



Beat the Street South Derbyshire District Proposal

November 2023

“A person’s health is determined by a range of social, environmental and economic factors. Tackling these can improve health outcomes and release pressure on our health system. We have created Beat the Street, to address the source of the problem.”

Dr William Bird, MBE, CEO of Intelligent Health



What is Beat the Street?

Beat the Street is a mass participation behaviour change programme which transforms activity levels and improves mental and physical well-being across a community.

Over 1.7 million participants have taken part to date in over 170 places across the UK and Europe

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.

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.

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.

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.

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

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.

“We know that the past year (2020) has been difficult for the whole of the UK, but the people of Leicester really have had a tough year under lockdown. Beat the Street Leicester has supported, motivated and encouraged participants to get outdoors and exercise safely together and had a remarkable impact not only on activity levels but also on congestion and air quality.

The COVID pandemic continues to show how important it is to ensure that we adopt healthy lifestyle habits and incorporate physical activity into our days by trying to travel in more active ways through walking or cycling.”

Professor Ivan Browne, Director of Public Health, Leicester



In summary:

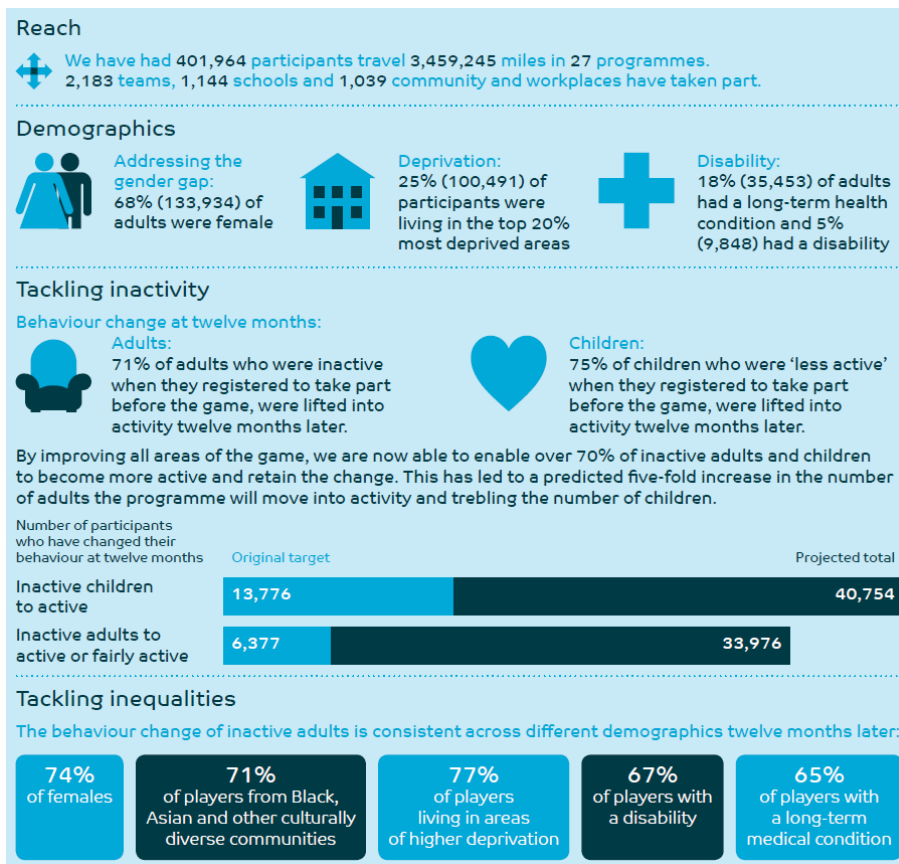
For residents - we increase people’s activity levels, especially for the most inactive 10-30% of the local population participates, providing a glimpse into a world of significantly improved community cohesion where people meet, talk and get active together in their local area.

For partners - we help galvanise local partners, providing a platform for Public Health, ICS , Active travel , Schools, Community Groups and local businesses to work together, finding ways to maintain activity and community engagement post the Beat the Street game phase.

The Evidence

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, between 2018-21 the programme was a huge success, reaching 401,964 participants in 27 areas and more importantly provided fantastic evidence of sustainable behaviour change and reaching areas of deprivation.





Beat the Street South Derbyshire - The Opportunity

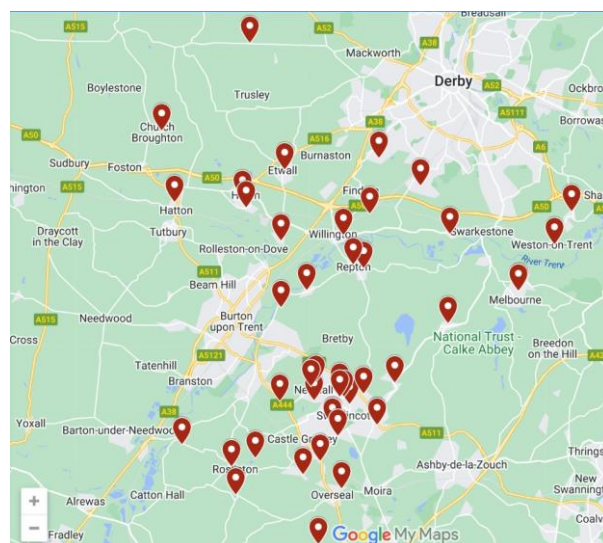
Beat the Street meets many outcomes outside of physical activity which can tie in to existing initiatives across the county and help reach strategy objectives around public health.

- **Getting participants to visit local green spaces** – In Leicester, Go Wild week led to a 45% increase in activity in 10 parks from the previous week (based on Beat Box data). There was a threefold increase in activity at Beaumont Park in the most deprived area of the programme
- **Showcasing cultural sites** - In Reading, we made the Beat Box outside the museum worth double points during half term and then museum saw a 50% increase in footfall
- **Increasing active travel levels across South Derbyshire** - Across 17 recent programmes, there was a 12% increase in people walking or cycling on 5+ days per week
- **Supporting local businesses** - In Eastbourne, 40% of players travelled to the town centre specifically to play Beat the Street and visited a range of local attractions and businesses
- **Growing the social economy** - In Derby, the proportion of participants reporting high social cohesion increased from 1% before the game to 17% afterwards.

Beat the Street Classic in South Derbyshire

The Classic programme is our most popular method of delivering Beat the Street as many local authorities do not have the capacity to deliver the programme themselves. In this model, Intelligent Health take on all the responsibilities of delivery listed above and more. However, we would of course have regular project calls with relevant persons at **SDDC** and listen for guidance and direction to best suit the needs of local residents.

It would take place across the area the whole district as illustrated .





and would include the **45** schools listed below, and would also look to engage community groups and local businesses across **South Derbyshire**.

Aston-on-Trent Primary School	189
Belmont Primary School	392
Church Broughton CofE Primary School	75
Church Gresley Infant and Nursery School	317
Coton-in-the-Elms Cof E Primary School	139
Egginton Primary School	60
Elmsleigh Infant & Nursery School	163
Etwall Primary School	313
Eureka Primary School	140
Fairmeadows Foundation Primary School	235
Findern Primary School	207
Hartshorne CofE Primary School	112
Heath Fields Primary School	214
Highfields Spencer Academy	183
Hilton Spencer Academy	648
Linton Primary School	288
Melbourne Infant School	175
Melbourne Junior School	259
Netherseal St Peter's CofE (C) Primary School	57
Newhall Community Junior School	298
Newhall Infant School	221
Newton Solney CofE (Aided) Infant School	40
Overseal Primary School	207
Pennine Way Junior Academy	372
Repton Primary School	206
Rosliston CofE Primary School	67
Sale and Davys Church of England Primary School	99
Springfield Junior School	197
St Edward's Catholic Academy	233
St George's CofE Primary School	201
Stanton Primary School	157
Stenson Fields Primary Community School	355
The Mease Spencer Academy	111
Three Trees CofE Junior Academy	340
Three Trees Infant Academy	270



Walton On Trent CofE Primary and Nursery School	142
Weston-on-Trent CofE (VA) Primary School	149
Willington Primary School	212
Bladon House Academy	45
Dame Catherine Harpur's School	34
Pegasus School	14
The Linnet Independent Living Centre	20
Long Lane C ofE Primary School	28
South Derbyshire Support Centre	10
St Wystans	73
TOTAL	8267

The programme would look to engage **8523** participants.

The 12-month programme would include a minimum of 3 months of engagement work prior to the game-phase (see diagram below). 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.



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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 a minimum of 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 **South Derbyshire** as they complete a health questionnaire when registering
- A specific Beat the Street **South Derbyshire** website with live leaderboards and player log-in
- All game materials including thousands of Beat the Street **South Derbyshire** 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 and ideas
- A full marketing campaign including social media campaigns, local press and newsletters
- Full support from Engagement Team and Marketing Team at head office

The programme also includes use of our Go sub-branding which are invaluable to help shape the programme and connect with existing initiatives and organisations you have across **South Derbyshire**.





The total cost of the 12-month programme as per the deliverables above is **£150,569 plus VAT**.

Taking into consideration the Sport England funding contribution the **total cost to SDDC will be £90,341.40 plus VAT**

This includes the salary of 1 full-time Engagement Coordinator.

To discuss this proposal further, please contact Debbie Chesterman at Debbie.chesterman@intelligenthealth.co.uk or 07747 215099