

Project Outcomes

- At the start of Beat the Street, 1,687 adults provided data on their physical activity. Of these 19% (320) reported being inactive (0-30 minutes of activity per week) and 36% (607) reported meeting the recommended guidelines for physical activity (at least 150 minutes of at least moderate intensity activity per week). At the end of the six weeks 415 (24.6%) provided feedback. Of these, 8% (33) reported being inactive and 49% (203) reported meeting the recommended guidelines for physical activity.
 - *Looking at those whose data could be matched before and after (285), the proportion reporting being inactive decreased from 14% to 7% and the proportion reporting meeting the physical activity target increased from 42% to 53%*
- At the start of Beat the Street, 1,547 adults provided data on their travel behaviour. Of these, 15% (232) reported walking for travel on zero or one day per week and 53% (820) reported walking for travel on five or more days per week. At the end of the six weeks, 381 (24.6%) provided feedback. Of these, 8% (30) reported walking for travel on zero or one day per week and 67% (255) reported walking for travel on five or more days per week.
 - *Looking at those whose data could be matched before and after (310), the proportion walking for travel on zero or one day per week decreased from 12% to 7% and the proportion walking for travel on five or more days per week increased from 58% to 68%*
- At the start of Beat the Street, 1,506 adults provided data on their cycling behaviour. Of these, 89% (1,340) reported not cycling at all during the previous week. At the end of the six weeks, 378 (25%) provided feedback. Of these, 87% (328) not cycling at all during the previous week.
 - *Looking at those whose data could be matched before and after (310), the proportion not cycling at all during the previous week decreased from 88% to 86%*
- At the start of Beat the Street, 1,522 children provided data on their physical activity. Of these, 14% (213) were undertaking 60 minutes of activity on zero or one day per week and 86% (1309) were undertaking 60 minutes of activity on two or more days per week. At the end of the six weeks, 60 (3.9%) provided feedback. Of these, 5% (3) were undertaking 60 minutes of activity on zero or one day per week and 95% (57) were undertaking 60 minutes of activity on two or more days per week.
 - *Looking at those whose data could be matched before and after (39), the proportion undertaking 60 minutes of activity on zero or one day per week was at 8% (3) and the proportion undertaking 60 minutes of activity on two or more days per week was 92%.*

- At the start of Beat the Street, 1,112 children provided data on their travel behaviour. Of these, 5% (55) reported not walking for travel in the past week and 42% (467) reported walking for travel on six or seven days per week. At the end of the six weeks 59 (5.3%) provided feedback. Of these 5% (3) reported not walking for travel in the past week and 58% (34) reported walking for travel on five or more days per week
 - *Looking at those whose data could be matched before and after (47), the proportion walking for travel on zero days per week decreased from 2% to 0% and the proportion walking for travel on six or seven days per week increased from 53% to 68%*
- Qualitative feedback collected post-game:
 - 'My children and I are now more conscious when deciding whether to walk or drive, when the weather is ok, we definitely believe walking / scooting is the only option.'
 - 'The game reminded me how easy it was just to get wrapped up and go for a walk. And it reminded how much better I felt just having walked.'
 - 'Walking to the shops felt almost as quick as driving.'
 - 'I learned to ride my bike'.
 - 'I leave a little earlier to go to school and walk so I can be more healthy.'
 - 'I feel like I was able to establish a bigger connection to my family as we don't do much as a group.'
 - 'Quality time with family in the outdoors with no iPads or gadgets to be seen! We have continued to spend more time on family walks.'
 - 'Beat the Street was a fantastic initiative to be involved in. As well as the focus on lowering emissions and increasing fitness levels, the initiative had such a positive effect on our wider school community.'
 - 'Our local area was significantly busier than usual and it generated a very positive community spirit.'
 - 'In classrooms, teachers were able to be very creative in lessons by using the BTS graph and numbers to encourage conversation and numerical thinking amongst pupils.'