

Mytime Active's golf for everyone



Mytime Active is social enterprise on a single-minded mission to improve wellbeing. Their promise is to help people in the community to 'get more out of life.'

mytimeactive

THE BACKGROUND

Mytime Active use their expertise to design and deliver trusted programmes to help people get more out of life. It is their belief that this is achieved through prioritising several lifestyle factors including, **eat well, be active, be positive and be together.**

Currently they deliver activity to support these pathways through a broad range of activities, services and products including community health programmes, leisure facilities and golf courses.

> So, improving the wellbeing of customers and communities through well managed, accessible and good value leisure, golf and health services IS AT THE HEART OF WHAT MYTIME DOES.



THE GOLF COURSES

Mytime Active are the second largest pay and play golf operator in the UK, with 16 courses located across London, the Midlands and the South Coast. Their focus is on providing expertise and the facilities to make the game fun, inclusive and accessible to everyone.

THE CHALLENGE

Change to ‘To challenge the elitest perception of gold, and make the sport truly accessible to all,’ Mytime Active have introduced the following approaches at their golf courses:

- a customer can visit one of the courses, without the ‘correct’ attire or equipment and play golf. Golf clubs can be hired free of charge.
- the opportunity to play 3, 6 or 9 holes to beat the barrier of time
- 5-ball rounds are available at certain times

Mytime Active also promotes a ‘beyond facilities’ approach, by taking activities to the local community centres such as care homes, hospices, schools, surgeries and hospitals, parks and open spaces.

> ACHIEVING THE PHILOSOPHY

It sets out to achieve this by operating community hubs and delivering wellbeing activities. Among these are health intervention programmes, including Golf on Referral; special events such as Film on the Fairway; and a range of sporting and non-sporting activities, including golf.

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