



Beat the Street Harwich & Dovercourt Post Game Report 2024





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Executive summary

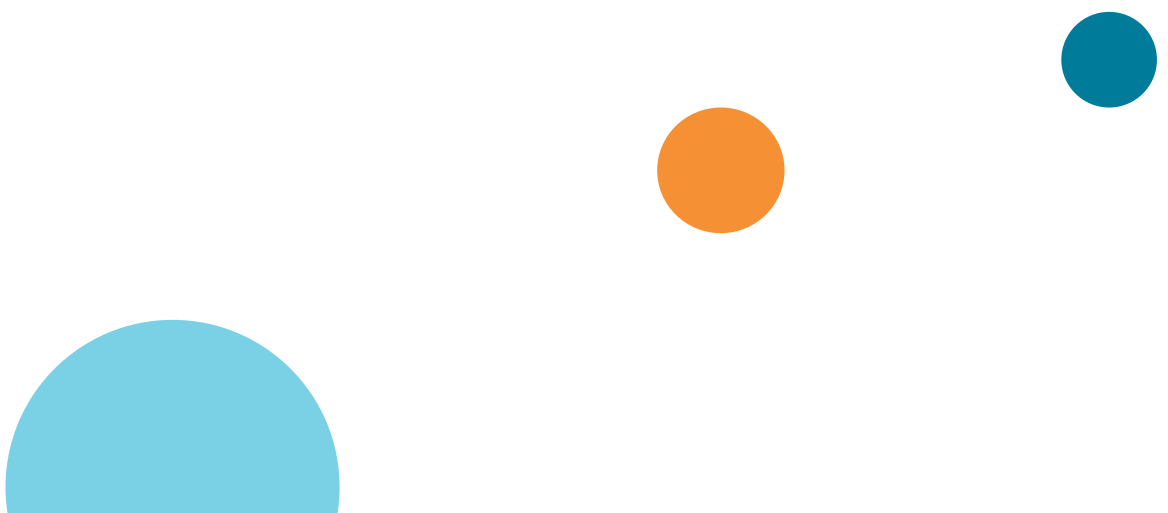
Ill health, inequalities and climate change are stretching the resilience of councils and communities across the UK and beyond. Beat the Street is a transformational tool for partners to improve public health and place at scale. It uses behavioural science and is evidence-based. At its heart is a game called Beat the Street that enables adults and children to connect to where they live, work and play and empowers them to make small changes to daily behaviours.

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.

Beat the Street Harwich & Dovercourt set out to connect residents with their local voluntary sector services and events. We also wanted to increase levels of physical activity across the population and help address health inequalities.

This report demonstrates how Beat the Street has supported the outcomes and priorities of partners and the impact the game has had on the individuals and communities in Harwich & Dovercourt. Through the analysis of pre and post game data, case studies, we can see that people felt more connected to their local community, levels of physical inactivity decreased amongst adults and children and people felt more connected to nature.

Analysis of the data collected from the programme has helped to identify key themes and insights which can be utilised to inform future local planning of community and physical activity initiatives.



Headline results



4,792
players
(24% of the population)



134,235
miles travelled



Increased physical activity
levels for children and adults



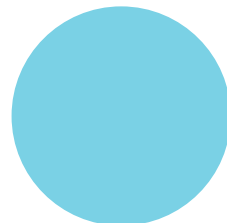
Improved life
satisfaction for adults



Increase in adults walking
for short trips frequently



Increased sense of
community belonging



Local engagement

In Harwich & Dovercourt, the local engagement role was undertaken by Becky Dowling from CVS Tendring (CVST), who worked with schools, community groups and local stakeholders to build connections across the area.

All 7 primary schools in the area were invited to take part. Having played the game before in 2021, there was already a level of enthusiasm amongst teachers and pupils. Becky delivered assemblies to encourage more participation, communicate the rules and build up relationships. Becky was also responsible for recruiting community and workplace teams. Becky's position in CVST helped in reaching many community groups and residents.

Over the six-week duration of the game, more than 40 events were delivered and promoted. These activities played a crucial role in engaging local residents and showcasing the rich offerings of Harwich & Dovercourt, including: museums, historical sites & a range of physical activities. These events not only enhanced community engagement but also allowed CVST to raise awareness of the hub within the community.

These events included led bike rides, mindfulness, Tai Chi, family fun day and ParkPlay intergenerational family sessions. A full list of events delivered can be found here: <https://beatthestreet.me/harwichdovercourt/events/>.

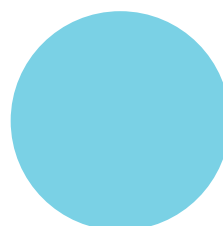
The final event celebrated the top-performing teams. The mayor presented trophies and certificates to the top three teams in both the community and school categories.



Capturing data

Registration data was collected on people at the start of the game, providing audience insight into who was taking part; their age, gender and postcodes. People completed an optional survey on their physical activity levels, ethnicity, long term conditions, disabilities and mental wellbeing.

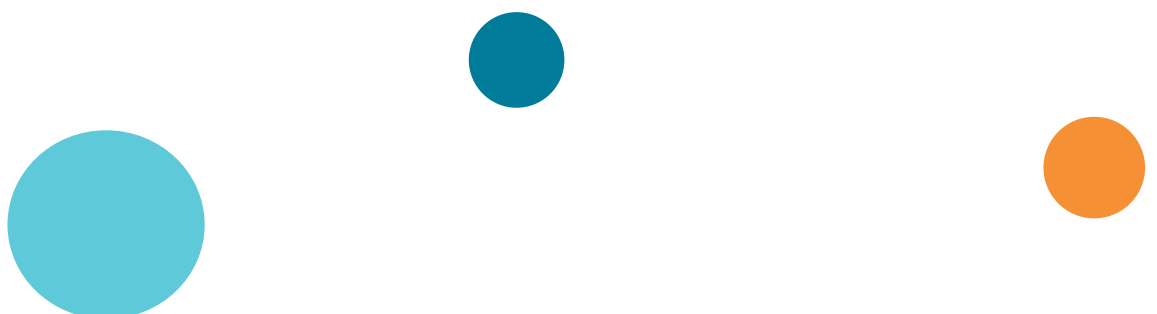
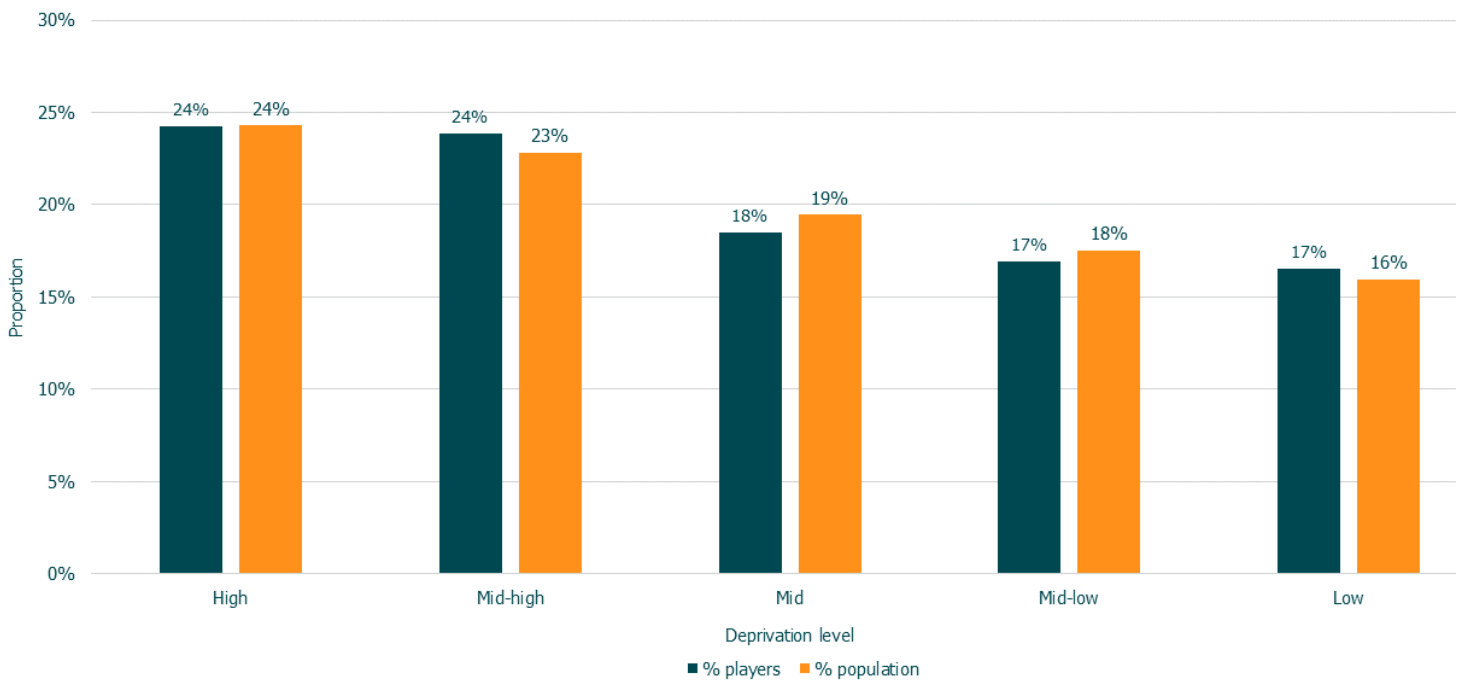
Following the game phase, participants were invited to complete another survey containing additional questions which has allowed us to measure the behaviour change and impact that Beat the Street has had on individuals.



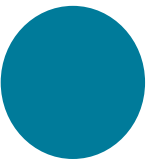
Who took part?

Of the players who took part in Beat the Street, 47% were children aged 0-17 years and 61% were female. 3,955 players were part of a school or community team, accounting for 83% of all players. 24% of players were from areas of deprivation (IMD 1-2). Furthermore, 10% of players were from a culturally diverse community, 18% stated they had a long term condition and 7% reported they had a disability.

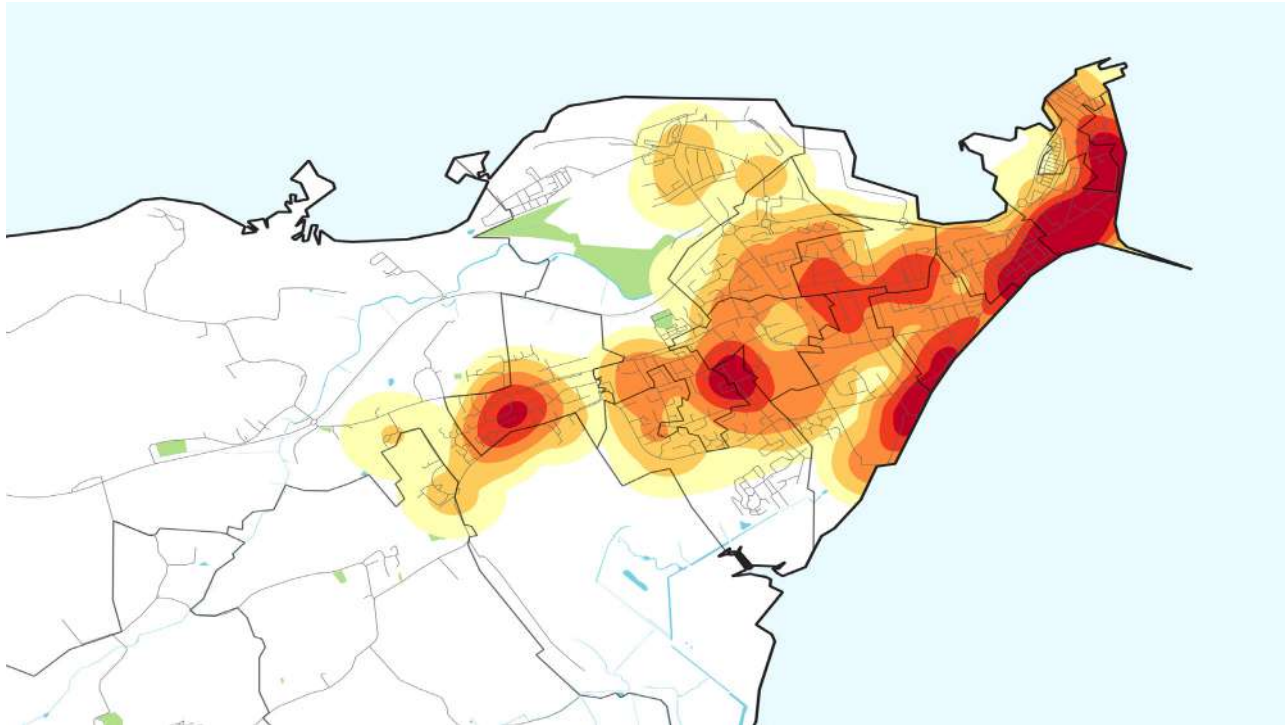
% players vs. % population by deprivation



Behaviour Change



Location Analysis



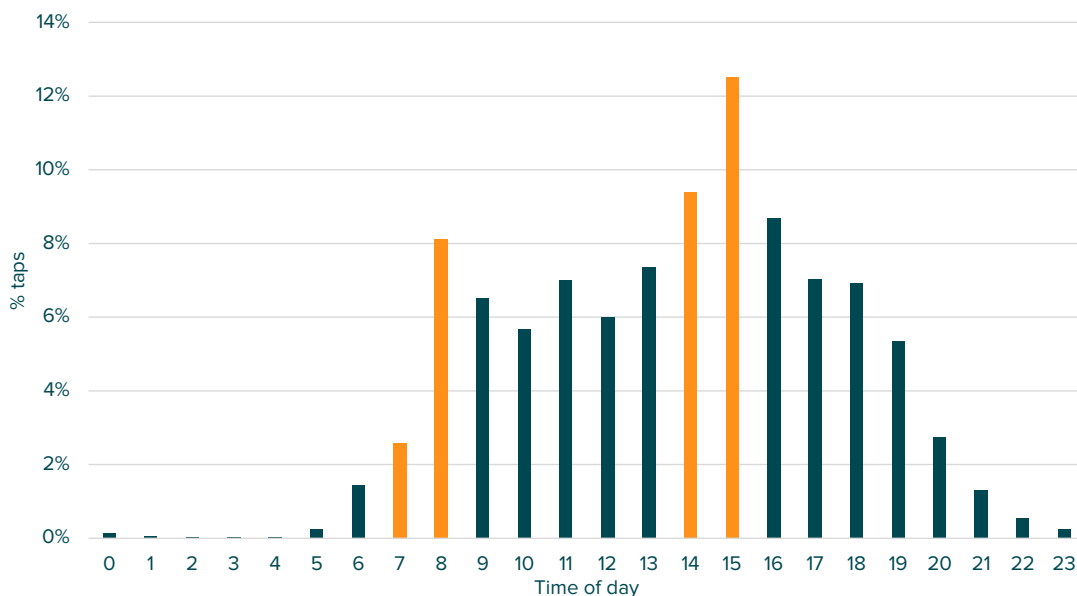
The map shows the level of participation throughout Harwich & Dovercourt. Red areas highlight those with the highest level of participation, while those in lighter colours have the lowest.

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Peaks in Beat Box activity

The graph below shows the percentage of Beat Box taps during each hour of the day, across the whole 6-week game. Participation is fairly evenly spread throughout the day with peaks of activity at 8am and 3pm, likely to be a result of people playing at school drop off and pick up time.

Peaks in Beat Box Activity



Building community connections

Following the game, the proportion of adults engaging in the local community and their sense of feeling part of the community increased across all measures (n=380). The graph below depicts the proportional changes from pre to post game.

The biggest improvements were seen in aspects pertaining to adults being more aware of organisations and public agencies, believing they have valuable skills to contribute to their local area, and having stories to share that reflect their community's cultures.

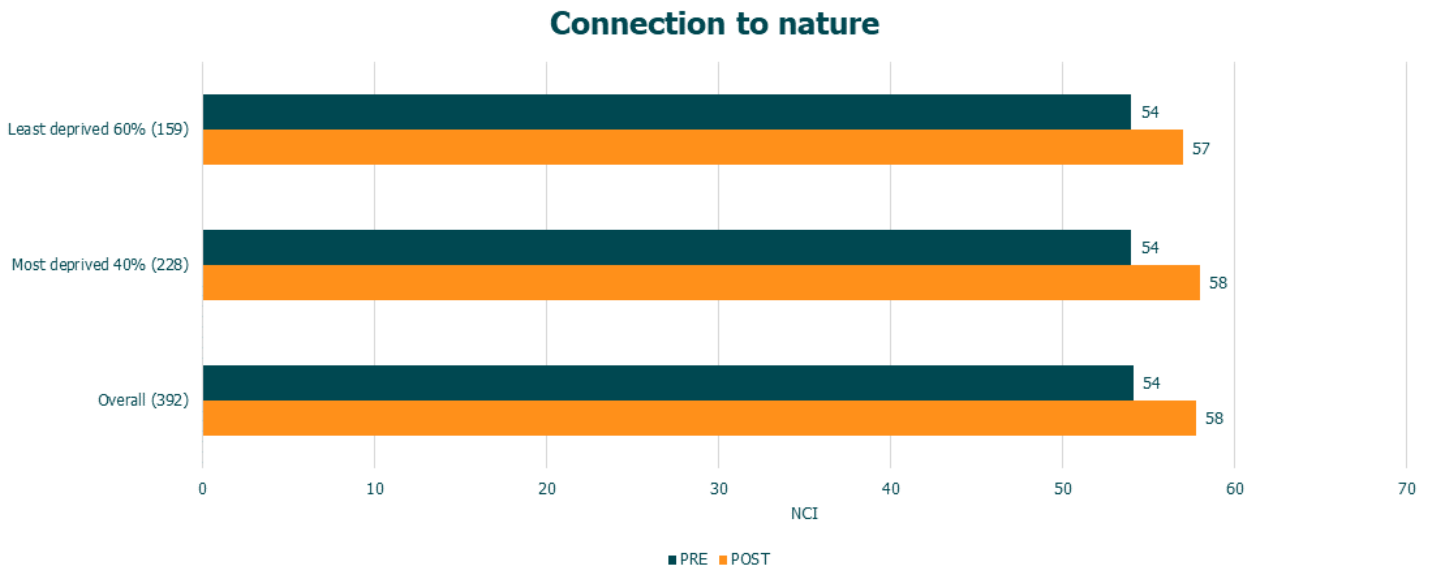


Key Components of Asset Based Community Development (n=380)



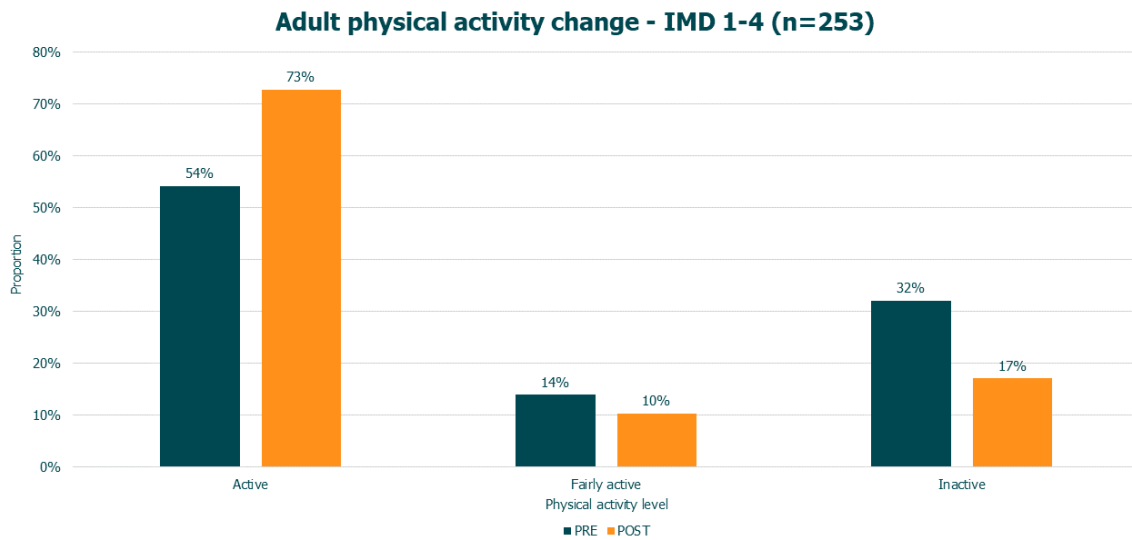
Nature connection

Players were given a series of statements on how connected they feel to nature. The Nature Connection Index is a tool developed by University of Derby to gather evidence on the relative importance of contact with nature and nature connection. Analysis shows that nature connection scores increased for all players regardless of socioeconomic status.



Adult physical activity

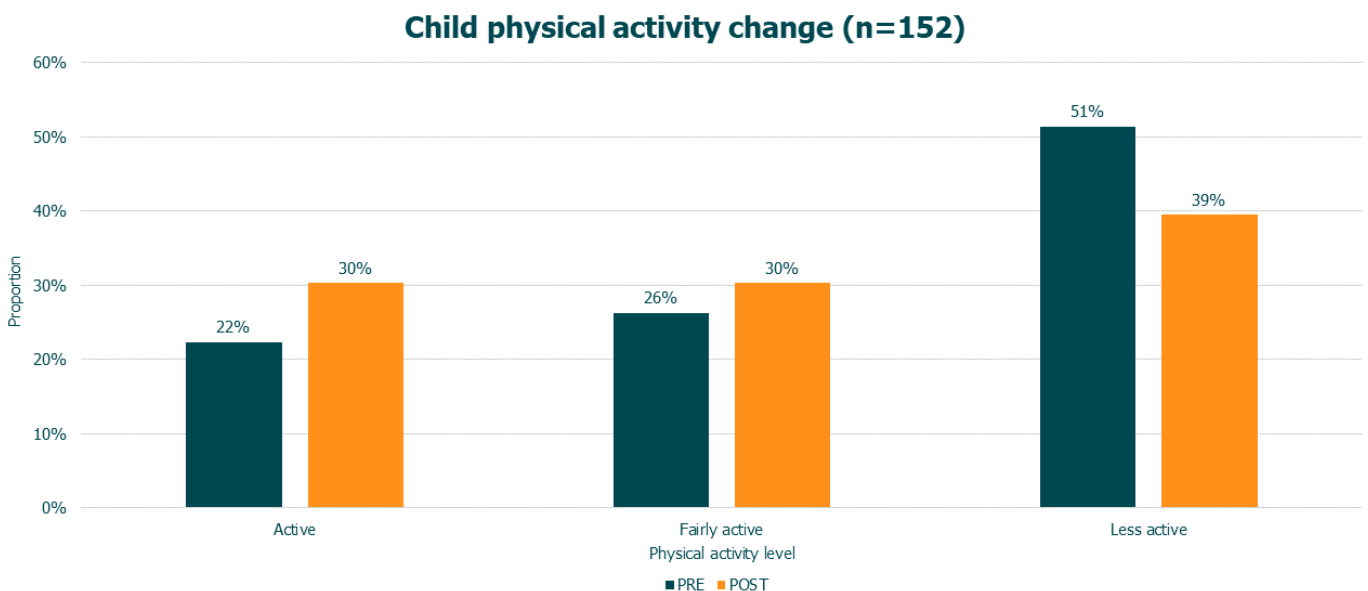
Following Beat the Street, the proportion of inactive adults decreased by 12%, to 17%, whereas the proportion of active adults increased by 14% to 73% (n=441 matched pairs). Changes in physical activity were even greater for adults living in areas of high deprivation as can be seen in the graph below.



Children's physical activity

Following Beat the Street, the proportion of less active children decreased by 12%, to 39%, whereas the proportion of active children increased by 8%, to 30% (n=152 matched pairs).

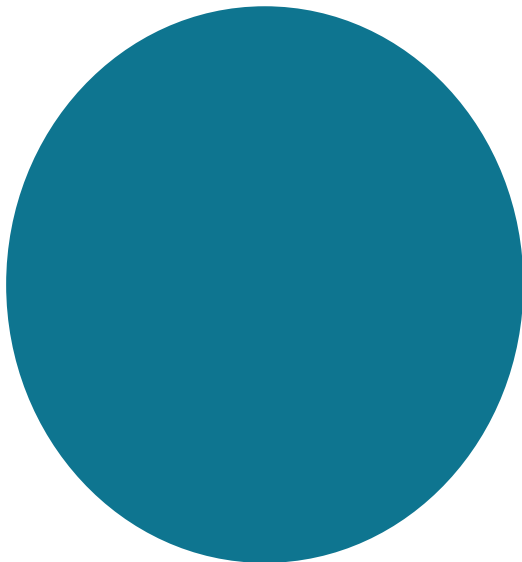
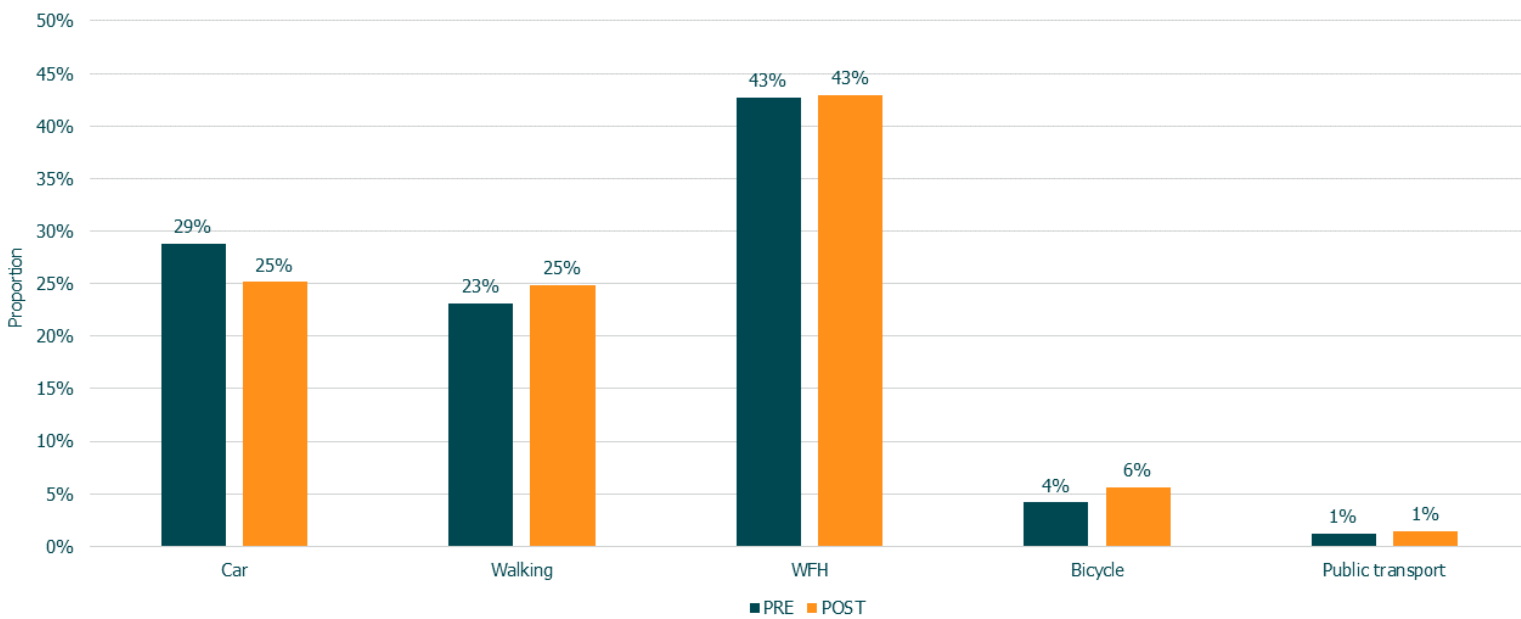
For children living in areas of higher deprivation (IMD 1- 4), the proportion of inactive decreased by 10% to 43% (n=96 matched pairs).



Adult active travel

Following Beat the Street, the proportion of trips made by car decreased by 4%, resulting in an estimated 1,285 fewer car trips per week. Further, the proportion of walking and cycling trips increased by 2%, resulting in an estimated 623 and 514 additional trips per week, respectively (n=257 matched pairs extrapolated to 2,540 adults).

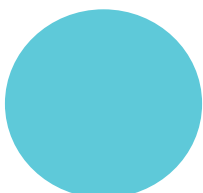
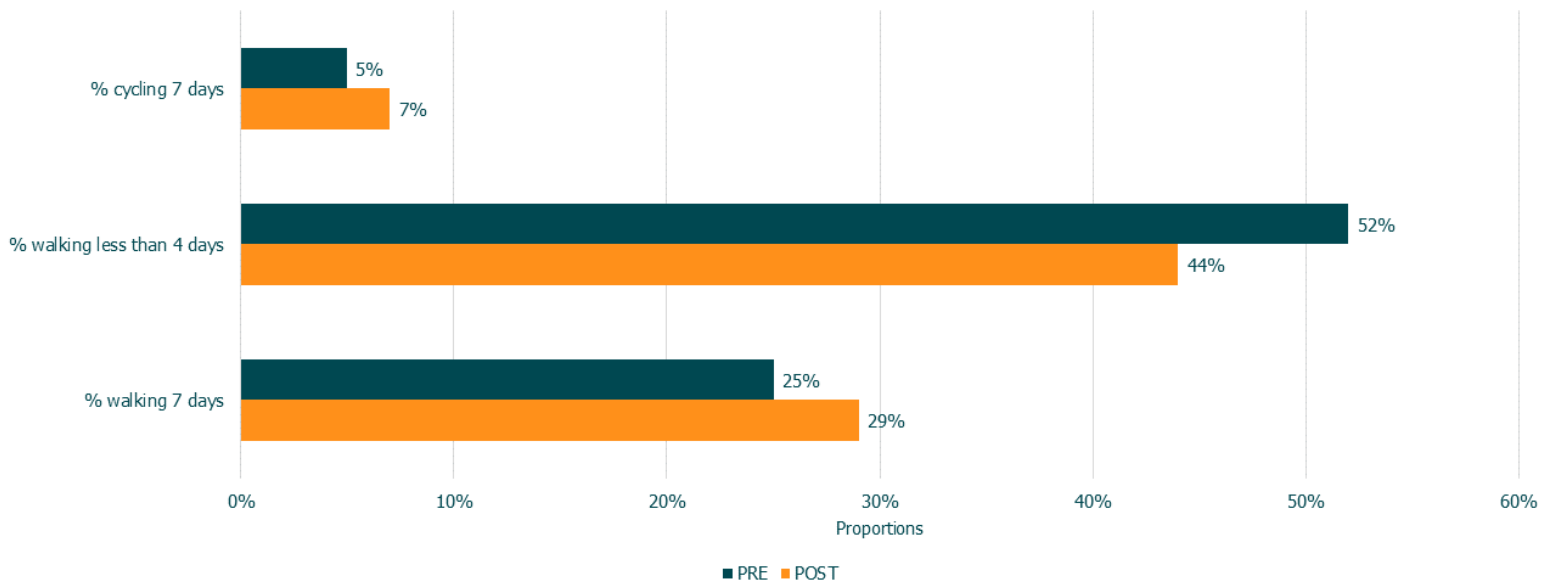
Adult modal shift (n=257)



Short Journeys for Leisure or Shopping

The proportion of adults walking every day increased from 25% to 29%, resulting in an estimated 102 additional adults walking 7 days a week. Though cycling among participants is generally low, the proportion of adults cycling every day for short trips increased by 2%, resulting in 51 additional adults cycling every day (n=397 matched pairs extrapolated to 2,540 adults).

Adults walking and cycling for short journeys (n=397)

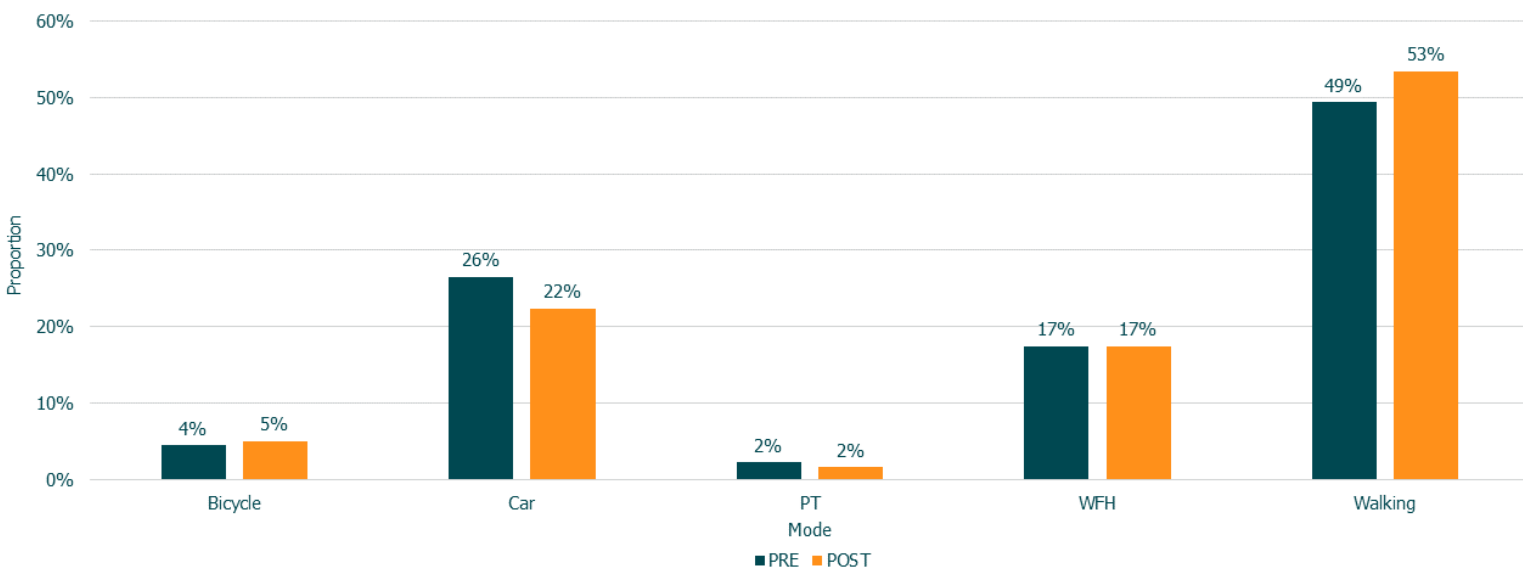


Children's active travel

Following Beat the Street, the proportion of children being driven to and from school decreased by 1%, resulting in an estimated 266 fewer car trips per week. Furthermore, the proportion of trips made by walking and cycling to and from school increased by 1% and 2%, equating to an estimated 266 and 484 additional walking and cycling trips per week, respectively (n=93 matched pairs extrapolated to 2,252 children).

For children from areas of deprivation, the proportion being driven to and from school decreased by 4%, resulting in an estimated 693 fewer car trips per week. Furthermore, the proportion of trips made by walking and cycling to and from school increased by 4% and 1%, equating to an estimated 693 and 105 additional walking and cycling trips per week, respectively (n=58 matched pairs extrapolated to 1,218 children).

Child modal shift - IMD 1 - 4 (n=58)



Player Insights

Further insights can be found in this section which delve into the public's perceptions of barriers and incentives for active travel, motivations behind their choice of walking or cycling, and opinions on local walking and cycling infrastructure.

Satisfaction with Walking and Cycling Provision

Overall satisfaction with walking and wheeling provision (60%) is higher than cycling provision (33%). Satisfaction for walking (59%) and cycling (35%) was similar for those in deprived communities (IMD1-4).

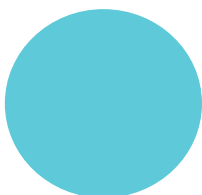
Adults who were dissatisfied with walking provision would be encouraged to walk or wheel more with improvements in pavement conditions, while safer roads and the provision of safe cycle paths would encourage engagement in cycling for those dissatisfied with cycling provision in the area.

Walking and Wheeling

The primary reasons for walking and wheeling included exercise and enjoyment, while a third responded that none of the barriers listed stopped them walking. However, the weather and pavement conditions were the second and third most significant barriers to engagement in walking. Improvements in pavement conditions would encourage more walking and wheeling.

Cycling

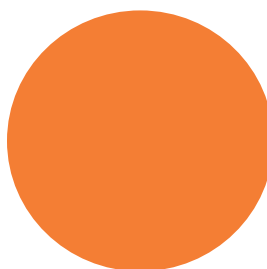
Key reasons for cycling were for enjoyment, and to keep fit, while barriers include the lack of cycle paths and the poor quality of them. Individuals from the 40% most deprived communities reported the same barriers. Almost half felt nothing would encourage cycling, while safe cycle lanes would encourage more engagement in cycling for those reporting the most common barriers. This opinion on overcoming barriers to cycling persisted regardless of deprivation status.



Children's Walking, Wheeling and Cycling

The majority of children have access to bikes (76%), but around a fifth are concerned about safety while cycling (19%). The majority of children feel safe walking or wheeling in their area (93%), less than half are allowed to play outside where they live (45%) and walk/cycle/wheel to school independently (44%), while less than a fifth are allowed to go out on their own after dark (22%).

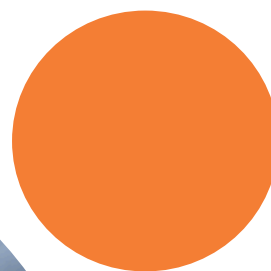
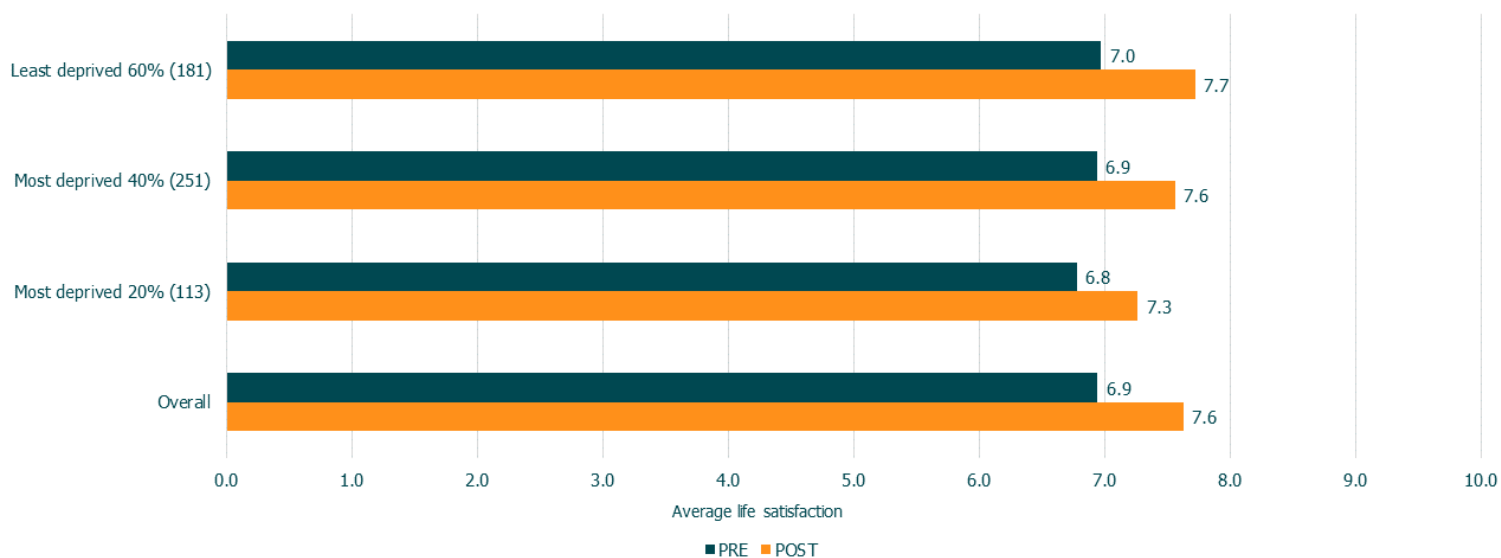
Overall, the findings suggest that improving infrastructure, addressing safety concerns, and promoting interest in active travel could encourage more walking, wheeling, and cycling among both adults and children.



Mental Wellbeing

Beat the Street improved mental wellbeing for adults. Overall, adults' life satisfaction rose from 7.4 to 7.6 points (n=413 matched pairs).

Adult life satisfaction (n=438)



The social and economic value of Beat the Street

The WELLBY is a new, simple measure of wellbeing impact. It is calculated by asking people the question on life satisfaction: “On a scale of 0 to 10, where 0 is “not at all” and 10 is “completely”, overall, how satisfied are you with your life nowadays?”. 1 WELLBY is equal to one person moving 1 point on this 10-point scale for one year as a result of the programme.

The UK Treasury in its HM Treasury Green Book supplementary guidance on wellbeing recommends that 1 WELLBY has a standard monetary value of £13,000 (with a range of £10,000-£16,000) to UK society.

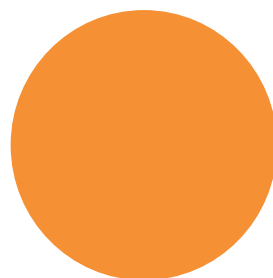
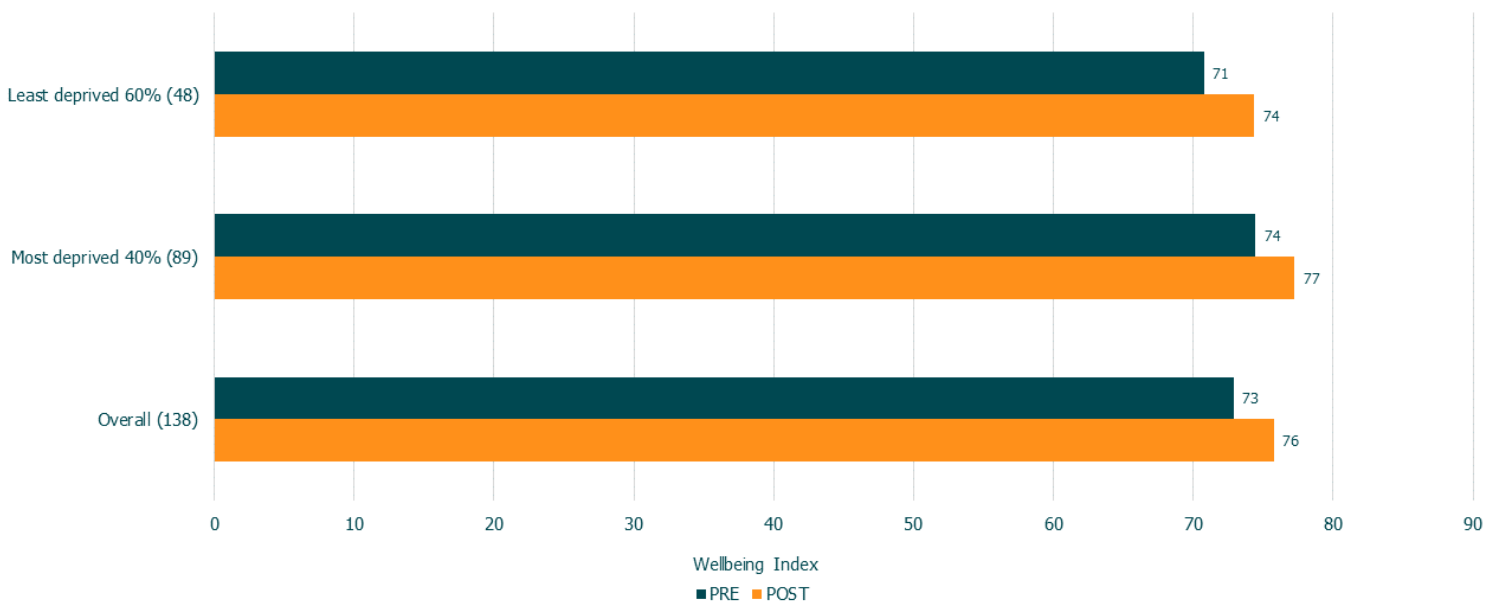
Overall, there was a 0.2 point increase in life satisfaction following Beat the Street. Under the conservative assumption that the wellbeing benefit associated with Beat the Street persists on average for 6 weeks (which is how long the programme lasts), the social and economic value of Beat the Street would be £352 per adult participant.



Child Wellbeing

The analysis of child wellbeing following the game revealed a modest improvement in overall scores, moving from 73% to 76% (n = 138 matched pairs). This increase, while indicative of positive change, falls within the +/- 10% range defined by the WHO (1998) in the “Wellbeing Measures in Primary Health Care/The Depcare Project” as a threshold for significant change. Consequently, this improvement can be interpreted as maintaining a stable level of wellbeing among the children studied. This stability suggests that while the game has not led to substantial improvements, it has contributed to maintaining a consistent level of wellbeing.

Child wellbeing - WHO-5 (n=138)



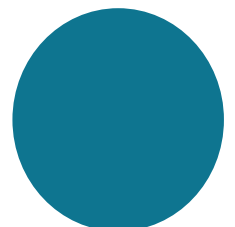
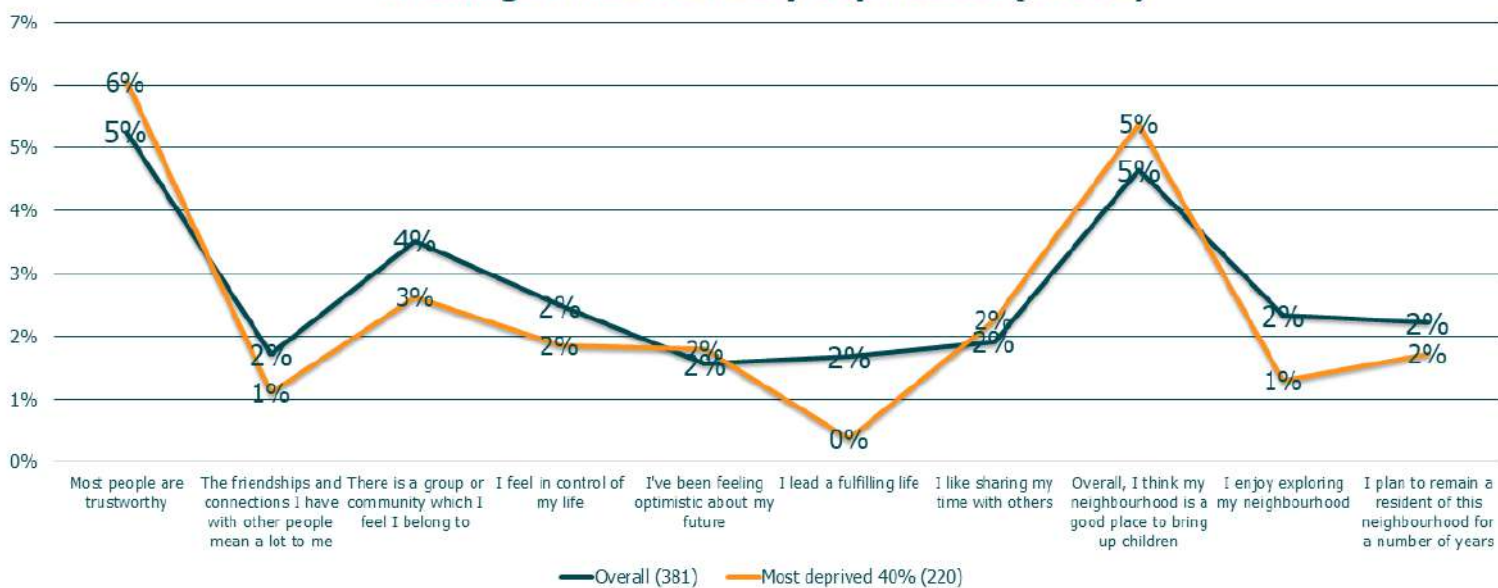
Resilience

The Resilience Matrix assesses the factors that help people cope with stress and enhance their resilience. It measures how an individual perceives the support systems surrounding them rather than their resilience itself, using a methodical, neuroscience-based approach to evaluate the impact of social determinants of health and wellbeing. Fundamental to survival are feelings of safety, value, and belonging; threats to these cause stress, leading to negative emotions, unhealthy behaviours and chronic stress. While short-term stress is normal, prolonged stress results in chronic inflammation which in turn leads to a variety of health issues, including the development of chronic diseases and mental health problems. The Resilience Matrix is designed to help partners understand what needs to be done to support people in a place by better understanding their physical and emotional barriers.

Following Beat the Street, the average percentage change in mean resilience scores across the questions increased by 3%. The largest percentage changes, both overall (n=381 matched pairs) and for people from higher deprivation areas (IMD 1-4, n=220 matched pairs), were observed in the statements about recognising that people are trustworthy and believing that their neighborhood is a good place to raise children.

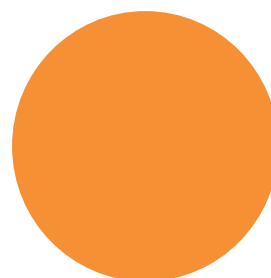
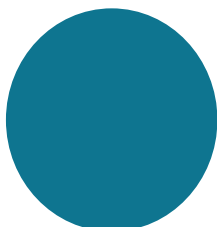
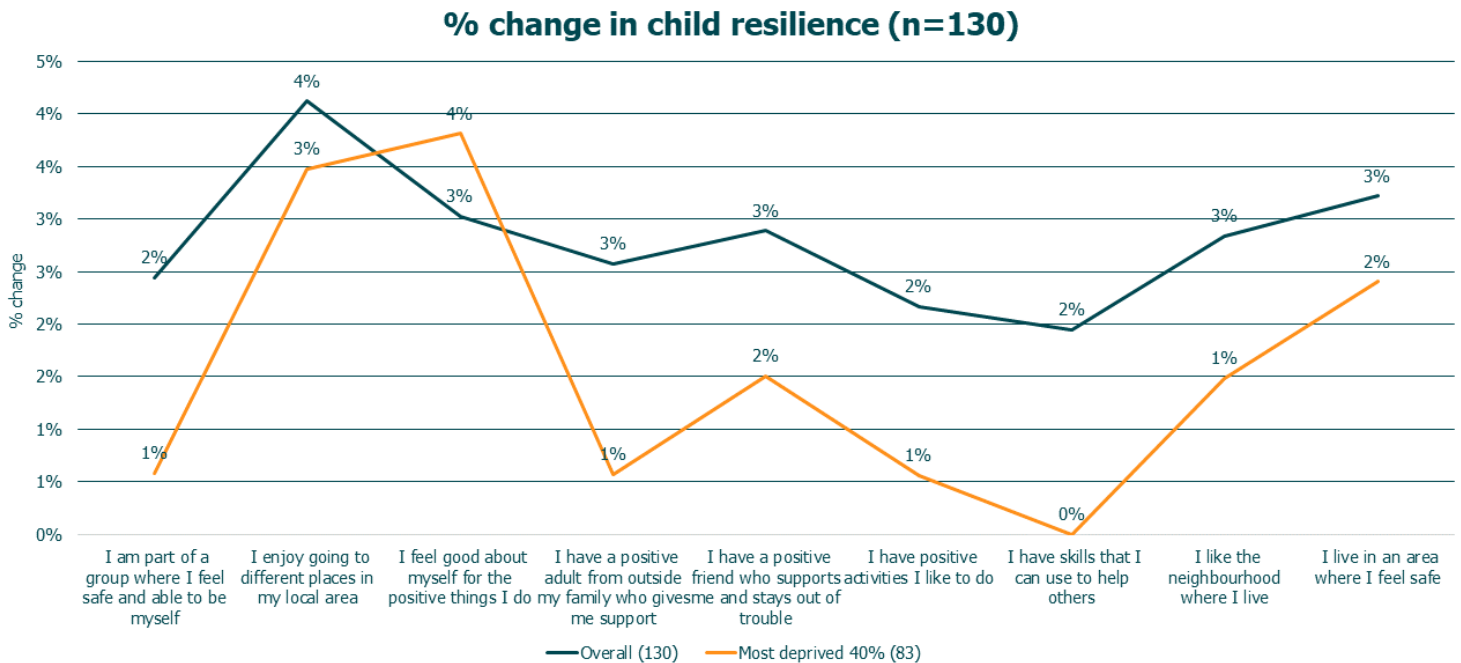


% Change in Resilience by Deprivation (n=381)



Child Resilience

Following Beat the Street, the average percentage change in mean resilience scores across the questions increased by 3%. The largest percentage change was observed in the statement about enjoying going to different places in the local area (n=130 matched pairs). The percentage change was slightly more prominent for the overall sample when compared to the IMD 1-4 only sample (n=83 matched pairs). Children from IMD 1-4 areas improved the most on the aspect “I feel good about myself for the positive things I do”.



Player Feedback: Adults

"I have been able to get out and about more and meet new people. I have also been able to get my children out and about more and they have enjoyed it too. It has been a great way to get exercise and fresh air." Female, 30s

"I'm disabled and the first few weeks of beat the street I fought through the pain I'm always in and kept walking and walking till it got to a day my body broke basically. I was aiming to win things for trying so so hard but I just failed myself not being able to cope. I look forward to when it comes back to Harwich again as it improved my emotions even though I was in pain. I hope to pace myself better to be able to cope and try win things as it's a huge achievement for me to even go out alone too so I felt so independent too." Female, 19-29

"Loved doing BTS It really motivated me to spring out of bed to walk my dog every morning without fail, rain or shine ! It made me take different walks to collect gems and talking to others in the town about doing it, helped to really make connections with others." Female, 40s



Player Feedback: Children

"I got to visit places I'd not been before. My dad got a bike seat for me to use on his bike." Male, Under

"I like getting out and walking with my mum." Under 11

"It got me out of the house and exploring different parts of the town and it was something different to do." Female, Under 18

"It made me go out more and cycle rather than staying at home and playing on my computer and I spent more one to one time with my mum which I enjoyed." Male, Under 11

"I started to plan my walks around where the beat boxes were which often made me walk further than I would have. I also went out more in an attempt to beat my mother." Under 18

"I loved to walk and beep all the beat the street boxes with my mum and brother and see who could get the most points." Under 11

"I enjoyed going on my balance bike to tap the boxes and enjoyed the different event activities." Male, Under 11

"Really fun walking with our new puppy to different walks and we based some new walks on where Beat Boxes were." Under 11





Conclusion

Beat the Street Harwich & Dovercourt set out to build community connections and raise awareness of local voluntary services and events. It also set out to increase levels of physical activity, improve mental wellbeing, connect people to their local environment and address health inequalities.

During the 6-week game phase, 4,792 children and adults from across the area took part in Beat the Street, accounting for 24% of the population of Harwich & Dovercourt. The majority of players (63%) were adults and 68% of which were female, 24% were living in the top 20% deprived areas and 10% were from culturally diverse communities. These groups are all more likely to experience health inequalities.

Over the course of the game, over 40 local events and activities were promoted to players, providing opportunities for people to get involved with local organisations. The Asset-Based Community Development survey showed increased adult engagement in the local community and their sense of contribution. Players reported an increased awareness of local organisations, belief in valuable skills, and sharing community stories. The proportion of adults engaging in the local community and feeling a sense of service and belonging increased. Additionally, their feelings about connection to nature improved slightly during the game.

An analysis of pre and post game data provided by participants demonstrated that adults and children were lifted out of inactivity (adults) or low levels of activity (children). There was a 14% increase in the number of adults reporting meeting the CMO recommended guidelines for physical activity, and an 8% increase in active children.

The analysis of travel modal shifts indicates a 4% reduction in adults commuting to work by car, equating to an estimated 1,285 fewer motorised journeys weekly. Concurrently, there was a 1% reduction in children being driven to school, equivalent to roughly 266 fewer family trips by cars for school commutes. The frequency of adults engaging in daily walks for short local journeys has seen a 4% rise.

Participants also completed questions about their mental health and wellbeing. The findings demonstrate that the programme has led to improved life satisfaction for adults, equating to a social and economic benefit of £352 per adult participant.

In addition, the average percentage change in mean resilience scores for adults and children across the questions increased by 3%.

Overall, the Harwich & Dovercourt Beat the Street programme has been successful in reaching participants from across the area, connecting residents to their place and local community, and increasing physical activity levels across the population.

Over the next few months, we will continue to work with the schools, groups and individuals who took part in the game to help maintain their active travel levels. A six month follow up survey will be sent out to players which will look at long term behaviour change.



Beat the Street was delivered by Intelligent Health.

For more information please visit:
<https://www.intelligenthealth.co.uk/>

