

Beat the Street Legacy Phase

Purpose

The purpose of the legacy phase is to support people to stay active following the Beat the Street game, working with local partners to create the right opportunities for our target audience.

Scope

Beat the Street engages thousands of residents from all backgrounds and age groups over the six-week live phase of the programme. Self-reported data from previous programmes demonstrates that most participants continue to be physically active after the game by maintaining levels of walking or cycling. Some participants will go on to take part in other activities or campaigns that can be accessed locally or digitally. The legacy phase supports participants by giving them the information and means to maintain their healthy lifestyle. The steering group established at the start of the project, will be instrumental in shaping the offer for participants, making it truly local and relevant.

The legacy phase runs for **six months after the game ends**. After the Engagement Coordinator leaves, support will be provided by your Client and Programme Manager and other key people within Intelligent Health.

Core deliverables

- We will develop a comprehensive communications strategy along with key stakeholders, utilising communication channels to keep participants informed of events and campaigns and signpost to local provision.
- Collating local content and sending out 6 monthly e-newsletters to participants signed up to marketing.
- Schedule relevant and appropriate content on Beat the Street social media channels and respond to player enquiries for **four months after the game ends**. The remaining two months we will signpost players to local platforms. Social media management can be handed over to the client where appropriate.
- Continue to share findings and progress reports with the Beat the Street steering group.
- Continue to work with activity providers and partners to use the Beat the Street brand to endorse their offer.
- Collect and analyse information provided by participants through the post-game surveys, including any specific information requested by the client.
- Prepare comprehensive post game and six-month report.
- Present programme findings to stakeholders and prepare press releases.

Additional activities.

Alongside the core deliverables, we will work with the client and the steering group to develop a partnership plan based on the original outcomes of the programme. Some of the additional activities that could be delivered are listed but not limited to below.

- Develop taster sessions with local leisure centres, sports clubs and other activity providers.
- Upskill volunteers and community champions by providing training opportunities such as walk or run leaders.

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- Support schools to implement health and physical activity initiatives such as Daily Mile, Park and Stride and Walking Buses.
- Continue to incentivise positive behaviours through competitions.
- Working with multiple sectors such as nature, culture and heritage to raise awareness of the benefits of physical activity.
- Set up multi-agency partnership meetings to ensure continued cross sector working and collaboration.

Examples

Self-lead activity

- Sourced external funding to create a number of self-lead heritage trails around Belfast City
- Worked with North Wilts Orienteering Club to deliver two 'Try It' events promoting the permanent courses in Swindon attracting over 200 people
- Worked with partners to set up couch to 5k programmes lead by local clubs or voluntary groups for people who are completely new to/just started running
- Set up a steering group with local partners, resulting in the development of a brand new permanent Orienteering Course in Weymouth
- Set up new parkruns
- Developed passport nature trail along the Greenway in East Northants
- Developed park bingo passport trail in Kettering <https://thisiskettering.com/wp-content/uploads/2020/07/Kettering-Passport-Digital.pdf>

Schools

- Developed a localised physical activity offer for schools across Dorset with information on local facilities, organisations and initiatives they can get involved with as well as information on national programmes and campaigns
- Developed an Active Travel resource pack for schools in Blaby District, with information on different schemes, support organisations and a template action plan for their school
- Used incentives from local partners to sign up more schools to the Daily Mile in Kettering
- Coordinated and lead an evening 'teach meet' with PE leads from across Poole Primary Schools to share knowledge and best practice of embedding physical activity initiatives in schools

Families

- Developed an Activity Pass for school children. Children collect stamps when they take part in various activities outside of school and trade their stamps for prizes
- Work with partners to put on holiday activity provision for families
- Developed town trails, scavenger hunt walks and geocache routes for people to do as a family

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Structured activity

- Sourced a variety of free passes and discounts for sport and leisure opportunities in Weymouth and Portland for players to give new activities a go
- Set up and promoted back to netball and walking football sessions for those new to exercise and promoted to Beat the Street players

Workplaces

- Delivered workplace health events, promoting the benefits of a healthy work environment and offered taster sessions in Pilates and Meditation