



Project Case Study: Project:ME

2023



About Project:ME

PROJECT:ME is a Community Interest Company (CIC) established in 2018 who deliver programmes that provide a safe space for young people aged 9 – 19 to build friendships, self-esteem, and confidence, whilst increasing participation in physical activity and improving fitness. The aim is to build a positive relationship with physical activity and sports for life as part of nurturing the body and mind.



Each programme delivers physical activity and a combination of Life-Coaching and Neuro-Linguistic Programming (NLP) tools and techniques. Each participant also receives 1-1 Life Coaching sessions, additional to the core programme, focussing on individual goals. The young people are also giving weekly 'Growth Work' activities, further reinforcing the programme messages at home and in their community. Following the core programme, the young people are introduced their 'Healthy Pathways' offer to continue to engage in sport with a variety of local groups, building on their confidence and stretching their comfort zones trying out new activities.

The programme also included a parent/carer wrap around support programme including six 1-to-1 Life Coaching sessions and the opportunity to attend 6 weeks of physical activity sessions of their choice at a local fitness centre or other location.

£40,442

LDP Funding

£13,771

Colchester Catalyst
Funding

49

Participants

Who Took Part

- 42 young people and 7 parents
- 48% boys, 48% girls, 2% other
- average age 11 (10-13)
- 81% White or White British, 2% Black or Black British, 10% Mixed
- 52% of the young people involved live in areas of high deprivation (IMD 1 – 4)

A bespoke evaluation survey was produced to collect young people's baseline and follow-up responses to questions about physical activity and wellbeing. 154 responses were collected.



Impacts for Young People

60%

increased their physical activity in a typical week

67%

of inactive young people became active

62%

reported feeling happier

76%

said they would continue being active



38%

increased capability in exercise and sports

62%

increased understanding of importance of exercise

62%

increased enjoyment in exercise and sports

45%

increased confidence in exercise and sports

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“I loved joining in the fun games Vicki made for us to get us moving, and then the dancing was so much fun. It also inspired me to use my own skipping rope at home more”

“PROJECT:ME helped with my anxiety, I was able to use what Kate taught me and feel calmer in my lessons”

“I loved the ball skills sessions with Callum, his lessons were so much fun, and he is awesome at football!”

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Impacts for Parents

100%

rated life coaching sessions 5 out of 5

80%

took part in physical activity for 6 weeks

85%

agreed that the new physical activity had improved their life

100%

said they would continue their new physical activity

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“I feel like this has helped us as a family to communicate better and see how us all doing more exercise can help not only feel fitter but lift my mood and therefore be able to support her more. It's a great idea for a programme, I'd highly recommend it!”

“I also took an hour a week out where I did the fitness programme I signed up, for that helped me massively. I've come away from these sessions knowing myself worth and doing more things for myself than I have in 12 years. I can now be me as a person and still be a great mum and wife too”

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