



Beat the Street
Swindon
2021
Post-game
report

EXECUTIVE SUMMARY

Beat the Street Swindon set out to increase levels of physical activity across the population and help address health inequalities. It also intends to promote active travel and improve mental wellbeing amongst participants. Specifically, we wanted to reach 64% of all school children, increase the number of adults meeting activity guidelines by 10% and decrease inactivity in adults by 8%.

29,367 people (14% of the population) took part in Beat the Street Swindon 2021, travelling a distance of 319,875 miles over the six-week game phase between 15 September and 27 October. This is the third time Beat the Street has been delivered in Swindon. It was also delivered in 2018 and 2019.

Registration data was collected on 16,790 people at the start of the game, providing audience insight into who was taking part, their age, gender, ethnicity and postcode. A further 12,082 people completed an optional survey on their physical activity levels, long term conditions, disability and mental wellbeing. By comparing the registration data to local data, we can conclude that Beat the Street was able to reach those under represented communities who are more likely to experience health inequalities. Following the game phase, participants were invited to complete the health survey again, along with some additional questions which has allowed us to measure the behaviour change and impact that Beat the Street has had on individuals. Matched data analysis shows that 63% of inactive adults became active and 32% of less active children became active. Physical inactivity in adults decreased by 5% and the proportion of adults achieving 150 minutes increased by 9%.

Beat the Street Swindon also aimed to address health inequalities worsened by the Covid-19 pandemic. Residents from Black, Asian and Minority Ethnic groups were affected disproportionately by the pandemic, and therefore these were a priority audience to get involved in Beat the Street. During registration 15% of registered participants reported being from Black, Asian or Minority Ethnic groups, representing the population of Swindon.

This report will summarise the impact Beat the Street has had on individuals and communities by analysing pre and post intervention data, anecdotal information and digital performance.

THE IMPACT



29,376
Total players



63%
Of inactive adults
became active



32%
Of less active children
became active



34%
Of gameplay during
typical travel periods



Improved
Mental
wellbeing

PERFORMANCE AGAINST KPI'S

KPI 1: Up to 15% of the population, approximately 31,000 people taking part

Outcome: 29,367 people, which is 13.5% of the population, took part in the game.

KPI 2: Up to 64% of Primary School children playing

Outcome: 63.5% of Primary School children took part

KPI 3: 8% decrease in inactivity amongst adults

Outcome: there was a 5% decrease in physical activity amongst all participants we had matched data for. There was a 10% decrease (n=123 matched pairs) in inactivity amongst adults living in Index of Multiple Deprivation groups 1- 4 (mid-high).

KPI 4: 10% increase in adults reporting meeting the minimum guidelines for physical activity

Outcome: There was a 9% increase in the number of adults reporting meeting the recommended guidelines for physical activity. There was a 10% increase (n= 557 matched pairs) in the number of adult females reaching the recommended guidelines.

KPI 5: Ensure representation from Black, Asian and Minority Ethnic (BAME) communities

Outcome: 15% of Beat the Street participants were from BAME communities. This compares to 15.4% of the population of Swindon.

INTRODUCTION

Beat the Street Swindon was bought to you by Swindon Borough Council working in partnership with Wiltshire and Swindon Sport (WASP), and Swindon Healthy Schools.

Beat the Street provides an evidence-based, population level, cost-effective behaviour change programme that creates a social norm around getting active. Sustainability is delivered in the behaviour change of the participants and through improved partner working. 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. Throughout the six-week game phase, we work with partners to co-deliver and promote local activities, events, campaigns and services to help raise awareness of local provision and enable sustainability.

The local Engagement Coordinator's role was undertaken by the Project Officer at WASP who has delivered both previous Beat the Street games in Swindon. The previous two games delivered in Swindon were successful in achieving behaviour change amongst players. In 2018, 31,892 participants took part and in 2019, 25,979 people took part. Since these games, a number of improvements have taken place to the Beat the Street programme including increased Beat Box reliability, a simpler registration process and more activities and resources provided to children.

A local multi-agency steering group was bought together by Swindon Borough Council in the months leading up to the game. This group helped the local Engagement Coordinator to identify other partners and target groups across the town. They also helped us to shape the event delivery plan and the sustain plan.

In September 2021 when the game was delivered, the country was still dealing with the Covid-19 pandemic and therefore the ability to deliver local engagement and outreach activities such as events and assemblies were limited. This was mitigated through more online and virtual engagement.

PHYSICAL ACTIVITY – THE CHALLENGE

The World Health Organisation states physical inactivity as the fourth leading cause of premature deaths globally. The Chief Medical Officer recommends that adults should be doing a minimum of 150 minutes of moderate, or 75 minutes of vigorous intensity exercise a week. Children under 16 should be doing at least 60 minutes every day in order to stay healthy and prevent developing long-term conditions.

Nationally only 61.4% of adults and 44.9% of children meet these guidelines for physical activity. In Swindon these figures are 62.2% and 59.7% respectively, higher than the England average. However, the amount of adults who are physical active significantly decreases for those that live in the areas with the highest 10% measures of relative deprivation, using the Index of Multiple Deprivation (IMD). In Swindon, just 49.3% of adults who live in the top 10% IMD do enough activity to benefit their health, down from 55.1% in 2015.

Compounding the issue has been the Covid-19 pandemic which has had a profound impact on not just the physical health but mental health of the nation, and particularly in children. Sport England data suggests that around 100,000 fewer children were active during the pandemic compared to the same period for the year before. These drops were mainly seen in boys and young people from Asian, Black or Mixed ethnic groups. However, activity levels in girls were up and activities such as walking, cycling and fitness all saw a large increase in popularity.

Beat the Street aims to address the challenge of getting people physically active by encouraging small lifestyle changes and demonstrating that physical activity can be social, fun and local.

LOCAL ENGAGEMENT

Beat the Street Swindon 2021 was the third programme in four years for the town. This meant that we were able to use previous learnings and insight to plan for the anticipation phase. Coming back to the town for the third time, there was a high degree of player trust and awareness. The announcement of Beat the Street's return was well received with lots of positive comments on social media. This was further supported with the response to the emails and conversations with school partners and gave a lot of confidence that this would be a successful game. The reaction was universal enthusiasm and an eagerness to participate.

Early in the planning phase we identified that the mapping from the previous games would need to be improved to support the client objectives of engaging with the key areas around SN1 and SN2. We also identified several areas that had previously been underrepresented with Beat Boxes that resulted in poor engagement. We used this insight to refresh the mapping whilst also ensuring consistency and familiarity.

We worked with a Swindon Borough Council Community Connector to promote the game to leaders and influencers within the Black, Asian and Ethnic Minorities (BAME) community. We also identified that many of our marketing pictures did not truly reflect the communities that we were looking to engage, we therefore looked to rectify this by setting up photoshoots with representatives from diverse communities. This was further supported by using the Harbour Project as a chosen charity due to their client group and location.



LOCAL ENGAGEMENT

To improve our engagement with Special Educational Needs and Disabilities (SEND) schools from the previous years, we established a specific leaderboard for these schools so they could compete against each other and not feel disillusioned about competing against mainstream large schools. The Engagement Coordinator contacted all of the SEND schools directly and encouraged them to take part. This approach resulted in six out of seven SEND schools taking part in the game, as well as being much more engaged throughout the six weeks. In 2018 SEN schools achieved 31,490 points, in 2019 they achieved 28,880 (this reduction was comparable to mainstream schools) however, in 2021 they achieved 177,930 points.

All 80 primary schools were contacted by the Engagement Coordinator at the start of September, letting them know of the games' return. All schools were keen to get involved and promote it to their children and families. Due to Covid-19, many schools were not doing whole schools assemblies, so the Engagement Coordinator produced an annotated PowerPoint presentation that teachers could show to their pupils during their class. In total, the Engagement Coordinator delivered 8 in person assemblies, 5 online assemblies and 8 pre-recorded assemblies.

Following advice from Swindon Borough Council Public Health team, the launch event was a self-lead quiz trail starting from Swindon Town Football Club in the Community Foundation Park. The event was supported by the Mayor who greeted people on arrival and issued the trail materials to families.

EVENTS

Swindon's Covid-19 rate throughout the game influenced the events programme, with advice from Public health to only run self-lead events which didn't encourage mass gathering or mixing of schools. To meet the objective of increasing engagement with residents in central Swindon, there was an emphasis on delivering self lead trails and bonus Beat Boxes in these areas.



During Go Explore week, we ran double point incentives on Boxes in the town centre to link in with the Town Centre Story Trail event organised by Swindon Business Improvement District. There was a 17% increase in taps on two bonus Boxes compared to the previous Saturday. This week we also received lots of entries to our selfie competition.



In Go Travel week, we ran double points incentives on all Boxes at key commuter times on week days to encourage active travel. This week we promoted Swindon Travel Choices, Cycling UK journey planner and Ready Set Ride resources by British Cycling. Over a third of all game play was done during peak commuter/school run periods, showing the game was effective at encouraging active travel.



EVENTS



Go Wild week aims to encourage use of local green and blue spaces. Double points are offered on all green/blue spaces Boxes for the whole weekend to incentivise people to visit. This week, we also promoted other existing outdoor activities such as Urban Pole Walking and Nature Bingo. World Mental Health Day fell in this week and information was communicated to participants on the importance of the outdoors and nature on improving our mood and reducing symptoms of stress and anxiety.



During Go Active week, participants were signposted to local activity providers and opportunities such as Health Walks, Parkrun and Junior Parkrun, where double points incentivised attendance. We also provided information about the importance of movement and the benefits of being active.

Ways to Go Wild

<h4>Make a butterfly restaurant</h4>  <p>Find an old box or crate and add a layer of soil. Collect flowers, fruit skins or stones and add to the crate. Use a shallow dish or bottle top to add in a few teaspoons of water, mixed with a little sugar</p>	<h4>Build a den</h4>  <p>Collect some thick branches and lean against a sturdy tree to help support your structure. Use leaves and twigs to fill in the gaps between branches. You can use mud to secure it! Don't be afraid to get muddy!</p>
<h4>Get growing!</h4>  <p>With us all spending a little more time at home, why not have a go at growing something? You can grow something on a sunny windowsill or out in the garden. Head over to RHS website for support: https://bit.ly/2U5iK87</p>	<h4>Make a leaf crown</h4>  <p>Cut a strip of cereal box card around 4cm wide and long enough to go around your head. Collect leaves and attach to the card to make a crown</p>

 **Beat the Street Swindon**
Published by Sprout Social • 15 October • ...

Join Junior Parkrun in Lydiard Park on 17 Oct at 9am - a 2k event for juniors only (4-14 year olds). It's a great challenge! Double points on Boxes 164 & 170 from 8.30-10.30am. Register: <https://www.parkrun.org.uk/lydiard-juniors/WASP> (Wiltshire & Swindon Sport) Swindon Borough Council



DIGITAL ENGAGEMENT

Facebook

Followers: 3,350
Engagements
19,181

15% Male
84% Female
51% 35-44 years

Twitter

Followers: 659
Engagements:
2,243

47% Male
53% Female

Instagram

Followers: 689
Engagements: 613

Newsletters

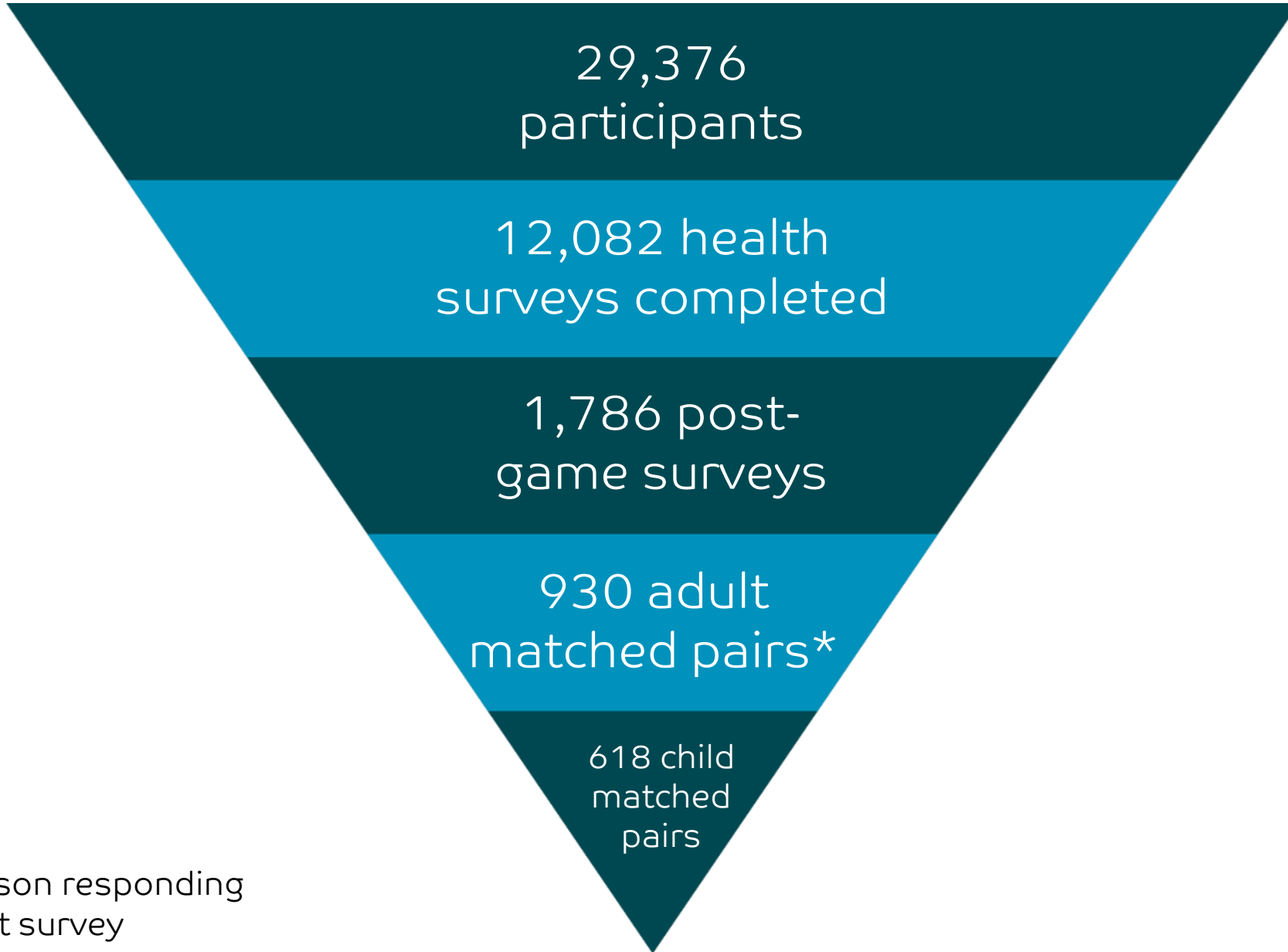
Mailing list: 7,195
Open rate: 36%

Website

34,101 website
users

921,663
website visits

CAPTURING DATA



*the same person responding to pre and post survey

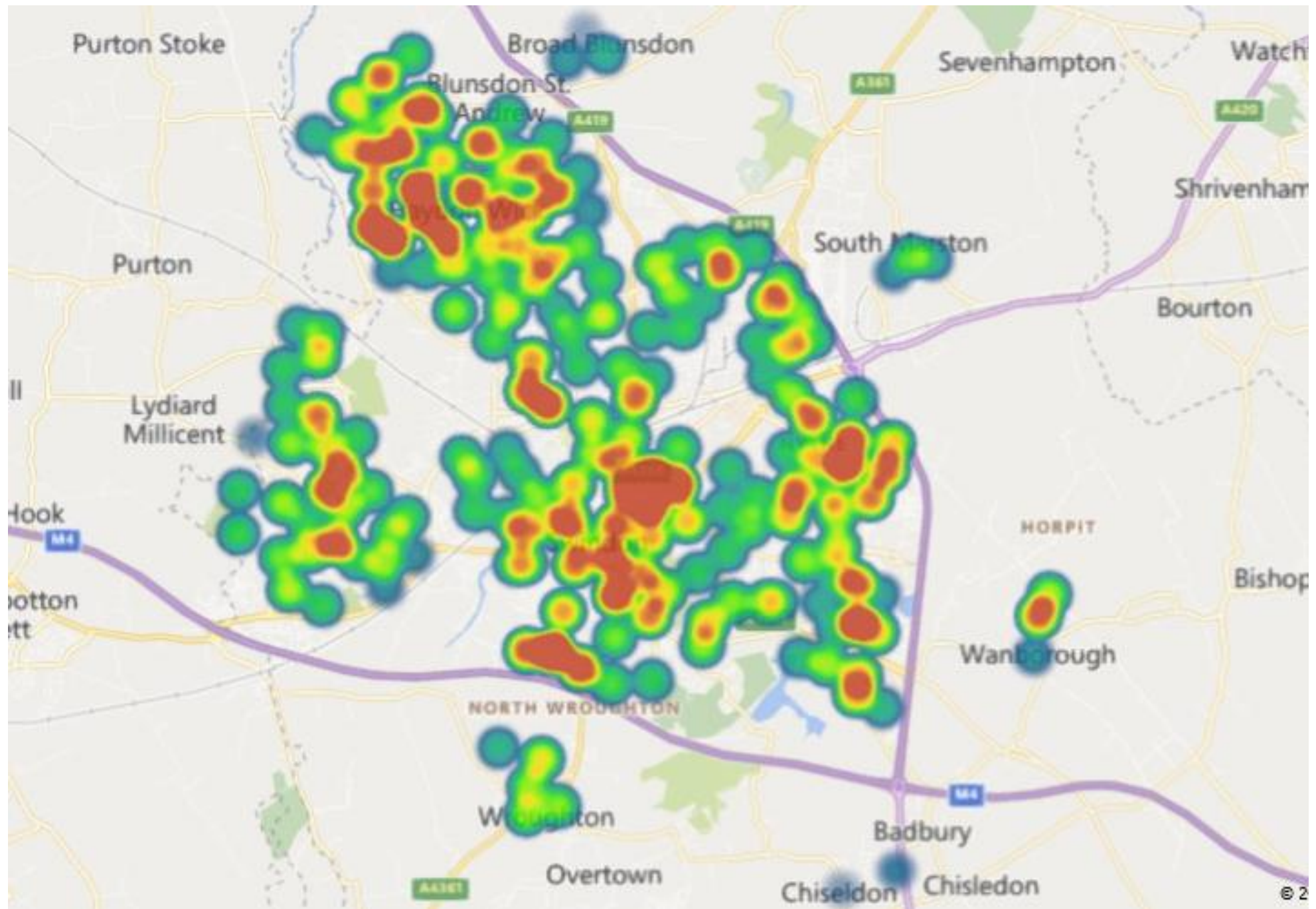
WHO TOOK PART?

Data based on pre-game survey respondents

AGE (n=16002)		GENDER (n=16789)		LONG-TERM CONDITION (n=11976)	
0-18	58%	Female	55%	No	85%
19-29	3%	Male	39%	Diabetes	1%
30-49	30%	Non-binary	2%	Heart Disease	0.4%
50+	8%	Prefer not to say	4%	COPD (emphysema)	0.1%
ETHNICITY (n=11800)		DEPRIVATION (n=16564)		Asthma	6%
White	82%	High	13%	A mental health condition	2%
Black, Asian and other culturally diverse communities	15%	Mid-high	10%	Another long-term condition	4%
Prefer not to say	3%	Mid	14%	Prefer not to say	3%
		Mid-low	36%	DISABILITY (n=12002)	
		Low	26%	Yes	4%
				No	93%
				Prefer not to say	3%

MAPPING PARTICIPATION

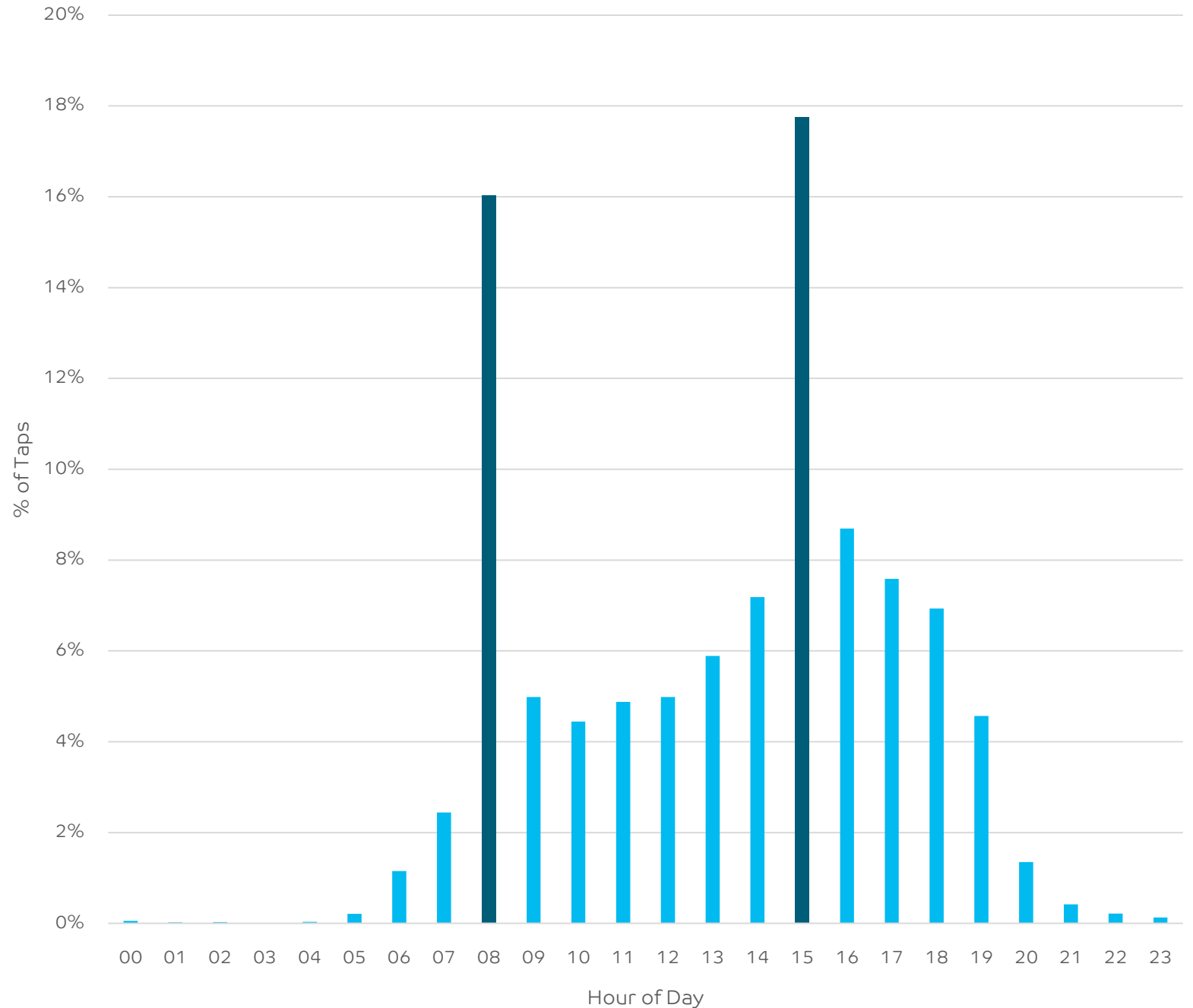
The map shows the level of participation throughout Swindon. Areas in red highlight greatest participation whereas areas in blue show lower participation.



PEAKS IN BEAT BOX ACTIVITY

The graph shows the percentage of Beat Box taps during each hour of the day, across the whole 6-week game.

34% of all activity undertaken was between 8-9am and 3-4pm, which are typical travel periods. This also shows that 66% of activity was outside of these periods and is more likely to be leisure-based physical activity.

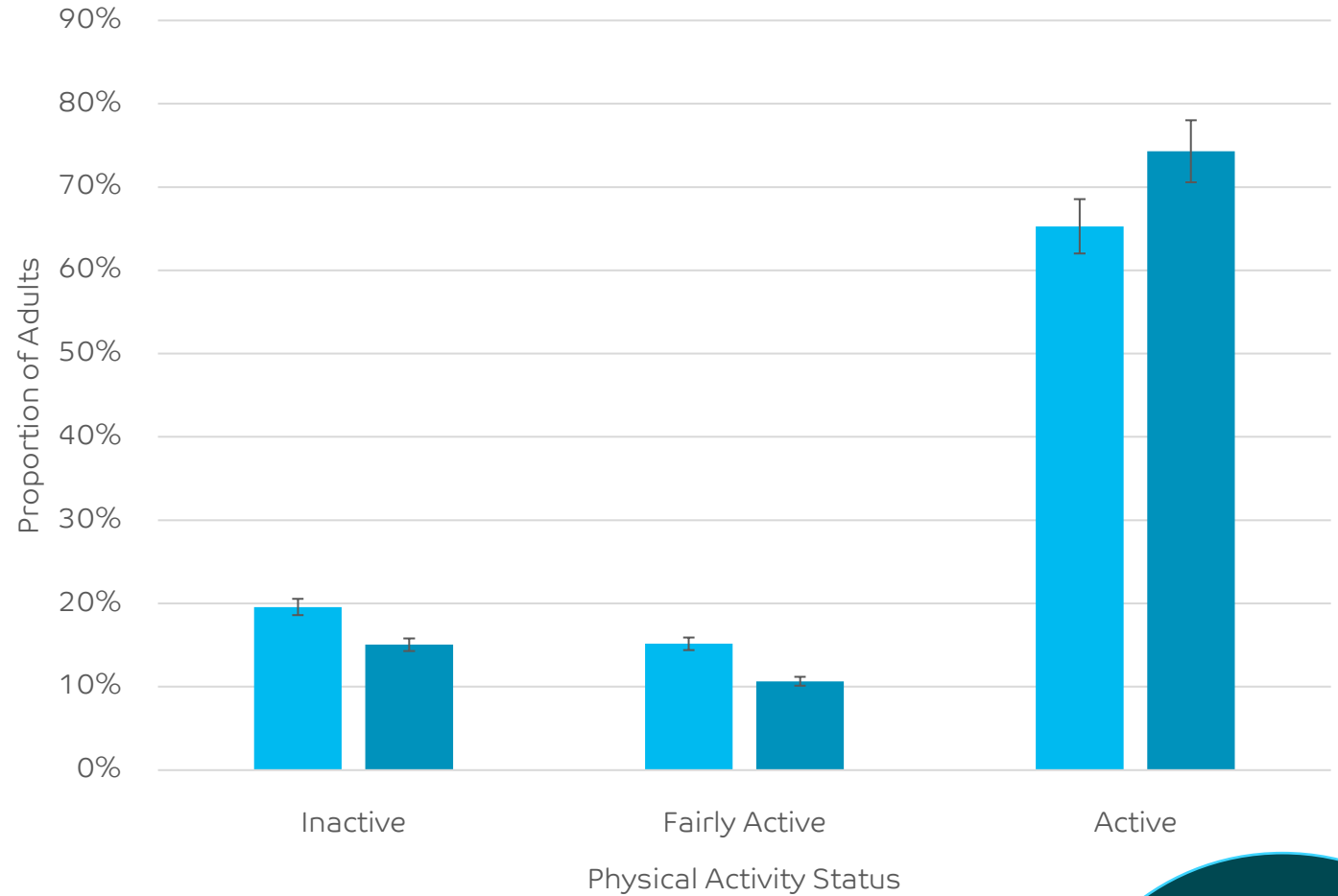


ADULT PHYSICAL ACTIVITY

During registration 28% of adults were inactive (n=4700).

Following Beat the Street, 63% (n=182) of adults who were inactive when they registered had become active. Overall, the proportion reporting being inactive decreased from 20% to 15% (Based on n=930 matched pairs).

Furthermore, there was a 9% increase in the proportion achieving 150+ minutes of activity per week (Based on n=930 matched pairs).



Definitions:
Inactive = Less than 30 minutes a week
Fairly Active = 30-149 minutes per week
Active = at least 150 minutes a week

■ Pre-game ■ Post-game

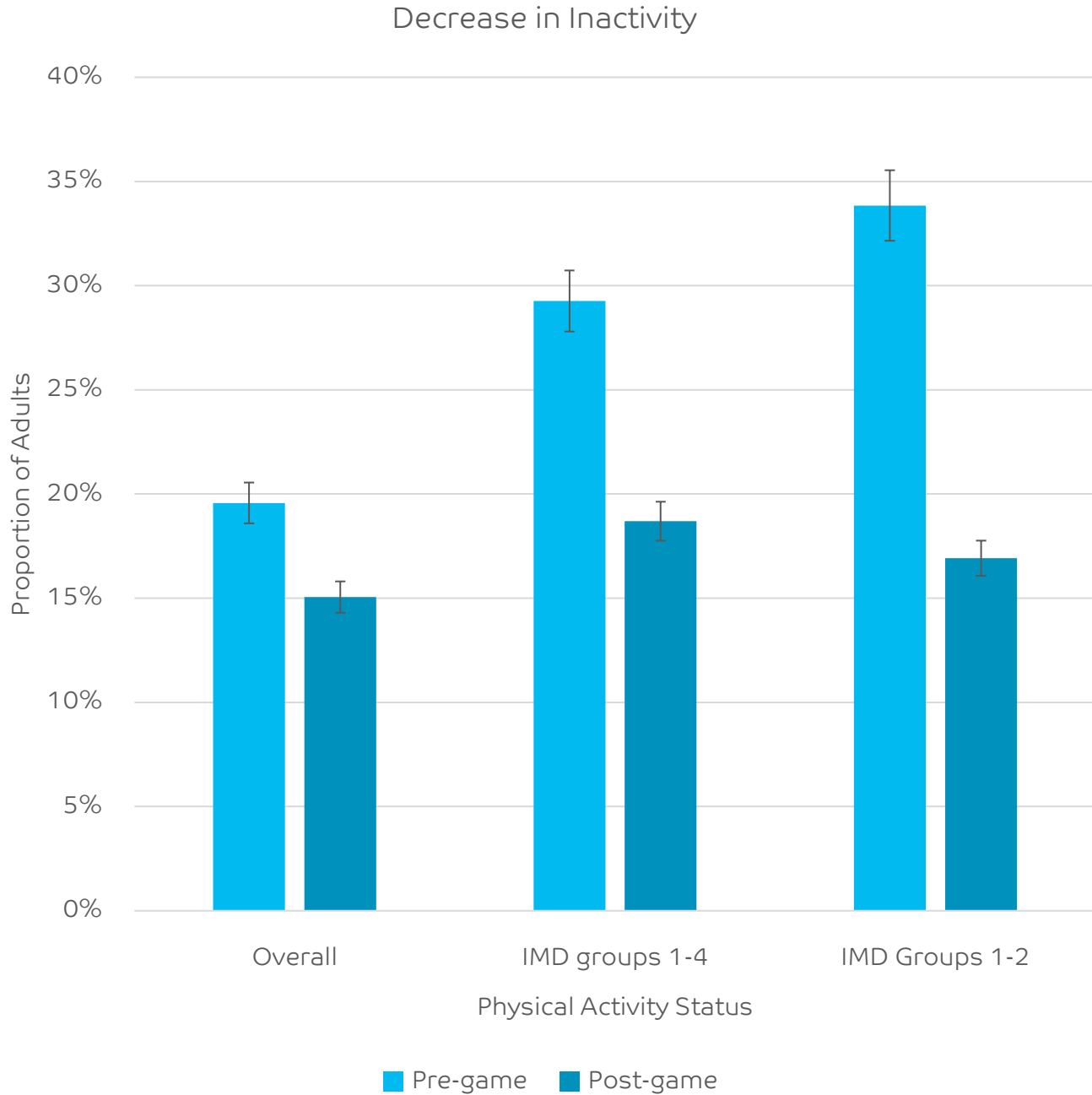
63% of inactive adults became active

ADULT PHYSICAL ACTIVITY- WOMEN AND LESS AFFLUENT AREAS

The behaviour change for women and those living in the least affluent areas was even greater.

For women, the proportion reporting being inactive decreased from 21% to 15% (Based on n=557 matched pairs). Further, there was a 10% increase in the proportion achieving 150+ minutes of activity per week (Based on n=557 matched pairs).

For those living in Index of Multiple Deprivation groups 1- 4 (mid-high), there was a 10% decrease in inactivity (Based on n=123 matched pairs). For those living in Index of Multiple Deprivation groups 1-2 (high), there was a 17% decrease in inactivity (Based on n=65 matched pairs).

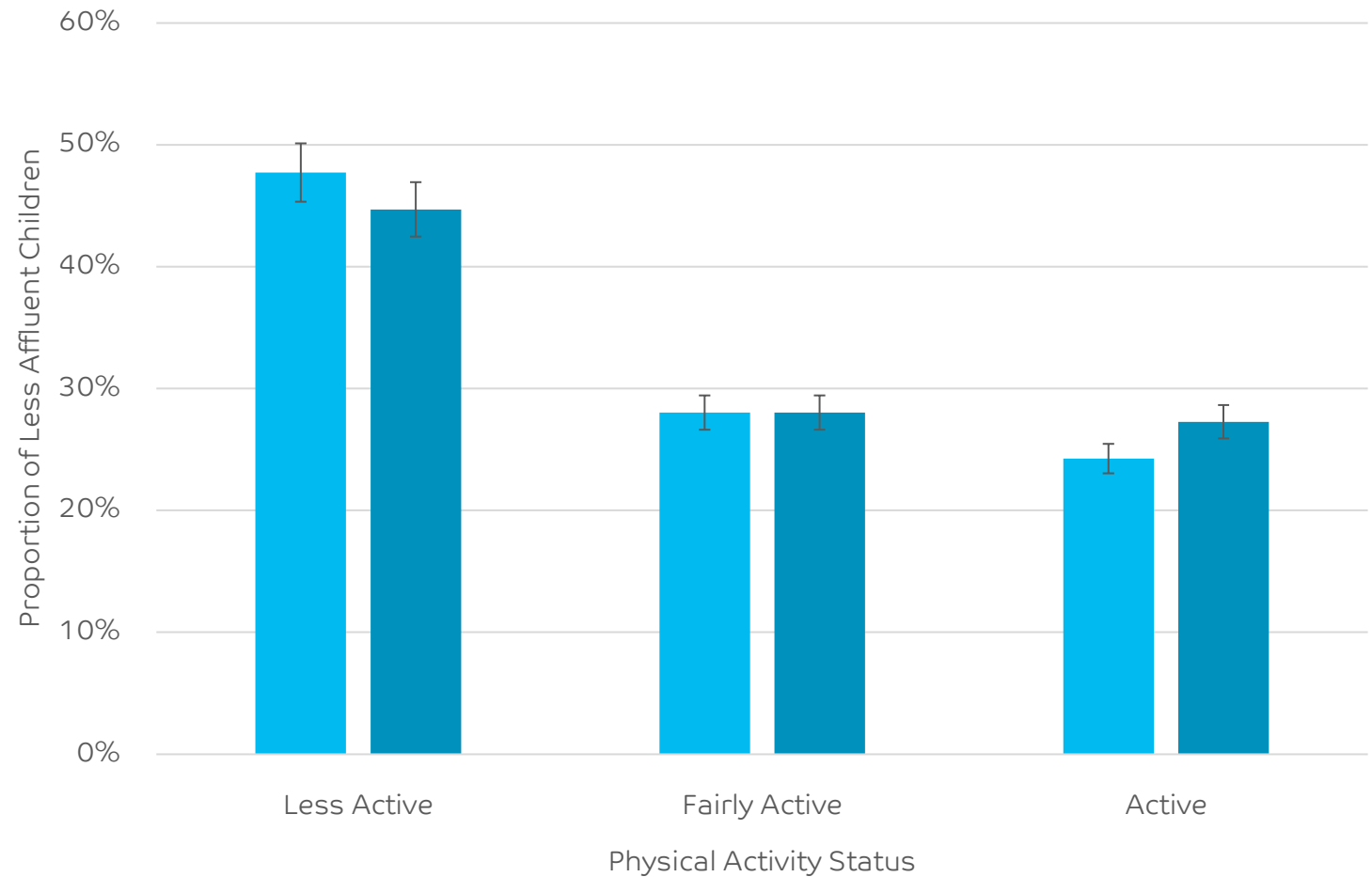


CHILD PHYSICAL ACTIVITY

During registration 51% of children were less active (n=7338).

Following Beat the Street, 32% (n=286) of children who were less active when they registered had become active. Overall, the proportion reporting being less active decreased from 46% to 45% (Based on n=618 matched pairs). The proportion undertaking an average of 60 minutes of activity per day remained at 27% (Based on n=618 matched pairs).

The behaviour change for those living in areas of higher deprivation was stronger. The proportion reporting being less active decreased from 48% to 45% and the proportion reporting undertaking 60 minutes of activity per day increased from 24% to 27% (Based on n=132 matched pairs).



■ Pre-game ■ Post-game

Definitions:

Less Active = Less than an average of 30 minutes a day.

Fairly Active = An average of 30-59 minutes a day.

Active Across the Week = An average of 60+ minutes a day

32% of less active children became more active

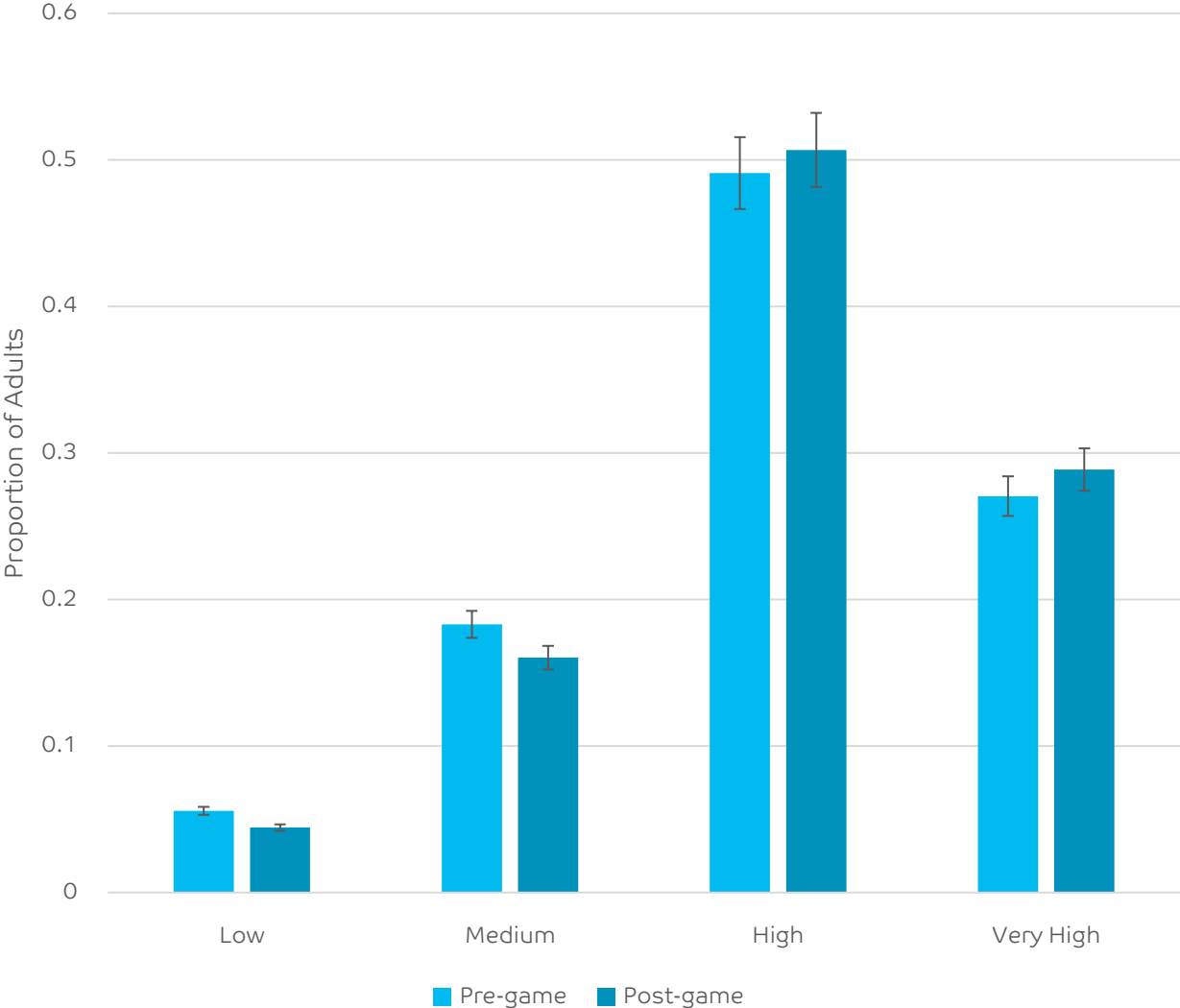
IMPROVING MENTAL WELLBEING

Following Beat the Street, the wellbeing of adults improved.

The proportion reporting high or very high levels of life satisfaction increased from 76% to 80%. The proportion reporting high or very high levels of happiness increased from 73% to 75%. The proportion reporting high levels of anxiety decreased from 29% to 27%. However, the proportion reported high or very high feelings of worthwhileness decreased from 81% to 80% (Based on n=880 matched pairs).

The graph to the right show the changes in life satisfaction scores.

Life Satisfaction



FEEDBACK – ADULTS

Collected from 816 people

“It gave me motivation to go out, even when I felt too tired too. I was grateful for getting out and about and felt more energised for it!” – Female, aged 40-49

“Helped explore our new area as a family, gave an extra excitement for my children to extend our walks. When stuck for nothing to do - we automatically went beat the street. Absolutely adore this and hope it continues.” – Female, aged 30-39

“It gave me a reason to get up and go out. A sense of achievement and a sense of camaraderie with fellow beat the street era” – Female, aged 60-69

“It definitely made walks with the children more enjoyable, they were happy to walk much further than usual” – Female, aged 40-49

“My son is Autistic and very routine led. Beat the Street encouraged him to try alternative routes on our walk to school and dog walks. He loved tapping the boxes!” – Female, aged 40-49

“Beat the street helped us explore new areas of Swindon, make friends with other local parents also doing a ‘beat box’ walk after dropping their children at school, and being more active by walking further and more often..” – Female, aged 30-39

“It’s motivated me to get out of the house with my children even on days I felt anxious and when the weather wasn’t great. I felt better from doing it” – Female, aged 30-39

“The excitement attached when you announce to the children we are going out. The willingness of the children to go tapping.” – Male, aged 40-49

FEEDBACK – CHILDREN

Collected from 486 people

“Beat the street helped me have fun with my mum. We took longer routes to school so we can tap some boxes but I still had fun riding my new scooter” – Girl, aged 11 and under

“It helped because it helped me stay active and positive and i got to spend more time with family.” – Girl, aged 11 and under

“I found it fun walking for longer periods of time to new places to try and find beat the streets boxes and to hear the sounds!” – Boy, aged 11 and under

“I enjoyed it because it made me and my family have time together.” – Boy, aged 11 and under

“It is a fun way to get people exercising and should be done more frequently. It got me fired up for getting the points as if in competition, but in reality, it brought me out of my comfort zone.” – Boy, aged 12-18

“It helped me to get out and encouraged me to get exercise more. Also it made me want to get out because I wanted to beat my score every time” – Girl, aged 11 and under

“Both of my children got very excited to scan the machines it made the school walk easier for me it encouraged them to walk. Dexter age 4 answer- I loved scanning the machines and it beeps. I also loved walking with mummy to the new parks.” – Boy, aged 11 and under

“It helps me get out of the house and competing with my friends on how many points we can get. Beat the street makes exercising fun!” – Boy, aged 11 and under

CONCLUSION

Beat the Street Swindon set out to increase levels of physical activity amongst its residents and help address health inequalities. The programme also aimed to promote active and sustainable modes of travel and promote overall mental wellbeing. The Covid-19 pandemic has disproportionately affected people living in higher areas of deprivation, and residents from Black, Asian and Minority Ethnic Groups, so more effort was put in to reaching these groups. Over the 6-week game phase, 29,376 children and adults from across the town took part in Beat the Street. Of those who registered 13% (2153 people) were living in the top 20% of deprived areas in Swindon. 15% of registered participants (1770 people) were from a Black, Asian or Minority Ethnic background, reflecting the Swindon population of 15.4%. Furthermore, 28% of adults and 51% of children self-reported as being inactive or less active at registration. This shows that our targeted engagement approach before the start of the game was effective in ensuring we were reaching our priority audience.

An analysis of pre and post-game data provided by participants demonstrated that 63% of adults and 32% of children were lifted out of inactivity. There was a 5% decrease in the proportion of adults reporting being inactive, and a 9% increase in the proportion of people meeting the CMO guidelines. The behaviour change for participants living in the most deprived areas was even greater, where there was a 17% decrease in levels of inactivity reported in adults. There was a 6% decrease in inactivity reported amongst women. Although we narrowly missed out on meeting the KPI's for the programme based on the whole cohort of participants, when segmenting the data to those less likely to be active, we made greater behaviour change.

The data from Beat Box analysis also shows that the game encouraged people to use active modes of travel to get to school and work, with Beat Box data showing 34% of all activity undertaken was between 8-9am and 3-4pm.

Participants also completed questions about their mental health and wellbeing. The findings demonstrate that the programme has led to improved mental wellbeing for adults, with participants reporting increased feelings of happiness and reduced anxiety.

Over the next few months, we will continue to work with the schools, groups and individuals who took part in the game to help them maintain their physical activity levels. We will also look at setting up new initiatives in priority locations to ensure there is a physical activity offer for residents. A six-month follow up survey will be sent out to players in March 2022, which will look at long term behaviour change.