

REPORT TO:	HOUSING & COMMUNITY SERVICES COMMITTEE	AGENDA ITEM:7
DATE OF MEETING:	01 FEBURARY 2024	CATEGORY: RECOMMENDED
REPORT FROM:	STRATEGIC DIRECTOR (SERVICE DELIVERY)	OPEN
MEMBERS' CONTACT POINT:	SEAN MCBURNEY – HEAD OF CULTURAL & COMMUNITY SERVICES – sean.mcburney@southderbyshire.gov.uk	DOC:
SUBJECT:	BEAT THE STREET 2024	
WARD(S) AFFECTED:	ALL WARDS	TERMS OF REFERENCE: (See Notes)

1.0 Recommendations

- 1.1 To approve the financial contribution from earmarked reserves to fund the 12-month physical activity and active travel intervention project Beat the Street across the whole district.

2.0 Purpose of the Report

- 2.1 To detail what the 12month project entails.
- 2.2 To highlight the key benefits to the district and its communities.
- 2.3 To detail the financial contributions required and other funding opportunities from partners.

3.0 Executive Summary

- 3.1 Beat the Street is a mass participation behaviour change programme which transforms activity levels and improves mental and physical well-being across communities.
- 3.2 Beat the Street covers an entire local population, targeting priority groups and has a simple game at its heart. The game incentivises people to get active together with their community and shows people how making small changes to every-day life can have big benefits.
- 3.3 The game phase is at the core, enclosed by a planning stage and post-game support for partners and residents to help deliver long-term, sustainable change. In addition to the behaviour change, the programme provides partners with a huge amount of data and insight; evidence and evaluation are key.
- 3.4 In spring 2023 Beat the Street was delivered across the urban core. Around 12.6% of the population (6,365 people) of Swadlincote took part in the Beat the Street

programme, travelling a distance of 50,189 miles over the six weeks. The data collected during registration, showed that the programme successfully represented the communities living in Swadlincote. 28% of participants were living in areas of high deprivation (IMD 1-4). Registration data also showed that 34% of adults (n=1842) and 50% of children (n=1525) reported being inactive at the start of the game. Analysis of post game data provided by participants showed that there was an increase in levels of activity amongst adults and children. See Appendix 1 for more details.

3.5 The proposal for 2024 is to expand the game to cover the whole district.

4.0 Detail

4.1 The Beat the Street game takes place over a 4 or 6-week period across an entire local area. We place RFID sensors called “Beat Boxes” on street furniture, parks and green spaces. Local residents are provided with RFID cards and then walk, run, cycle or roll between boxes, tapping their cards on the boxes and earning points for themselves and their team as they do so. The game is displayed on a website where leaderboards contain school, workplace and community teams all on a journey together. Social and traditional media and marketing materials help create an engaging programme that attracts some of the hardest to reach in the population.

4.2 Adults and children provide health and demographic data via online registration which also allows them to join a team. Social media and newsletters keep players updated on progress and engaged with local events and activities.

4.3 Surveys conducted post game and 6 & 12 months later provide evidence of sustained behaviour and attitudinal change.

4.4 Following the game local partners work together to sign-post participants to ongoing activities and support residents to remain active. The Beat the Street communication platforms remain active for 6-12 months post game which provides a trusted brand to signpost and motivate residents. The programme provides evidence of improvement to physical and mental wellbeing, social cohesion, addressing inequalities and active travel.

4.5 Beat the Street is backed by a wealth of evidence. In fact, Sport England see Beat the Street as one of the most cost-effective ways to lift populations out of inactivity and therefore tackle stubborn health inequalities. With Sport England’s support, in the past 3 years the programme was a huge success, reaching 401,964 participants in 27 areas and more importantly provided evidence of sustainable behaviour change and reaching areas of deprivation.

4.6 Beat the Street meets many outcomes outside of physical activity which can tie into existing initiatives across the county and help reach strategy objectives around public health.

- Getting participants to visit local green spaces

- Showcasing cultural sites.

- Increasing active travel levels across Swadlincote.

- Supporting local businesses

- Growing the social economy

4.7 In addition to this, the programme will provide South Derbyshire District Council (SDDC) and other local partners with a huge amount of data and insight, which can then be used to aid future commissioning decisions.

4.8 Intelligent Health – the company behind this initiative. take on all the responsibilities of delivery. However, they will have regular project calls with relevant persons at **SDDC** and listen for guidance and direction to best suit the needs of local residents.

4.9 It would take place across the whole district as illustrated below.



4.10

4.11 It would include the **45** schools listed below, many community groups and local businesses. The programme would look to engage **8523** participants. Appendix 2 lists all the schools and pupil numbers.

4.12 The 12-month programme would include 2/3 months of engagement work prior to the game-phase. This includes the recruitment of the local Engagement Coordinator, the bringing together of local partners and stakeholders in the Steering Group and contacting of local community groups and businesses to tell them about the game and how they can get involved.

4.13 The game phase would be planned to happen around May, as the weather improves and the end of the game phase to coincide with the festival of leisure.

4.14 This comprehensive 12-month behaviour change programme with full evaluation and insight collection includes:

- Recruitment and salary of a local Engagement Coordinator who would work full-time for 6-months (approx. £25k per annum)
- A designated Project Manager
- A designated Client and Programme Manager
- Full mapping and risk assessment of Beat Box locations
- Beat Boxes, installed, decommissioned and maintained across the whole area
- A huge amount of data and insight from the people of Swadlincote as they complete a health questionnaire when registering
- A specific Beat the Street Swadlincote website with live leaderboards and player log-in
- All game materials including thousands of Beat the Street Swadlincote branded RFID cards and printed maps
- A prize fund
- A curated box of materials sorted and delivered to every participating primary school in the area including parent packs and banners

- In-depth evaluation reports provided at the end of the game, 6 months post-game and 12-months post game detailing the social and financial benefits of the programme
- An online dashboard so that SDDC can view the statistics and data of the game in real-time
- The creation and chairing of a local Steering Group, bringing together local leaders and representatives from groups across the VCSE sector, social prescribing, active travel and the environment to share insight.
- A full marketing campaign including social media campaigns, local press and newsletters
- Full support from Engagement Team and Marketing Team at Intelligent Health head office

5.0 Financial Implications

- 5.1 The cost for the district wide 12-month programme would be £150,569 plus However, we have secured funding from Sport England, meaning the contribution from SDDC will be £90,341.40 (excl VAT).
- 5.2 This will be funded from Active communities earmarked reserves. So, no impact on general fund.
- 5.3 Derbyshire County Council Public Health team contributed £5,000 to the project last year and The National Forest Company have contributed £10,000 to the project last year. Both organisations have indicated they would look to support again in 2024. Other partners, such as Active Derbyshire may contribute as well once we have agreed we are delivering this project in 2024. However, SDDC would have to pay intelligent Health the initial £90,342.40 (excl VAT) to initiate the project and then SDDC would receive funding from other partners to subsidise.
- 5.4 This is the only product like this on the market so procurement exemptions will be applied as before.

6.0 Corporate Implications

Employment Implications

- 6.1 The Engagement Coordinator will be employed directly by Intelligent Health. Our Active Schools Partnership team will help promote within schools. This initiative fits in with many of the Cultural & Communities Service priorities that many of the team will be helping to promote and sign post residents and communities to this project.

Legal Implications

- 6.2 A Service level agreement and data sharing agreement will be drawn up and agreed between Intelligent Health & SDDC,

Corporate Plan Implications

- 6.3 This project will support several corporate plan objectives.
- Work with residents, businesses, and partners to reduce their carbon footprint.
 - Enhance the appeal of Swadlincote town centre as a place to visit.
 - Improve public spaces to create an environment for people to enjoy.

Risk Impact

- 6.4 This product is recognized and endorsed by Sport England and Active Derbyshire. So, from their successful track record partnering with Intelligent Health to deliver Beat the Street will have minimal risks. Risks will also be minimised with a robust service level agreement and data sharing agreement.

7.0 Community Impact

Consultation

- 7.1 The initiation phase of this project will bring together community groups and stakeholders to help shape the delivery. Also, there are surveys to participants through out the delivery and legacy phases.

Equality and Diversity Impact

- 7.2 The game and project are extremely inclusive and aim to target the hardest to reach when it comes to physical activity.

Social Value Impact

- 7.3 There will be significant social value delivered from this intervention. The programme provides evidence of improvement to physical and mental wellbeing, social cohesion, addressing inequalities and active travel. As well as delivering positive experiences for children and young people.

Environmental Sustainability

- 7.4 This project will help support Active Travel across the region.
- 7.5 All materials used for this project are recyclable – maps, cards etc. The Beat Boxes are then serviced and deployed to another area once our game has finished.

8.0 Conclusions

- 8.1 That the committee supports the approval of the financial contribution of £90,342.40 from earmarked reserves to initiate the project.
- 8.2 The committee also supports the partnering with other organisations for additional funding to offset this initial cost. Such as National Forest Company, Public Health, and Active Derbyshire.

9.0 Background Papers

- Appendix 1 – 6 month post game report
Appendix 2 – Beat the Street 2024 proposal.

