

Intelligent Health & APPG for Left Behind Neighbourhoods – July 2022

Intelligent Health

Intelligent Health was founded, and is led, by Dr William Bird a GP and an honorary professor at the University of Exeter. Intelligent Health has engaged 1.5 million people in the UK from the most deprived communities to get them more active and help them to connect with their place and their community and so increase their wellbeing. The benefits continue well beyond the intervention lasting at least two years and possibly longer. At the heart of all of this, is tackling inequalities across all areas of society.

Intelligent Health is on a mission to build active communities that bring families, neighbours and local businesses together to feel proud of where they live and empowered to make positive change to their health and wellbeing. We do this through engagement of communities at scale, sharing knowledge of the foundations of good health, and by using data and evaluation to deliver actionable insight. The vision is simple; to transform people’s health through small changes that make a big difference.

Beat the Street

Beat the Street is an evidence-based intervention built on gamification. The programme actively works towards building pride in place and increasing life chances across the UK – directly correlating with the [Levelling Up](#) missions.



BtS incentivises people to get active together with their community, empowering them to make small changes to their daily life and recognise the vast benefits both for health and for building a sense of belonging with the local environment. It creates a social norm around being active and works because people are enabled to make behaviour changes that are simple, easy and cost-effective. Sustainability comes from behaviour-change of residents, and the increased data and insight for partners. Typically, 98%-100% of primary schools in an area take part in the programme, the children then encourage family to take part and together with community groups, 10% of the entire population become engaged within a few weeks. We have had over 1.5 million participants and delivered in over 100 areas across the UK and internationally.



How to Play Beat the Street
46,639 views Sep 13, 2016 Beat the Street turns towns and cities into a giant game! Join ...more

The aim of the game is to collect points for your team by walking and cycling around where you live, work, and play. Players take part either through cards which they ‘swipe’ on “Beat Boxes” installed all around on lampposts or via an app. Turning your local area in to one big game, this encourages people to walk and cycle along routes to school, work and into the high street. It gets people outdoors exploring parks, streets, new centres and visiting new community groups, creating an environment that fosters community belonging and ownership.

Beat the Street & Left Behind Neighbourhoods

Since Beat the Street began, we have targeted delivery in the most disadvantaged of communities. So far, we have delivered in 27 Left Behind Neighbourhoods across 11 local authority areas in England.

1. [Kettering](#): Avondale Grange
2. [Dorset](#): Littlemoor
3. [Barnsley](#): Dearne North, Dearne South, Monk Bretton, St Helens
4. [Rotherham](#): Wingfield
5. [Sheffield](#): Southey
6. [Wolverhampton](#): Bilston East, East Park
7. [Burnley](#): Brunshaw, Gawthorpe
8. [Middlesbrough](#): Berwick Hills & Pallister, Brambles & Thorntree, North Ormesby, Park End & Beckfield
9. [Tendring](#): Harwich East, Alton Park, Golf Green, Pier, Rush Green, St Marys, Walton
10. [Redcar & Cleveland](#): Eston, Grangetown, Kirkleatham
11. [Wirral](#): Seacombe

In Sheffield over 11% of the population (518,000) took part during the six-week game phase. Over 60,000 participants walked, jogged, ran, cycled, scooted and rolled a total of 452,870 miles between them. Registration data was collected on 44,765 people (28,201 children) at the start of the game, providing audience insight into demographics. A further 32,149 people completed an additional survey on physical activity levels, long term conditions, disability and mental wellbeing. Comparing this data, we can conclude that Beat the Street was able to reach those under-represented communities who are more likely to experience health inequalities.

“Beat the Street was amazing motivation to discover the whole of Sheffield and go places I’d have no reason to go before. I’d say I only knew a tiny fraction before. Now I feel like I know most of the city.”
Sheffield Female, aged 30–39

Why we want to support the work of the APPG for Left Behind Neighbourhoods

Tackling inequalities is at the heart of what Intelligent Health endeavours to do. Our sustained Beat the Street evidence shows the impact our Beat the Street intervention can have on whole communities, with insight indicating behaviour change up to two years post-game. Beat the Street is a fantastic opportunity for local communities to build a sense of belonging and ownership towards their built and natural environment, connecting to others in the local area and building community assets. We continue to deliver Beat the Street in Left Behind Neighbourhoods, with a game in Clacton and Jaywick now in its final weeks (July 2022) and would look to share any impact this has made with the APPG once made available. We will continue to monitor the progress of the APPG, and hope that our insight can provide a lived experience lens of those living in left behind neighbourhoods as we all look towards levelling up the communities that need it most.

For any further information, please contact [Emily Carter](#), Policy Lead at Intelligent Health.