

Beat the Street

Empowering communities

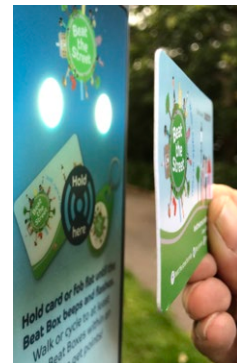


Intelligent Health delivers a town-by-town, mass activation, behaviour-change platform.

Called Beat the Street, the programme uses gamification via RFID smartcard and online technology to run an area-wide challenge. Participants record their distance walked, cycled or rolled by tapping Beat the Street game cards on set locations called Beat Boxes earning points as they travel. Beat Boxes are placed on lamp posts across an area and participants watch their total distance accumulate on a website creating competition and fostering a love of exercise. It is delivered by an expert team who bring together skills in engagement, marketing, communications, events and evidence to deliver a unique high profile campaign.

For funders Beat the Street provides an evidence-based, population-level, cost-effective behaviour change programme which increases active travel and physical activity.

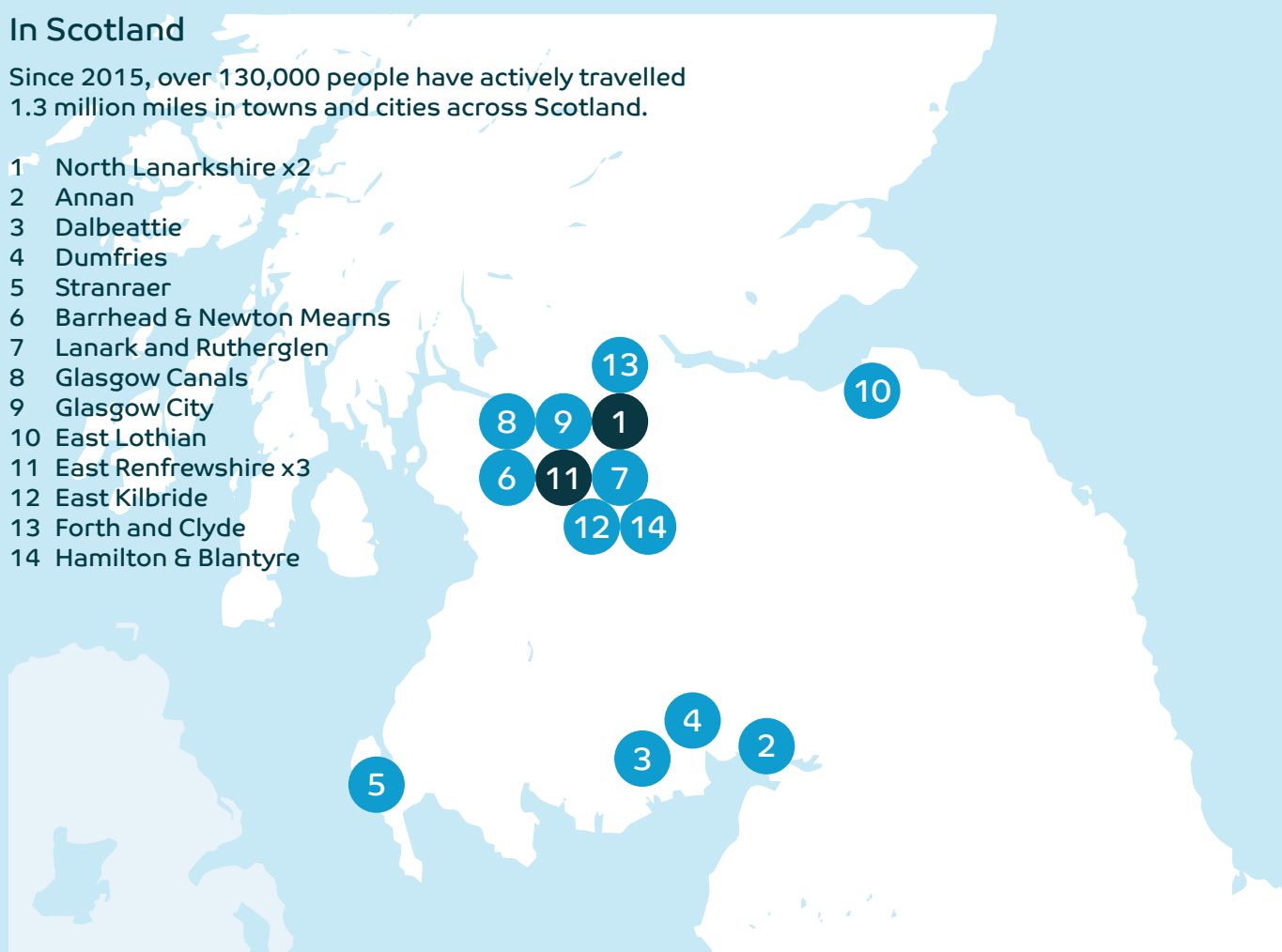
For participants the programme is a free, fun game that is easy to fit into their lives. It connects individuals with their local environment and supports people to make simple modifications to every-day behaviour.



In Scotland

Since 2015, over 130,000 people have actively travelled 1.3 million miles in towns and cities across Scotland.

- 1 North Lanarkshire x2
- 2 Annan
- 3 Dalbeattie
- 4 Dumfries
- 5 Stranraer
- 6 Barrhead & Newton Mearns
- 7 Lanark and Rutherglen
- 8 Glasgow Canals
- 9 Glasgow City
- 10 East Lothian
- 11 East Renfrewshire x3
- 12 East Kilbride
- 13 Forth and Clyde
- 14 Hamilton & Blantyre



Demographics

Addressing the gender gap:
73% of adults were female



Addressing health inequalities:
20% of adults had a long-term health condition and 5% had a disability



Tackling inactivity



Adults:
70% of adults who were inactive before the game were active six months later



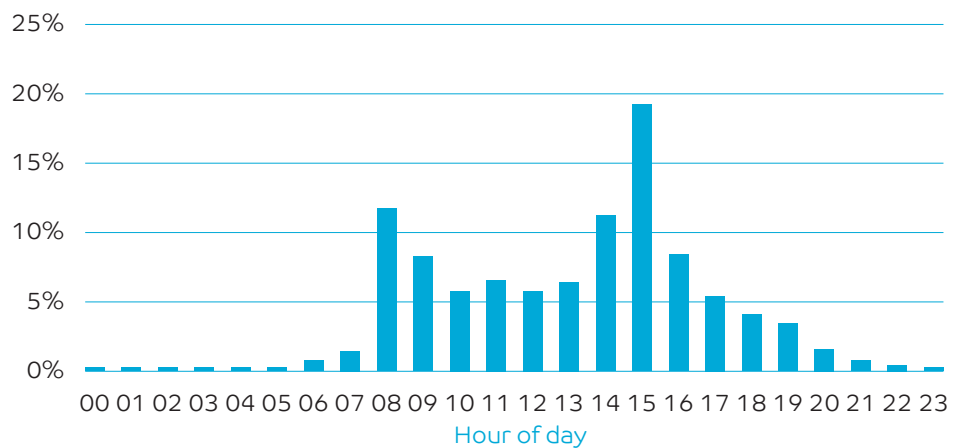
Children:
63% of children who were less active before the game were active six months later

Increasing active travel

A significant proportion of gameplay is undertaken during typical commute times (i.e. around 8am and 3pm). As the graph shows, around 58% of all time stamps recorded on Beat Boxes are made between 8–10am and 2–5pm. This reflects behaviour change data captured post-game. In Dumfries, for example, there was a 15% increase in the proportion of people walking for travel on 5 or more days per week and a 19% increase in the proportion of people cycling for travel (based on n=480 matched pairs).

Time distribution of Beat the Street game play

Proportion of time stamps



Creating active environments

Beat the Street links with local stakeholders and infrastructure to activate the active travel assets of each community. In Forth and Clyde in 2020, for example, Beat Boxes were situated along canal and river towpaths to encourage people to travel to school, work, and amenities using these natural assets. Following Beat the Street there was a 12% increase in residents using the canals daily. Much of this increase was generated through walking, with an 11% increase in the proportion of residents walking along the canals daily, although there was also a 5% increase in residents cycling along the canals daily (based on n=477 matched pairs).

Building resilience

Prior to Beat the Street in Hamilton & Blantyre in 2021 residents had an average wellbeing score of 50, whereas inactive residents had an average wellbeing score of 48. Both of which were lower than the latest estimate of adult wellbeing in Scotland (51.9). Following Beat the Street, wellbeing increased by 3-points for adults overall and by 4-points for adults who were previously inactive. Thus, taking both groups above the national average (based on n=482 matched pairs). This study supported previous research in Forth and Clyde and [Stranraer](#).

A client's view:

"I am already recommending Beat the Street as an effective intervention for increasing physical activity in communities with major stakeholders including councils, Scottish Canals, Sustrans. I think it makes Intelligent Health an excellent model for promoting physical activity and supporting public health. Partners in the Central Canals Project were extremely impressed by the number of people Beat the Street engaged with in Forth and Clyde and hope to build upon this in future, but the happy faces in the project photos tell the story best."

Andy Macpherson, Leader, Central Canals Project

A player's view:

"Beat the street helped me realise it is better to walk rather than use the car, I felt it got me out of a bad routine as I relied on driving to shops etc and I have started walking places more often."

Female, aged 19-29,
East Renfrewshire

A player's view:

"It helped to motivate myself and my little girl to walk to school and explore the area that we live."

Female, aged 30-39,
Forth and Clyde

A player's view:

"I loved it! I was walking between 6 and 8 miles when I was out. I even walked in the rain!! Loved moving up the leader board and was quite proud of myself when I finished."

Female, aged 60-69,
East Kilbride

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