Building Active Communities
Beat the Street
The physical activity programme that works

Beat the Street is a twelve month community-wide programme which improves health and wellbeing by getting people moving.

Beat the Street is evidence-based and leads to long term behaviour change by creating a social norm around walking and cycling.

Nine out of ten participants said it helped them be more active.

Beat the Street energises a community, using a simple game at its core to get people moving. We achieve very high levels of participation and engagement whilst we reach the most inactive.

In 2015, 175,198 people travelled over 1.5 million miles in 21 areas. This represented on average 14% of a population.
Our Beat the Street programme:

- Increases activity levels across minimum 10% of population
- Delivers robust evaluation
- Reduces health inequalities
- Provides a lasting impact on activity levels
- Boosts sustainable travel
- Creates a high profile ‘feel good’ event
- Lifts the most inactive participants into activity

Beat the Street Lowestoft
- 12,786 participants
- 161,000 miles
- 30% increase in cycling

"We commissioned Beat the Street for Lowestoft to work with all our schools and bring the community together. I was blown away with the success of our Beat the Street, not only because every school and college took part, but because it united the whole community of Lowestoft in a way I have never seen before. Community spirit was so visibly evident it didn’t need any research. We also saw a 30% increase in cycle use compared to the previous month, many people who had not cycled for years took the chance to get back in the saddle for a fun competition.

“Working on the project with Intelligent Health was a real pleasure and they do know their business very well. I would recommend Beat the Street to any community.”

Phil Aves, Lowestoft Rising Change Manager
Return on Investment

Physical activity has been deemed ‘the best buy in public health’.*

NICE has developed a ‘Return on Investment’ calculator for physical activity interventions.

Intelligent Health has estimated the Return on Investment on Beat the Street, with an estimated 15,000 adult participants and 10% of those people moving from inactive to moderately active and 12% from ‘no’ to ‘low’ activity. An accurate Return on Investment is calculated for each programme.

Example average Return on Investment for Beat the Street

<table>
<thead>
<tr>
<th>For every £1 spent</th>
<th>ROI over 2 years</th>
<th>ROI over 5 years</th>
</tr>
</thead>
<tbody>
<tr>
<td>Productivity</td>
<td>£14.92</td>
<td>£35.37</td>
</tr>
<tr>
<td>Transport</td>
<td>£6.06</td>
<td>£14.38</td>
</tr>
<tr>
<td>Healthcare</td>
<td>£24.18</td>
<td>£24.41</td>
</tr>
</tbody>
</table>

Beat the Street would, on average, result in a gain of 103 and 104 QALYs over 2 and 5 years. QALYS are a measure of the state of health of a person or group in which the benefits, in terms of length of life, are adjusted to reflect the quality of life.


How do we do it?

Beat the Street adopts a community approach to behaviour change. We have decades of experience in promoting walking for health and transport. We apply the latest theories to all our interventions as well as our unique understanding of marketing and engagement techniques.

For the end user simplicity is key and our programmes are engaging and fun.

Intelligent Health are experts in creating, delivering and evaluating physical activity and active travel interventions. We also evaluate the impact on well-being that comes from increased engagement and exposure to nature and green space.

We encourage active behaviour by making it: Easy, Attractive, Social and Timely (EAST). These four simple principles, well executed, deliver behaviour change.
Attractive
Easy
Social
Timely
How does Beat the Street work?

Beat the Street is a twelve month programme which is split into three phases; anticipation, experience and legacy.

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

**Experience 2 months**
- Enter into programme

**Mass Community Participation**
Support into long term activity

Participant exit route

Sport and Leisure
Health Programmes
Nature and Outdoor Spaces
Culture and Arts
Active Travel
Community

Legacy 7 months

Maintenance

The transtheoretical model of behaviour change underpins Beat the Street
Beat the Street local Engagement Managers work with stakeholders and communities to create champions, teams and generate a buzz.

We enlist the support of local health professionals and work alongside other providers of activity opportunities and transport interventions to maximise the impact of Beat the Street and use it to amplify existing work and messages.

Relationships are forged with key local groups and often a charitable angle is introduced to provide a further incentive.

We gather knowledge on key walking and cycling routes and local amenities and produce a safe, effective game for the community to enjoy and feel part of.

We produce bespoke marketing and media plans to support the delivery of programme objectives.

Beat the Street East London had a high profile launch in the Queen Elizabeth Olympic Park supported by four schools, partners the National Charity Partnership and England women’s football internationals.

Beat the Street transforms an area into a high profile ‘playable city’. Participants use a Beat the Street card which contains RFID technology.

Schools, businesses and community groups compete in the fun challenge to travel together.

Teams receive packs to promote the competition and keep their team motivated. Marketing materials are eye-catching and inclusive. Cards can be registered online, collecting basic information on each individual. Schoolchildren are pre-registered.

To play, people travel around the area tapping their personal Beat the Street card on ‘Beat Boxes’ as they walk, cycle, or scoot around town, earning points for themselves and their team.

Weekly media coverage, daily social media content and a series of local events and Beat the Street initiatives keep the game engaging and fun for the residents. Residents begin to own the competition creating their own events.

Wiltshire Council spearheaded the programme in Beat the Street Wiltshire as over 24% of the area took part.
Beat the Street acts as a catalyst, motivating people with the extrinsic rewards of the game, leading to the creation of new habits.

We build on the momentum of the Beat the Street experience phase, using its power to signpost people into continuing activity. We continue to work with key stakeholders: health and transport, schools, workplaces, community groups and community champions for six months after the Beat the Street game phase, supporting them and giving them the know-how to make the policy, strategic and behavioural changes to maintain active communities.

We use the data from the experience phase to provide gap analysis to understand how activity and community cohesion can be further imbedded. This can be working alongside travel, health and education using local enablers in sport, culture and nature to keep new habits maintained. The six month follow up evaluation questionnaire is distributed at the end of the Legacy phase.

Yoga Reading won the competition for community teams in Beat the Street Reading and used the opportunity to grow their membership.

Tom Evans is a diabetic who has always struggled to find time to do enough exercise to keep his blood sugar levels under control. Reluctantly, Tom often has to turn to medicine to manage his diabetes, which typically counteracts with his efforts to keep his weight under control. Last year, Tom signed his school up to take part in the Beat the Street competition. After eight weeks and countless hours walking during the school day, Tom was able to exercise enough and stay off his medicine. Thanks to his new, more active routine, Tom also lost weight.

“I signed the school up to Beat the Street, not thinking this would do me good too. I lost half a stone and it stayed off, which is good. Also, I now try to stand up a little bit more, as well as walking, throughout the days. As a legacy of Beat the Street I intend to organise a weekly lunchtime walk for children to take part in, an activity that was popular during the campaign. My thought is that the children may not remember all their lessons, like lessons on apostrophes, but they will certainly always remember magic moments like Beat the Street.”

Tom Evans, Headteacher of St Martins Wood School, Stevenage
Making a difference

We understand how active people connect together to bring health, happiness and a sense of purpose and we deliver successful programmes that make this happen.

- 18% of participants lifted into activity (results from Norwich, Thurrock and Reading in 2014).
- 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).
- 69% said Beat the Street helped them feel more involved in the community.
- 48% said they used the car less.
- Facebook likes across summer projects: 7,983

Beat the Street East London
- 22,969 participants
- 10% increase in the number of adults who met government activity targets

“This has been a success for us. We were walking to different places and parks, that were local and close by, but we’d never been to before. We organised picnics and a father and daughter walk on the last day to encourage more family time. These are the real outcomes we value and hope to continue to build on.”

Mohammed Asif, Principal of Quwwat-Ul-Islam Girls’ School, London
30% increase in cycle traffic in Lowestoft.

5 cases of yarn-bombing in Wiltshire!

20% of adult cards in Reading came via GP surgeries.

300 schools played the game in 2015.

87% said Beat the Street helped them be more active.

13% of our participants have a long-term condition.

14% played in 21 areas – up to 39% in Annan, Scotland.

72% said Beat the Street helped them go to different places.

Beat the Street Annan
• 3,285 participants
• 39% of population

“This initiative has been a massive success. It’s been brilliant to see so many people out in the evenings, all tapping boxes as they move their way around the town. Everywhere I go, there are people talking about the game and how much they are enjoying it. Over the past six weeks, we have seen some brilliant participation from individuals and groups including the football team.”

Ronnie Ogilvie, Dumfries and Galloway Councillor
Evaluation and Evidence

We know the critical importance of good evaluation and evidence to demonstrate the effectiveness of our programmes.

We are experts in the field of evaluating physical activity and active travel interventions as well as measuring the impact on well-being that comes from increased engagement, participation and exposure to nature and green space.

We work with academic and other research organisations to ensure that our programmes are robustly evaluated by independent researchers, following industry-standard best practice guidelines.

We know that evaluation matters to our clients and we create a bespoke logic model for each project component.

Registration captures information about a participant’s current levels of activity and how much they use their cars or choose to walk or cycle for short journeys. This information provides the baseline data for further analysis and follow up information and is correlated with the Beat Box data.

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.

Activity levels raised from 36% to 56% are now meeting Department of Health recommendations. The Reading programme has been funded for a further two years to work deeper in the community targeting key groups.
We have devised a standard evaluation protocol for Beat the Street which has been extensively tested and validated. This measures participation levels by ward, activity levels of participants and provide basic demographic information about the people taking part.

The evaluation is conducted in two stages; at the end of the live Beat the Street game and six months afterwards at the end of the legacy phase. This explores the impact they feel the intervention has had on their health and their connection to their community.

Activity data for Beat the Street Aldershot

Beat the Street East London
- 22,969 participants
- 10% increase in the number of adults who met government activity targets

Jenny’s father has Type 2 Diabetes and there is a history of diabetes and cancer in the family. She believes that schemes like Beat the Street are essential to prevent children developing these conditions further down the line. Jenny Hannon and her daughter Chloe Glanville played Beat the Street every day on the way to and from school; meaning Jenny walked for almost three hours a day! In the last few weeks, Jenny even got rid of her car as she has realised that she doesn’t need it.

“With the threat of diabetes as the children get older, it’s great to realise we can do something about it NOW. Beat the Street has been great fun. Not only have we been benefitting from doing more physical activity, but we’ve spent a lot of time together, just talking more. The benefits are obvious to see and you can see the exercise and being outdoors has made their brains work better.”

Jenny Hannon, Mother and Beat the Street player
Who are Intelligent Health?

Intelligent Health build active vibrant communities, where everyone matters. We are experts in behaviour change using walking and cycling to transform health, improve communities and get people out of their cars. Getting people moving saves public money and improves our environment. Changing behaviour isn’t easy, but Intelligent Health’s knowledgeable, innovative approach makes it enjoyable for the resident and measurable for the funder.

Led by Dr William Bird MBE, we have the knowledge to support why we make the changes; the engagement know-how to make the changes and the evidence to measure the programmes and ensure they are affective.

Funded by NHS Clinical Commissioning Groups, Local Councils via Transport and Health departments and corporate partners our Beat the Street programme gets people into healthy habits, make the connection to place and builds community.
Intelligent Health believes there are 10 sectors that must work together to create an active community, these are:

- Community
- Culture
- Education
- Health
- Leaders
- Media
- Nature
- Sport
- Transport
- Urban Design

“If we want to improve the health and wellbeing of the country we need to be ambitious, provide a clear narrative to get people active and support them on their journey. Physical activity has more health benefits than any other single intervention and is the means to a healthy community.

“We need to focus on becoming an active nation by involving whole communities. We believe if these sectors work together there can be a strong platform to build happy, healthy places where we would all choose to live. We understand the positive impact that physical activity has on health and happiness and on the resilience of communities and know how to translate that knowledge into action.”

Dr William Bird MBE
Want to create a community with a sense of place and purpose, where people are happy and interact?