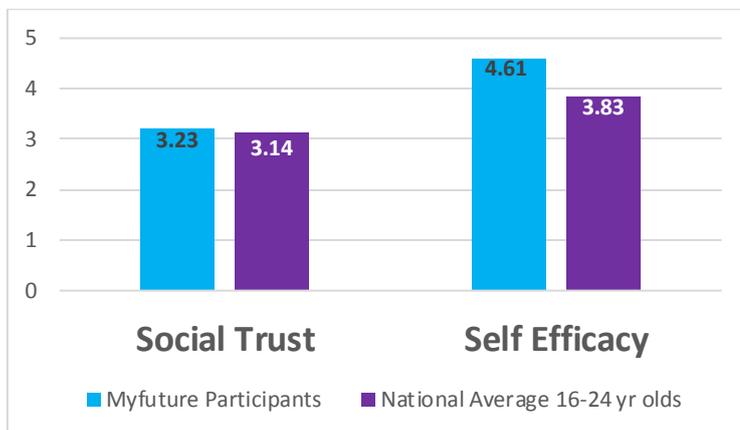
The participant surveys included questions from the Active Lives Children & Young People Survey that relate to physical literacy. The results to date, show that participants' attitudes towards sport and being active are broadly in line with the overall national data published in March 2019 from the Active Lives Children & Young People Data and significantly above the national average percentages for children from the least affluent families in 4 of the 5 aspects (with the exception of 'competence'). The percentage of Myfuture participants that strongly agreed on the five statements is as follows:



The mean scores of participants responses to ONS marker questions compared to the national averages are shown below:



The participant surveys included questions from the Office of National Statistics relating to subjective wellbeing. The results to date, show that Myfuture participants are reporting better wellbeing against each of the wellbeing indicators when compared to the national averages for 16-24 year olds.



PARTICIPANT MOTIVATIONS

Participants highlighted their top motivations for engaging in the project as:

To have fun **92%** (#Bepositive)

To get healthier/ be active **73%** (#Beactive)

To make new/ meet up with friends **46%** (#Betgether)

PARTICIPANT/ COACH/ PARTNER FEEDBACK

“Our Ramsden Estate is situated in one of our most deprived neighbourhoods in the country, Mytime Active’s Friday football session plays an important part in giving local young people access to quality facilities and coaching that they wouldn’t normally be able to afford, it also acts as an excellent diversionary activity for young people who might normally be hanging out by the parade of shops and exhibiting nuisance behaviour which we get a lot of reports around on the days the session doesn’t run”

(Neighbourhood Investment Officer, Clarion Future Communities)

“Myfuture give me space to be with my mates and have fun”
(Project participant, 15)

“It’s my chance to get healthy and socialise”
(Project participant, 16)

“It’s the one time every week I get to play football on a decent pitch”
(Project participant, 17)

“Most of the boys from the estate don’t have a safe place to play, or be active. Myfuture provides a safe haven for them to socialise, get active and feel part of a community that is hear for them”

(Alex, Myfuture Community Football Coach 25)

