



**Beat the Street
Swadlincote
Six month report
2023**





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Executive summary

Beat the Street is run by Intelligent Health. Founded by Dr William Bird MBE, our mission is to create resilience and improve health by connecting people to each other, their communities and their environment. We engage communities, share knowledge of the foundations of good health and provide data analysis for actionable insight.

In Spring 2023, 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.

Through this report we will examine some of the activities and communications that have taken place since the game ended alongside analysis of responses to the six-month survey sent out to participants.

The findings show that people feel they have been more active since Beat the Street ended, as well as seeing increased levels of wellbeing amongst adults.

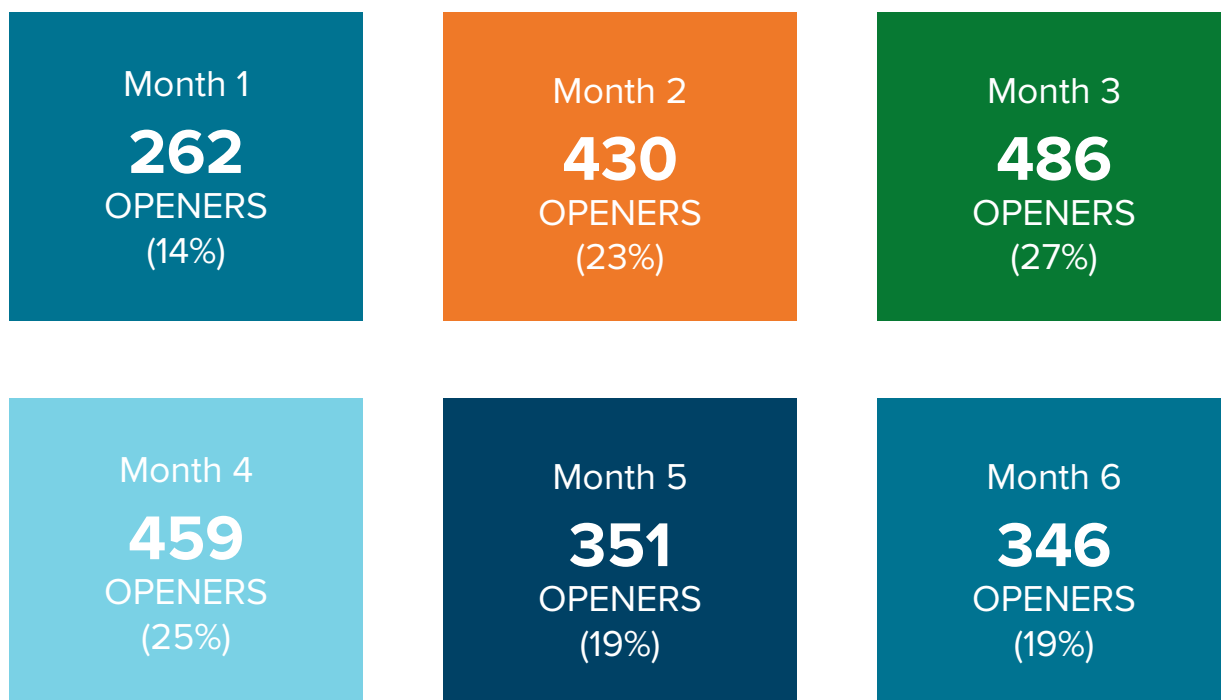
“Since I started Beat the Street I have walked over 500 miles and lost almost 5 stone.”
Male, 40s



Post game engagement

The legacy phase of Beat the Street aims to capitalise on the engagement of communities generated through the game. In Swadlincote, we wanted to raise awareness of existing physical activity opportunities as well as supporting the work of South Derbyshire Walking Consortium.

A monthly e-newsletter was sent out to 1,810 people which included wellbeing resources, community events and services, local organisations, local volunteering opportunities, national campaigns, local events and competitions.



This content was also shared across the Beat the Street Swadlincote social media platforms (Twitter, Facebook, Instagram). We also used Beat the Street social media to share partner posts, helping to broaden their audience.

Walk Derbyshire

The legacy phase of Beat the Street would support the work of Walk Derbyshire's Community Engagement Pilot and their target wards in Swadlincote. The vision of Walk Derbyshire is to make every day walking the norm for all residents of Derbyshire. The Community Engagement & Co-production Pilot was set up to further understand what support people need to encourage them to walk more, as well provide insight and learning to inform future funding opportunities.

Data from the game phase provided up to date information on activity levels, movement data and feelings of safety for residents living in the targeted wards. We further segmented this data for people living with a long term condition and/or a disability, a focus of the Co-Delivery Pilot in Swadlincote.

Family Fun Run

In July, 3 months after the game ended, our Engagement Coordinator organised a Beat the Street Family Fun Run in collaboration with Swad Joggers, Rosliston parkrun and Swadlincote Junior parkrun with support from South Derbyshire District Council. In total 89 children and 48 adults took part in the fun run and 18 volunteers from local groups and organisations came together to make the event possible. At the event, all participants were given a certificate with information on the back about other running groups and parkruns in the area.

Running Clubs in Swadlincote



Why not join a running club? You have plenty to choose from in Swadlincote!

- Swad Joggers - email: swadjoggers@gmail.com, Facebook: [swadjoggers](https://www.facebook.com/swadjoggers)
- Swadlincote Junior parkrun - email: swadlincotejuniors@parkrun.com, Facebook: [swadlincotejuniorparkrun](https://www.facebook.com/swadlincotejuniorparkrun), Twitter: [swadlincotejnr](https://twitter.com/swadlincotejnr)
- Rosliston parkrun - website: www.parkrun.org/rosliston, Facebook: [roslistonparkrun](https://www.facebook.com/roslistonparkrun), Twitter: [Rslistonparkrun](https://twitter.com/Rslistonparkrun)
- Overseal Running club - email: admin@orc.run, Facebook: [oversealrunningclub](https://www.facebook.com/oversealrunningclub)



“It was my first run and I cannot tell you how much fun it was and how much I enjoyed running with my son and wife, definitely be doing this regularly now. Thank you all involved.”

“It was a fabulous event, my daughter really enjoyed it and is so proud of her medal - Thankyou :-)”



The impact after six months



89%
of adults felt that
they had remained
active



75%
of children felt that
they had remained
active



2%
decrease in the
proportion of inactive
adults



2%
decrease in adult
car travel

Capturing the Data



6,365
total players



82
adult matched pairs



31
child matched pairs



3,370
health surveys



1,272
post-game surveys



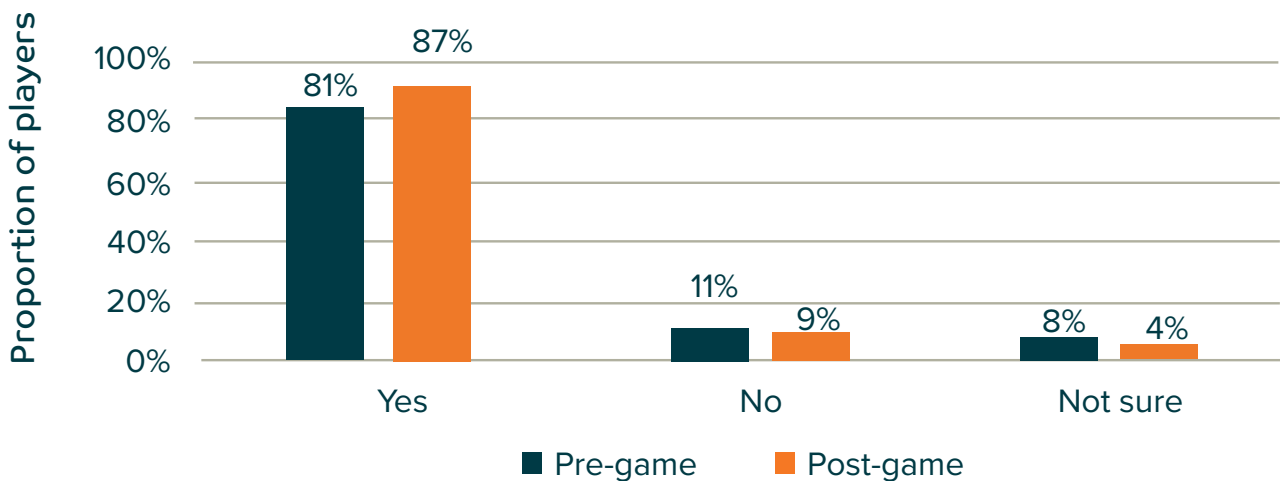
139
six month surveys

Player Feedback

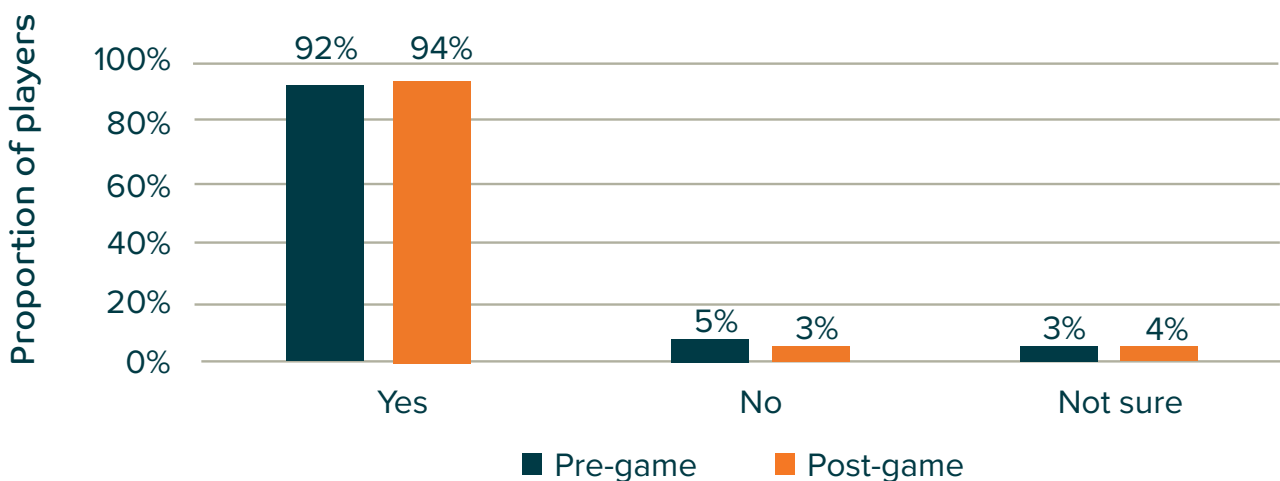
Awareness of local opportunities

Following Beat the Street, the proportion of participants who know where to access local physical activity opportunities increased by 6%, from 81% to 87%. In addition, the proportion of participants who know where their local green space is located increased by 2%, from 92% to 94% (n=113 matched pairs).

Do you know where to access opportunities for physical activity



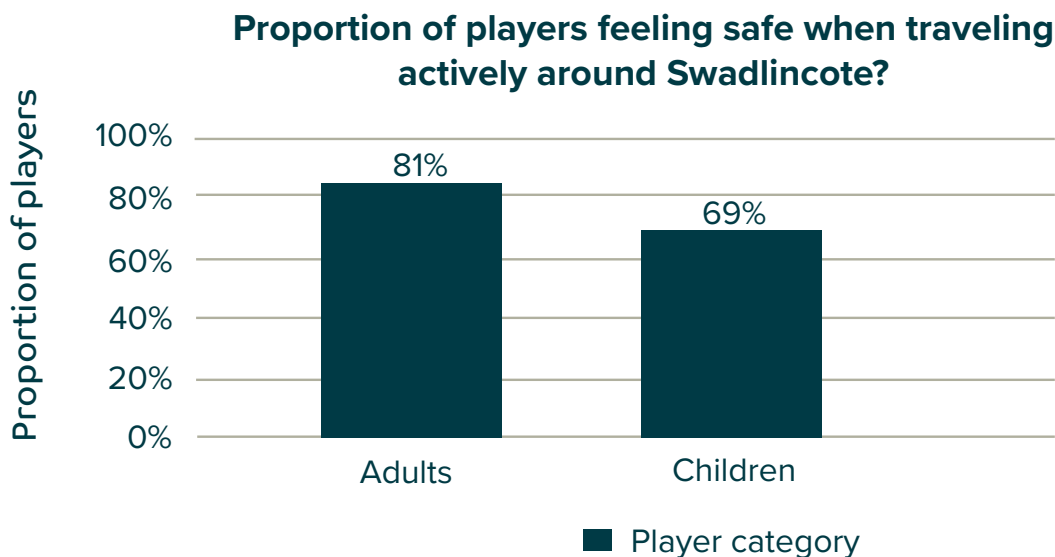
Do you know where your nearest park or wood is?



“More outdoor exercise and spending time with my family.” Girl, 11 and under

Safety

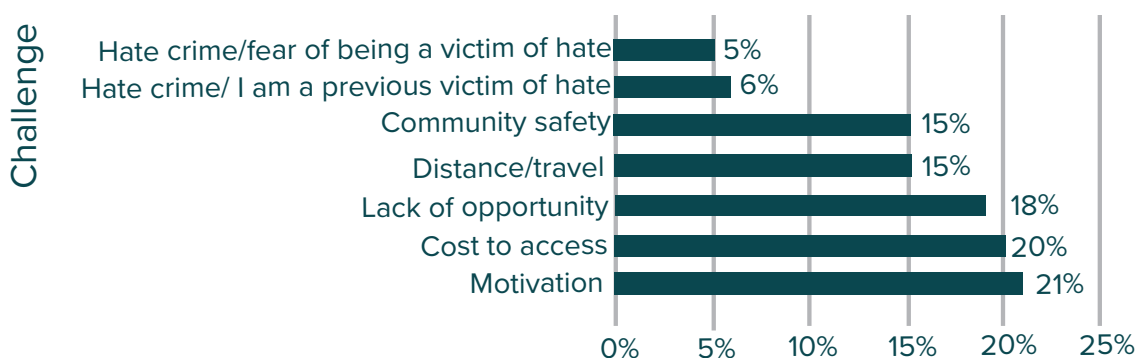
Six months after Beat the Street had ended, 81% of adults (n=84) and 69% children (n=36) reported that they feel very safe or safe when travelling actively around Swadlincote. This suggests that safety may be a barrier for encouraging more children to actively travel around the town.



Barriers to active travel

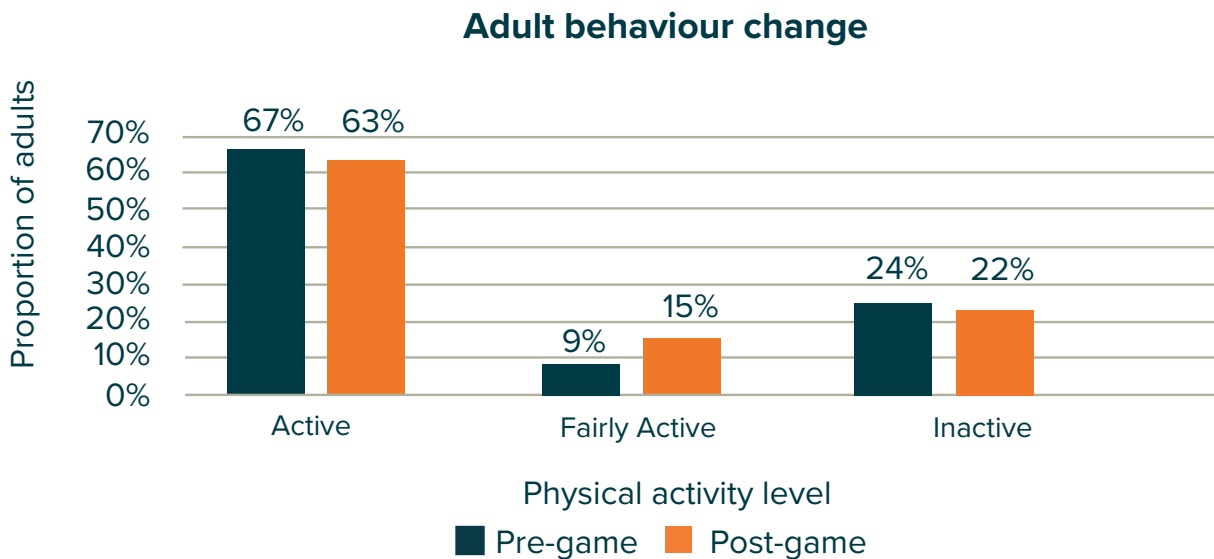
21% of respondents (n=136) reported that finding motivation to engage in physical activity is their major barrier. 20% of players reported that the cost of access is their challenge when it comes to partaking in physical activity opportunities. 18% of individuals indicated that the lack of physical activity opportunities in Swadlincote was a barrier for them.

Do any of the following prevent you from engaging in physical activities in your area?



Adults physical activity

Six months after Beat the Street had ended, 89% of adults (n=83) reported that they remained active.



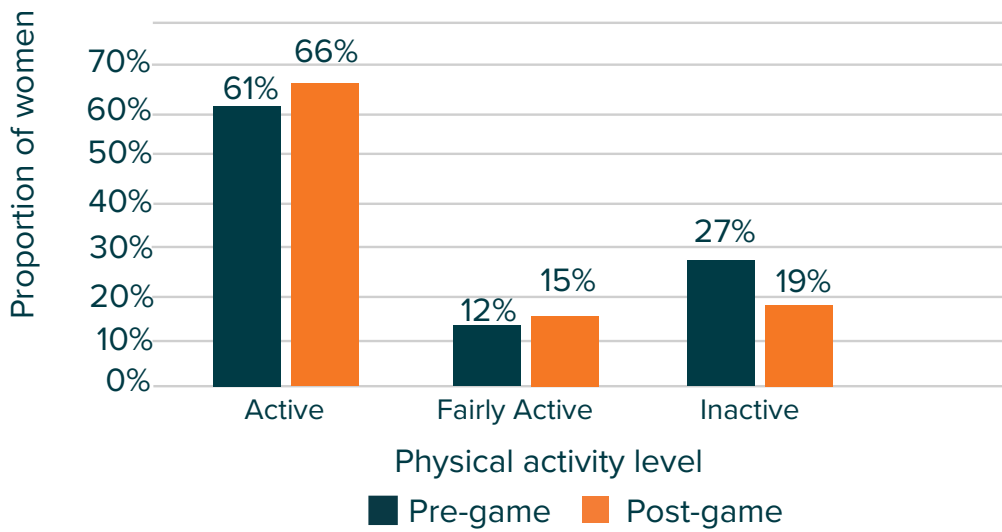
*Definitions: Inactive = Less than 30 minutes a week Fairly Active = 30- 149 minutes per week Active = at least 150 minutes a week.

Overall, the proportion of adults reporting being inactive decreased by 2%, from 24% to 22% (n=82 matched pairs). When the data is segmented by gender, we can see that the behaviour change for women was greater. The proportion of inactive women decreased by 8%, from 27% to 19%, whereas the proportion achieving 150+ minutes of activity a week increased by 5%, from 61% to 66% (n=59 matched pairs).

“We all went out together for exercise as a family and was great fun.” Female, 40s

“Getting into cycling made the biggest difference.” Female, 50s

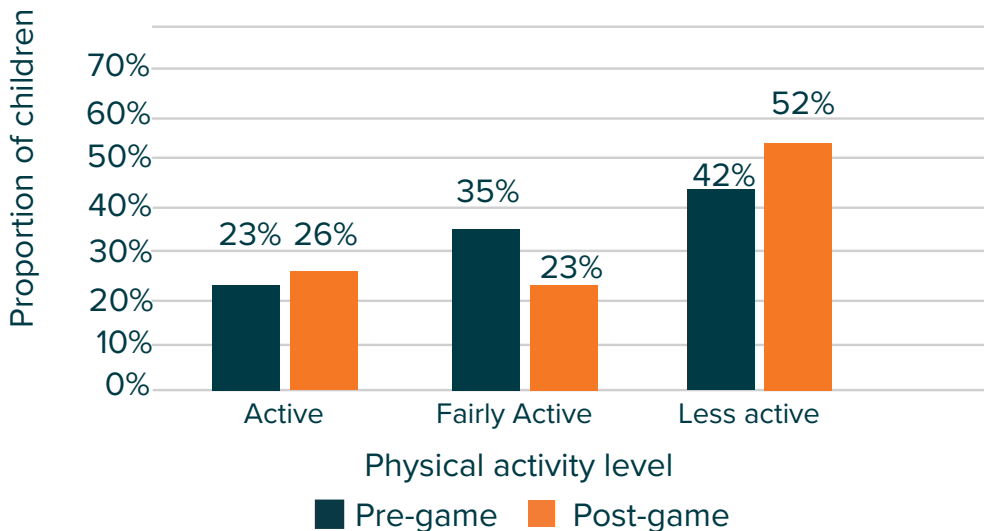
Women's behaviour change



Children's physical activity

Matched data was only available on 31 children. The findings demonstrated that whilst there was an increase in the proportion of children reporting being active, there was also an increase in children reporting as less active. Due to the small numbers, this data should be treated with caution.

Child behaviour change



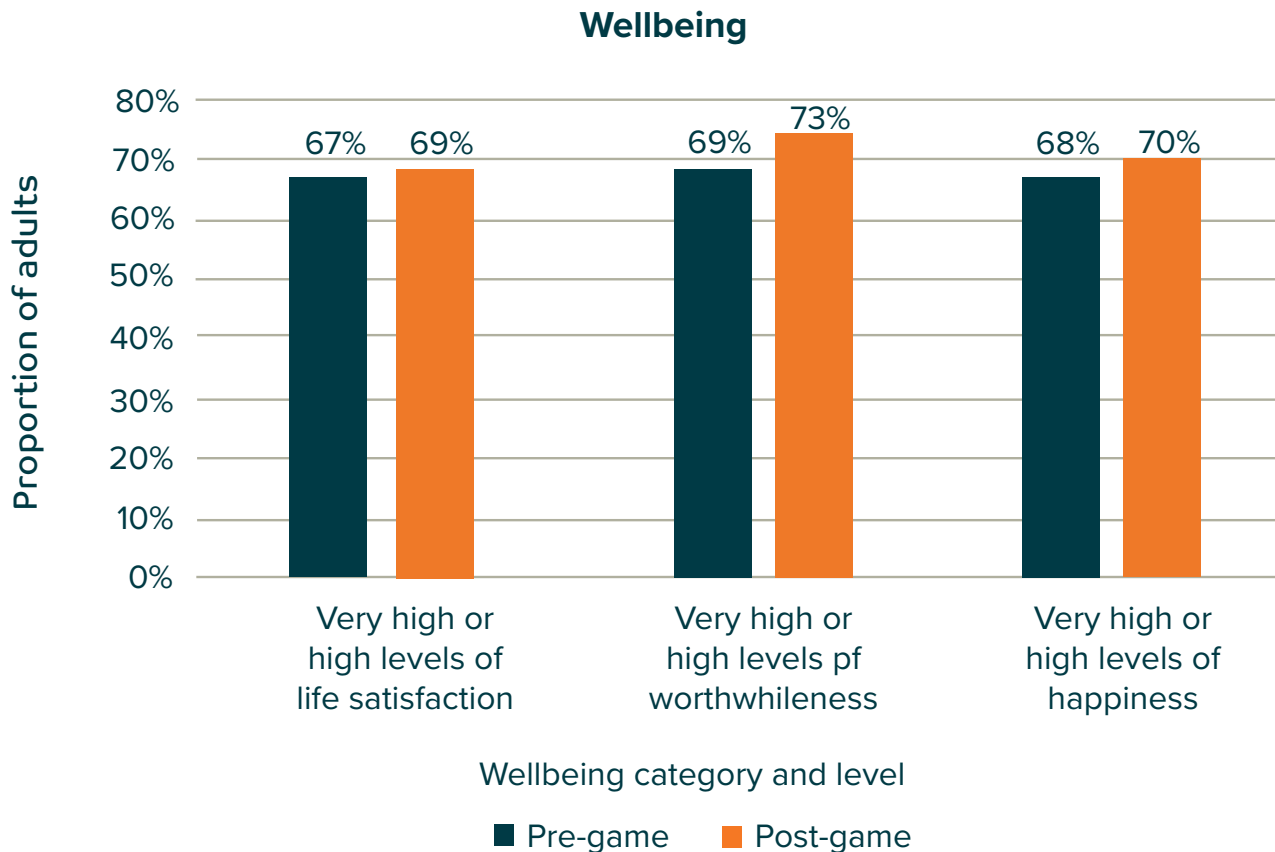
*Definitions: Less active= Less than 30 minutes a day, Fairly Active = 30- 59 minutes a day, Active across the week = an average of 60+ minutes a day

“Continued interest in “treasure hunts.”
Boy, 11 and under

“Gave us something extra to do together.”
Girl, 11 and under

Adult Mental Health and Wellbeing

Six months after the Beat the Street game ended, participants reported higher levels of life satisfaction, worthwhileness and happiness. Based on 75 matched pairs, the proportion of adults experiencing very high or high levels of life satisfaction and happiness increased by 2%, from 67% to 69% and 68% to 70%, respectively. The proportion experiencing very high or high levels of worthwhileness increased by 4%, from 69% to 73% (n=75 matched pairs).



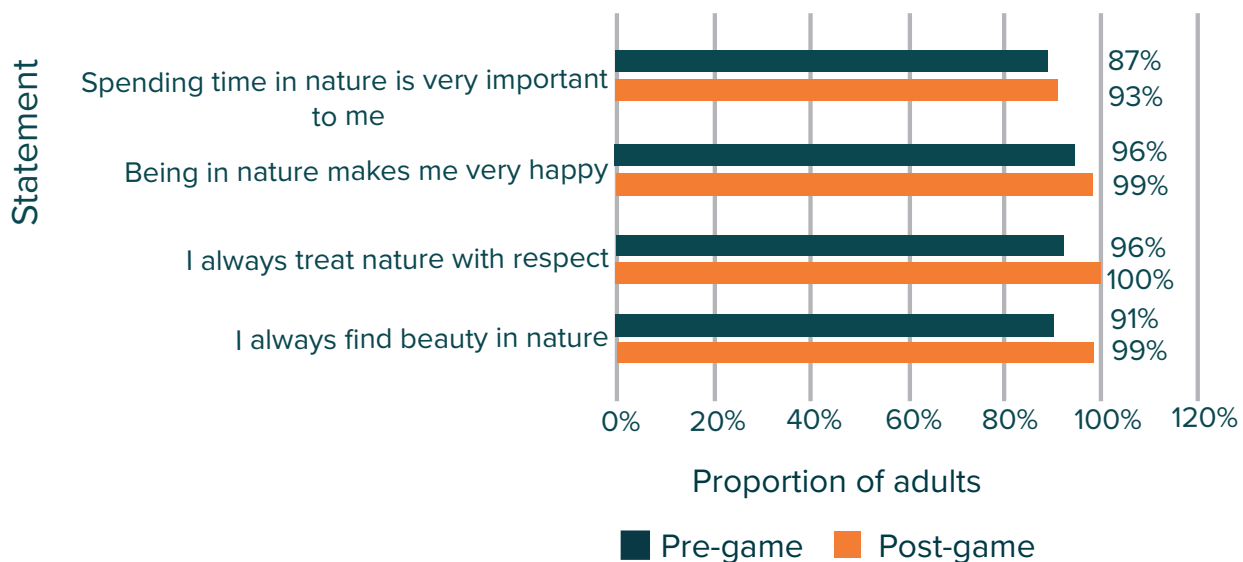
“It gave me and my daughter an extra thing to do together.” Female, 30s.

Nature connectedness



Six months post Beat the Street, adults reported an enhanced connection to nature (n=68 matched pairs). The proportion agreeing with the statements “Spending time in nature is very important to me” and “Being in nature makes me very happy” increased by 6% and 3%, respectively. Furthermore, the proportion agreeing with the statements “I always find beauty in nature” and “I find being in nature really amazing” increased by 4% and 8%, respectively.

Nature Connectedness



Additional Feedback

“Walking helped us stay more fit and we still do it.”
Boy, 11 and under

“Got me out the house more when it was around. Boy, 11 and under



Conclusion

Beat the Street Swadlincote set out to increase levels of physical activity across the population, help address health inequalities and increase engagement with the National Forest. The programme also aimed to promote active travel and improve mental wellbeing amongst participants.

The post-game report sets out the findings that the six-week game phase had on participants by analysing survey responses, Beat Box tap data and social media and engagement activities. The findings demonstrated that people had become more active, used the game to travel actively and spend time in their local greenspaces.

This report has looked at the activities and communications that have taken place since the game ended alongside participant responses to a follow up survey sent out six months after the game ended. The findings suggest that adult participants have continued to stay active, have improved mental wellbeing and feel connected to nature. Physical activity behaviour change was the strongest for women. The proportion of inactive women decreased by 8%.

In the survey, participants were also asked questions to help us gain an insight into barriers to participation in physical activity and active travel. We found that 81% of adults and 69% of children reported that they feel very safe or safe when traveling actively around Swadlincote.

The proportion of participants aware of local physical activity opportunities rose from 81% to 87%, and familiarity with local green spaces increased from 92% to 94%. Motivation, cost and limited opportunities were the most cited barriers to people taking part in physical activity in Swadlincote.



Beat the Street was delivered by Intelligent Health.

For more information please visit: www.intelligenthealth.co.uk

