Beat the Street. A city-wide physical activity intervention to get a whole population active using RFID/NFC technology.
To make a step change in activity levels we need to be bold

Let’s remove boundaries and turn a whole town into a playground!
Background

Beat the Street turns a whole area into a real life walking and cycling game. Beat the street is a game for the whole community.

Objectives

- Increase physical activity levels
- Decrease health inequalities
- Support sustainable travel
- Increase community cohesion
Motivation ..... Habits

Motivation is what gets you started
Habit is what keeps you going

European Journal of Social Psychology
Volume 40, Issue 6, pages 998–1009, October 2010
Step change across a community

Anticipation 3 months
Participant entrance route
- Schools
- Local Businesses
- Community Organisations
- Local Authority
- GP / NHS
- Local Media

Experience 2 months
Enter into programme

Legacy 7 months
Participant exit route
- Support into long term activity
- Sport and Leisure
- Health Programmes
- Nature and Outdoor Spaces
- Culture and Arts
- Active Travel
- Community

Mass Community Participation

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Engagement
Beat the Street 2015

1 Aldershot
2 Terni
3 Calne
4 Devizes
5 Reading
6 Wokingham
7 Broxbourne
8 Stevenage
9 Hemel Hempstead
10 Watford
11 Lowestoft
12 Hounslow
13 Gdansk
14 Athens
15 Annan
16 Dalbeattie
17 Newham
18 Tower Hamlets
19 Waltham Forest
20 Hackney
21 Basingstoke

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Beat the Street 2015

14% of a population took part = 175,000 people
Beat the Street 2015

100,000 children
75,000 adults
Beat the Street 2015

45,136 people registered. Of these, 39% were male and 61% were female.
Beat the Street 2015

10,506 people (23%) had a long-term medical condition such as diabetes, asthma or heart disease.
Making a difference

- 48% said they used the car less.
- 18% of participants lifted into activity (results from Norwich, Thurrock and Reading in 2014).
- 7,983 Facebook likes across summer projects.
- 94% said they would recommend Beat the Street to their friends and family!
- 63% increase in players for second year of Reading (15,074 – 23,992).
- 30% increase in cycle traffic in Lowestoft.
- 69% said Beat the Street helped them feel more involved in the community.
Getting inactive people engaged

Beat the Street well represents deprived communities
## 2015 key stats

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<thead>
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</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>B*(Sw/P/GeoP)</td>
<td></td>
<td></td>
<td>C/D</td>
<td>C/TotC</td>
<td>D/TotD</td>
<td>F/G</td>
<td>H (grouped)</td>
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<tr>
<td>Most Affluent</td>
<td>1.2-5.5</td>
<td>1,784</td>
<td>2,961</td>
<td>72,602</td>
<td>4.08%</td>
<td>8.61%</td>
<td>15.55%</td>
<td>55.37%</td>
<td>56.00%</td>
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<tr>
<td></td>
<td>5.5-9.7</td>
<td>2,207</td>
<td>3,663</td>
<td>87,828</td>
<td>4.17%</td>
<td>10.65%</td>
<td>18.81%</td>
<td>56.63%</td>
<td>116.18%</td>
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<tr>
<td></td>
<td>9.7-13.9</td>
<td>6,270</td>
<td>10,405</td>
<td>94,862</td>
<td>10.97%</td>
<td>30.26%</td>
<td>20.32%</td>
<td>148.95%</td>
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<tr>
<td></td>
<td>13.9-18.1</td>
<td>2,550</td>
<td>4,232</td>
<td>68,898</td>
<td>6.14%</td>
<td>12.31%</td>
<td>14.76%</td>
<td>83.41%</td>
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<tr>
<td>Middling</td>
<td>18.1-22.4</td>
<td>3,685</td>
<td>6,115</td>
<td>71,312</td>
<td>8.58%</td>
<td>17.78%</td>
<td>15.27%</td>
<td>116.45%</td>
<td></td>
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<tr>
<td></td>
<td>22.4-26.6</td>
<td>2,679</td>
<td>4,446</td>
<td>36,350</td>
<td>12.23%</td>
<td>12.93%</td>
<td>7.78%</td>
<td>166.09%</td>
<td></td>
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<tr>
<td>Deprived</td>
<td>26.6-30.8</td>
<td>1,171</td>
<td>1,943</td>
<td>18,200</td>
<td>10.68%</td>
<td>5.65%</td>
<td>3.90%</td>
<td>144.99%</td>
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<tr>
<td></td>
<td>30.8-35.0</td>
<td>225</td>
<td>373</td>
<td>13,229</td>
<td>2.82%</td>
<td>1.09%</td>
<td>2.83%</td>
<td>38.33%</td>
<td></td>
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<tr>
<td>Most Deprived</td>
<td>35.0-39.3</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>100.00%</td>
<td>95.97%</td>
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<tr>
<td></td>
<td>39.3-43.5</td>
<td>149</td>
<td>247</td>
<td>3,652</td>
<td>6.77%</td>
<td>0.72%</td>
<td>0.78%</td>
<td>91.94%</td>
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<tr>
<td>ALL BANDS</td>
<td>20,720</td>
<td>34,386</td>
<td>466,933</td>
<td></td>
<td>7.36%</td>
<td>100.00%</td>
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A day in the life of ...Annan Beat the Street
Changes in Physical Activity
Beat the Street Reading 2014

Achieving 30 minutes of activity 5 days a week

Before Reading  
After Reading  
3 months after Reading

P <0.05

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Beat the Street Reading

Over two years in Reading there has been a 20% increase in the number of people reaching the Government recommended activity levels of 150 minutes a week.
Data is analysed using suitable technology and linked to other platforms.
For every £1 spent on Beat the Street after 2 years

NICE ROI tool:

- Transport £3.53
- Healthcare £14.58
- Productivity £16.39
Walking Speed - Hounslow BTS 2015

Average walking speed 487 matched pairs increased from 4.3 in week 1 to 5.4 in week 7 (p<0.000). Greatest increase in least active
Building Active Communities

Thank you

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#BeattheStreet

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