



# Beat the Street Barnsley End of Game Report



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### 1. Executive Summary

Beat the Street Barnsley set out to increase physical activity levels and improve health and wellbeing amongst its residents, specifically school children and their families. 25,363 people, 10.6% of the population we targeted walked, cycled, jogged and scooted over 144,810 miles over six weeks between 5 June and 17 July.

This report will summarise the impact the project has had on individuals and communities by analysing pre and post intervention data provided by participants. It will detail some of the local engagement activities undertaken before and during the six week game phase. We will also explore how Beat the Street took a collaborative approach through the steering group, working with local partners to help embed change.

Registration data was collected from 9,455 children and adults at the start of the game phase, providing key audience insight on who they were and their behaviours.

- 51% of our registered players were children and young people, with 45% of these aged 11 and under.
- Just over a third of players were aged 30-49, likely to be parents/carers of children taking part.
- Females were over-represented amongst registered participants making up 62% of registered participants.

- 70% of registered participants were living in the top 40% most deprived neighbourhoods in Barnsley.
- 23% of registered participants who answered the physical activity question (n=795) were inactive when they joined Beat the Street.

For participants whose data could be matched, physical inactivity decreased from registration to immediately after the game. 19% of adults and 28% of children that registered reported being inactive<sup>1</sup> at the start of the game, this decreased to 11% and 21% respectively after the six weeks.

The numbers of adults reporting meeting the recommended guidelines of activity was higher at the end of the game than at the start. This remained unchanged for children meeting the recommended guidelines.

This report will explore these behaviour change findings and present them alongside anecdotal feedback, case studies and Return on Investment.

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<sup>1</sup> <30 mins a week for adults and <30 mins a day for children

## 2. Background and purpose

Beat the Street Barnsley is delivered by Intelligent Health in partnership with Barnsley Metropolitan Borough Council and is one of 59 Beat the Street games using a new £3.3 million National Lottery funding grant from Sport England. Beat the Street is an evidence-based intervention designed to increase physical activity levels across a community. It connects individuals with their local environment and supports long term behaviour change by making physical activity an enjoyable, integral part of everyday life.

Beat the Street encourages participation through game-based strategies and motivates positive behaviour that, over time, becomes the daily norm. Beat the Street addresses some of the physical barriers to being active by using an inclusive, simplistic concept and combats emotional barriers by creating a community-wide social norm.

Physical inactivity is the fourth leading cause of premature deaths in the UK. The cost of inactivity is £7.4 billion with 1 in 6 deaths attributable to inactivity. Nationally only 62% of adults and 17.5% of children meet the

recommended guidelines for physical activity. Barnsley performs worse than the England average for adults and children with only 54.3% of adults and 14.3% of children meeting the guidelines for physical activity for their age.<sup>2</sup> Beat the Street aims to address this by encouraging people to make small behaviour changes such as walking or cycling to school, participating in lunchtime walks or by just spending more time in their local parks and greenspace.

### Beat the Street Barnsley Aims

- Reduce the amount of children and adults who are physically inactive
- Increase the number of children and adults who are reaching recommended guidelines for physical activity
- Improve attitudes towards physical activity
- Increase the popularity of walking and cycling
- Reduce the use of cars for short journeys



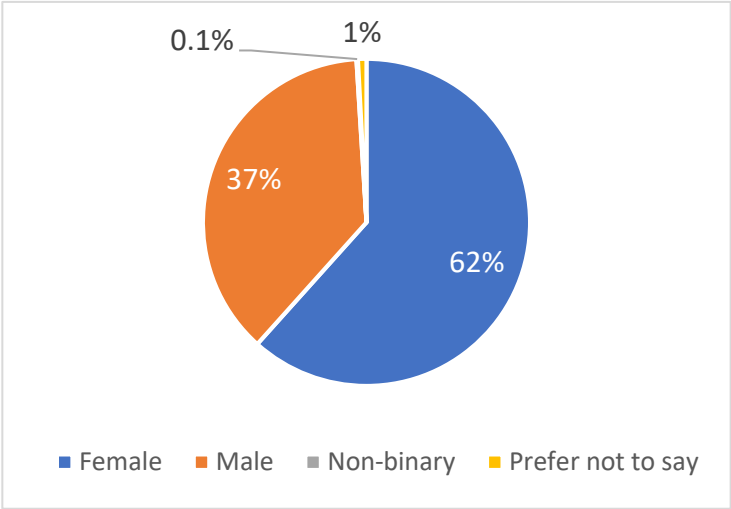
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<sup>2</sup> Sport England Active Lives Data

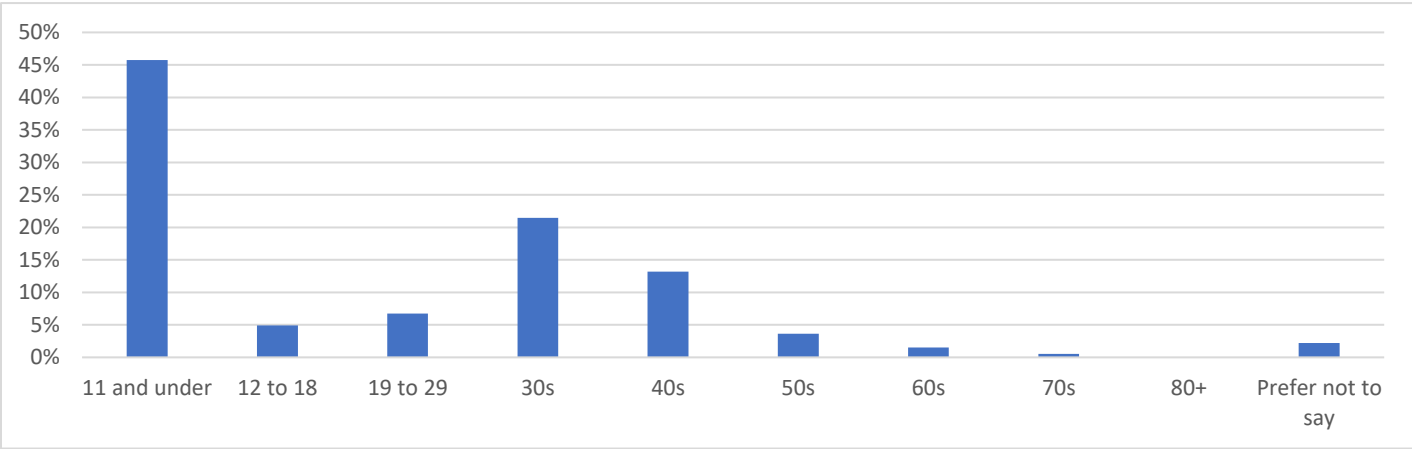
### 3. Who took part?

25,363 people took part in Beat the Street Barnsley, 10.6% of the population we targeted (239,300 people). Of these 87% were children and 13% were adults. Demographic information was available for the 9455 people who registered their details online. The information provided in this section of the report is based on data collected from children and adults.

#### Gender breakdown of players



#### Age breakdown of players



#### Participants with a long-term condition

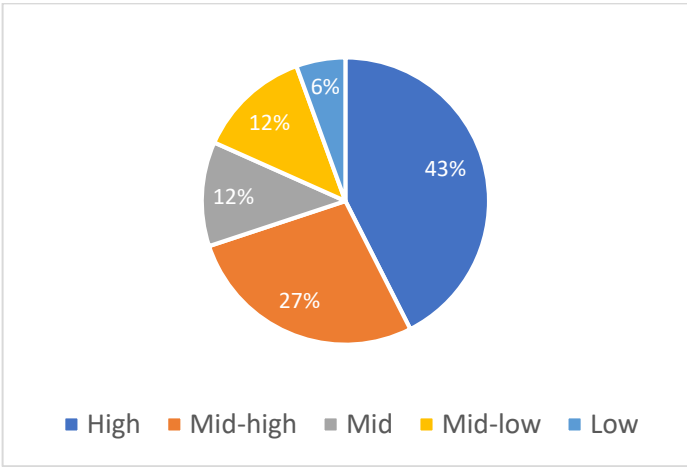
In total, 12% of registered players who answered this question, reported having some kind of long-term condition (LTC). 7% had asthma, 1% had diabetes and 4% another long-term condition. In total 4% of players reported having a disability at registration.

#### Participation by ethnic background

In total, 95% of registered players who answered this question, were of white ethnic background, there was a good proportion of ethnic backgrounds represented for the area.

#### Participation by deprivation

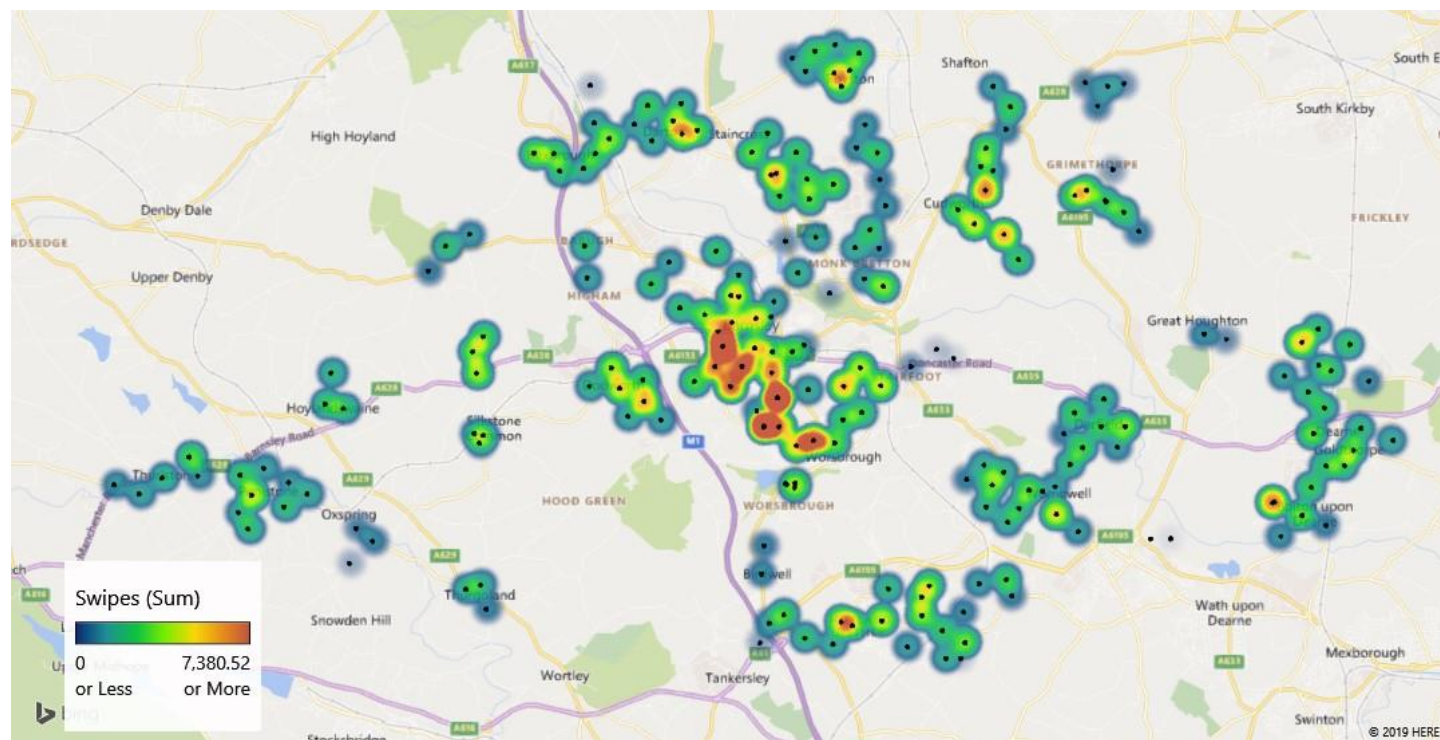
Overall, 43% of registered participants were living in the top 20% of multiple deprivation, whereas 70% were living in the top 40%.



## Mapping participation

There were 554,767 swipes recorded on Beat Boxes in the six weeks, an average of 22 swipes per person which is comparable to other Beat the Street games of a similar size. The map to the right shows the levels of participation throughout Barnsley. Areas in red highlight the greatest participation, whilst blue areas highlight lower levels of participation. The black dots indicate the Beat Boxes.

As expected, areas with the highest number of taps on Beat Boxes are mostly those near to the most engaged schools and communities, in this case Shawlands Primary and Worsborough Common. The Beat Box in Barnsley Town Centre, Locke Park, Worsborough village and Dodworth village were also amongst the most tapped Boxes throughout the whole game. The more rural areas where there were fewer Boxes saw the least participation.





## 4. Local engagement

As one of the largest Beat the Street projects to date, 80 primary schools were invited to play Beat the Street Barnsley. 78 of these schools accepted the invitation and agreed to take part in the game with 20 assemblies being delivered at schools before the game started. Barnsley Council and Yorkshire Sport Foundation assisted in the promotion of the game to schools through an active schools networking event at Barnsley Town Hall.

In addition to schools, local community groups, workplaces and sports teams were encouraged to get involved in the game and the Engagement Coordinators met with numerous organisations to get as many teams signed up as possible. There were 18 community teams that signed up to play with 3 sports clubs registering.

In partnership with Barnsley Premier Leisure, Barnsley Museums and Barnsley Council, distribution points were set up at leisure

centre's, libraries and other outlets. These points meant that people could pick up cards and maps at any point during the game and set up new teams. The Metrodome Leisure Complex is a hugely popular destination for South Yorkshire and having a distribution point here was very beneficial and was the most used distribution point. Hoyland Leisure Centre was the second most popular distribution point with the library at Priory Campus being the least used point.

A Beat the Street Barnsley steering group was created to establish a partnership approach and ensure sustainability of the programme. Representatives included; Public Health, Parks & Open Spaces, Sport & Active Recreation, Museums, Yorkshire Sport Foundation and several other partner organisations. This group was hugely beneficial in forging relationships ready for the sustain phase.

Beat the Street Barnsley began on 5th June with a launch event at Barnsley Town Hall. There were many elected members present

including the Mayor of Barnsley along with other local partners and press. As part of the launch event, stakeholders joined a mile long led walk around Beat Boxes in the town centre to get a feel for how the game worked. There was immediately a fantastic reaction to the game with around 2000 people having played by the time the launch event had finished at 12pm.



During the game, local activities and events were delivered and promoted each week to encourage participants to find a regular session to take part in.

**Go Travel** – Participants were encouraged to travel to school or work actively, incentivised by bonus points during key commuter times. We also promoted Clean Air Day during this week.

**Go Explore** – Storytelling trails and orienteering events at heritage sites were promoted during this week in the hope that players would visit somewhere new in their community.

**Go Wild** – Promoted activities to participants that would see them get active in green spaces such as the Monster Trail at Cannon Hall.

**Go Active** – During Go Active week we promoted various walking, cycling and running activities that were already happening across Barnsley in a bid to raise awareness of existing opportunities.

**Go Celebrate** – Barnsley's Mayors Parade was a great opportunity for us to celebrate the success of the game. Hatch PR represented Beat the Street in the parade and offered some fun family activities for people to take part in.

Find Toby Tyke - Utilizing the feel good factor surrounding Barnsley FC following their promotion during the 2018/19 season, we held a 'Find Toby Tyke' game whereby players had to try and find which beatbox Toby was at. This was quite successful and would be something to build upon should the game return next year.

On 31st July a prize giving event was held at Elsecar Heritage Centre as part of their Wellbeing Activity Day. Beat the Street were exhibiting alongside council services, Active Travel, Road Safety and Health Walks and on the day we offered a wild bingo treasure hunt alongside handing out the prizes to our community winners. At the event we received lots of positive feedback about the game and

its impact on players, despite the adverse weather we had a good number of people take part in our treasure hunt.

As the end of the game coincided with the beginning of the school summer holidays, we received several comments that the game should have continued over these six weeks. Given that this wasn't possible due to funding constraints, the Engagement Coordinator created a summer programme themed around activities taking place in Barnsley with prizes to be won each week, in a similar vein to the Beat the Street game.



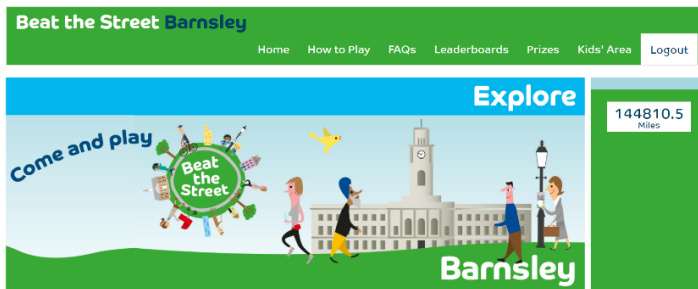
## 5. Reach

The Beat the Street website and Facebook were the most used online platforms during the six week game phase which is typical of most Beat the Street programmes. Women aged between 35 – 44 are most likely to engage with us through Facebook.

### Website

Users – 26,194

Visits – 837,768



### Twitter

Followers – 512

Impressions – 254,298

Engagements – 8,504

### Facebook

Likes – 2,669

Impressions – 603,194

Engagements – 8,049

Demographics

35% aged 35-44

19% Male 81% Female



### Instagram



Followers – 274

Likes – 1030

### Newsletter

A weekly newsletter went out to 5,578 people. Open rates of the newsletter fluctuated throughout the weeks but averaged around 41%, higher than the industry average of 16%<sup>3</sup>

Week	Open rate
Welcome Email	58%
Week 1	50%
Week 2	43%
Week 3	34%
Week 4	30%
Week 5	26%
Week 6	49%

<sup>3</sup> Mailchimp



## 6. Press and Media

An external PR agency, Hatch PR were recruited by Intelligent Health a few weeks prior to the game starting to help support with in game events and media coverage. In total, five press releases were prepared; launch, post launch, one millionth player, around the world five times and Beat the Street comes to an end. These releases generated 12 pieces of print and online coverage including;

- Barnsley Chronicle
- Yorkshire Post
- We are Barnsley
- Barnsley Gazette

Hatch also secured two rounds of hourly news bulletins coverage on Hallam FM and BBC Radio Sheffield.

All of this created over one million opportunities to see and really helped to raise the profile of the programme in Barnsley.

Throughout the game, Hatch are organised a number of local promotional and engagement events including a flyer drop around the Dearne, competitions, school visits and the Mayors Parade. They also produced two videos that can be used to demonstrate the impact of Beat the Street in Barnsley.

### BARNSELY LOCAL BECOMES THE ONE MILLIONTH PARTICIPANT OF NATIONAL HEALTH CAMPAIGN

Carrie and her family who are from Mapplewell were awarded with special Beat the Street prizes after she became the one millionth participant.

Carrie was contacted by Barnsley's Beat the Street team, after the mum of five tapped in her card on the Beat Box outside their house earlier this week, adding to the incredible 61 miles she has run so far. With women making up an impressive 70% of participants, Carrie is a perfect example of the hundreds of thousands of women getting active with Beat the Street.

**"I'm so proud to see so many people get involved, one in four people in England do less than 30 minutes of physical exercise a week and Beat the Street is helping to change that."**

The effect of Beat the Street is being felt across all generations with Grandad Arthur leading the family by example, tapping Barnsley's beat boxes on his walks litter-picking around the area. The family have, so far, covered an impressive 358 miles in the 4 weeks since Barnsley's

programme was launched by Mayor Pauline Markham and beloved Barnsley FC mascot Toby Tyke.

Beat the Street, the national health initiative currently running in Barnsley, has turned the town into a giant free game for the summer. Children, families, schools and even Barnsley FC's Toby the tyke are all competing to see who can score the most points by walking, running and cycling around Barnsley.

Barnsley is the 92nd location to take part in the national initiative set up by Intelligent Health, with more than 24,000 south Yorkshire locals already covering more than 85,000 miles since the game's launch on June 5th.

Dr William Bird, MBE a practicing GP and creator of Beat the Street, commented: "The uptake in Barnsley and around the country has been incredible! I'm so proud to see so many people get involved, one in four people in England do less than 30 minutes of physical activity a week and Beat the Street is helping to change that."



"The uptake in Barnsley and around the country has been incredible! I'm so proud to see so many people get involved, one in four people in England do less than 30 minutes of physical exercise a week and Beat the Street is helping to change that. To reach a million players is a fantastic milestone and it is great to see Beat the Street help improve the health and wellbeing of towns and cities across the UK." Want to find out more about Beat the Street? Visit [beatthestreet.me/barnsley](http://beatthestreet.me/barnsley) for more information.

### Barnsley launch eco-friendly initiative to 'Beat the Street'

Travel around on foot, scooter or bicycle in Barnsley this month as you compete in a nationwide competition to 'Beat the Street'

13 June 2019 0 comments



By Sarah Leonard

Barnsley town are racing towards a more active community with their latest local campaign, **Beat the Street**, backed by Sport England.

Barnsley Chronicle, Friday, July 26, 2019 - 13

## Kids help to beat the street

MORE than 130,000 miles were walked by Barnsley school children – as well as their families and teachers – as part of the landmark Beat the Street scheme.

The health initiative, which has run for the past six weeks, saw the town join more than 1m national players in travelling across Barnsley to rack up points by tapping 'Beat Boxes'.

The total number of miles walked, cycled and scooted is equivalent to travelling around the world five times.

Coun Jim Andrews, cabinet spokesperson for public health, said: "We're extremely proud to have far exceeded our targets for participation in the area. To have seen all the families out and about, taking part and tapping the Beat Boxes has been brilliant.

"A huge amount of work has gone into all this. Five times around the world is a massive achievement.

"Active travel benefits our communities in so many ways, from improving health and wellbeing, to reducing air pollution. We're aware of the health figures associated with the population of Barnsley, and after such a positive response to Beat the Street in the area, we're hopeful that we will see a lasting impact on the population."

In 2015, a Public Health England profile of Barnsley stated that life expectancy for men in the area was 7.9 years lower than the UK average, while women's life expectancy was 5.9 years lower.

It also highlighted that 20.5 per cent of Year 6 children were classified as obese in Barnsley.

These are both factors the National Lottery-funded, **Beat the Street** will hopefully improve as it leaves a lasting legacy on the town.

The Chronicle has already been contacted by the school which believes it's won the competition – keep an eye on these pages over the coming weeks when the winner is officially revealed.

## 7. Evidence

### Who Provided Feedback?

In total, 6,930 of registered people opted in to being contacted after registration. Of these people, 1072 provided follow-up feedback (a response rate of 15%) through an exit survey immediately following the game-phase. A mix of different ages provided feedback, although most respondents were aged between 30 and 49, and around 78% of respondents were female.

### Headline Findings

1. There was an 8% decrease in the proportion of adults reporting less than 30 minutes of activity per week
2. There was a 10% increase in the proportion of adults reporting 150+ minutes of activity per week
3. There was a 7% decrease in the proportion of children undertaking less than an average of 30 minutes of activity per day

4. There was no change in the proportion of children undertaking an average 60 minutes of activity per day.

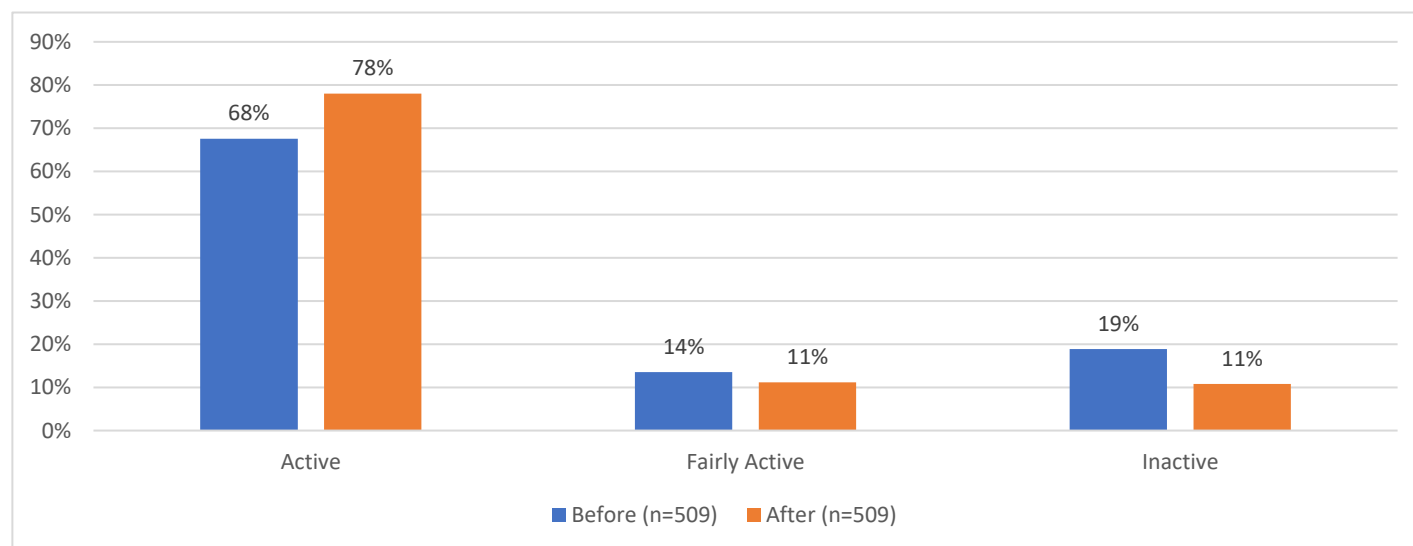
### Increasing physical activity in adults

*There was an 8% decrease in levels of inactivity amongst adults*

The proportion of adults reporting being inactive (0-30 minutes of activity per week) decreased from 19% before Beat the Street to 11% immediately after (Based on 509 adults who provided data at registration and follow

up). In comparison the proportion reporting being active (150 minutes of at least moderate intensity activity per week) increased from 68% before the game period to 78% immediately post-game (Based on 509 adults who provided data at registration and follow up) (Figure 1).

Figure 1: Overall changes in physical activity for adults before and after Beat the Street



## Qualitative Feedback

### Altering attitudes and behaviours towards physical activity

Open question feedback collected following the game period suggests that communities across Barnsley had increased their levels of physical activity.

Figure 2 shows the most popular responses to the question “Please tell us any benefits you gained from taking part in Beat the Street that continued after the game ended?”. More frequent responses are indicated by larger text. The prominence of words such as ‘walking’, ‘exercise’ and ‘active’ support the quantitative changes in physical activity reported above. The prominence of words such as ‘kids’, ‘children’, ‘family’ and ‘fun’ and the individual responses below show that families were well engaged with this initiative.

Figure 2: Qualitative feedback collected post-game





## Individual Responses

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“It motivated me to go out and about in the 2 neighbouring villages and discover unknown streets in those villages, like with a treasure trail!” - Female, aged 60-69

“I pick my daughter up from school on the way home from work. I usually sit in the car for 20 minutes and sometimes buy a snack to eat. When beat the street started up, instead of waiting in the car - I walked quickly around my daughter's school to tag the 3 beat boxes in the area. As a family we started a little beat box route around the area we live and it has developed my daughter's scooting technique no end - while my husband and I walked.” – Female, aged 40-49

“Encouraged me to get out with my whole family on the bikes and discover new places in Barnsley. It gave us an enjoyable challenge and encouraged my children to walk part of the way to school instead of just by car. It also allowed us to meet other school parents and teachers and foster those relationships and we friendships.”– Female, aged 30-39

“Knowing that there’s something different to do and helping yourself get motivated makes a difference and also it’s fun we also made the school which our grandchildren attend get points as well and the kids also enjoyed the whole experience they got out there (sic) scooters and enjoyed the challenge of seeing the boxes” Male, aged 60-69

“I purchased a bike to take my 3 children out beating the streets. Since the start of the competition, we have since started riding to and from school every day which is 1.8 miles each way. I’m feeling much more energetic and less stressed. I’m loving the cycling and even go out on an evening sometimes with friends for an hour cycling. It’s been great fun for all.”– Female, aged 30-39

“It started as a great community spirit and fun to see people going around. It got us to plan in walks and think about adding a walk on before school.” Female, aged 40-49

“Beat the street got me out walking more after my second child and it gave me and my 7year old daughter time for me and her to do it together”- Female, aged 30-39

“I like to be challenged and having this helped me to get out more walking, running and on the bike. I went out on my own with my husband and son and with friends. I will really miss these little boxes”– Female, aged 40-49

“I never used to do any exercise it gave both me and my children something to do together to become healthier as well as helping the school and we have carried on doing the daily walks.” – Female, aged 40-49

“We started a running club at school for both staff and children which was really well attended.” – Male, aged 19-29

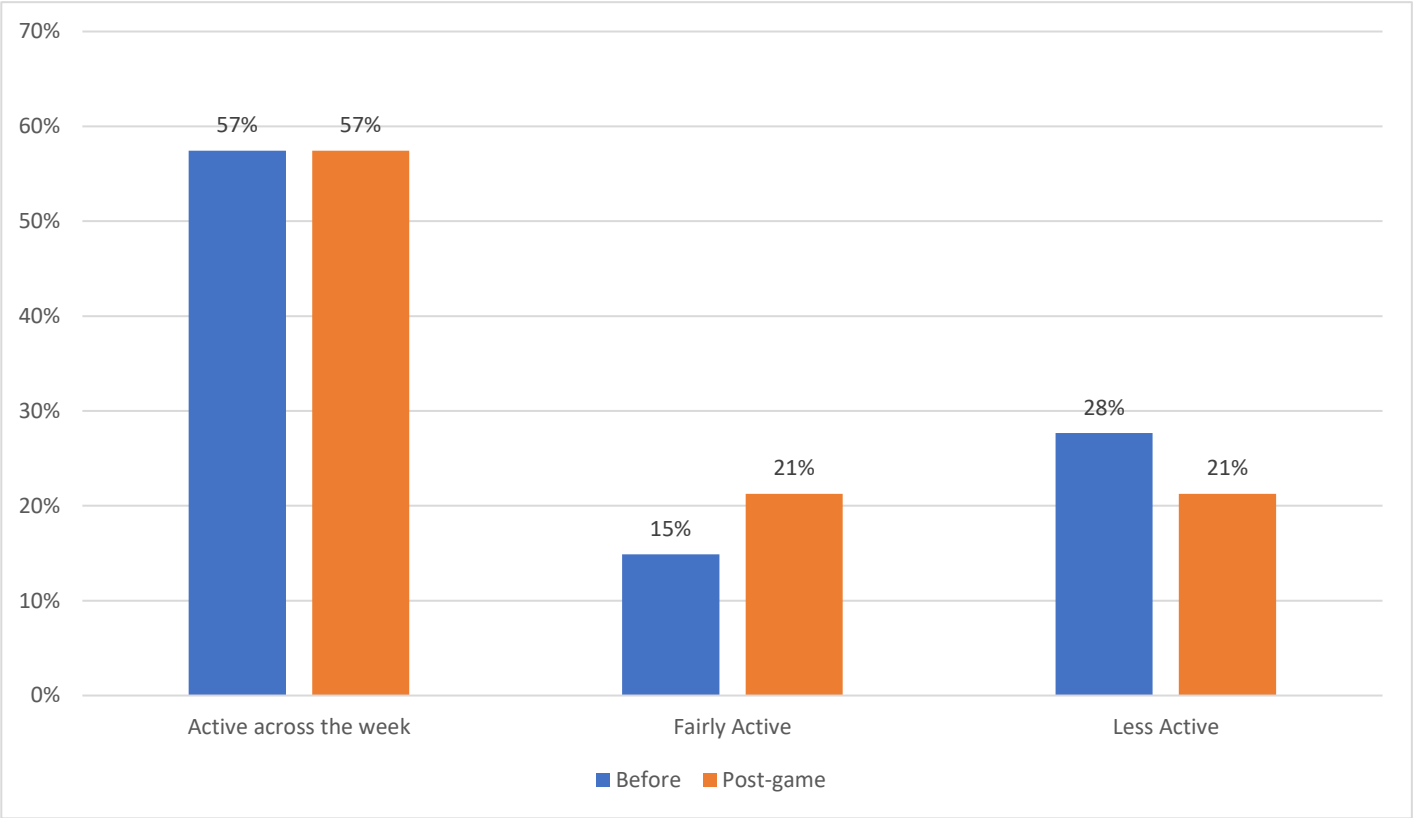
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### Increasing children’s physical activity

The proportion of children reporting being ‘less active’ (undertaking an average of less than 30 minutes per day) decreased from 28% before the program to 21% immediately after. Whereas, the proportion of children reporting being active across the week (undertaking an average of 60 minutes or more per day) remained at 57% before and immediately after (based on n=47 children who provided data at both registration and follow-up). Figure 3.

102 children provided rich qualitative insight post-game. These data indicated that children had gained a lot from taking part, it had made them more physically activity and brought family and friends closer together. Figure 4 shows the most popular responses to the question “Please tell us any benefits you gained from taking part in Beat the Street that continued after the game ended”. More frequent responses are indicated by larger text.

Figure 3: Days per week of physical activity by children before immediately after Beat the Street



[illegible]

“It made me go out on my scooter more it helped me to read a map and find lamps with fobs on! I enjoyed the fresh air more I noticed things that I never knew was there like allotments and animals. Just loved beat the street I hope it comes back next year. I also enjoyed walking and scooting around different other villages.” – Boy, aged 11 and under

“Beat the street helped us get out more and it made our walks a lot more exciting. We were getting 10,000 steps almost every day!” – Girl, aged 12 to 18

“Speaking on behalf of my 5 year old, he enjoyed this so much. It encouraged him to take walks where before he would complain his legs were tired if we went anywhere without the car. Please bring this back as a more permanent thing, his interest in walking has been priceless and we don't want it to end.” – Mother of a boy, aged 5

“I got out walking and exercising more often and for longer and I got to play at lots of new parks along the way.” – Girl, aged 11 and under

“It helped me find new places, and have fun while exercising. It also helped to meet new people and chat about the game while out and about.” – Boy, aged 11 and under

"I went out on my scooter and got better, I was able to scoot with both feet on the scooter afterwards. I learnt about where I live and how the roads join up" – Girl, aged 11 and under



“It helped to gain more steps and keep me busy in the time which I had off for finishing high school and was a great way to use my time wisely and it has made me more connected to exercise.” – Boy, aged 12 to 18

“I walked much more with my family. We looked forward to going out on a beat the street outing. I got really excited for it!” – Boy, aged 11 and under

“Beat the street helped me in a different way because when I was looking for the beat boxes I had to look at the area. I was in and it’s helped me find my way round Barnsley ready for high school because I have an eye sight problem I feel more positive about walking around to get my bus at the bus stop and for the way back home as well – Undisclosed, aged 11 and under

## Keeping Barnsley active

In the survey that went to players after Beat the Street, participants were asked about how they could be supported by Barnsley Council to remain active and the sort of activities they would like to do more of.

### *How could Barnsley Metropolitan Borough Council support you to remain active?*

54% of responses to this question related to bringing back Beat the Street or doing a similar scheme which is free, community based and incentivises physical activity.

19% of responses referred to financial barriers, citing that it can be costly for a gym membership or to take the family swimming.

*“Reduce the fees for using sporting facilities. I can’t afford to pay for monthly membership to gyms etc. but I would love to go the gym”*

14% of responses were people citing they would like better maintenance of parks, open spaces, pavements and cycle routes.

*“Keep the parks and green areas cut so kids can play safe, can’t see broken glass, litter, dog mess in the overgrown areas. Over hanging trees/shrubs over pavements and nettles need to be kept on top of.”*

We received 561 responses to the question *“If you would like to be more active, what kind of activities would you like to do?”*

The top three activities that people wanted to do more of were walking (23%), cycling (16%) and swimming (20%).

Figure 5: Responses to ‘How could Barnsley Metropolitan Borough Council support you to remain active?’







## 8. Return on Investment Based on Changes in Physical Activity Levels

We have calculated the Return on Investment that could be expected for the programme in terms of health care savings, savings to transport and savings to the economy (productivity). To do this, we have used the NICE Return on Investment Calculator for Physical Activity, using the actual costs of the project and the observed size effect from the survey data looking at people’s activity levels before and after Beat the Street live game.

Based on 9068 over 18s taking part, 8% moving from ‘no’ to ‘low’ levels of activity and 10% moving from low to ‘moderate’ levels of activity, we can expect the following returns, for each £1 spent on the project (Figure 7) and for the total project costs (Figure 8).

Figure 7: Savings for Each £1 spent

For every £1 spent	ROI over 2 years	ROI over 5 years
Productivity	£11.21	£26.59
Transport	£2.57	£6.10

<sup>4</sup> Based on NICE online calculator.

Healthcare	£10.25	£10.35
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Figure 8: Total programme savings

For Programme	Total ROI over 2 years	Total ROI over 5 years
Productivity	£1.1m	£2.7m
Transport	£162,786	£528,187
Healthcare	£958,909	£968,687

NICE use QALYs (Quality Adjusted Life Years) as a measure of the effectiveness of medical interventions. QALYS are a measure of the state of health of a person or group in which the benefits, in terms of the length of life, are adjusted to reflect the quality of life. 1 QALY equates to 1 year of life in perfect health.

This programme would result in a gain of 53 QALYs over 2 years<sup>4</sup>. According to NICE, interventions that cost the NHS less than £20,000 per QALY are considered cost effective. Under these guidelines, this would make Beat the Street a cost effective public health intervention.

We can conclude from this that as a physical activity intervention, Beat the Street provides value for money and can play a vital part in helping to tackle the rising costs of physical inactivity to the economy.