



Beat the  
Street  
Clacton and  
Jaywick  
Sands



# Executive summary

## Introducing Intelligent Health

Beat the Street is run by [Intelligent Health](#). Founded by [Dr William Bird MBE](#), our mission is to create resilience and improve health by connecting people to each other, their communities and their environment.

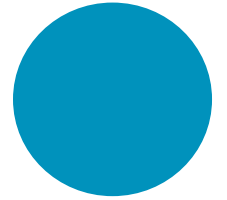
We engage communities, share knowledge of the foundations of good health, and provide data analysis for actionable insight.

## People, Place and Purpose

Intelligent Health aims to improve health at scale by focusing on **people**, the **place** they live and helping to provide **purpose** in their lives.

This supports building the resilience essential to combat inactivity, loneliness and poor mental health, all of which have been exacerbated by the Covid-19 pandemic.

We have been running Beat the Street for over 10 years to tackle inactivity and health inequalities, working in the community alongside local community assets and partners.



“Beat the Street gave my walks and bike rides more of a purpose. It made me want to get out more on days I was feeling low.” – Male, aged 40-49 years

# Impact

We deliver sustainable health at scale, increasing long term physical activity, improving mental wellbeing and connecting people to nature in their local environment. We have engaged a total of 1.6 million participants and thousands of community organisations in 112 towns and cities up and down the UK, with the evidence showing that 60% of those who are inactive (adults and children) at the start become and remain active up to two years later.

For residents it provides a fun gamified method to get out in their community and make small changes to daily behaviour that has a big impact.

## How does Beat the Street work?

Beat the Street is an evidence-based, population-level, cost-effective behaviour change programme designed to increase physical activity levels across a community.

The programme supports long-term behaviour change by making physical activity an enjoyable, integral part of everyday life. It inspires players to participate through gamification strategies, motivating positive behaviour that, over time, becomes the daily norm. Through the programme, players demonstrate that even small changes, when adopted on a daily basis, can have a big impact.

Beat the Street addresses the physical barriers to being active by using an inclusive, simplistic concept and combats emotional barriers by creating a community-wide social norm to enable sustainable behaviour change.



*“It helped me, and my boys go out together and have a treasure hunt game looking for the boxes. It would be good if you could do more like this”. – Female, aged 50-59*



# Findings

## What we set out to achieve

Beat the Street Clacton and Jaywick Sands set out to increase levels of physical activity across the population, help address health inequalities, promote active travel and improve mental wellbeing amongst participants.

The report demonstrates the impact Beat the Street has had on individuals and Clacton and Jaywick's local communities, through the analysis of pre and post intervention data, case studies, anecdotal information and digital performance. We utilise these findings to identify key themes and insights which can help inform future local planning of initiatives.

## Over the 6-week game phase (15 June - 27 July):

- 3614 children and adults (5.9% of the population) took part in Beat the Street;
- Players travelled a collective distance of 38,019 miles, saving 10.44 tonnes of CO<sub>2</sub>;
- Registration data was collected on 2827 people at the start of the programme, providing audience insight into who was taking part; their age, gender, ethnicity and postcodes;
- 1,764 people completed an optional survey on their physical activity levels, long term conditions, disability and mental wellbeing.

## Representation

By comparing the registration data to local data, we can conclude that Beat the Street was representative of the local area and able to reach those communities who are typically under-represented and more likely to experience health inequalities; 91% of players were living in areas of high or mid-high deprivation.

Following the game phase, participants were invited to complete another health survey containing 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 38% of inactive adults became active and 46% of less active children became active. We also found that there was an increase in the proportion of women reporting low or very low anxiety levels, with lower anxiety levels reported for players living in areas of high deprivation.



38% of  
inactive  
adults  
became  
active



46% of less  
active  
children  
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active

# Physical activity: the challenge

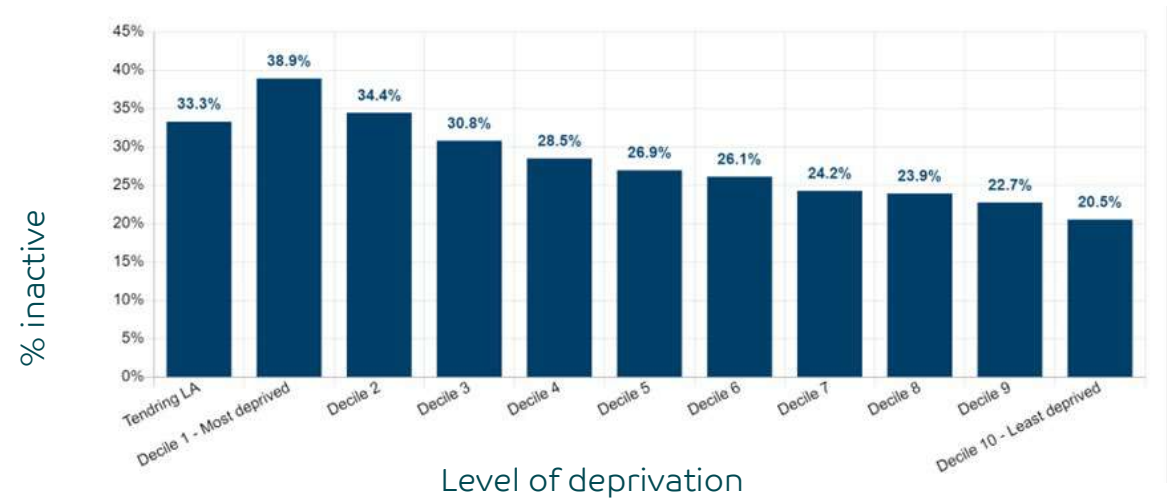
The World Health Organisation states physical inactivity as the fourth leading cause of premature deaths globally. The Chief Medical Officer recommends that adults should be doing a minimum of 150 minutes or moderate, or 75 minutes of vigorous intensity exercise a week. Children under 16 should be doing 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 Clacton and Jaywick Sands, 33% of adults who registered with the programme were inactive, while 46% of children were 'less active'. This provides a good representation of the local community with Sport England's latest Active Lives Survey data reporting that 33.3% of adults were inactive in Tendring, with 41.6% of children being less active.

Data also shows that people in most disadvantaged areas\* are less likely to be active and therefore have worse health outcomes.

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.



Source: Active Lives Survey 2021

\* Source: Active Lives Survey

# Bringing Beat the Street to the community

Beat the Street was brought to the town by CVS Tendring and Active Essex, with other partners across the public, private and voluntary sectors to deliver the programme.

Throughout the six-week game phase, we worked with partners to co-deliver and promote local activities, events, campaigns and services to help raise awareness of local provision and enable sustainability.

In Clacton and Jaywick Sands, the local engagement role was undertaken by Becky Dowling from CVS Tendring who aimed to connect physical activity opportunities across the town. This ensured that the programme benefitted from someone who already had good existing knowledge of local partners, and the community.



# Local engagement

## Schools

We engaged with the primary schools in the area by working with Active Essex who already had established connections with them; Active Essex also contacted schools where initial response to engagement was weaker.

Our Engagement Coordinator Becky ran assemblies for the three schools that took up the offer of an assembly, while all schools received tips and tricks to encourage children and parents to get the most out of the programme.

With the summer holidays approaching the week prior to the end of the programme, all schools were offered promotional merchandise to help with the transition into the summer holidays. Only two schools in the area declined the offer to take part in the programme.



10 primary  
schools

1 Special  
Educational  
Needs  
school

# Community learnings

Researchers from Active Essex went into the community to learn about the experience of 50 Beat the Street players in Clacton and Jaywick Sands, meeting at a range of venues including community events and outside school gates.

## Motivation!

The fun nature of the game was a key motivator for the majority of players, with parents noting that it was a great way get their children out of the house. However, it wasn't only children who were enjoying it – many adults also found it fun, despite not playing games like this (i.e. Pokémon Go) before.

Many also enjoyed being part of a team with some motivated to ensure they didn't let their team down, while others enjoyed some in-team competition with teammates. For some players who were out of work, Beat the Street gave them something to do - a sense of **purpose** - and they fitted their daily routine around playing. Some of the players said at the end of the game that they didn't know what they were going to do the following day!

*“All I've been thinking about is boxes!” - Female, aged 50-75 years*

*“Provided a purpose and exercise which I probably wouldn't have otherwise done.” Male 70's.*



Hannah – Senior Researcher



Rob – Evaluation Researcher

Most people reported increased physical activity levels, with those who were already active reporting travelling further distances.

Although weekday physical activity remained similar for school parents, they felt encouraged to go out for a walk at the weekend. Some of the research suggested new habits being formed, thereby improving likelihood of sustaining activity levels:

*“I changed my route to work to include a box and I guess I'll continue going that way... I've said good morning to the same people every morning for the last 6 weeks and they'll be expecting to see me... unless it's raining!” Female, aged 25-50 years.*



# Community learnings

## Exploring their local area

Some players decided to visit all the Beat Boxes in the game, and in doing so, explored new places across Clacton and Jaywick. Some found places that they would return to, such as a new running route, a cycling route away from the coast that is good for a windy day and a basketball hoop nearby. However, researchers also discovered that, apart from the seafront, boxes weren't located at 'destinations' so in many cases there was no reason to return to that location.

## Did playing lead to meeting new people?

Many of the players we spoke to reported that they had met new people when out playing, chatting to other players with some leading to new friendships. The programme also brought community groups together, such as two cycling groups who were previously unaware of one another.

Some parents commented that their children had been excited to see their friends out and about playing and had spent time together playing Beat the Street as a family that they might not otherwise have done. However, there were no reports of families joining up to play together.

## Reflections: what could be done differently?

In general, players spoke highly of the programme, however a few highlighted that the programme would have benefited from more community involvement in the planning and implementation.

The game ran towards the end of the summer term for schools, but some parents thought that it would have worked better during the summer holidays when they had more time and were looking for things to do with the family — especially as a parent highlighted that local residents couldn't afford to go away on holiday during the summer holidays. From previous experience, Beat the Street has lower engagement when run throughout the school holidays as schools drive much of the participation. However, this is something we keep under review.



# Player stories

## Lorraine's story



Lorraine is one of the founding members of Clacton-on-Sea's local running group, the Clacton Seafront Runners (CSRs).

An influential member of the local running community, she regularly acts as one of the run directors for the local Parkrun.

Spurred on by the idea that the challenge of the game could break up the monotony of running along the seafront for her running group, Lorraine encouraged her group to get involved. For Lorraine, Playing Beat the Street motivated her and her husband to go out even more than usual; both were driven by a desire not to “let the side down” and help the CSR team climb the leader board and win which they could use to benefit the running group.

### Local connections

Lorraine felt playing had offered more benefits than just boosting her activity levels. Before Beat the Street, Lorraine had not even heard of Essex Pedal Power (a local community free bike scheme) and she felt that playing the game had connected local groups and the community.

Her desire to collect all the boxes, also meant Lorraine explored more of the local area, visiting places she may not have usually gone. Overall, Lorraine said she really enjoyed playing Beat the Street and would look forward to the opportunity to play again in the future!

## Etti's story



Etti is in her 70's and was quite active before Beat the Street came to Clacton, but she didn't feel much part of the community.

Etti got really involved with the game, coming 4th on the leaderboard with 41,450 points! She loved exploring to looking for more boxes, discovering new areas and short cuts to help her with visiting the shops etc. She made new friends while playing; not only other players, but also people who lived near where the boxes were located and dog walkers. She now regularly joins a cycling group to cycle out further than she ever travelled before. Her confidence travelling on her bike has improved from playing, having fallen off her bike and breaking her wrist last year which knocked her confidence dramatically.

*“The game was fantastic! It really boosted me. Worked my metabolism well and I just felt so boosted! During the game, I walked or cycled more than I would normally do, and I just didn't feel tired. I wanted to go on and on. It made me happy and smile every day”*

Since the game finished, Etti has maintained activity levels and feels fitter and stronger than she did before. She has also maintained the friends and connections she gained from playing. Knowing that she is going to be active in the day helps her kick start her day and overcome any aches and pains she may have!

## Andrew's story



Andrew is a long-time resident of the Clacton local area who has developed a keen interest in cycling. Cycling has been a real tool for change over the past two years, greatly improving his mental health and wellbeing.

About a year ago, Andrew received a brand-new bike from Essex Pedal Power, a scheme that provides free new bikes to people in the local area to increase cycling, active travel and physical activity levels. As a result, Andrew is cycling more and has connected with people who share similar interests. Prior to being part of the scheme, he felt very isolated and he says the scheme really helped him to mix more and build friendships.

Prior to Beat the Street, Andrew frequently completed monthly cycling challenges, such as the "Gran Fondo" where he cycled 63 miles in a day - providing him with a great sense of achievement!

As soon as Andrew heard about the game, he instantly wanted to top the leader board and to beat the highest score of any individual for any previous games.

*"Straight away in my head, I said this is a different thing all together, I'll be top of the leader board from day one!"*

Andrew showed incredible commitment and determination, cycling an amazing 2250 miles and reaching the top of the leader board for the six-week game!

Reflecting on the game, Andrew said he enjoyed playing and the sense of connection from meeting new people at Beat Boxes and riding with others. These included people from local cycling and running groups - even local councillors!

Many of these new connections supported Andrew with his pursuit of the best score and Andrew continues to meet up with people he met during the programme, for activities such as group rides. Andrew has acknowledged that he did perhaps push himself a bit too hard at times, having been quite exhausted after the game phase ended. However, he is back to riding a more manageable 30 miles a day and says he would welcome the opportunity to play Beat the Street again. He says he would probably approach things a bit differently, using the opportunity to help others and repay the amazing support he received by helping others climb the leader board even more!

*"You know it has increased my social side massively, I think that's the biggest gain I had from it".*


# Connecting the community

Becky the Engagement Coordinator also recruited community and workplace teams, delivering cards and maps to these groups personally in order to promote the programme and address any queries directly. At these talks, teams were also invited to host a Beat the Street event as an opportunity to promote their group to the local community.

A total of 19 community and workplace teams took part, a mix of running/cycling groups, community groups and workplaces.

Teams included:

- Asda
- CVST
- Girl Guiding
- Park Run
- Essex Pedal Power



424 people  
played for  
community  
teams

## Measuring success

Success can be measured in a variety of ways. In the Clacton & Jaywick Sands programme, mileage per person was one of the highest across Beat the Street games, at 10.5 miles per person!

Another success was the connectiveness of physical activity groups. Camaraderie between groups became evident, as each strived to keep up with or beat other groups, with friendly rivalry observed at all events and new friendships forged.

Essex Pedal Power, a local scheme where eligible residents are given a free bike with a GPS tracker that records usage, reported that during the game cycling activity rose significantly:

- 33 extra bikes used
- 128 extra hours ridden
- 1389 extra KM covered
- 533 more bicycle trips made

Two players have also become volunteers for Essex Pedal Power as a result of playing Beat the Street and becoming familiar with this local scheme, while another player reported that increased confidence from playing the enabled her to access learning opportunities at the local college.

Our research shows that more could be done to connect people across Clacton and Jaywick to volunteering opportunities. In a survey of 1761 people, 36.6% said they were unaware of local volunteering opportunities.

A mother also reported that by playing the game, she became aware of a sports facility in easy cycling distance of her home and she now intends to make regular use of the facility with her young son.

Following the game, a new cycling group has been formed by cyclists who became friends while playing the game.



36.6%  
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# Engagement coordinator reflections

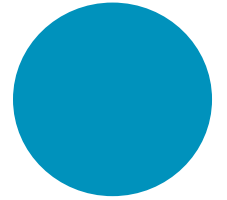
Overall, I felt “played hard”, evidenced by the miles per person that our local players achieved. One of the main successes was the level of community involvement, especially at the events we put on, where many people were keen to speak with me. It was a great environment to share information and promote the game.

The programme helped expand the member base of community groups and enabled local initiatives to link up, such as a salsa group and walking football group. People managed to discover activities already available to them, right on their doorstep (often without their knowledge they exist)! Some people said things like “it’s actually alright here you know”.

We were also able to engage with people of all ages and across a diverse range of backgrounds, including people who were inactive and/or from local areas. With only a card needed to play, the game felt accessible to all. The game gripped people and had a real social element; people were making friends and playing together.

Although initially only a couple of boxes were planned for the Jaywick area, I felt it was important for getting people in this area to play and “I know my community.” I took a Beat Box along to over 30 events which was really successful at getting people more involved.

People in Jaywick can be quite isolated but being able to cycle and play meant people felt travelling to Clacton was more achievable. Boxes or events provided that motivation to travel further from home and expand horizons within peoples' local area.



## Challenges and learning

Challenges provided useful learning. Due to Highways restrictions we had to place Beat Boxes quite far apart and some were not located directly outside schools. School involvement fell below expectations. If the children aren’t playing, then neither are mum, dad, little sister etc. Two schools refused to play, perhaps due to timing and fatigue from events of recent years.

I provided lots of information to people on their doorsteps and many had no idea about the game, suggesting a divide between information going to the schools and being passed over to parents.

The game’s new eco-friendly cards affected card durability and scanning, which may have caused some people to stop playing. There were also some issues for app players who were unable to collect bonus points.

# In-game events

Over 30 events were held during the six-week period of the game, where bonus points could be earned by tapping a mobile Beat Box that was only present at these events. The breadth of the events held were to demonstrate the range of groups, activities and public spaces available to residents of Clacton & Jaywick Sands.

Events ranged from model railway meetings through Gay Pride to litter picking and included:

- Yoga on the beach
- Rhyme time
- Salsa
- Learn to ride
- Free swim

Locations covered the whole of the Clacton and Jaywick Sands area, from Holland-on-Sea to Clacton Leisure Centre and onto Jaywick Martello Tower.

Events were open to all residents in the area and took place across the day, ranging from 9am in the morning to 8pm in the evening and covered both weekdays and weekends.

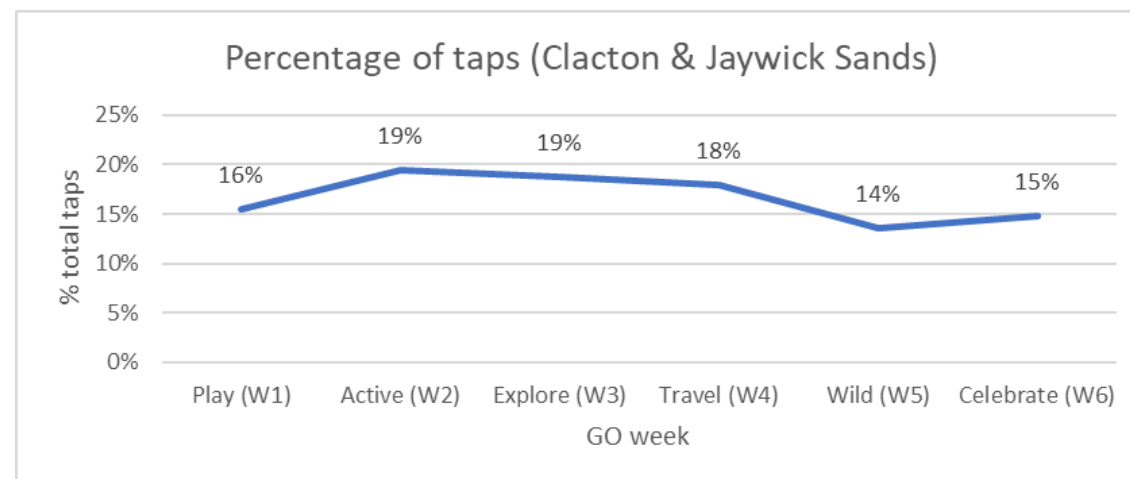
The success of the game was acknowledged during a special celebration event in September.



# Go weeks

The themed weeks of the game offer an opportunity to highlight existing assets, services and provision in Clacton and Jaywick Sands.

Using Beat the Street promotions and bonus Box offerings we aimed to direct Beat the Street players to places in their local area, where they had an opportunity to be active, explore, discover and connect with new parts of their local environment.



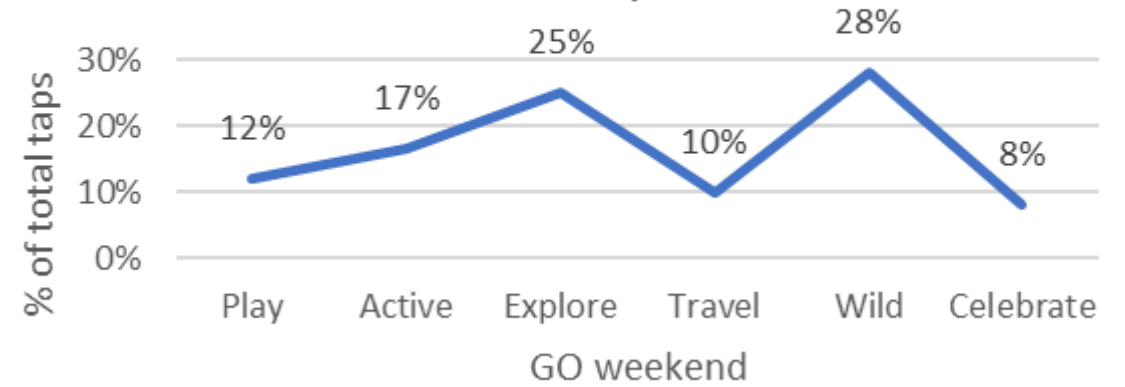
# Go Wild

Go Wild week is about promoting the green and blue spaces in an area, from canal towpaths to small pocket parks. For this week, double points were offered for taps on Beat Boxes in parks and other green and blue spaces, to incentivise visits to these areas.

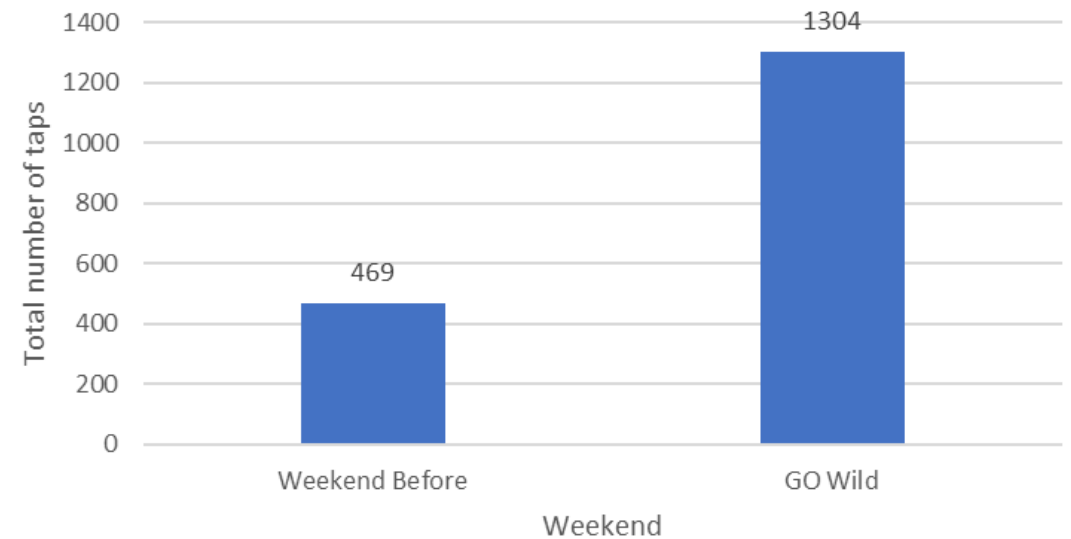
During Go Wild, game engagement in the green and blue areas of Clacton & Jaywick Sands increased by 178.04% when compared to the same time period during the weekend prior to Go Wild. The percentage of taps in blue and green spaces was also higher.



## Weekend game engagement in Blue and Green spaces



## Engagement during Go Wild









# Digital engagement

Engagement with our social media channels was high across the game. Some of the most popular posts included those promoting player competitions and the leaderboard announcement.

 **Beat the Street Clacton and Jaywick Sands**  
Wed 18/5/2022 2:00 am PDT

#BeattheStreet is coming to Clacton and Jaywick Sands in 4 weeks! We're counting down! Play from 15 June for 6 weeks until 27 July. Played outdoors, it's the perfect way to get you...




Total Engagements	308
Reactions	44
Comments	21
Shares	28
Post Link Clicks	31
Other Post Clicks	184

 **Beat the Street Clacton and Jaywick Sands**  
Tue 14/6/2022 7:00 am PDT

Join us for the Clacton run on Saturday 18 June at 8:45am. Run from Greensward cafe to the Pier and back again three times and find the Mobile Beat Box offering extra points!...



Total Engagements	269
Reactions	19
Comments	16
Shares	5
Post Link Clicks	—
Other Post Clicks	229

 **Beat the Street Clacton and Jaywick Sands**  
Thu 28/7/2022 3:30 am PDT

Clacton and Jaywick Sands, you have walked, cycled and rolled an amazing 38,019 miles as part of Beat the Street. Congratulations to our leaderboard winners and thank you t...

**Congratulations!**

<p><b>Schools - Total Points</b></p> <p>1st - Holland Park Primary School 2nd - Cann Hall Primary School 3rd - White Hall Academy 4th - Great Clacton Junior School</p>	<p><b>Schools - Average Points</b></p> <p>1st - Holland Park Primary School 2nd - Cann Hall Primary School 3rd - White Hall Academy 4th - Shorefields School (SEN)</p>
<p><b>Community &amp; Workplace Teams - Total Points</b></p> <p>1st - ESSEX PEDAL POWER 2nd - Clacton Seafront Runners 3rd - LEOS RIDES 4th - Get Cycling</p>	<p><b>Community &amp; Workplace Teams - Average Points</b></p> <p>1st - ESSEX PEDAL POWER 2nd - Clacton Seafront Runners 3rd - Get Cycling 4th - LEOS RIDES</p>
<p><b>Small Teams - Total Points</b></p> <p>1st - The outcast Gingers</p>	<p><b>Individual Leaderboard</b></p> <p>1st - Andrew H</p>
<p><b>Charity - Total Points</b></p> <p>1st - Inclusion Ventures Sailship</p>	

Total Engagements	188
Reactions	78
Comments	21
Shares	8
Post Link Clicks	1
Other Post Clicks	80

# Digital engagement

## Facebook

Likes: 289

Engagements:  
5,277

Impressions: 136,879

12.8% male

85.5% female

41.2% aged between 35-  
44 years

## Twitter

Followers: 18

Engagements: 550

Impressions: 17,238

## Instagram

Followers: 61

Engagements: 25

Impressions: 2,708

## Newsletters

Mailing list: 1,135  
subscribers

31% of players  
subscribed

Average open rate:  
27.32%

## Website

14,252 website users

127,632 website visits

## Media

Media coverage:

- [Essex Live](#)
- [Gazette News](#)
- [Harwich and Manningtree Standard](#)
- [Clacton and Frinton Gazette](#)

# THE IMPACT



3,614  
Total players



38% of  
inactive adults  
became active



46% of less  
active children  
became active

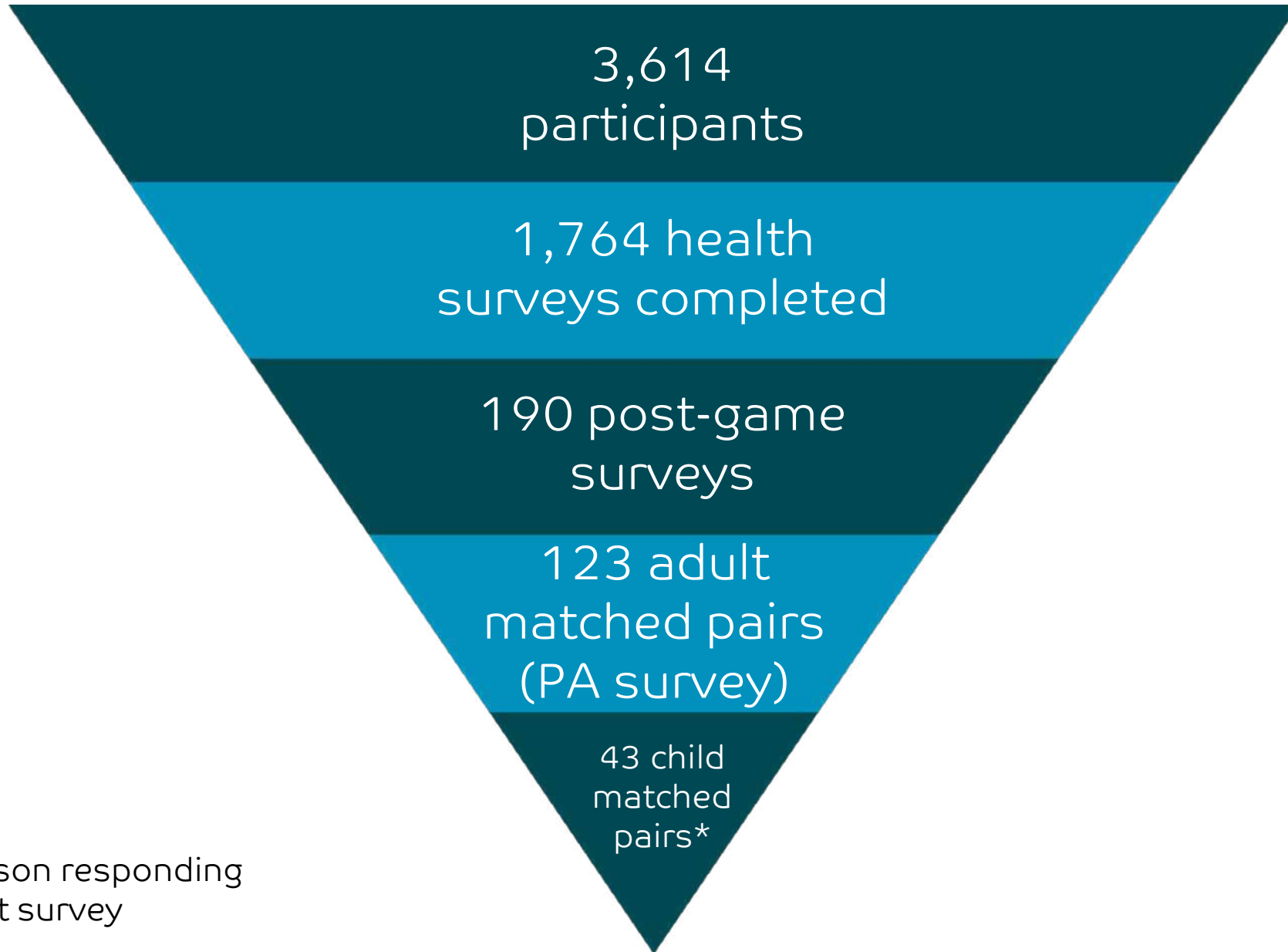


42% of game  
play during  
typical travel  
periods



Improved  
mental  
wellbeing for  
adults and  
children

## Capturing data



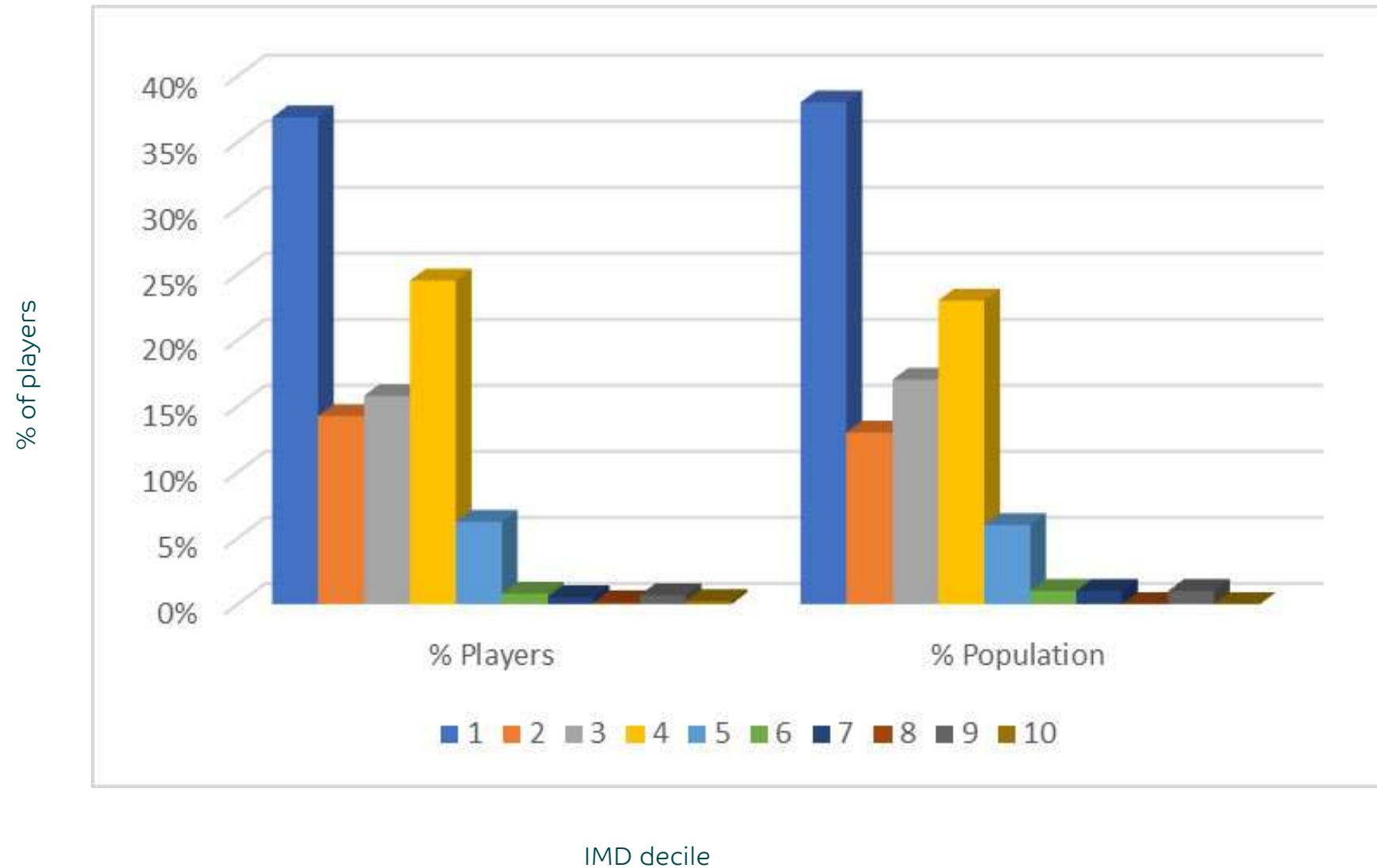
\*the same person responding to pre and post survey

# Who took part?

Data based on pre-game survey respondents

AGE		GENDER		LONG-TERM CONDITION	
0-11	39%	Female	62%	No	74.6%
12-18	10%	Male	36%	Diabetes	2%
19-55	47%	Non-binary	0%	Heart disease	0.6%
56+	4%	Prefer not to say	2%	COPD (emphysema)	0%
				Asthma	10%
				A mental health condition	5%
				Another long-term condition	7.7%
				Prefer not to say	4.97%
ETHNICITY		DEPRIVATION		DISABILITY	
White	89.2%	High	51.1%	Yes	7.5%
Ethnically diverse communities	7.4%	Mid-high	40.3%	No	85.6%
Prefer not to say	3.1%	Mid	7%	Prefer not to say	6.9%
		Mid-low	0.7%		
		Low	0.9%		

## Feature: is Beat the Street representative of the population?



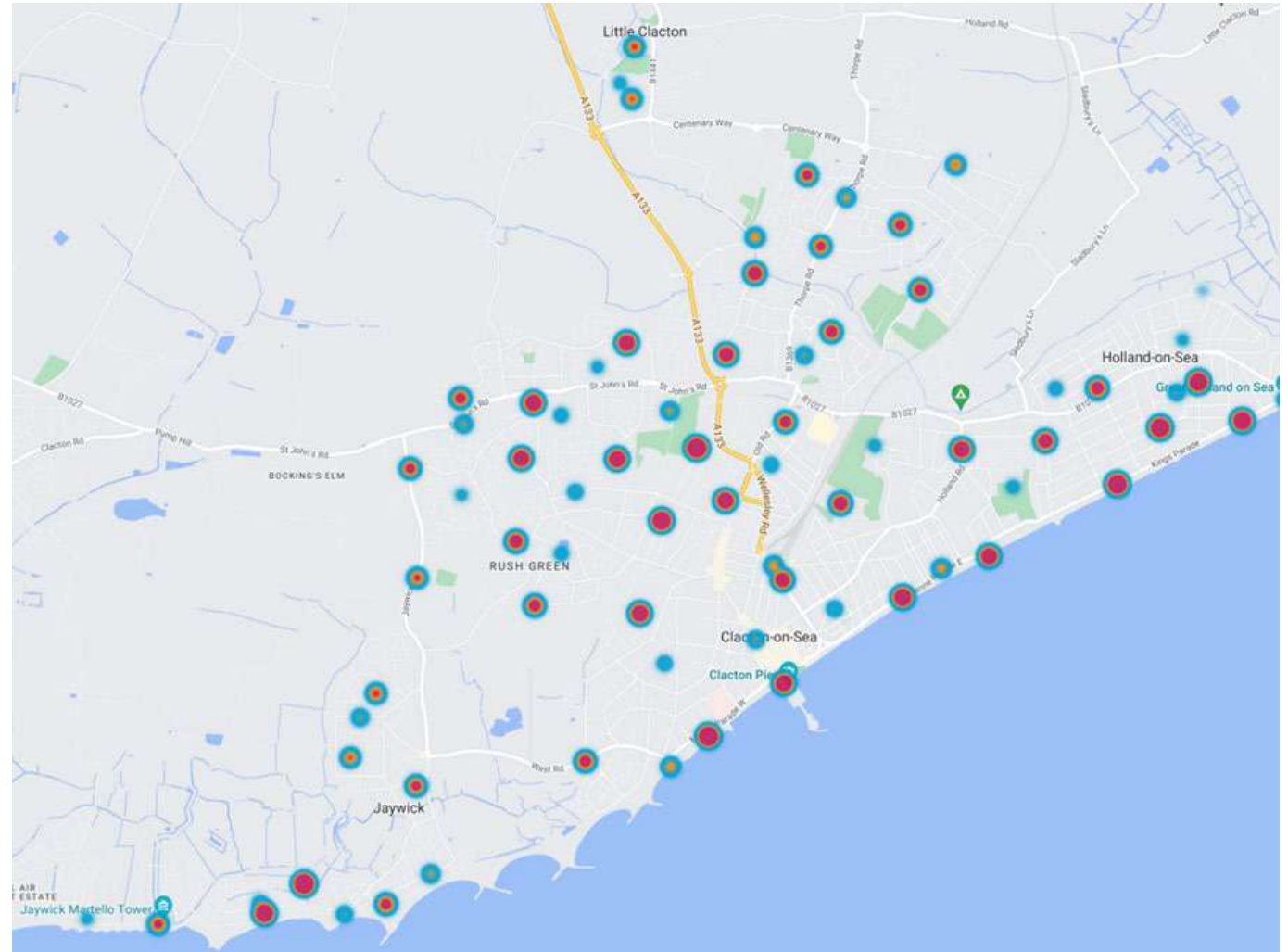
The chart shows how well Beat the Street represents the population of Clacton & Jaywick Sands as it pertains to IMD deciles.

# Mapping participation

Heatmap 1 shows the level of participation throughout Clacton and Jaywick Sands.

Red areas highlight those with the highest level of participation, while those in blue have the lowest.

The most tapped Box was Box number 3, located opposite the Tendring branch of Signpost on Lotus Way. The least popular Box was number 33, situated on Stephenson Road in the Clacton Shopping Village.

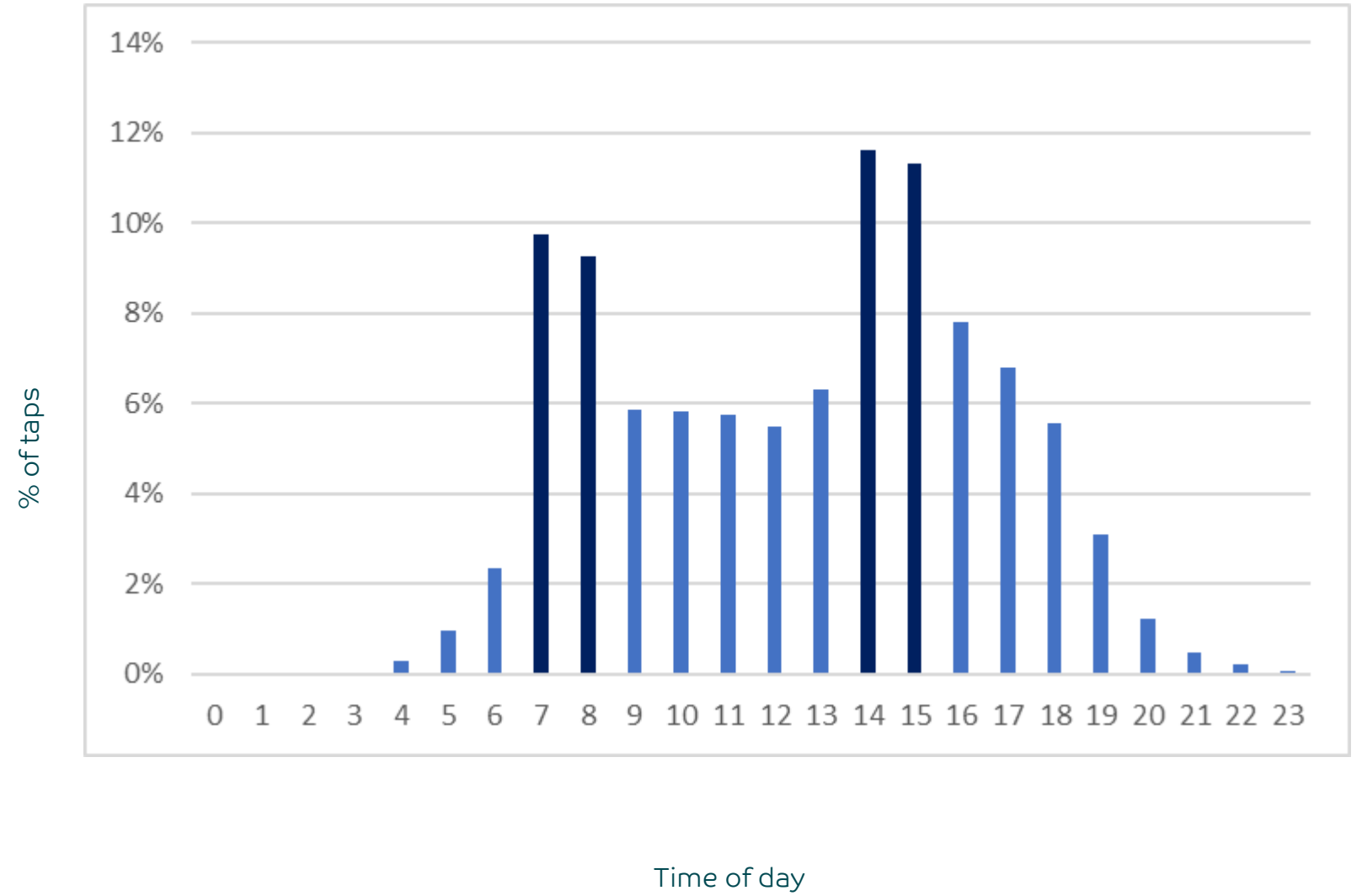




# Peaks in Beat Box activity

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

42% of all activity undertaken was between 7-9am and 2-4pm, which are typical travel periods.



# Results: adult physical activity levels

During registration 33% of adults were inactive (n= 919). Following Beat the Street, 38% of adults who were inactive when they registered had become more active (\*n = 26 matched samples).

However, there was a 6% increase in the overall proportion reporting as being inactive (increasing from 21% to 27%) (Based on n = 123 matched pairs).

The proportion of participants who achieved 150 minutes or more of exercise per week remained unchanged (64%) (n = 123 matched pairs).

## Definitions:

Inactive = Less than 30 minutes a week

Fairly Active = 30-149 minutes per week

Active = at least 150 minutes a week

38% of  
inactive  
adults  
became  
active\*

123 adult matched  
pairs (PA survey)  
43 child matched  
pairs (PA survey)



# Results: children's physical activity

At the time of registration, 46% of children were less active (n= 845), with 46% of these children reporting being more active following the game (n = 15 matched pairs).

Overall, the proportion of children reporting being less active declined by 7%, from 35% to 28% (n= 43 matched pairs). However, there was a slight decline (2%) in the proportion achieving 60+ minutes of activity per day (n = 43 matched pairs).

Looking solely at children living in the most deprived areas, the proportion reporting being less active decreased from 35% to 29% (n = 17 matched pairs).

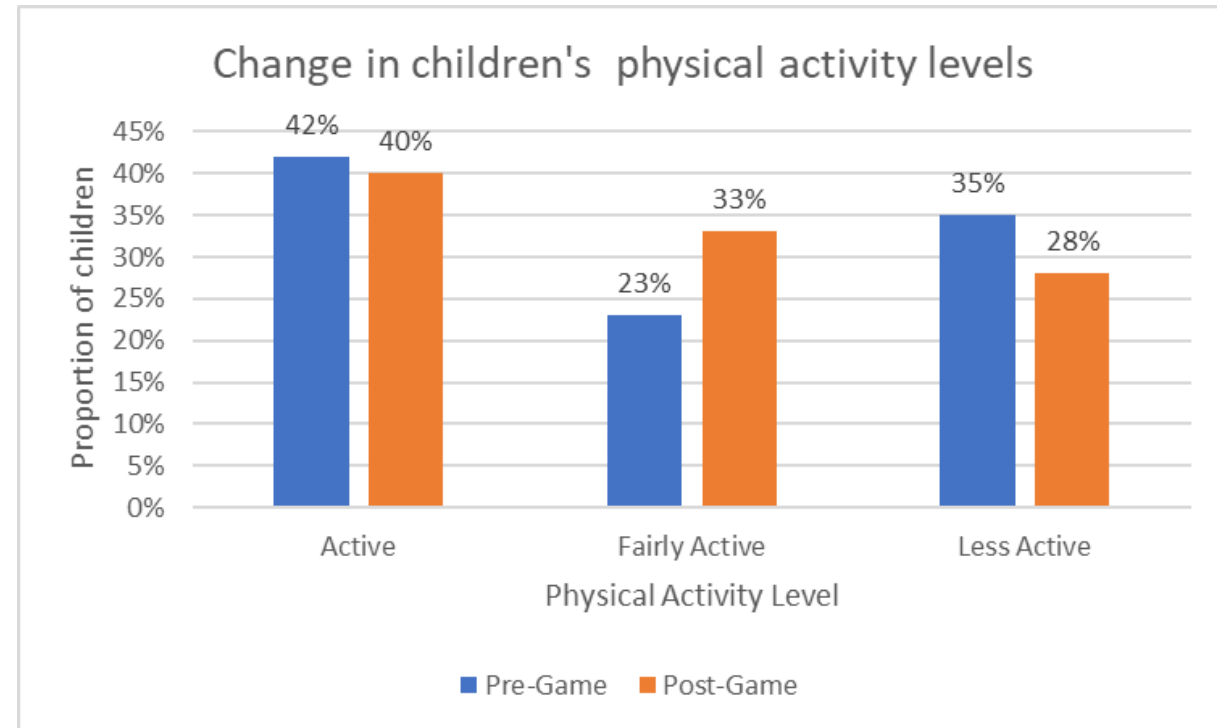
46% of less active children became more active

## Definitions:

**Less active** = Less than an average of 30 minutes a day

**Fairly active** = Average of 30-59 minutes per day

**Active across the week** = Average of 60+ minutes a day



# Discovering new places

As a result of Beat the Street, 65% of children (n=51) reported that they have discovered new places.

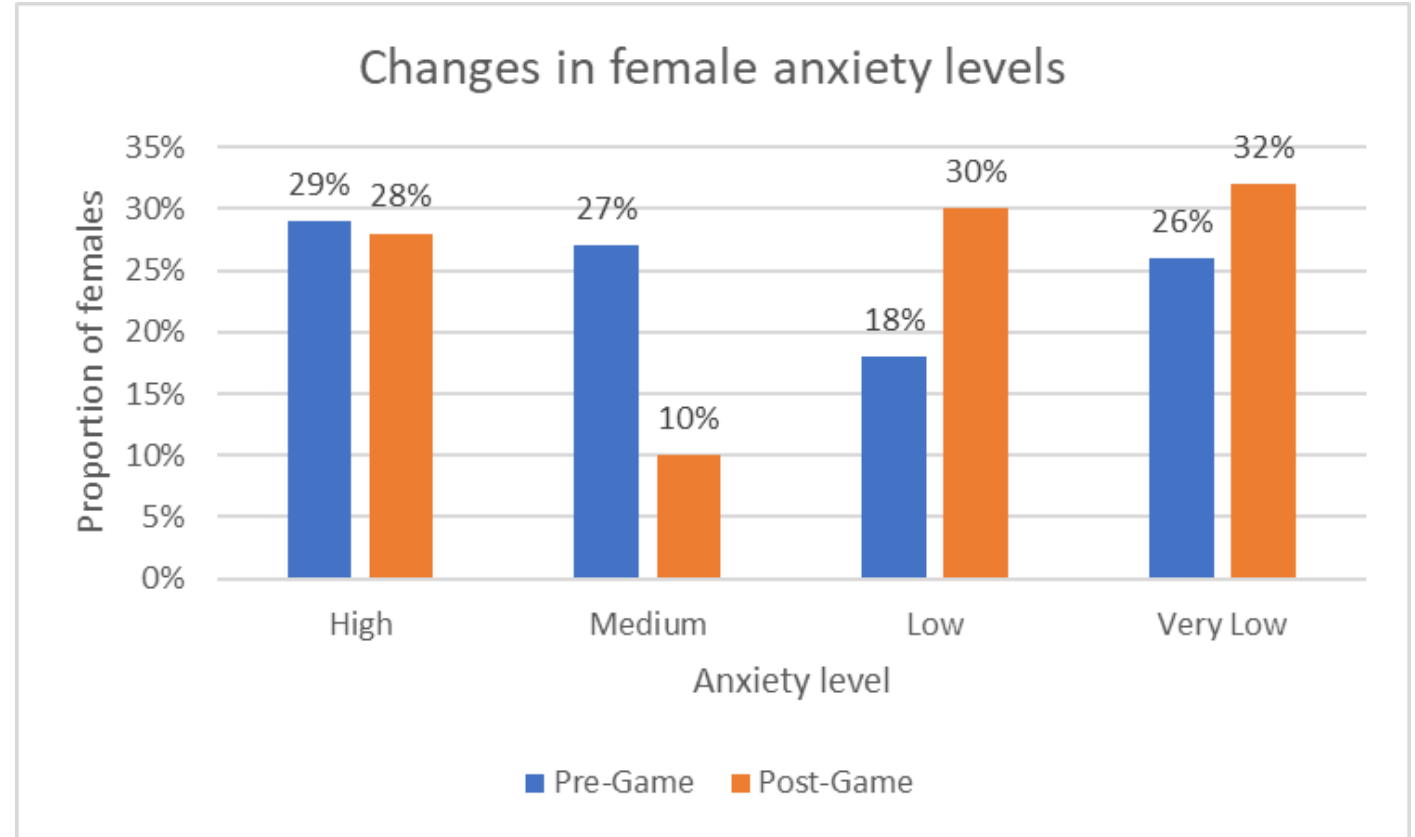


# Adult mental wellbeing

Overall, the proportion of adults reporting low and very low feelings of anxiety increased by 11% (n = 111 matched samples).

The proportion of adults reporting very high feelings of worthwhileness increased by 7%, while the proportion reporting very high feelings of happiness rose by 2% (n = 111 matched pairs).

For females, the impact of the game on anxiety was even stronger. The proportion reporting low or very low feelings of anxiety increased by 18%, whereas the proportion reporting very high levels of happiness and life satisfaction increased by 5% and 3% respectively.

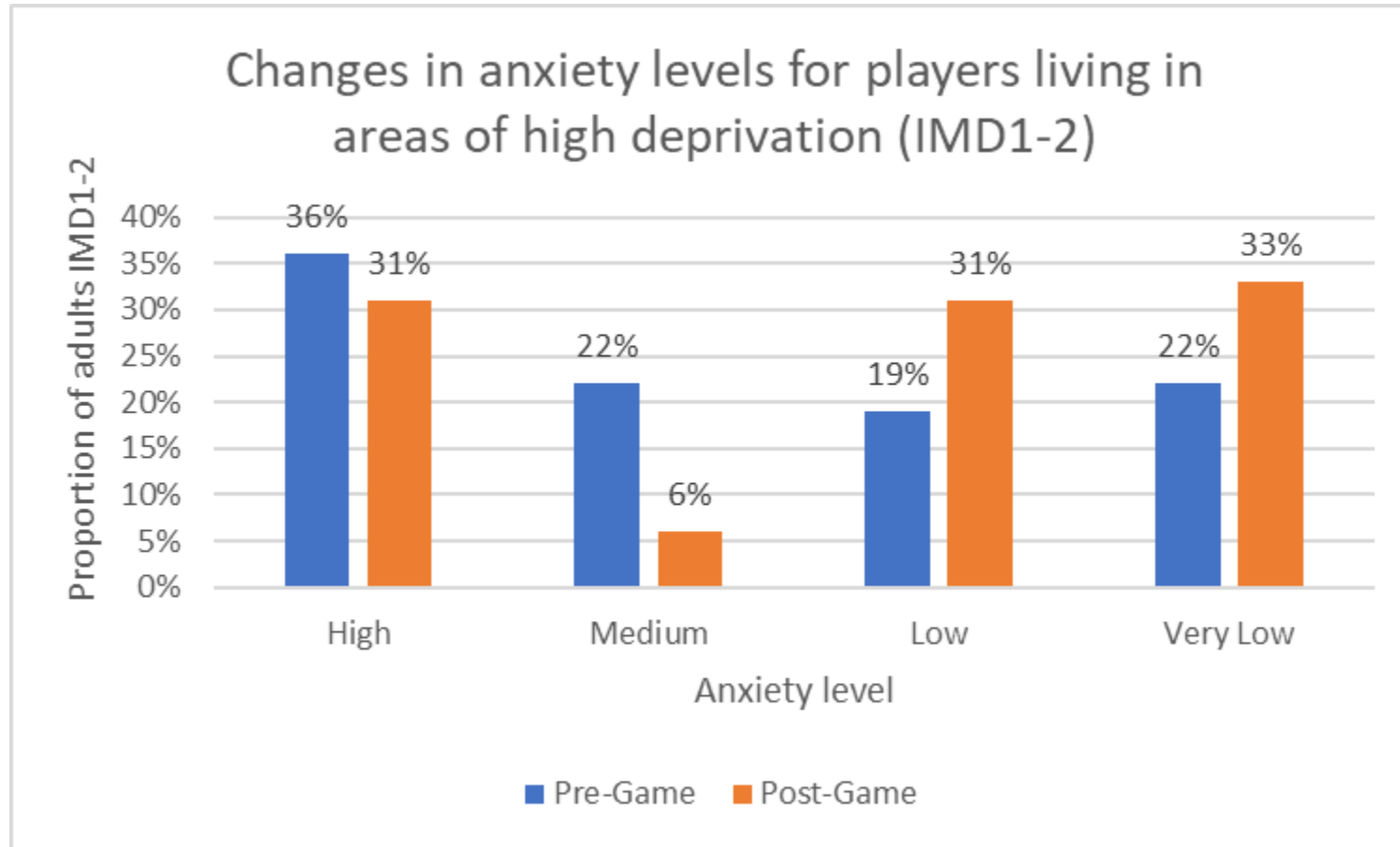


# Reducing anxiety for players living in areas of higher deprivation

We also explored whether there was a shift in mental health and wellbeing for adults living in areas of very high deprivation (IMD deciles 1 and 2).

The data revealed that, when compared to the baseline, there was a 4% decline in the proportion of adults from these areas reporting high levels of anxiety.

Furthermore, the proportion experiencing moderate levels of anxiety fell considerably (15%), while the proportion of adults living in IMD1-2 areas reporting low and very low levels of anxiety rose by 12% and 11%, respectively (n = 36 matched samples).



# Feedback - adults

Data based on post-game survey respondents

Collected from 102 people

*“As a family, we enjoyed going out for walks in the evening and also bumping into other parents from the school at touch points. It made us have conversations that we would not normally have.” - Female, aged 30-39*

*“It encouraged me to get out, or to explore new areas of Clacton.” – Female, aged 40-49*

*“Reminded me the last time I did this. Happy thoughts”. – Male, aged 60-69*

*“Beat the Street helped me focus. Walking gave me time and space to process and improved my mental well-being. Now, I miss it.” – Female, 40-49*

*“It has got me out and about. It has introduced me to new people. I have also discovered new surroundings.” – Female, aged 40-49*

*“I did more which lifted my spirits, I was happier and smiled more, I have made many new friends.” – Female, aged 70-79*

*“I walk every day for at least 4 hours, I dance run and cycle, and Beat the Street just motivated me more.” – Female, aged 60-69*

*“It made me get up earlier just to tap my card and get out.” – Female, aged 40-49*

*“As I work from home it get me away from my computer”. – Male, aged 60-69*

*“Encouraged us to start cycling together as a young family.” – Female, aged 30-39*

*“It helped me, and my boys go out together and have a treasure hunt game looking for the boxes. It would be good if you could do more like this”. – Female, aged 50-59*

*“Beat the Street has made me feel more passionate about my health.” – Female, aged 40-49*

*“I am a carer to several members of my family as well as looking in on an 85-year-old neighbour who has Alzheimer’s and vascular dementia. Initially Beat the Street was a tremendous stress reliever for me - I was able to get out and about and lose myself in cycling again, enjoying the challenge as well as the exercise I was getting.*

*For the first week of the project, I hovered between second and third on the leader board. I was extremely proud of myself; it boosted my self-esteem and gave me a sense of purpose and achievement. Alas, things overtook me after about 10 days, and I had to stop the cycling because of other family commitments. I was so disappointed - I felt that I had let my team down especially after doing so well initially.*

*But life has a habit of getting in the way of personal enjoyment sometimes unfortunately. I really did enjoy the whole experience of Beat the Street for the time I was able to participate and to those of you who organised it I have nothing but praise. It was entertaining, exciting, rewarding and enabled so many people to get out and about in a fun and fulfilling way...” – Male, aged 70-79*

# Feedback - children

Collected from 41 people

Data based on post-game survey respondents

*“Normally I wouldn’t go for a bike ride or an extra walk, but BTS made me go for them to get my points.”* – Boy, aged 11 and under

*“When we went for a walk or walked into town, we would go different ways so we could tap the boxes.”* – Girl, aged 11 and under

*“It was not long enough, hoped it would last the whole summer holidays”.* – Girl, aged 11 and under

*“It helped me get out more. You can get rid of any stress by walking.”*  
– Girl, aged 12-18

*“It made me more active”.* – Boy, aged 11 and under

*“I found that I was walking a lot more so I could collect the points.”* – Girl, aged 12-18

*“BTS helped with exercise and bonding with daddy.”*  
– Boy, aged 11 and under

*“This helped me get out and also I got to meet others along the way”.*  
– Girl, aged 12-18



# Conclusion

Beat the Street set out to increase levels of physical activity across the population of Clacton and Jaywick Sands, help address health inequalities, promote active travel and improve mental wellbeing amongst participants.

Over the 6-week game phase, 3614 children and adults from across the population took part in Beat the Street. We found that 38% of inactive adults were able to break free of their passive lifestyle after Beat the Street. Behaviour change was stronger among females, as 47% of inactive females became active following the game.

The game has led to significant improvements to mental wellbeing. Following Beat the Street, the proportion of adults reporting low and very low feelings of anxiety increased by 11% and the proportion reporting very high feelings of worthwhileness increased by 7%. For females, the impact of the game on wellbeing was even stronger. The proportion reporting low or very low feelings of anxiety increased by 18%.

Over the next few months, we will continue to work with the schools, groups and individuals who took part in the programme to help them maintain their physical activity levels. We will also look at opportunities for new collaborative 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 February, which will look at long term behaviour change.

