

BEAT THE STREET COLCHESTER 2017 – MID-TERM REPORT



Results

Introducing Beat the Street

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.



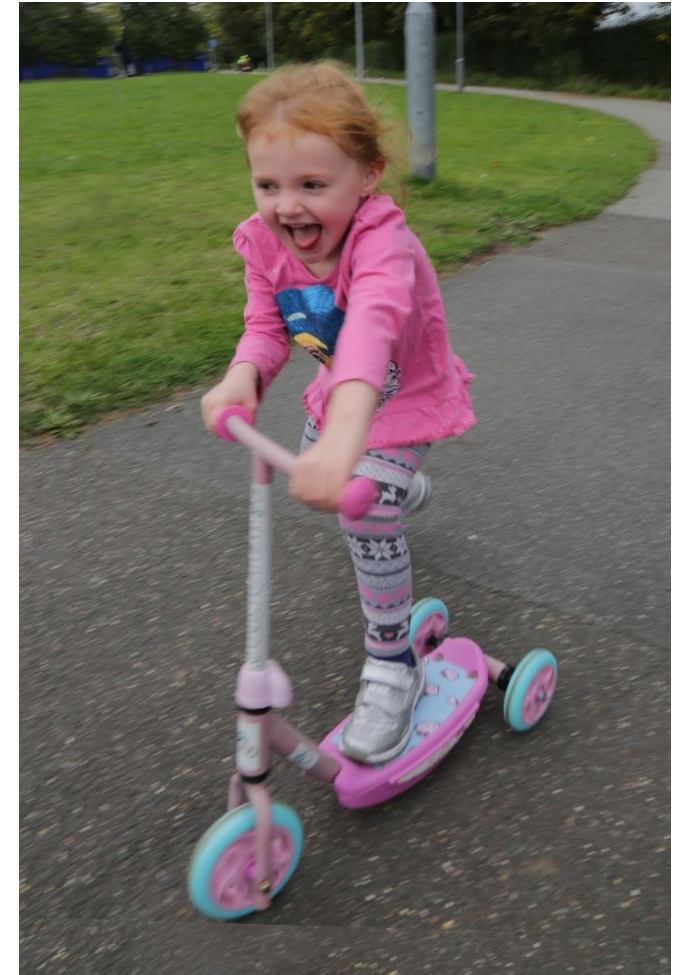
Beat the Street encourages participation through game-based strategies and motivates positive behaviour that, over time, becomes the daily norm. Beat the Street addresses the physical barriers to being active by using an inclusive, simplistic concept and combats emotional barriers by creating a community-wide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

The numbers that are creating a health care crisis

29% of UK adults (16 years old and above) are inactive and don't achieve a total of 30 minutes of at least moderate intensity physical activity in a week. Across seven days they are doing less than half an hour of sport or exercise where their heart rate increases and they are mildly out of breath.

Of that 29%, 7% are doing nothing, 3% are doing some moderate intensity

activity but for less than a total of 30 minutes and 19% are not hitting the required intensity.



Results

This level of inactivity is unprecedented and has a direct link to obesity, diabetes and heart disease – which are all creating a huge and unsustainable financial burden on health care at both local and national levels.

Colchester – The local picture

Obesity in adults and children in Colchester is broadly similar to the national figure.

According to PHE 2017 Colchester Public Health Profile, 64.7% of adults are classified as overweight or obese. 15.4% of children aged 10-11 are classified as obese.

National research highlights that good emotional and mental health is fundamental to the quality of life and productivity of individuals, families and communities.

The proportion of people with a mental health problem in the North East Essex CCG area is higher than the national figure. 5.6% of people completing a GP survey report a long term mental health problem, above the national figure.

According to Sport England's Active Lives Survey 2016/17 63.7% of adults in Colchester are currently meeting the CMO guidelines of 150 minutes of physical activity per week. 23.7% of adult residents are inactive, managing less than 30 minutes of physical activity per week.

Colchester residents are most likely to cite lack of time (47%) as the main reason for not taking more exercise (higher than the Essex average of 43%). Other reasons cited are lack of motivation and the cost (24% and 23% respectively, similar to all residents across Essex).

Compared to the county average Colchester has a higher level of physical activity in terms of organised sport participation (44.2% compared to 35.4% for the whole of Essex) and higher participation as part of a club membership (25.3% against 22.9%).

Residents could still do more to improve their

levels of physical activity in order to benefit their health, to achieve a lower risk of cardiovascular disease, stroke and coronary heart disease and this may mean creating more opportunities for people to do so.



Results

Level of Participation (Who Played the Game?)

Participant Numbers and Beat Box Activity

In total 13,914 people took part in Beat the Street in Colchester. Around 7,374 of these were adults and 6,539 were children. A total of 368,500 taps were recorded on the Beat Boxes; an average of 26 taps per participant. 6,105 people registered online to take part.

Gender Breakdown of Players

A greater number of females registered to take part than males (61% versus 39%) (Figure 1).

Figure 1: Gender breakdown of registered players

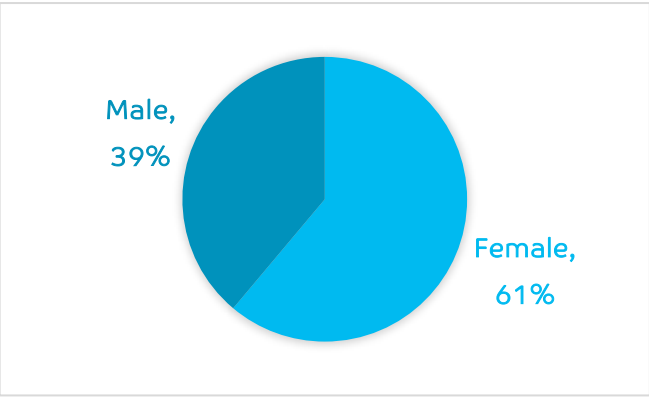
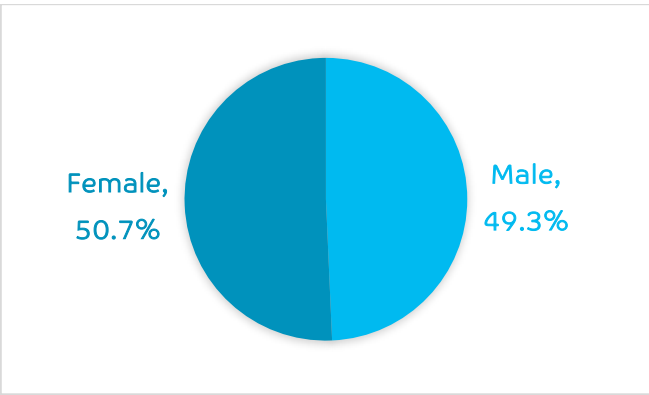


Figure 2: Gender Breakdown of Colchester residents



Age Breakdown of Players

There was a spike in registered players for those aged 11 and under, school children. Another spike is seen in the 30-49 age groups; which is likely to be parents accompanying young children (see Figure 3).

Level of participation by each age group

Figure 3: Number of registered players per age group

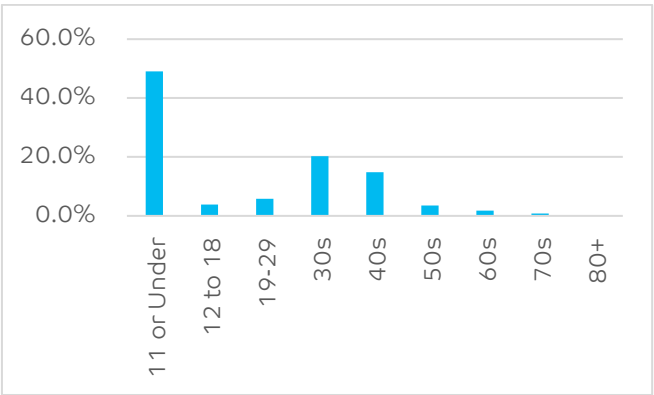
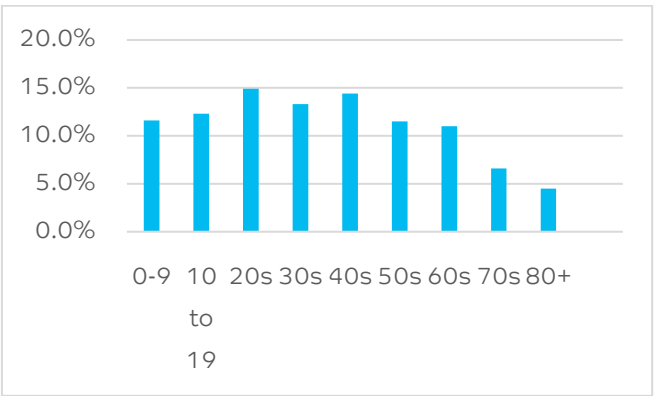


Figure 4: Age breakdown of Colchester residents

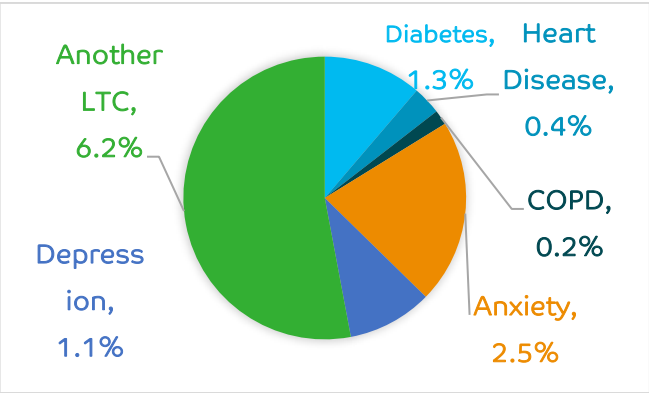


Results

Participants with a long-term condition

In total, 11.6% of registered players reported having some kind of long term condition (LTC). 0.4% had heart disease, 1.3% had diabetes, 0.2% had COPD, 2.5% had anxiety, 1.1% had depression and 6.2% had another long-term condition. In total 4% of players reported having a disability at registration.

Figure 5: Number of registered players with each long-term condition



Participation by Ethnic Background

In total, 49% of registered players were of White ethnic background, compared to 92% of residents living throughout Colchester.

Figure 6: Number of registered users by ethnic background

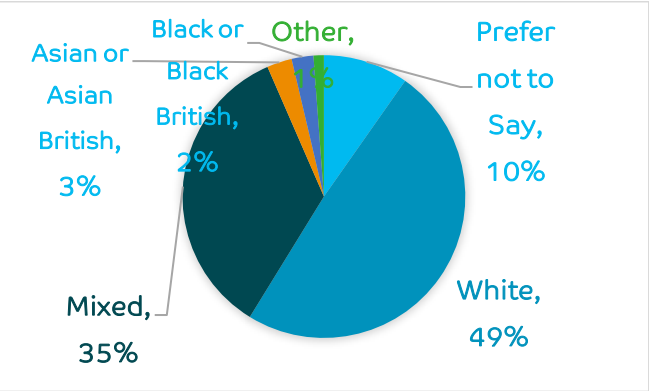
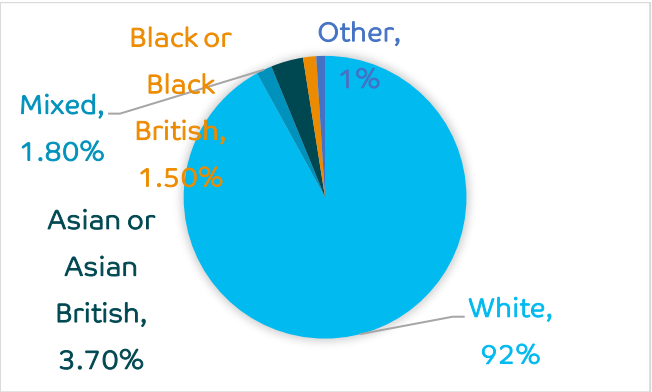


Figure 7: Percentage of Colchester residents by ethnic background



Participation by Socioeconomic Status

Data linking each participant's postcode at registration with English Index of Multiple Deprivation data was available for 3,515 registered players. This indicated that there was an even spread of participation across all areas of deprivation (Figure 8).

Results

Figure 8: Percentage of population playing by IMD score

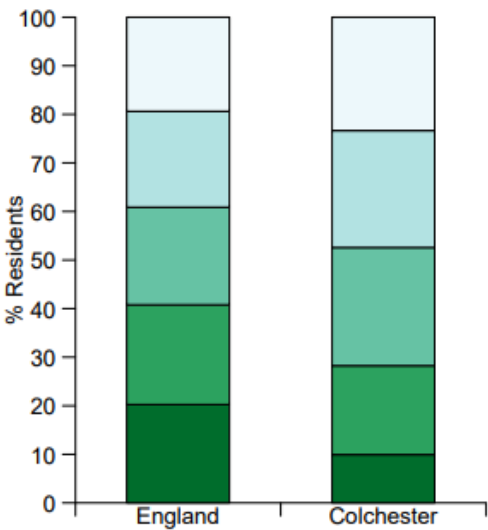
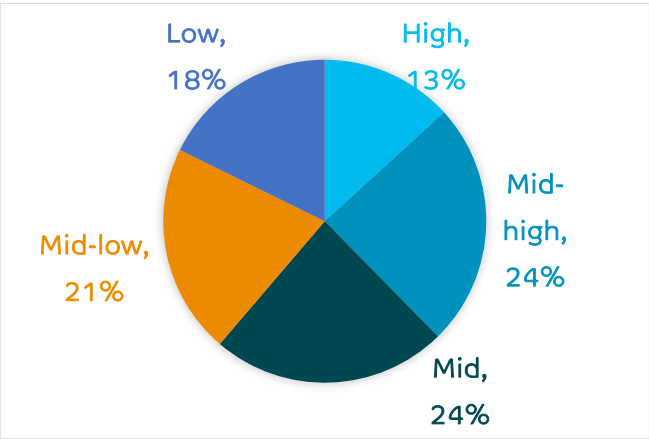
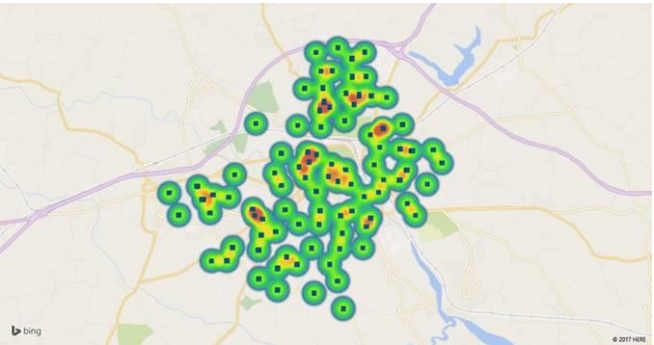


Figure 9: Percentage of Colchester residents who live in each area of deprivation (Green =Most deprived; White = Least deprived)

Mapping Participation

Figure 10 shows the level of participation throughout Colchester over the entire game period. Areas in red highlight greatest participation whereas areas in blue show the least participation. We can see that participation is spread out around the borough. There are “hotspots” around the town centre and also close to the top performing schools. There is also evidence to suggest that there were increased levels of participation in some areas of high deprivation, where the population is often at risk of greater health inequalities. The heatmap indicates increased levels of participation in Castle, Newtown and Old Heath wards, all of which are classed as areas of high deprivation.

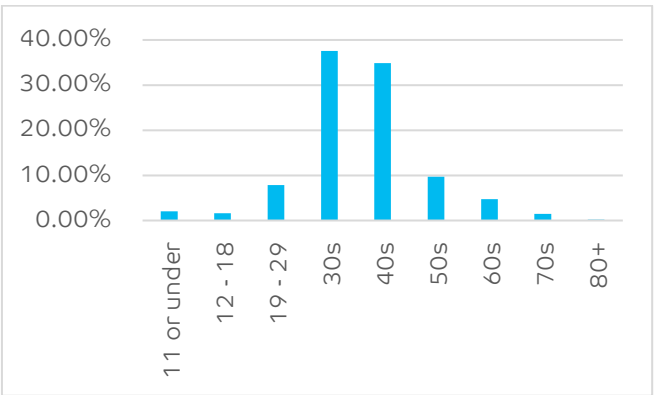
Figure 10: Participation throughout Colchester



Who Provided Feedback?

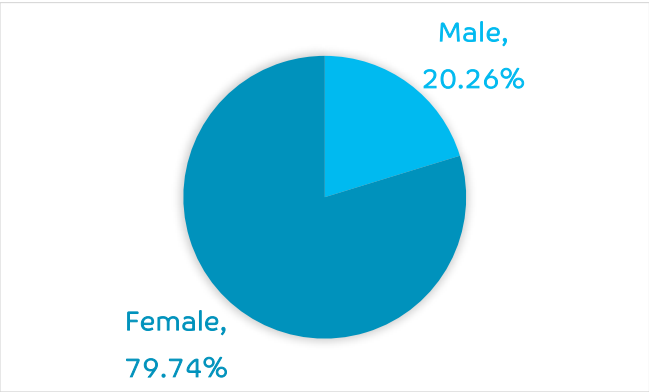
In total, 2,885 people opted in to being contacted after registration. Of these people, 580 provided follow-up feedback (a response rate of 20%) through an exit survey immediately following the game-phase. A mix of different ages provided feedback, although most of respondents were aged between 30 and 49 (see Figure 11), and around 80% of respondents were female (See Figure 12).

Figure 11: Age breakdown of post-game survey respondents



Results

Figure 12: Gender breakdown of post-game survey respondents



Beat the Street in Colchester aimed to:

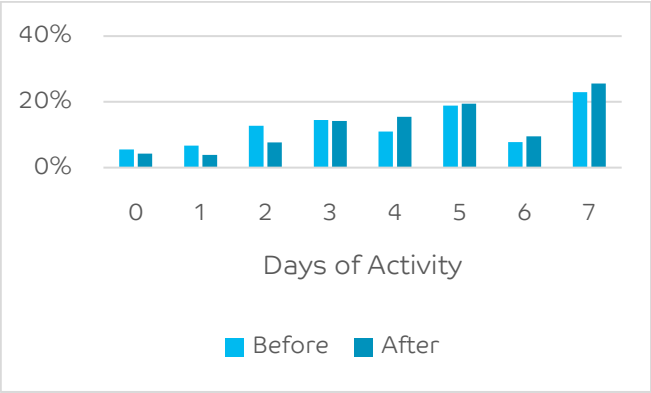
- 1. Increase the level of physical activity amongst participants
- 2. Increase active travel for short journeys.
- 3. Connect people to their local neighbourhood:
- 4. Enhance levels of well-being and community cohesion.

Increasing Physical Activity:

There was a 4% decrease in levels of inactivity

At registration 12% of adults were undertaking the lowest levels of physical activity (just 0-30 minutes per week). Furthermore, just 50% of participants met the Chief Medical Officer’s physical activity target (150 minutes of moderate intensity activity per week). By the end of Beat the Street, the proportion reporting the lowest levels of activity had decreased to 8% and the proportion of people meeting the Chief Medical Officer’s physical activity target increased to 54% ($P < 0.001$; $N=536$; Figure 13).

Figure 13: Days per week of physical activity by adults before and after Beat the Street

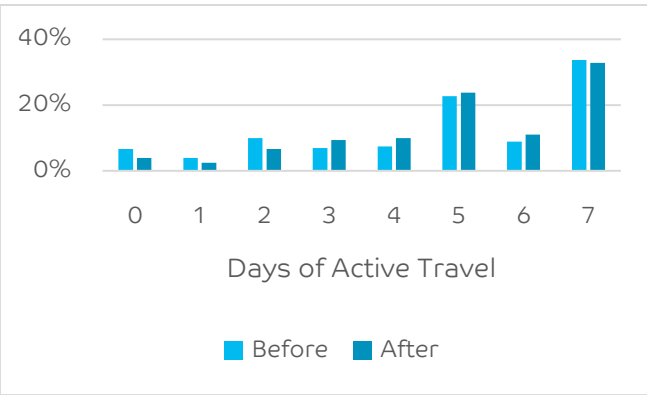


Increasing Active Travel:

There was an 4% decrease in the proportion of adults walking or cycling for travel on just zero or one days per week

The proportion of adults walking or cycling for travel for 10 minutes or longer on 5 or more days in the past week increased from 65% before Beat the Street to 68% immediately after ($N = 362$; $P < 0.001$) (Figure 13). The proportion of adults walking or cycling for travel on just zero or one day in the past week decreased from 10% before the game phase to 6% immediately after ($P < 0.001$) (Figure 14).

Figure 14: Number of days per week that adults walked for travel before and after Beat the Street.



Results

Qualitative feedback

Altering attitudes and perceptions towards being active

Open question feedback collected following the game period suggests that residents of Colchester had changed the way they viewed being physical activity

Figure 15 shows the most popular responses to the question “Please tell us how it helped or what you did differently during the competition, or if not why Beat the Street didn’t help you?”. More frequent responses are indicated by larger text. The prominence of words such as ‘cycling’, ‘Active’, ‘Routes’, ‘Running’ and ‘Exercise’ support the quantitative changes in physical activity and active travel reported above.

Figure 15: Qualitative feedback collected post-game



Individual Responses

“It motivated the kids to get out for a walk and encouraged them to walk to town rather than going in the car!.”

“It encouraged my children to walk around the neighbourhood more. We all felt better for getting some exercise.”

“It encouraged me too get out more! At the weekends I was going for walks just too tap into different boxes!!”

“It helped encourage our daughter to go out for walks. She also learnt to ride her bike confidently on her own during the time which has enabled us to now go for family bike rides.”

“I was encouraged to cycle much further. Without participating in BTS I wouldn't have cycled 52 miles one week.”

“It encouraged a group of adults to meet for social runs together. As a result, the group is continuing to meet now BTS has finished.”

“It helped us to get out as a family , for a lovely walk with the doggies every morning rather than me rushing around the block with the dogs on my own ! My partner has copd and it has kept him active where as before he would stay in with my daughter before work .”

“I have post traumatic stress so it gave me a reason to be out helping my son collecting points. I also went around town with my daughter to get points too.”

“I definitely walked more than I would have done otherwise; the idea was excellent and made walking so much more fun as there was much more sense of challenge and achievement than when just walking”

“I actually lost weight. It was a great deal of fun. I got to meet people doing the Beat the street as well as finding out new streets which I never knew.”

Enhance levels of family and community cohesion.

Qualitative feedback collected following the game period revealed how the game helped develop community and family cohesion. Figure 16 shows the most popular responses to the question “What are the main things you got out of Beat the Street?”. More frequent responses from

Results

both open questions emphasise the effect of Beat the Street on family cohesion with participants consistently referencing “Colchester”, “Family”, “Team” and “Kids”.

Figure 16: Qualitative feedback collected post-game

Points Great Idea Boxes Bit Further Fresh Air New Areas
Running Places Enjoyed Fitter Family
Competition Fun Fitness Exercise Sense
Walking Excitement Getting Exercise Active
People Doing Kids Daughter Loved Team Colchester

Individual Responses

“My husband and I walked more and used lots of different routes”

“It provided a purpose for getting out walking more and meeting new people doing the same.”

“Helped not just me or my son to get active it helped my community too.”

"It encouraged me to get in touch with other moms and at home we took walks with my little boy just to do beat the street!"

“We enjoyed family bike rides, walks and runs setting ourselves some routines on the beat the street trails, gave the children destinations and focused on gaining more points rather than thinking of it as exercise.”

“More active, going for walks after school pick up each day rather than standing watching the kids play, we walked and they played on the go!”

“It helped us spend time as a family. Also helped us walk and explore”

"It kept me motivated to go out running at least twice a week and it was really sociable as I got to know lots of people from the local running group."

“I went for lunchtime walks with colleagues 2-3 times a week, it was also nice to meet new people throughout the company.”

"It encouraged us to spend more time walking together instead of being in the car which meant we had more time as a family to talk more"

“I was motivated to be more active, taking a detour or longer route. The competition ensured that I joined many group runs/rides so there was the social aspect too. We supported and motivated one another, meeting new people as a result”

Connect people to their local
neighbourhood

Individual qualitative feedback collected following the game period provided insight into how the game helped connect people to their local environment.

“Motivated me to get out running and plan routes, it also helped me learn the area I live in”

Individual Responses

"It helped me to discover parts of Colchester I had not been to previously."

“Gave me the want to go out for a walk in different areas of the borough”

Results

“Beat the Street gave me motivation to run more, and to run with groups of other runners, rather than always on my own. I have got to know parts of Colchester I would otherwise not have visited and have become fitter, and made new friends.”

“Greater knowledge of the area and exploration of unfamiliar parts. I also enjoyed the challenge of clocking up points.”

“Got into a routine of walking & explored my local area far more than I have in the last 16 years of living here!”

“Seen changes to parts of Colchester not seen when in a car and feel fitter and engaged with people who were also walking”

Engagement, Media and Communications

Website Engagement

The website went live 4 weeks before the game started (23 August) with registration opening a week before game start. From this time, as Figure 1 shows, 14,895 people visited the website 48,902 times.

69.5% of visitors to the website were returning visitors (Figure 2). Most people visiting the website found it by searching via a search engine (61.4%) or by typing the website directly into their browser (29.1%) (Figure 3).

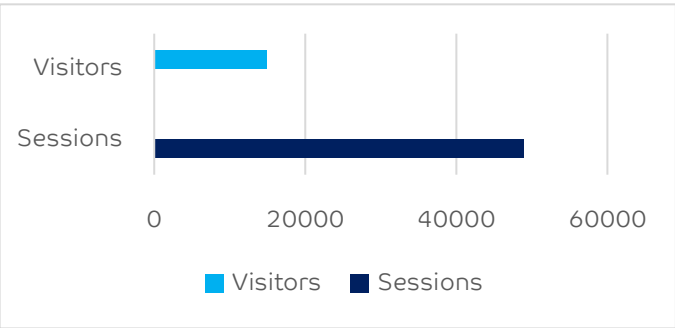


Figure 1: Website visits

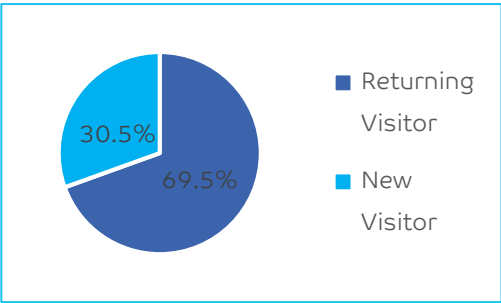


Figure 2

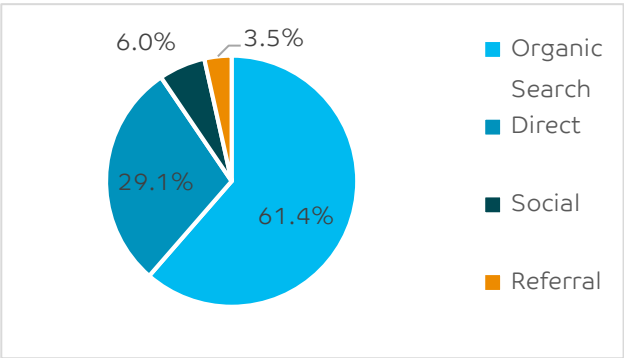


Figure 3



Social Media Engagement

On Twitter there were 164 followers and 89,167 impressions (amount of times tweets were viewed) over the course of the game. Tweets were engaged with 3,180 times by followers.

As shown in Figure 4, the Twitter profile was visited regularly (more than 3,024 times in total) each month the game was live. The followers were 57% female and 43% male.

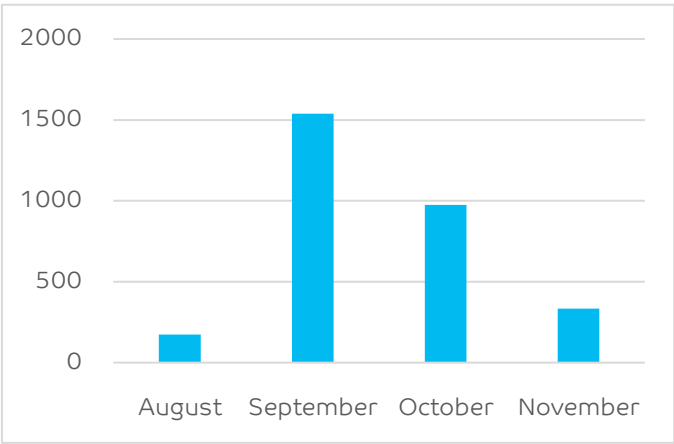
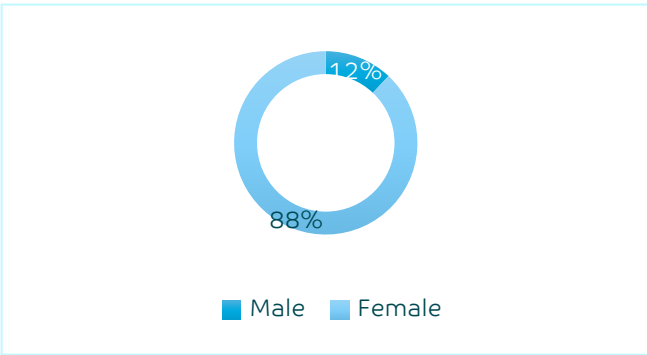
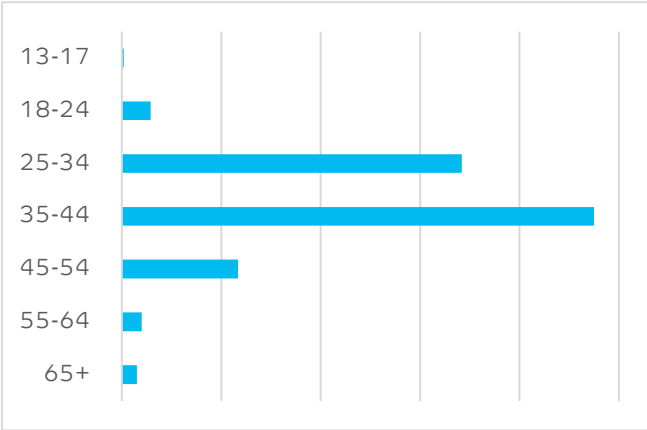


Figure 4: Twitter visitors

Engagement, Media and Communications

On Facebook 1,245 fans engaged with the content 4,239 times, with 713,218 impressions (amount of times the Facebook page was viewed)

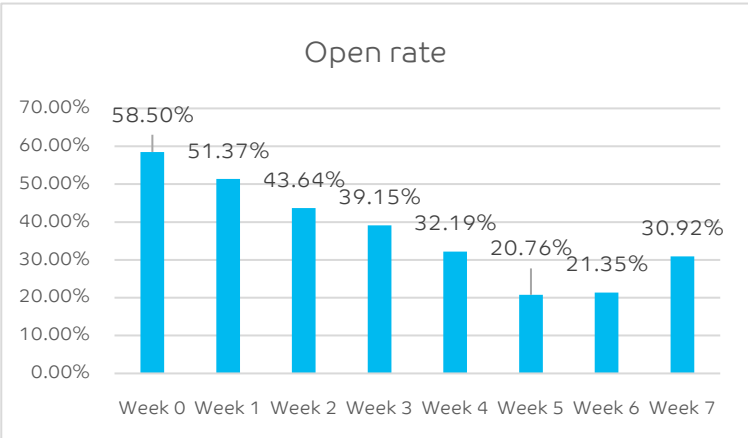
Looking at the people engaged, as seen in Figures 5 and 6, 88% were female and women between the ages of 35-44 were most likely to engage with our content.



Figures 5 & 6: Facebook visitors by age and gender

Newsletters

Weekly newsletters were sent out to both registered players and team leaders from schools, businesses and community groups. In total, the newsletters went out to 2,477 players in Colchester. Levels of engagement with the weekly newsletters were high. The average open rate was 37.2% for the newsletters sent to players and 31.5% for those sent to team leaders. Both are above the industry average open rate of 16.02%.



Media Coverage

Beat the Street received high levels of coverage during both the anticipation and live phases of the game in Colchester. There were 14 pieces of coverage throughout the game including in the Colchester Flyer, Actual Radio and Colchester Gazette with an estimated opportunity to see of 66,500.

Colchester to be transformed into a giant walking and cycling game this autumn

Thousands of people are expected to take to the streets of Colchester from September as the town is transformed into a giant walking and cycling game, with thousands of prizes up for grabs. Running from 20 September to 8 November, Beat the Street is a free, fun challenge which will turn Colchester into a massive game where people are rewarded with points and prizes for exploring the town on foot or bicycle. More than 100 beeping and flashing sensors called 'Beat Boxes' will appear across town. Players can pick up their own Beat the Street card and map at their local library, Colchester Leisure World or other leisure centre and swipe as many Beat Boxes as possible to receive points and win prizes. Schools across Colchester will be competing against each other to see who can travel the furthest and win sports and fitness equipment. Adult players are also able to create their own teams or register to join an existing team or school to be in with a chance to win big prizes which will be announced in the next few weeks.

This initiative is being delivered in Colchester by Intelligent Health on behalf of Colchester Borough Council and Lifewell Colchester. The aim of the initiative is to encourage thousands of people to explore Colchester with their friends and family and discover something new about their area. More than 150,000 people have taken part in Beat the Street across the UK so far in 2017 in Milton Keynes, Wolverhampton, Durham, East Sussex, Nottingham and other towns and cities. Councillor Tina Bourne, Portfolio Holder for Housing and Communities at Colchester Borough Council said: "We are incredibly excited to be bringing Beat the Street to Colchester and can't wait to see how far everyone is able to walk, run, cycle and scout during the seven-week challenge. "Anyone can get involved in Beat the Street – it's completely free to play and is a great opportunity to go outdoors, spend time with your friends and family and get moving. Watch out for Beat Boxes appearing on a street near you!"

16th November 2017

Beat the Street challenge is hailed a huge success

Katherine Palmer @kane_gazette Reporter

Success - thousands of residents took part in Beat the Street

0 comments

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Engagement, Media and Communications

Our Local Engagement Story

Our local engagement manager, Amelia, came into post shortly before the start of the game in August 2017. The role of the local engagement manager is to engage with schools and the community prior to the start of the game phase to encourage participation and then to support and encourage players throughout the seven week game period.

During the anticipation phase the engagement manager visited local primary schools and held assemblies to explain the way the game is played, talk to the children about how they and their families can take part and make schools aware of the prizes on offer for the winning schools.

She also visited numerous community groups to encourage participation, supporting teams and individuals to register their details online so they can both provide data for evaluation purposes and also be eligible for prizes. With Amelia's support 21 community teams were signed up from a variety of backgrounds.



Part of the local engagement plan involves attending as many local events as possible to increase the profile of Beat the Street locally, answer questions from players and ensure our message becomes embedded across the community. Amelia threw herself into this wholeheartedly, starting off by taking part in the inaugural Pantomime Horse Race in Colchester town centre to support Help the Aged.

This was followed by visits to the Freshers Fair at the University of Essex, the AFIUK family fun-day and the Big Bulb Plant at Old Heath Recreation Ground.

Amelia also attended Health Walks, local Parkruns and many other local community events, encouraging residents to join in with community-based physical activity, often within local parks and green spaces.



Amelia also made contacts across Colchester and the surrounding area, enabling her to set up the Beat the Street steering group. The steering group comprises local stakeholders who are keen to support Beat the Street participants to continue their physical activity now that the Beat Boxes have come down.

Engagement, Media and Communications

Case Study – Roxi Aldrich

Roxi was diagnosed at 18 months old with cerebral-palsy and was expected by her doctors to be a wheelchair user. Following fundraising by friends and family, Roxi's family managed to raise over £70,000 for Roxi to receive two operations to improve her chances of walking. The first was at Great Ormond Street and the second at St Louis Children's Hospital in the USA. As a result of these operations Roxi is now able to walk using a walking aid and it is hoped through physio therapy that one day she might be able to walk independently.

Roxi is 6 years old and in year one at St Thomas More's Catholic Primary School in Colchester. She heard about Beat the Street at school when she received her fob and card from the school. As everyone was getting involved raising points for the school, Roxi wanted to join in too, so she could be just like all her friends at school.

For Roxi because walking any distance is very tiring and a lot of hard work, she has always been reluctant to walk long distances, opting instead to use her wheelchair. However when Beat the Street first started, she just kept going and going wanting to get to as many beat boxes as possible – without complaint!

We asked Roxi's dad Joe what impact he thought Beat the Street had had on Roxi and her family. He told us:

“The impact of Beat the Street has shown us and Roxi that she can be just like everyone else. It might take her a little longer and be more tiring but with determination and dedication she can do it. On one Sunday when she and I went out to play the game, Roxi managed to walk the best part of two miles around the various beat boxes in our area – it might have taken her two hours but she kept her head up and soldiered on, only occasionally stopping to catch her breath and rest her legs. Had the weather continued to have been nice at weekends when we were free after that day, I'd have like to have taken

her around different areas of the town, to see if she couldn't beat that record.”

In December, a month after the end of the game, Roxi competed in the Winter Wonder Wheels 1km dash round Lake Windsor, using her walking aid. She is now training for the Superhero Triathlon in 2018.



Economic, Transport and Health Savings

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 effect size from the survey data looking at people’s activity levels before and after Beat the Street live game.

Based on 7,374 over 18s taking part. 4% moving from ‘no’ to ‘low’ levels of activity and 4% moving from low to ‘moderate’ levels of activity, we can expect the following returns, for each £1 spent on the project (Figure 17) and for the total project costs (Figure 18).

Figure 17: Savings for Each £1 spent

For every £1 spent	ROI over 2 years	ROI over 5 years
Productivity	£7.52	£17.84
Transport	£1.59	£3.77
Healthcare	£6.35	£6.40

Figure 18: Total programme savings

For Programme	Total ROI over 2 years	Total ROI over 5 years
Productivity	£372,682	£962,202
Transport	£33,774	£158,486
Healthcare	£305,491	£308.829

This programme would result in a gain of 18 QALYs over 2 and 5 years. 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.



Conclusion

Beat the Street in Colchester set out to raise levels of physical activity, reduce inactivity and encourage active travel instead of using the car. Throughout this report, quantitative and qualitative feedback we have gathered demonstrates the positive shift Beat the Street has had on people's activity levels and attitudes.

Over 10% of the targeted population joined in Beat the Street over a 7-week period and they travelled a total of 99,979 miles, in line with the average we have seen in other towns. This shows the level of engagement and commitment by everyone who took part. 580 people (20%) completed the end of game survey.

Concerns were raised by players, particularly early on in the game, that Beat Boxes were not always working and that a number of Beat Boxes had been vandalised. Intelligent Health acknowledges players concerns, having reviewed Beat Box reliability and vandalism at the end of the game we concluded that, compared to other Beat the Street programmes, Colchester had a better than average experience in terms of Beat Box availability and reliability. We employed a Beat Box Maintenance Assistant on a full-time basis for the duration of the game to respond quickly to reported breakdowns and repair/replace boxes efficiently to minimise disruption to play.

There were also some concerns about cheating by players during the game. Again, Intelligent Health acknowledges players

concerns and we take allegations of cheating seriously. Having fully investigated all reports of cheating we concluded at the end of the game, prior to announcing any results that no instances of cheating had been significant or widespread enough to influence the outcome or winners of the game.

The fact that such a large proportion of participants came from BME backgrounds compared with the proportion of the population who identify as BME in Colchester as a whole, alongside the concentrated participation within some of the most deprived wards in the borough shows that Beat the Street continues to be an inclusive intervention, enjoyed by all members of the community.

The results show that participants who took part in Beat the Street have, overall increased physical activity levels and reduced physical inactivity. The proportion of people meeting national guidelines for physical activity increased from 50% to 54% and inactivity (active on only 0-1 days of the week) reduced from 12% to 8%.

In terms of Active Travel, these findings show that directly after Beat the Street, participants reported a 3% increase in people walking on 5 or more days a week. As well as this, the proportion of people walking on 0-1 days of the week reduced from 10% to 6%.

Bringing communities together and improving social cohesion has been another benefit of Beat the Street. We had an overwhelming

amount of feedback which supports that doing something as part of a team/community and exploring their local area were key motivations for getting involved.

Beat the Street could help further transform levels physical activity, active travel and social cohesion across Colchester by returning next year, and feedback from participants indicate they would welcome Beat the Street back in 2018.

“Fantastic initiative. My family loved getting involved and we went on longer bike rides, walks to get a few more beats so it encouraged us to do a bit more.”

“Help us to get out and enjoy running and cycling with a family, absolutely loved, fantastic idea, and we are hoping will happen again”

“I did more walking, running and cycling on my own and with my family than I had done before. The game was a great incentive.”

Conclusion

“I thought it was a great family initiative. BTS got me and my children out cycling more and to/from school - something we hadn't really done in the past. It gave my children better knowledge of their local area and understanding of local streets/paths that they wouldn't normally have. I also think it help with their maths.”

“I think it was a good idea beat the street. I don't think u can improve it”

“Great initiative, hope it's repeated soon!”

“Thoroughly enjoyed the exercise (pun intended). I look forward to a rerun in the future”
