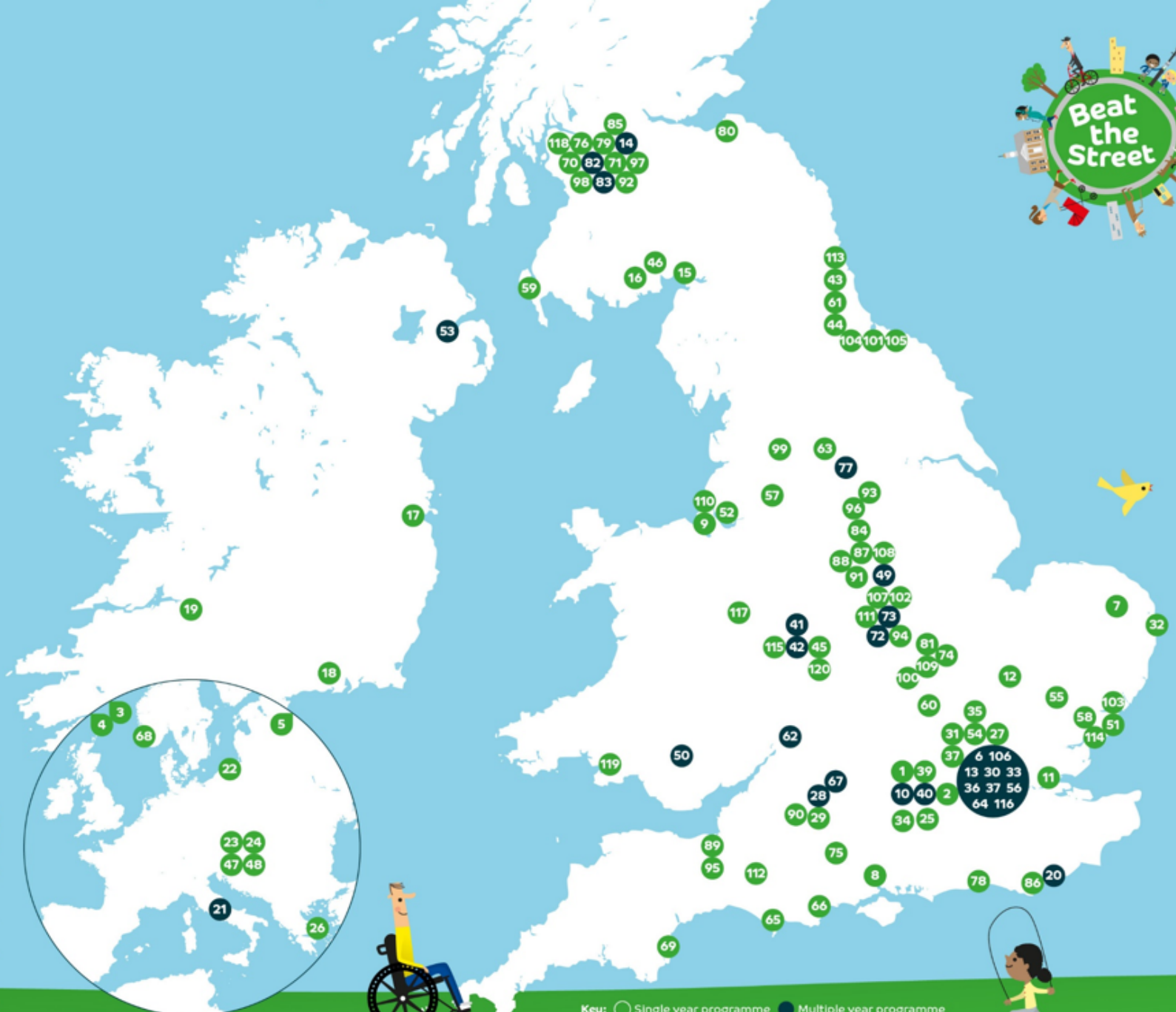




A transformational tool
for partners to improve
public health and place at scale



1.8 million participants
168 places



Game at its heart

Digital technology (app & website)
with physical game cards and
readers

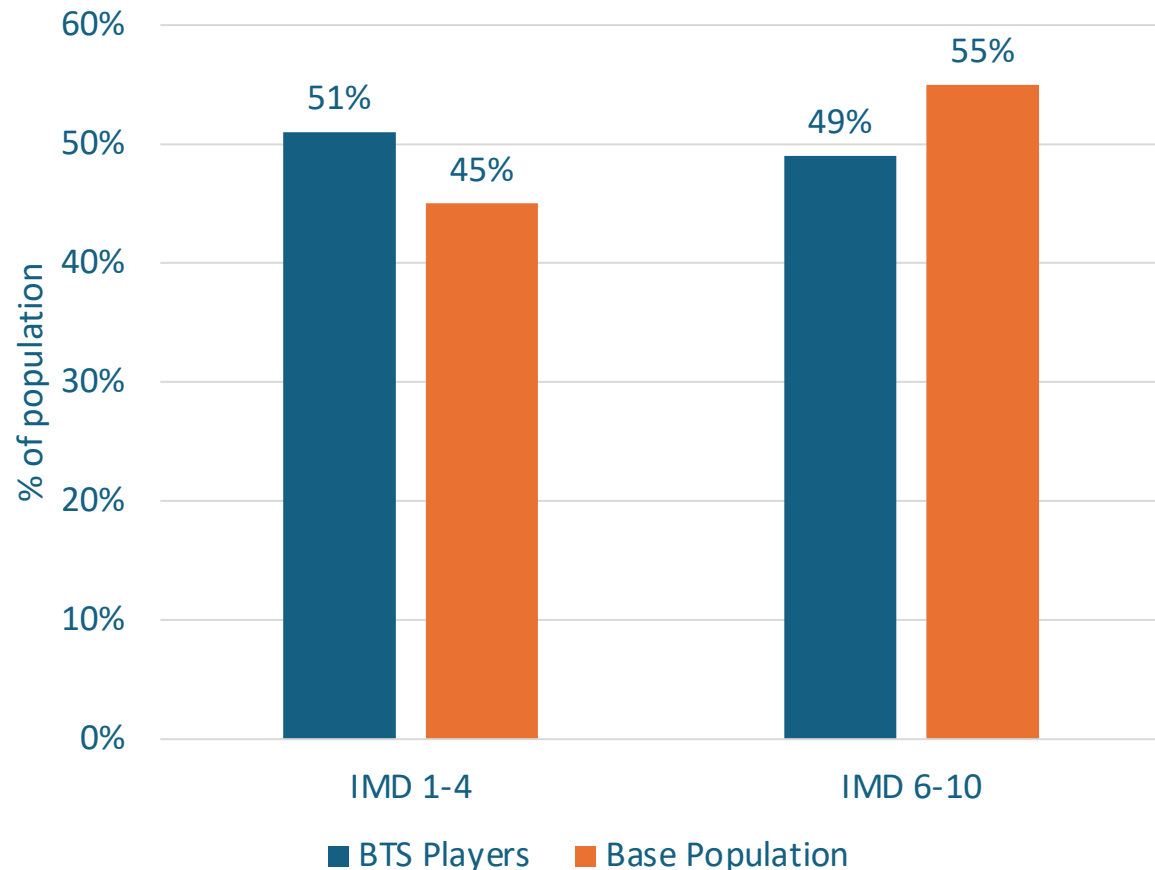
Schools, community groups and
workplaces compete on
leaderboards to earn points and
win prizes



The reach of Beat the Street in 2023



% of players vs population by deprivation group



N = 92,455

132,878 unique participants

12% of the population

54% adults

46% children

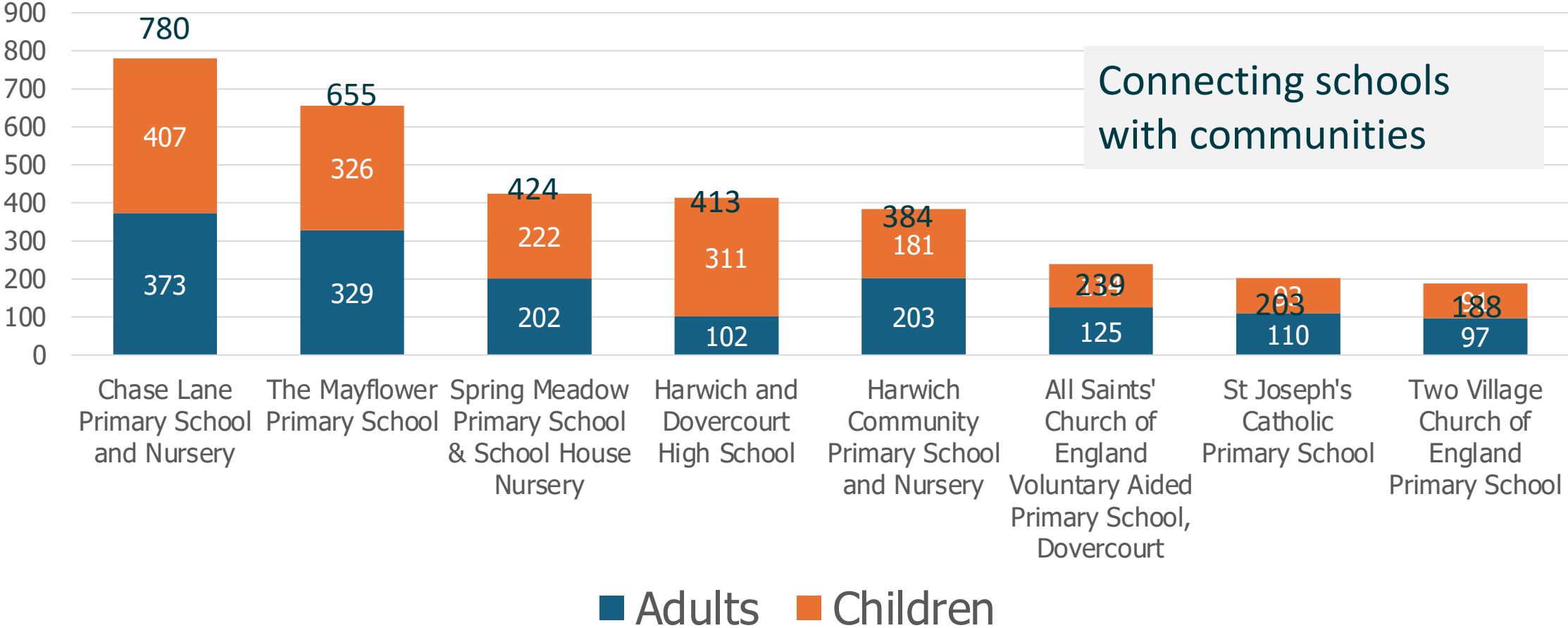
81% played as part of a school or community team

+6% representation from 40% most deprived

School & Community Engagement in Harwich & Dovercourt 2024 (Essex)

47% Adults
53% Children

Mix of Adult and Child players for school teams



Connecting schools with communities

Average of 28 miles walked/cycled per player

Child Independence – Harwich & Dovercourt 2024



Primary School Children

21%

allowed to walk/bike home from school on their own

19%

allowed to cross main roads on their own

8%

cycle on main roads on their own

25%

to play outside near home unsupervised

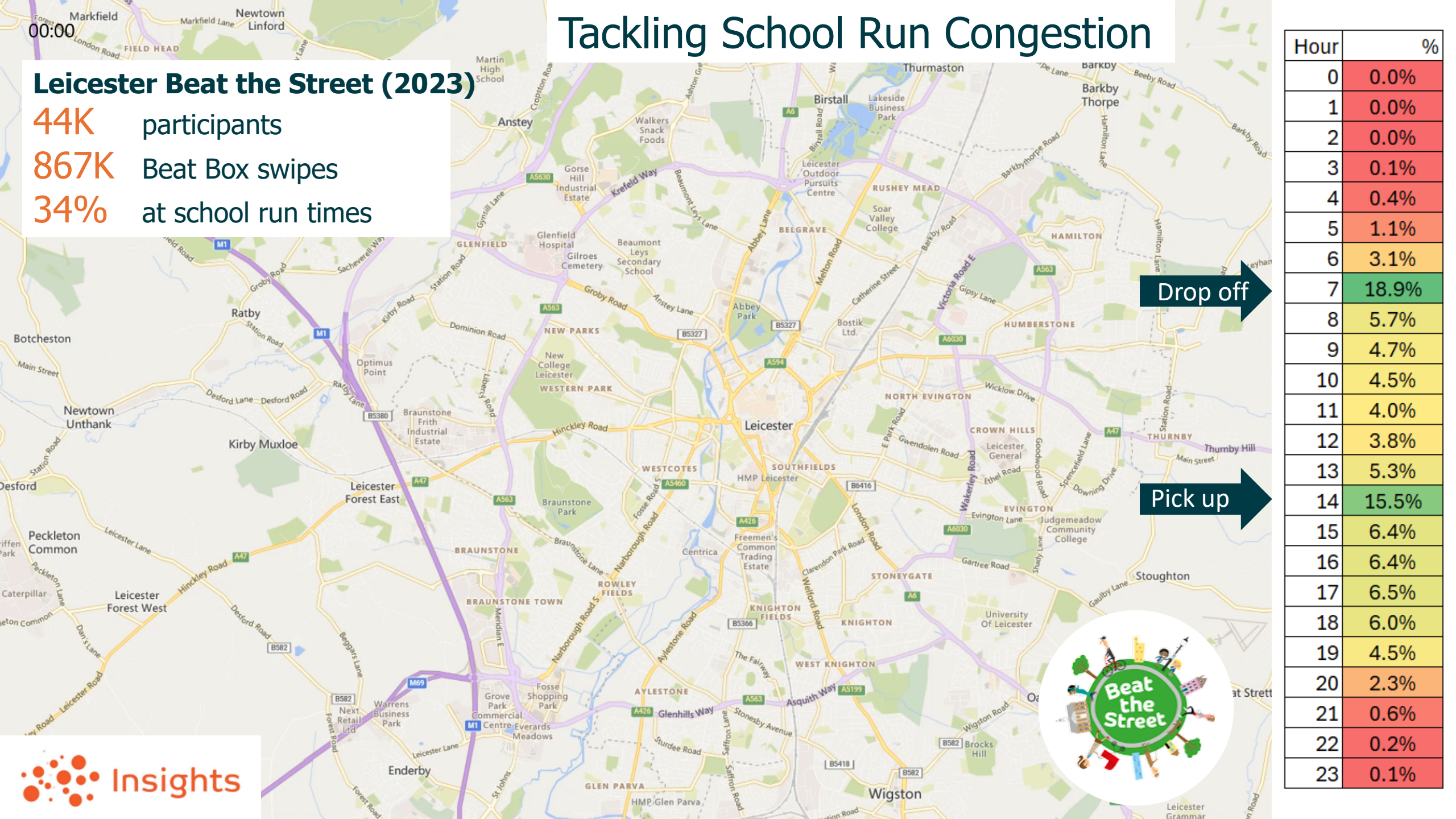


N = 514

Tackling School Run Congestion

Leicester Beat the Street (2023)

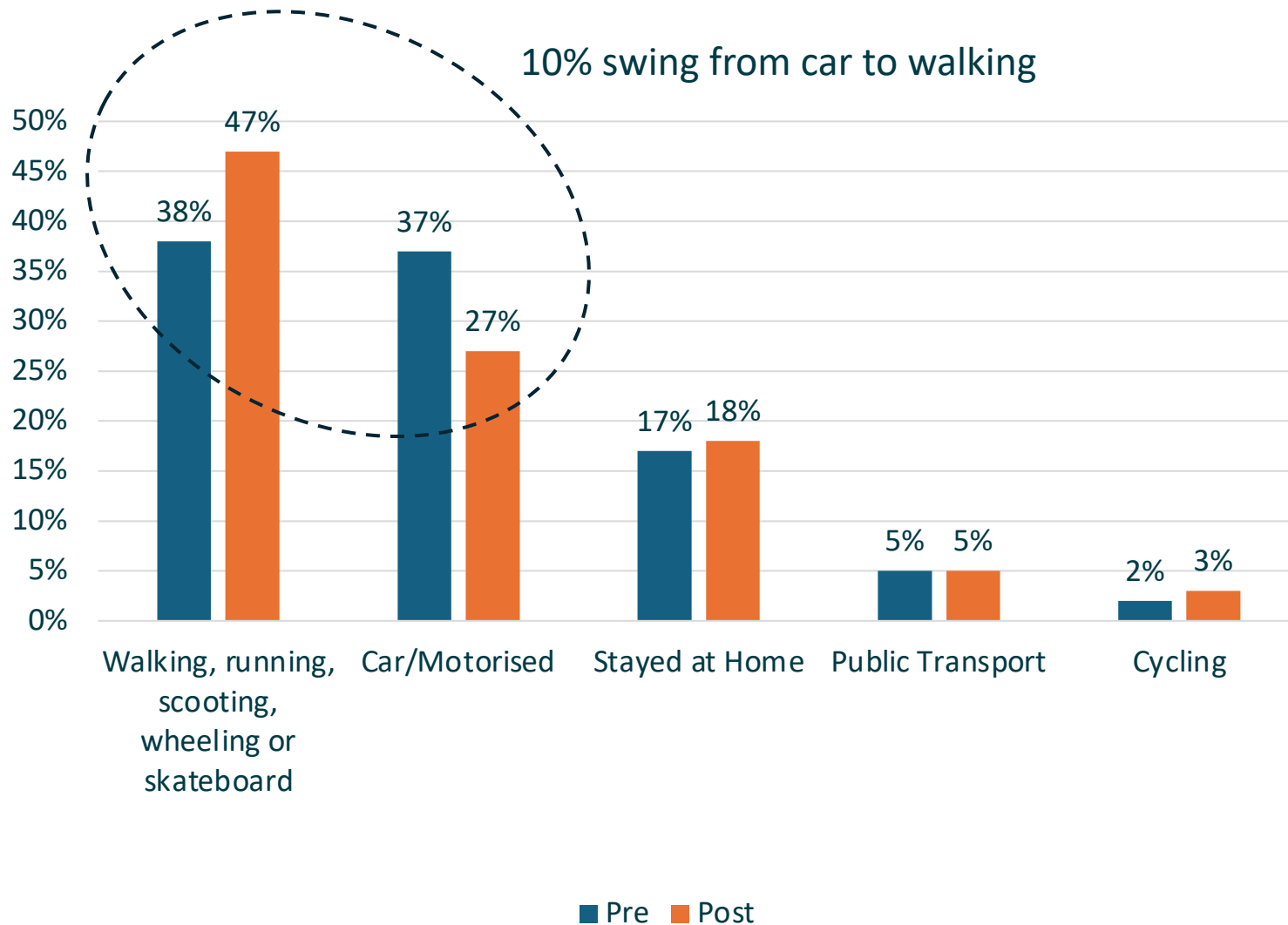
44K participants
867K Beat Box swipes
34% at school run times



Hour	%
0	0.0%
1	0.0%
2	0.0%
3	0.1%
4	0.4%
5	1.1%
6	3.1%
7	18.9%
8	5.7%
9	4.7%
10	4.5%
11	4.0%
12	3.8%
13	5.3%
14	15.5%
15	6.4%
16	6.4%
17	6.5%
18	6.0%
19	4.5%
20	2.3%
21	0.6%
22	0.2%
23	0.1%



Modal shift for Children's school run (North Ayrshire 2024)



5K Children took part in Beat the Street in North Ayrshire in April-May 2024.

-10% car trips
3,484 trips per week.

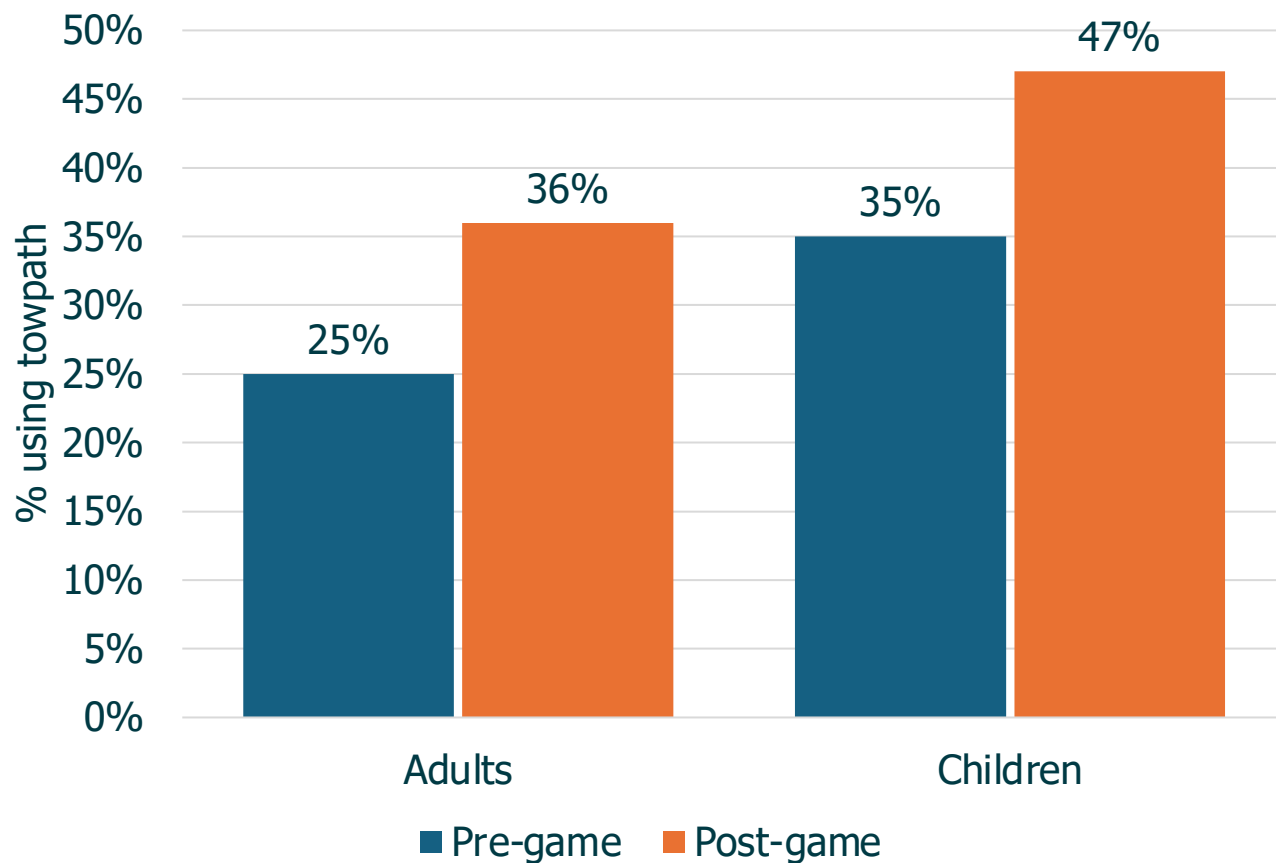
+9% walking trips
3,234 trips per week

(n = 244 matched pairs extrapolated to 2,443 children).

Activating Walking Provision (Walsall Beat the Street)



Proportion of players walking, cycling or wheeling along the towpath in the past week



+11% adults walking, cycling or wheeling along the canal towpath

+12% children walking, cycling or wheeling along the canal towpath

Matched pairs = 308

Connecting People to Climate Action

Tree planting in Burnley, 2023/2024

Trees earned through Beat the Street

2,388

Micro woods to be planted over next 10 years

15

Impact of tree planting on being active

Additional Change in physically active

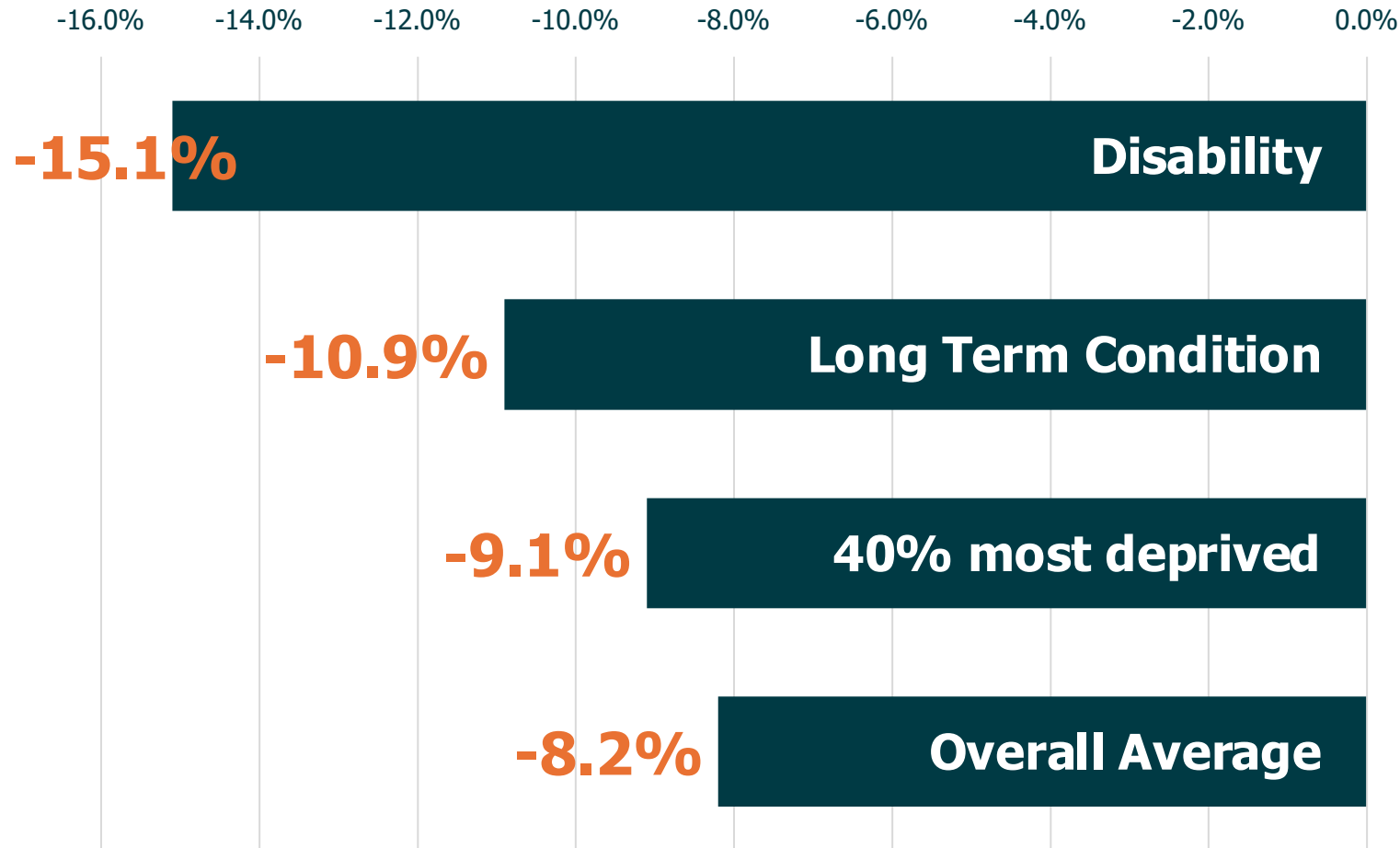
+7%



Adult physical activity change 2022-23



% reduction in Inactive Adults pre and post game



34 games combined

10,314 matched
pairs

The key ingredients

Fun

Connect to nature, exploration and a sense of wonder

Social

Connect people, create shared experiences, make friends

Normal

Give people the permission to try it, make it the social norm and accessible

Safe

Remove conflict with traffic, see other people 'like me', build confidence

Thank you
Steve Rose
Head of Insight
steve.rose@intelligenthealth.co.uk

intelligenthealth.co.uk
[@Intelligent_Hlt](https://twitter.com/Intelligent_Hlt)

