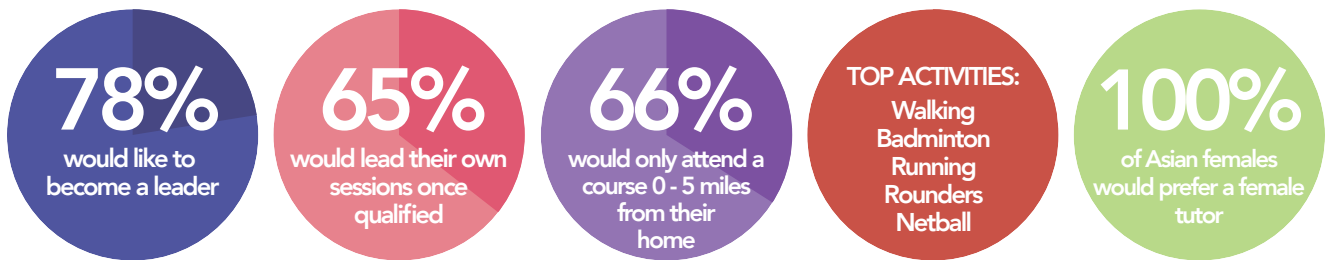


# REACH Into BEDFORD...

## How local people have empowered others to reduce inactivity.

'REACH into BEDFORD' is a programme designed to engage more BAME females from lower socio economic groups living in Bedford to access the coaching pathway. Either as an activator, leader or coach, the programme gives local people the confidence to lead sessions for the women (friends/family) in their local community. Here is a flavour of the impact so far...

### The INSIGHT\*... (\*Based on a survey completed by 18 females in Bedford.)



### COURSES DELIVERED SO FAR...



**Badminton:**  
10 attendees



**Walking for Health:**  
9 attendees



**Run Leaders:**  
24 attendees



**Learn to Cycle:**  
15 attendees

### PROJECT ANALYSIS: BADMINTON...

**91%**

Of participants are from an Asian & Asian British ethnicity.

**Children, confidence & time**

Were the most prominent barriers to participating in physical activity.



**From the participants:**

*"I have fibromyalgia. These sessions have helped a lot. I feel a lot better"*

**75%**

Of participants were completely satisfied with the impact the project has had on their well-being.

**45%**

Of participants took part to loose weight and 36% took part to become fitter.

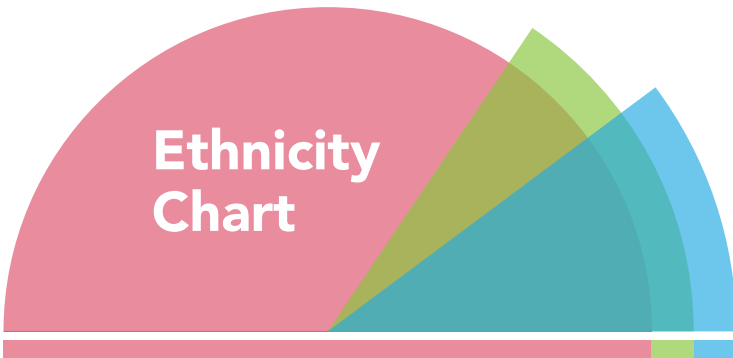


**BEDFORD**  
BOROUGH COUNCIL

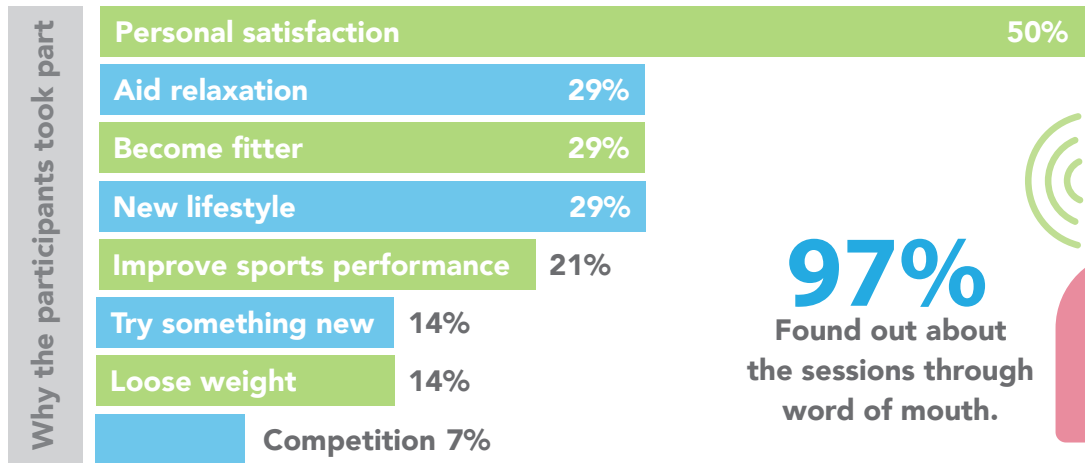


# REACH into LUTON...

## PROJECT ANALYSIS: LUTON NETBALL SESSIONS...



**64.3%** Asian or Asian British  
**21.4%** White British  
**14.3%** Mixed



**97%**  
 Found out about the sessions through word of mouth.

**WHAT WOULD INFLUENCE PHYSICAL ACTIVITY IN THE FUTURE?**

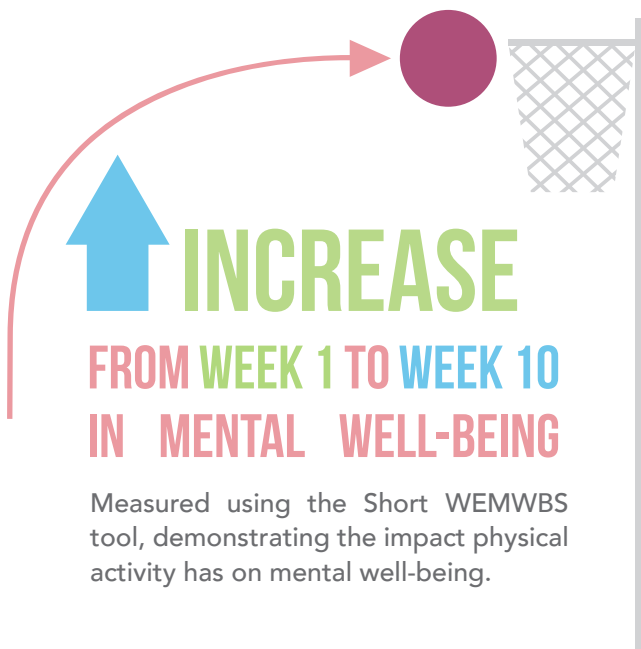


**64%** would prefer a **FEMALE** instructor



**LOW** or free cost per session to the participant

**WELL-BEING IMPACT:**



**81%** of participants stated the project has had a positive impact on their health.

**SUSTAINABILITY?**

**15** Participants attending regularly from within targeted community groups. Delivered by leaders qualified from the original course.