



Beat the Street Maldon District 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.

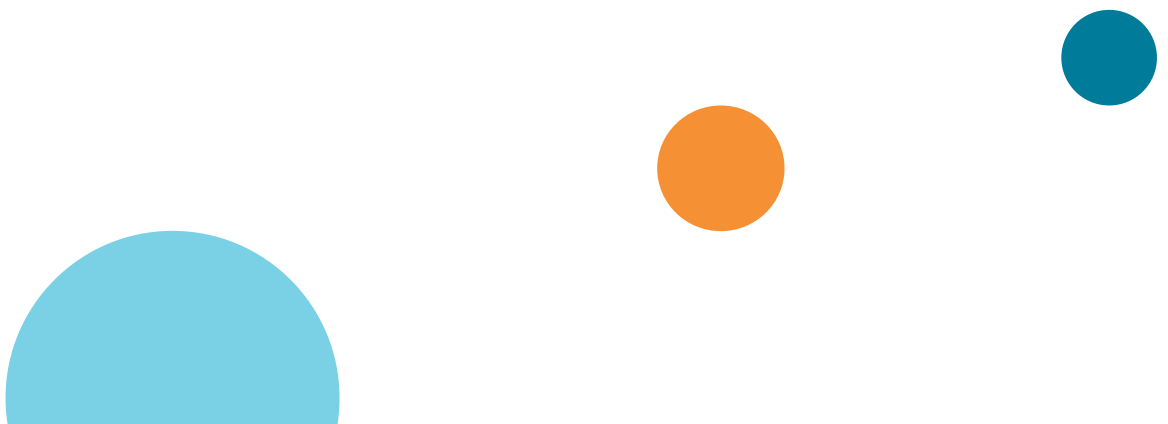
Beat the Street addresses the physical barriers to being active by using an inclusive, simplistic concept and combats emotional barriers by creating a community-wide social norm to enable sustainable behaviour change.

Beat the Street Maldon District set out to address health inequalities by promoting healthy lifestyles, through increased physical activity levels, time spent outdoors and active travel. The programme also aimed to bring communities together, particularly those in more rural areas, and improve mental wellbeing amongst participants.

The Maldon District programme has been commissioned by Maldon District Council with funding from the UK Shared Prosperity Fund and Essex County Council PHAB (Public Health Accelerator Bids) programme. The Public Health Accelerator Bid is a fund launched by Essex County Council Public Health to help tackle health inequalities across the county. PHAB aims to improve population health by addressing the wider determinants of health through a place based and Asset Based Community Development approach.

This report demonstrates how Beat the Street has supported the outcomes and priorities of Maldon District Council and the funding partners, and the impact the game has had on the individuals and communities in Maldon District. Through the analysis of pre and post game data, player stories and anecdotal information we can see that the programme has achieved success in encouraging physical activity, increasing walking and cycling, engaging individuals from isolated communities and enhancing adult life satisfaction. These findings demonstrate the programme's effectiveness in improving health and wellbeing in communities.

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

Participation



5,225
players
(8% of the population)

Cost effective



Economic benefit of £300
per person

Places



20
schools engaged



38
community groups
engaged

Increasing physical activity



38,650
miles travelled



6%
reduction in adult
inactivity rate



Improved mental
wellbeing for adults



1%
decrease in child
inactivity rate

Tackling inequalities



31%
reported being inactive
at registration



63%
adult female participants



15%
long term condition
(LTC)



5%
disability

Partner collaboration

A multi-agency steering group was set up from the outset of the programme, inviting all key partner organisations to come and learn about Beat the Street and help us to embed the programme locally. The role of the group was to ensure we are highlighting local community assets, services and activities, and to support residents into continuing activity through existing local provision and partners' initiatives. As well as this the steering group enabled sharing of good practice and the promotion of continuous improvement via the network. Multiple sectors were represented at the steering group, including; Health, Transport, Education, Culture, Leisure and others.

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. This included showcasing the assets of Maldon District, the green and blue spaces, active travel routes and community groups. The partners helped spotlight the events and activities residents could attend to connect them to their place and provide a sense of belonging.

"This activity was a great initiative for the Maldon District, and we at Maldon, Burnham On Crouch, Southminster and Wickham Bishops Library were really keen to be a part of this project, to encourage residents to discover new places and get out more.

I worked closely with the team, Adele and Laura, to arrange mobile beat boxes in each of the libraries. We saw footfall increase hugely and residents rediscovering the services the library provides.

BTS became a conversation starter leading to library staff recommending books about healthy eating, fitness, wellbeing, meditation to giving information about our free Job Club and IT support sessions.

BTS was a great community event and I really hope it comes back for 2025 and beyond!"

Jay Brown, Library Service Team Manager - Maldon, Burnham On Crouch, Southminster, Wickham Bishops - Essex Library Services



Local engagement

In Maldon District, the local engagement role was undertaken by Find Your Active Community Connector, Adele Bovingdon and her colleague, Laura Codling. In addition, we commissioned local Sports Company 'Little Sportsters' to do the schools engagement. This approach meant we had people working on the programme who were familiar with their local communities and had a good network of existing relationships.

As a result of working with Little Sportsters, 18 primary schools and 2 secondary schools took part. Just one school, stated they did not want to take part. Little Sportsters visited nearly all schools in the lead up to the game delivering interactive assemblies and getting the children and staff excited about the game. This meant that when their game materials arrived they were all set up and ready to go.

Similarly in the community, Adele and Laura signed up 38 community groups, clubs and workplaces including; The Maldon Pioneers, a group for people with learning disabilities, Nurture with Nature, a walking group for expecting and new mums as well as scout and guide groups, nurseries, the Orienteering Club and the local Leisure Centres.

"As a family with two preschoolers, legs can get tired quickly and walks (particularly ones you do regularly) can become a chore. Taking part in Beat the Street combatted that and made it so fun. We explored our own local area in various ways and it encouraged us to explore other nearby areas, something we don't often do without reason. Taking part within a community team added yet another level of fun, competition and togetherness. We truly loved taking part and are missing the fun of hunting for gems and "swiping to collect". Thank you for bringing the opportunity to us and our locality."

Nurture with Nature participant



The Beat the Street game was launched on the 15 May at Riverside Park in Burnham on Crouch. In attendance were stakeholders representing local organisations, local councillors and lots of families. After a fun, gentle warm up, attendees set off on a led walk around the park to collect points at the Beat Boxes whilst learning how the game worked.



The themed weeks of the game offered an opportunity to highlight existing assets, services and provision in Maldon District. Using Beat the Street promotions and bonus Box events we aimed to direct Beat the Street players to places in their local area, where they had an opportunity to be active, explore and discover new parts of their community.

Events were held at the local libraries across the district to help them engage new audiences and families. Maldon and Burnham parkruns were promoted with double points offered on nearby Beat Boxes, as well as free bike checks at Promenade Park.



During Go Explore week, we held an event with Maldon Museum offering double points on a Beat Box inside.

“It was wonderful to welcome Beat the Street to Maldon Museum. It helped increase our footfall massively across the entire weekend. It was nice to be involved in a community project and have locals that have never visited us before come through our doors.”

Jennie Donnelly, volunteer

Toward the end of the game, a celebration event was held in Promenade Park for Beat the Street players to come along, join in fun activities and gain more points.

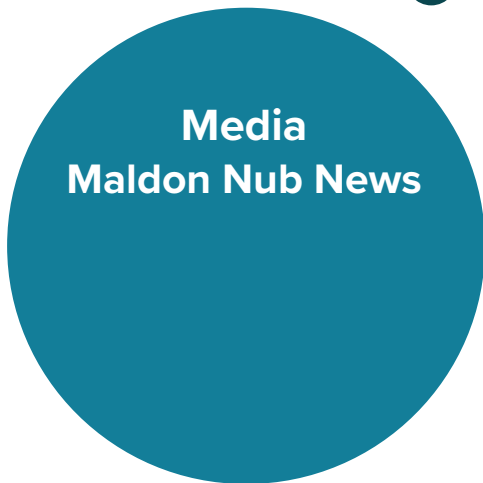
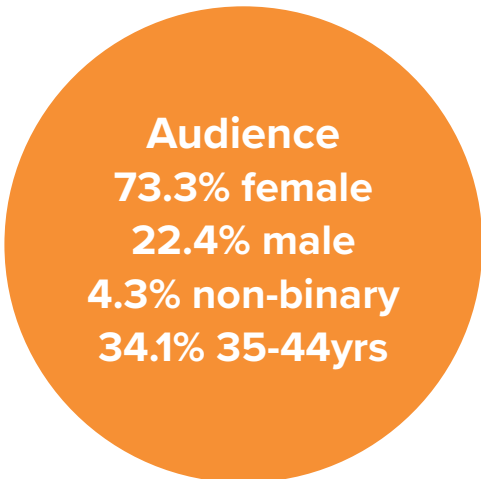
When the game had finished, Little Sportsters presented the winning schools with their prizes during school assemblies. They used this opportunity to get the students and schools thinking about looking ahead and considering how they can maintain activity levels, while highlighting the opportunities and places in Maldon District which make it a great place to live.

Adele visited all the community winners to present them with their prizes, help them celebrate their achievements and get some feedback from them. Winners included Nurture with Nature group, Heybridge Girl Guides, Tollesbury Rainbows, Brownies and Guides and Essex Stragglers (the Orienteering Club).

Our child individual winner was Henryk. Henryk said he went before and after school everyday to all 4 Beat Boxes in Mayland. They travelled at weekends via public transport to collect points at other Boxes and said they have noticed how much fitter they all are as a family since taking part. They miss it terribly but it has inspired mum and her friend to take on a half marathon!



Digital engagement



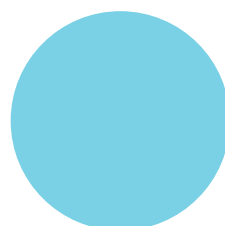
Content based around the 5 ways to Wellbeing sits across multiple channels to support residents feel part of a change, explore and enjoy their place and spending time with each other.

There was good engagement across our social media channels throughout the game. Some of the most popular posts include those that promote player competitions and events. The most popular post with the highest engagement was the winners announcement, with 624 engagements. Our partners' support in sharing our posts enabled us to reach a bigger audience.

Capturing data

Registration data was collected on 4,650 people at the start of the game, providing audience insight into who was taking part; their age, gender, and postcodes. 2,388 people completed an optional survey on their physical activity levels, long term conditions, disability and mental wellbeing.

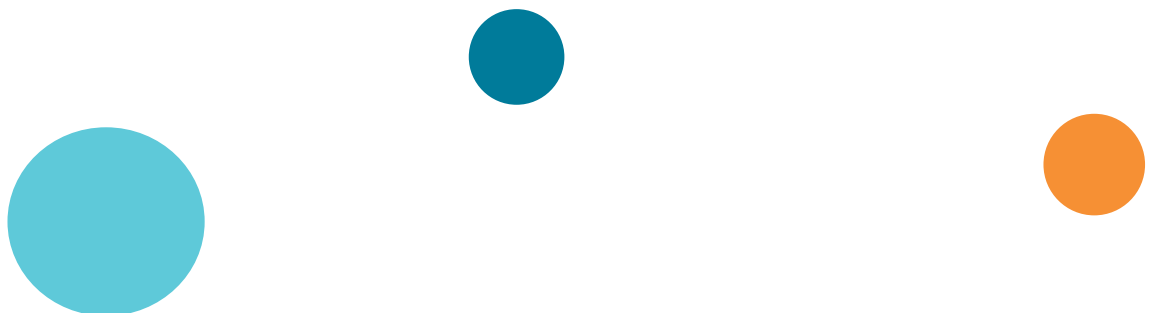
Following the game phase, participants were invited to complete another survey containing additional questions which has allowed us to measure the behaviour change and impact that Beat the Street has had on individuals.

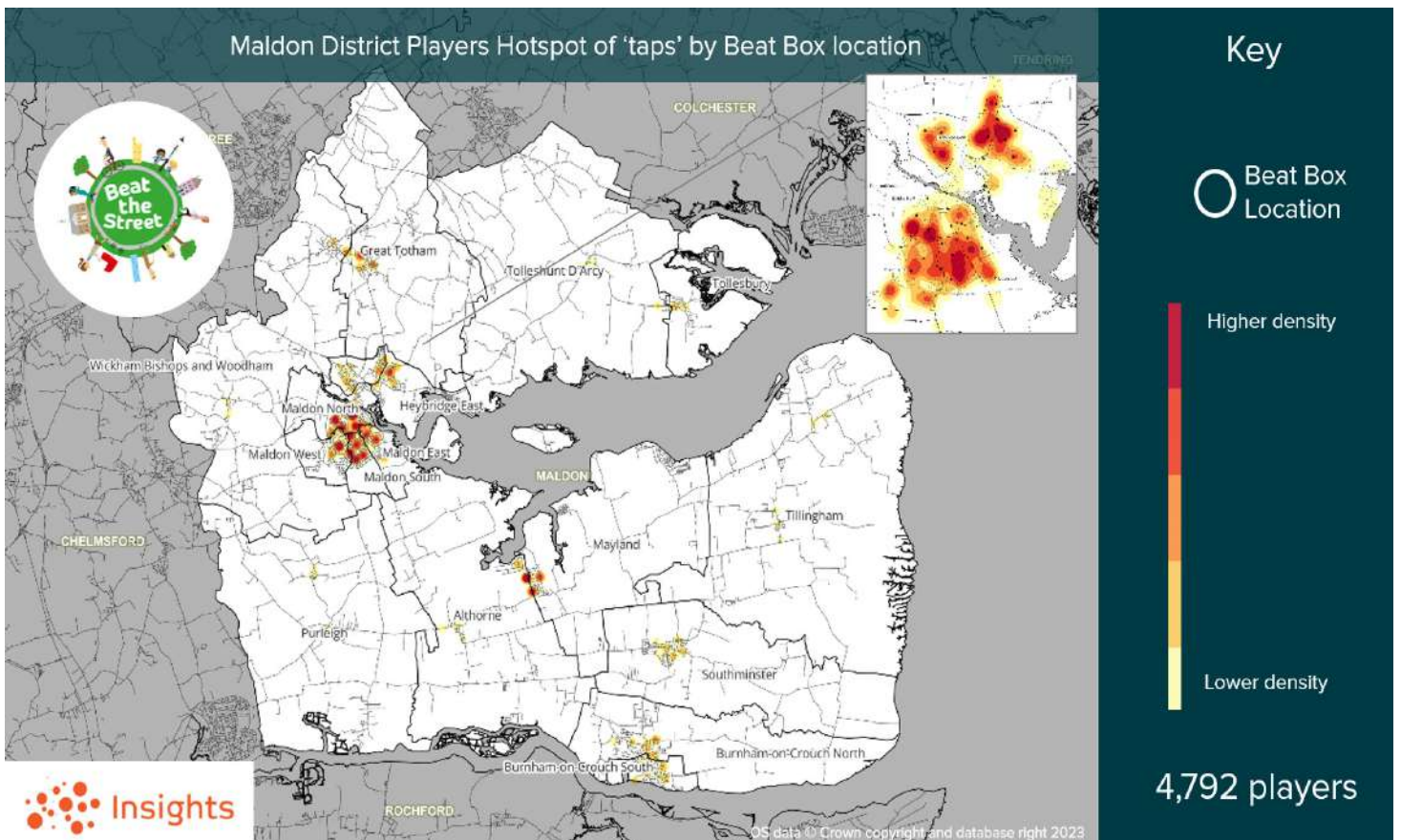
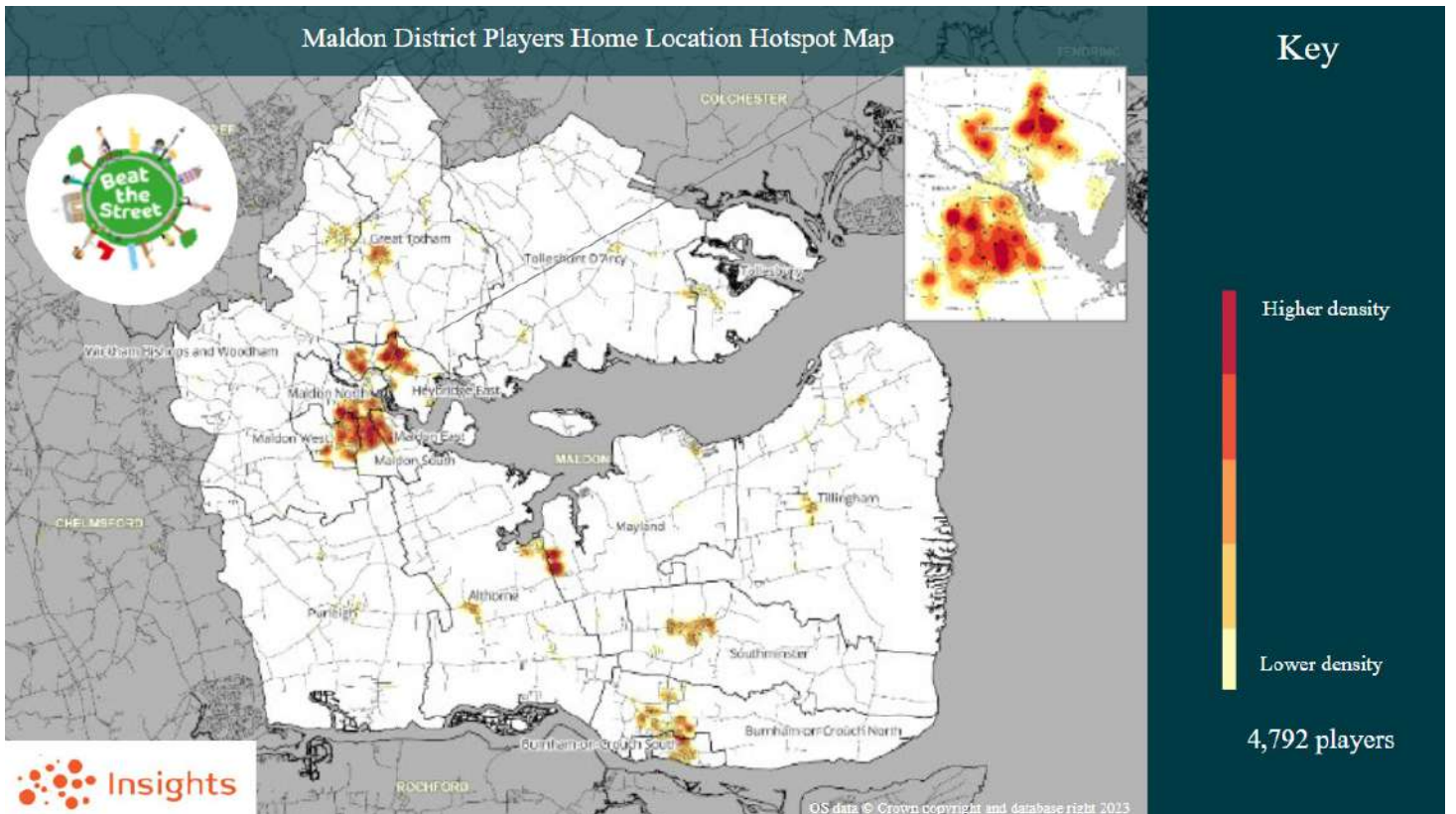
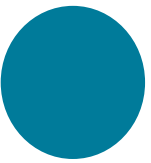


Who took part?

Of the 5,225 players who took part in Beat the Street, 4,369 played as part of a team, with the vast majority playing for their/their children's school. 233 people played as part of a community or workplace team.

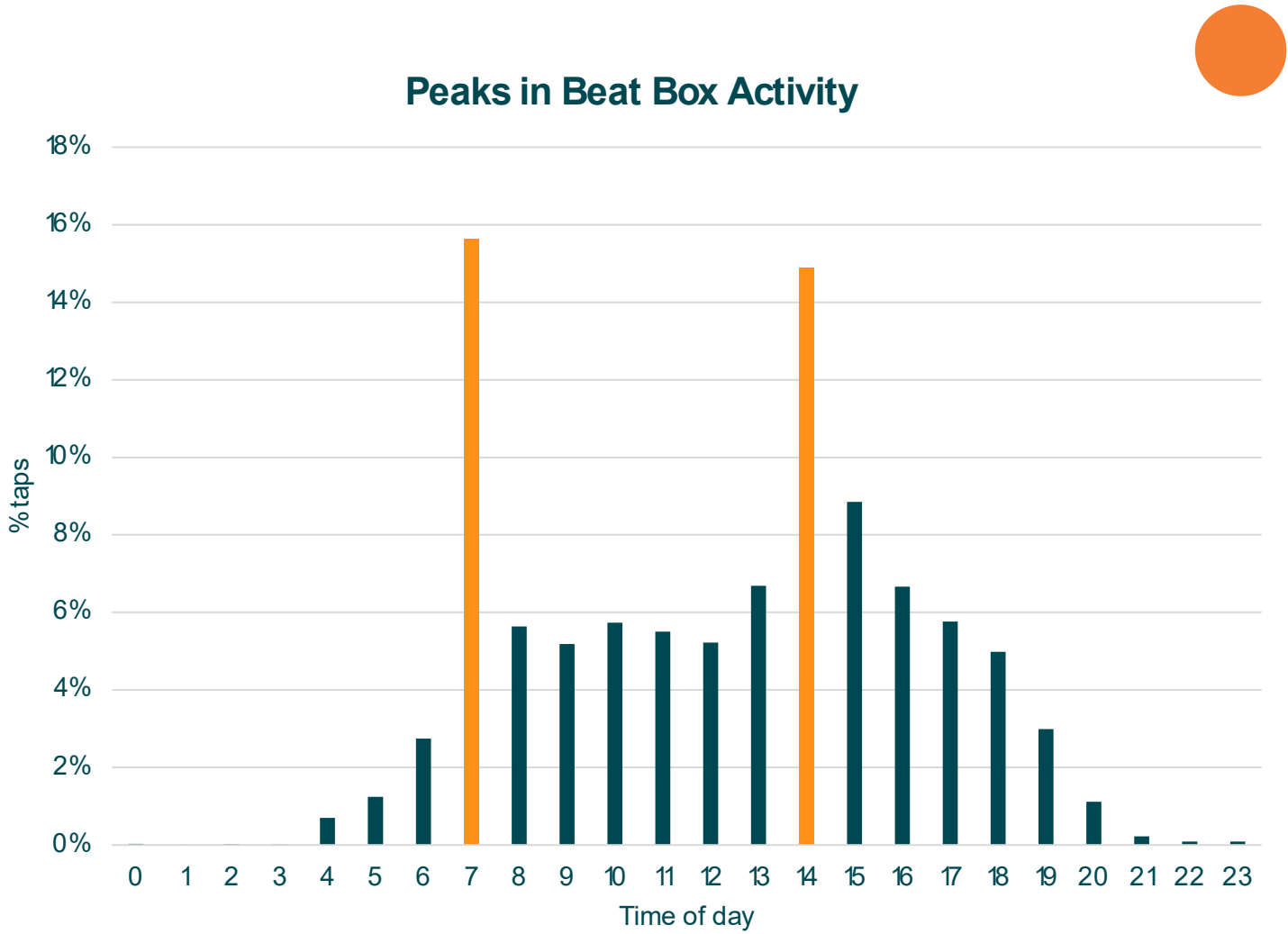
Around half of players were children and 47% were adults between 18-54. Of the adult players, women were over represented at 63%. Players from a culturally diverse community were well represented with 8% of registered players reporting a non-white British ethnicity. 15% stated they had a long term condition and 5% reported living with a disability.





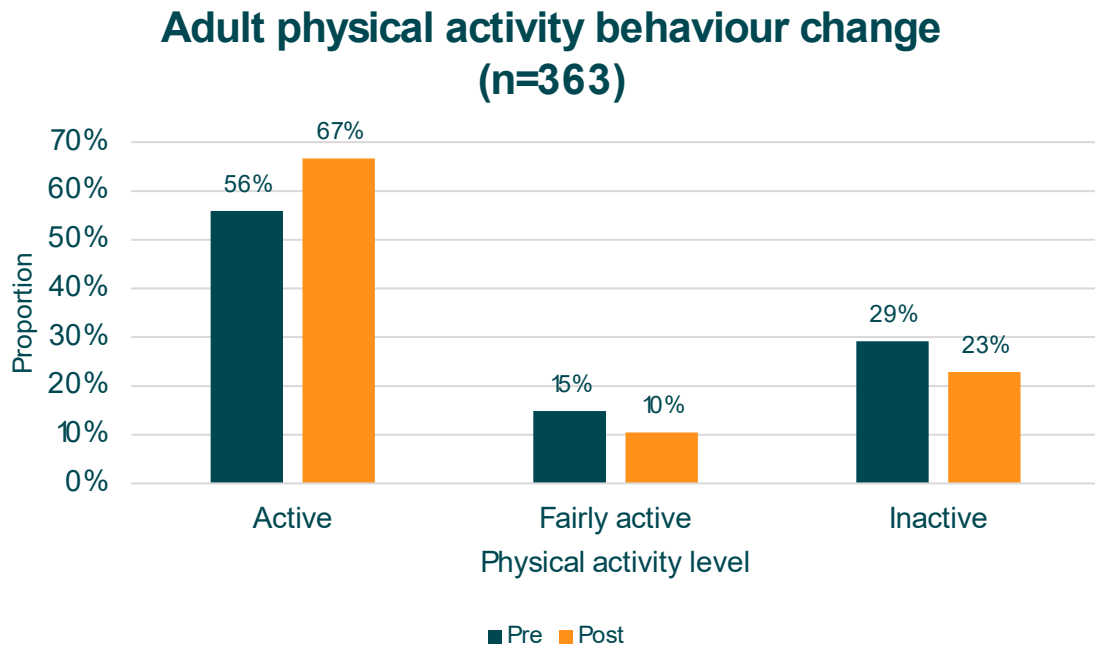
Peaks in Beat Box activity

The graph below shows the percentage of Beat Box taps during each hour of the day, across the whole 6-week game. 45% of all activity undertaken was between 7-9am and 2-4pm, which shows that people played the game at school drop off and pick up times.



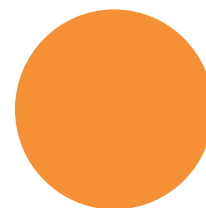
Adult physical activity

Following the six week game, there was a positive shift in activity levels for adults. The proportion of inactive adults decreased by 6ppt (percentage points), to 23%, whereas the proportion of active adults increased by 11ppt to 67% (n=363 matched pairs).

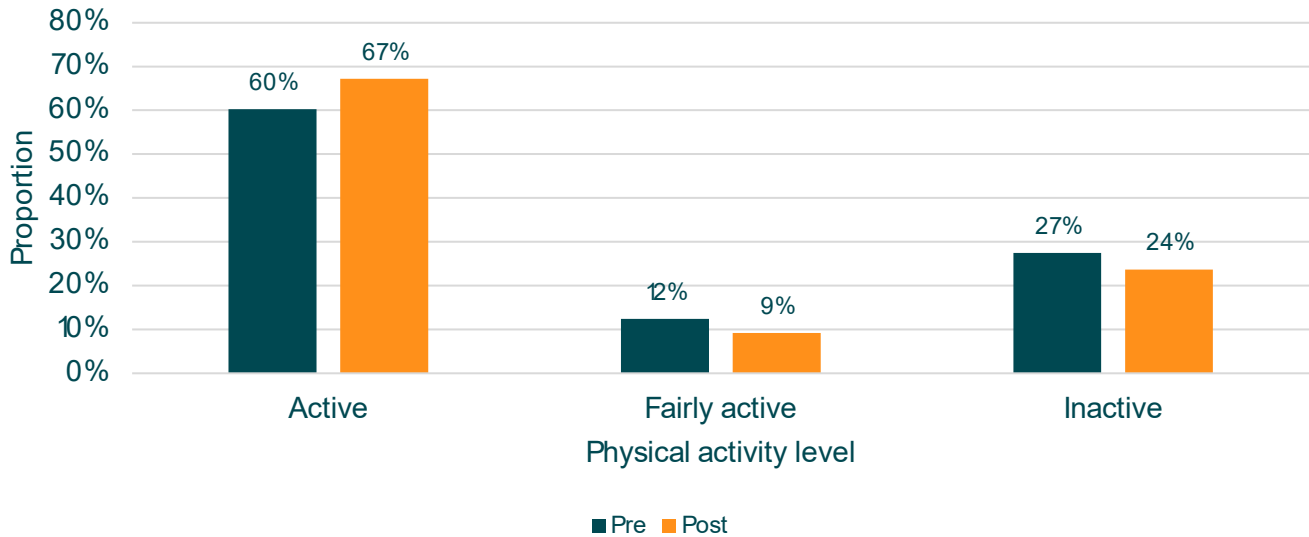


We segmented survey responses based on whether a player was registered to play for a school in one of the towns or a school in a village, which was how the leaderboards were broken down, to understand how rural isolation may impact activity levels.

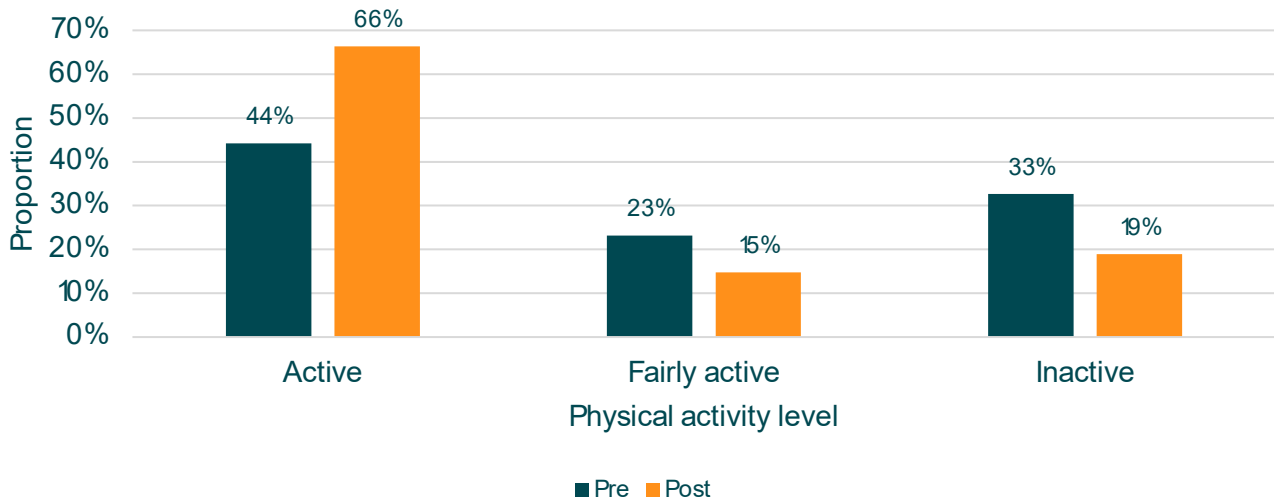
Survey data from adults suggest that those living in more rural areas (had children attending a village school) had higher rates of inactivity at registration. Encouragingly, for this cohort of players, behaviour change was even greater than those living in the towns and the overall cohort. It is worth noting that the sample sizes for this group is limited.



Adult physical activity behaviour change - Town Schools (186)



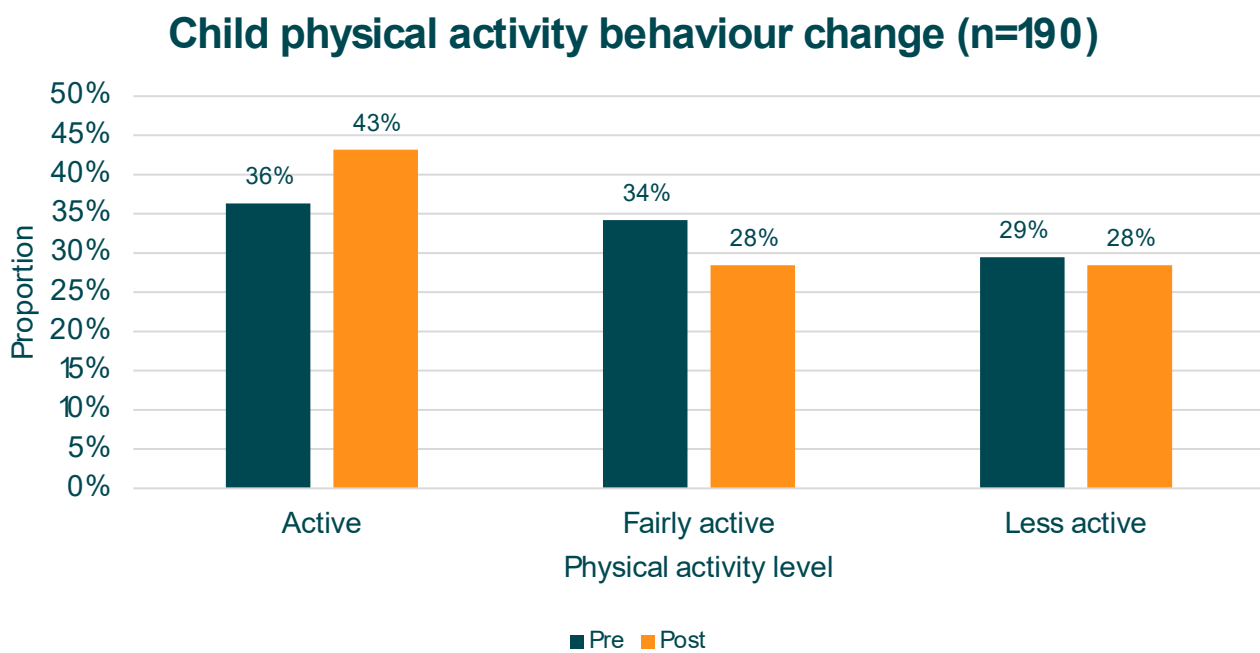
Adult physical activity behaviour change - Village Schools (n=95)



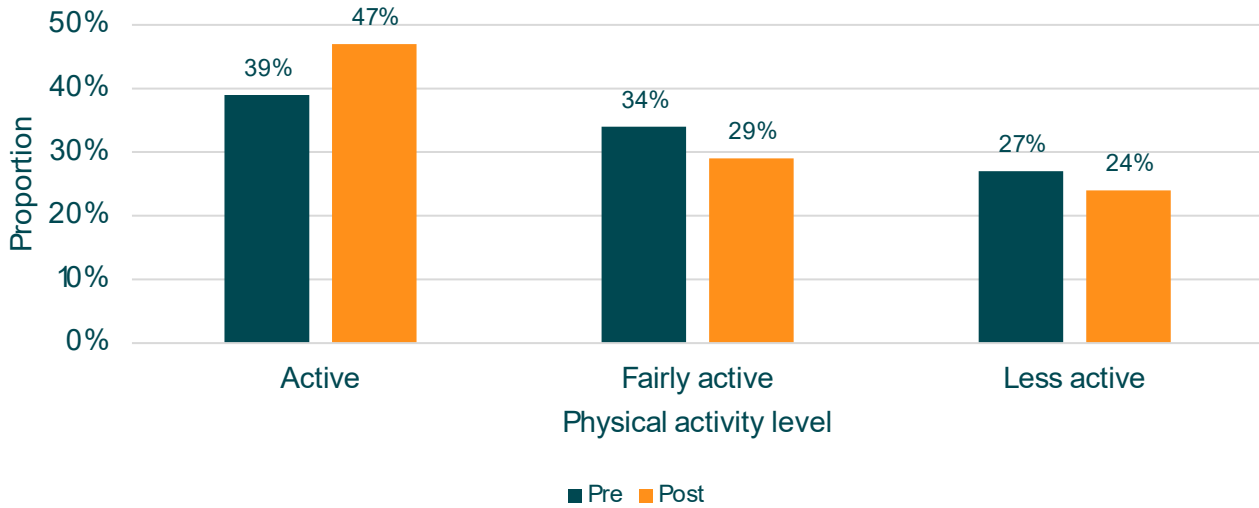
Children's physical activity

There was a 9ppt increase in the proportion of children reporting being active immediately following the Beat the Street game. Children who reported being less active decreased by 1ppt (n=190 matched pairs).

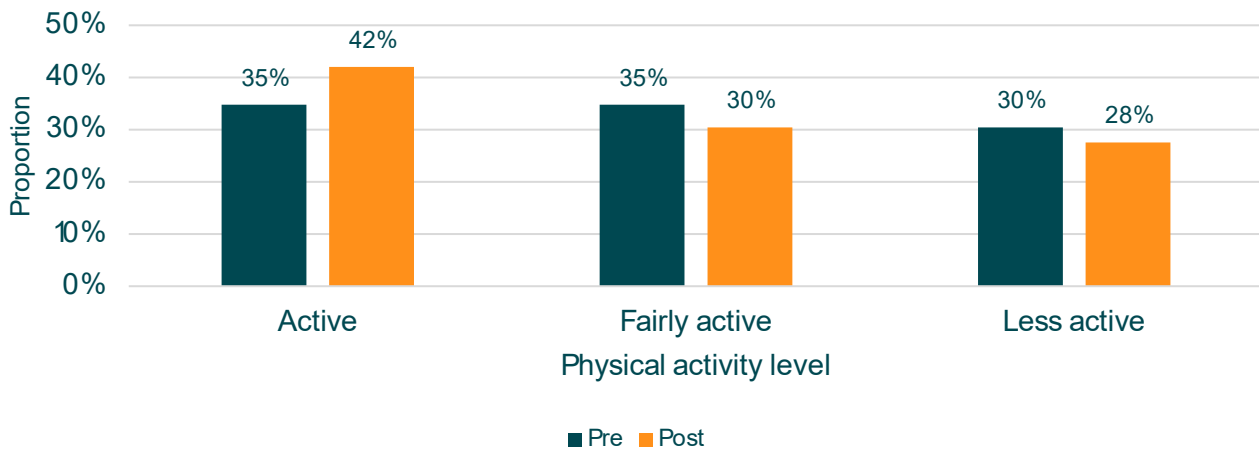
Similarly to adults, children who attend a school in a village reported higher levels of inactivity at registration. However, children attending town or urban schools showed greater behaviour change from pre to post game. There was a decrease of 3ppt, from 27% to 24% in this for children in towns (n=100 matched pairs) whereas children attending village schools decreased their inactivity by 2ppt, to 28% (n=69 matched pairs).



Child physical activity behaviour change - Town Schools (n=100)



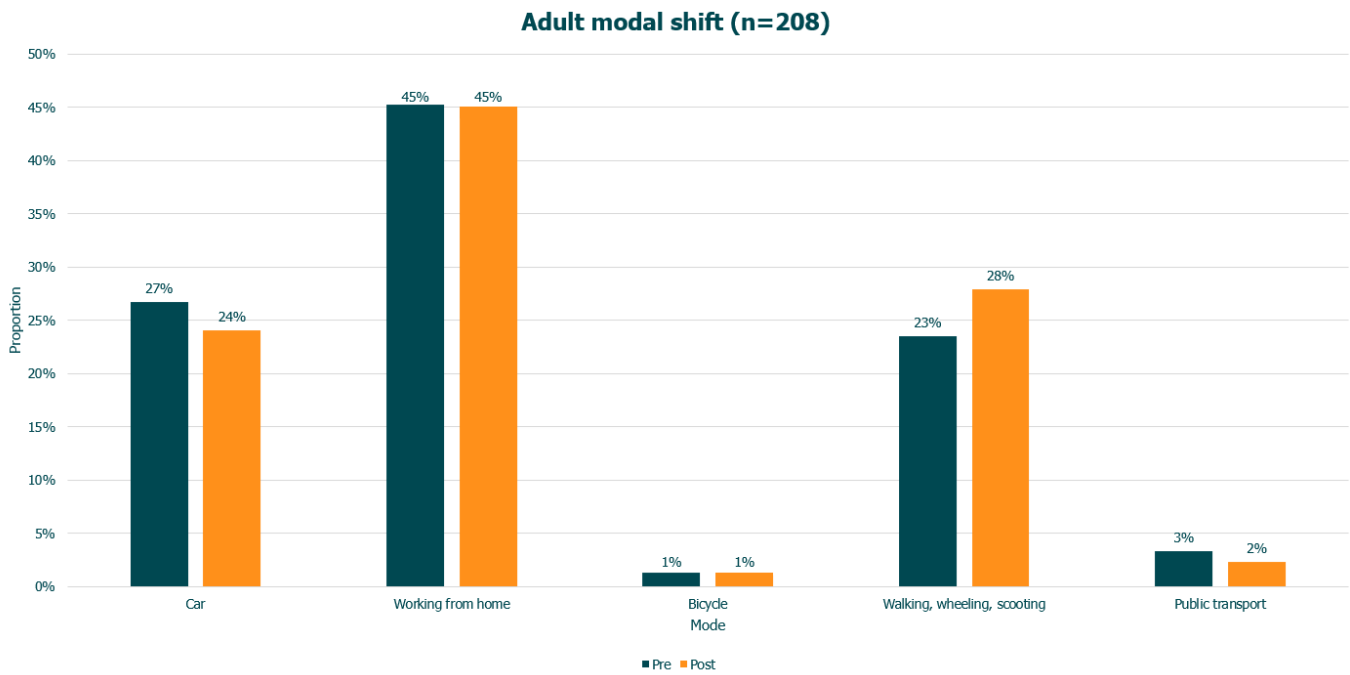
Child physical activity behaviour change - Village Schools (n=69)



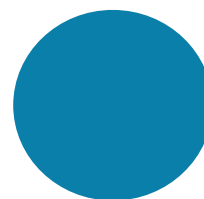
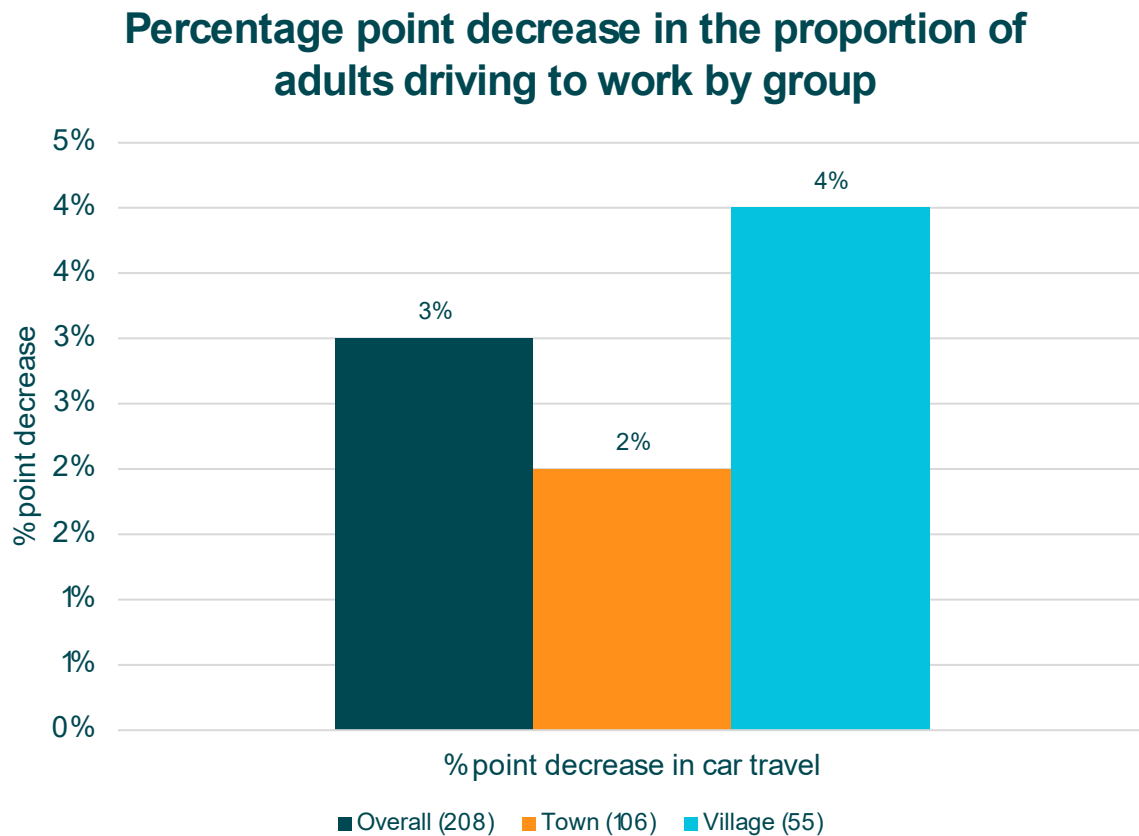
Adult active travel

54% of adults (n=442) reported having walked more during Beat the Street and 10% of adults reported cycling more for travel after the game finished. Cycling levels are much lower than walking levels across Maldon District.

Though a large proportion of adults work from home, we observed a noticeable shift towards sustainable travel. The proportion of adults walking to/from work increased by 5ppt to 28%, leading to an estimated 1,666 additional walking trips a week. Meanwhile, the proportion of adults driving to/from work decreased by 3ppt to 24%, translating to an estimated 974 fewer car trips per week (n=208 matched pairs extrapolated to 2,665 adults).



We segmented responses to the active travel questions based on whether the adult was playing for a town or village school. The largest drop in adults driving for work was observed in adults living rural locations.

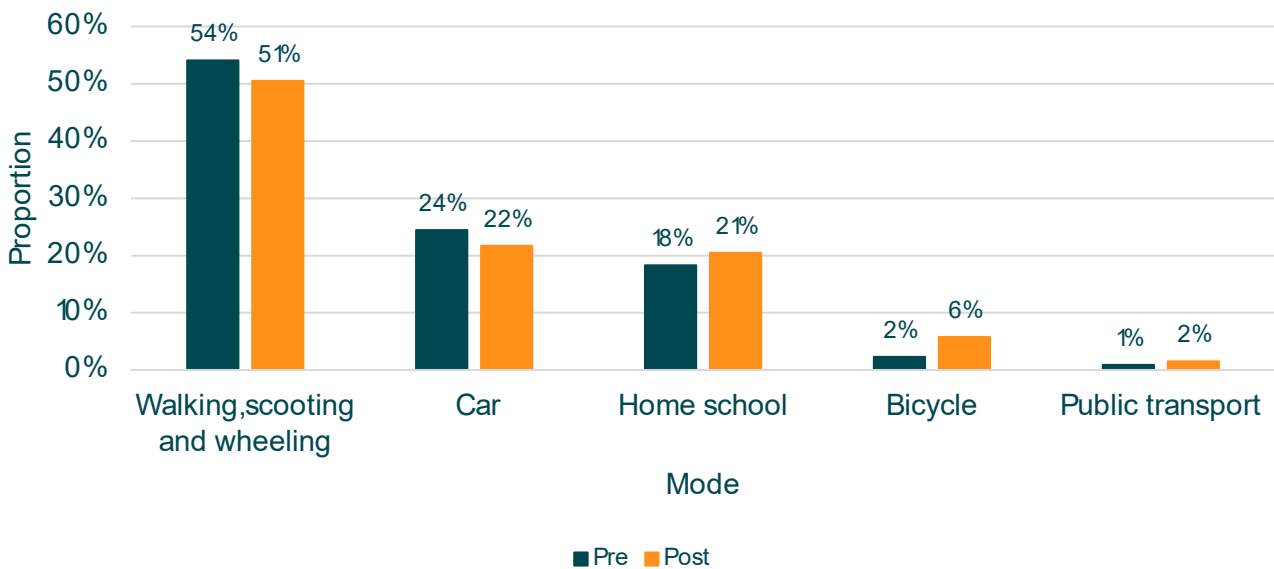


Children's active travel

Following the game, 64% of children (n=318) reported walking more for travel and 15% reported cycling more.

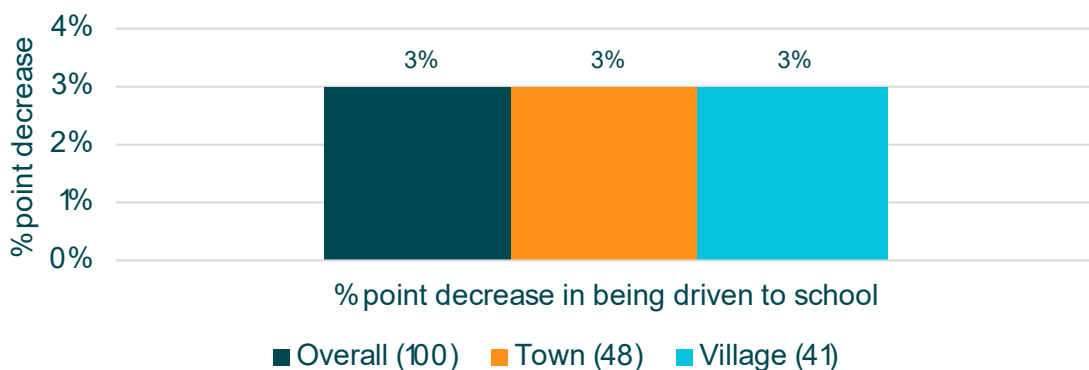
Travel to and from school among children has shifted primarily from vehicle travel to cycling. While there has been a slight decrease in the already dominant walking and an increase in home schooling, the key trend is the 4% rise in the proportion of cycling trips (n=100 matched pairs).

Child modal shift (n=100)



Unsurprisingly, the percentage of children being driven to and from schools in village locations (31% n=41) is higher than that of children attending a school in a town location (18% n=48). However both groups reported a 3ppt decrease in being driven to and from school post Beat the Street.

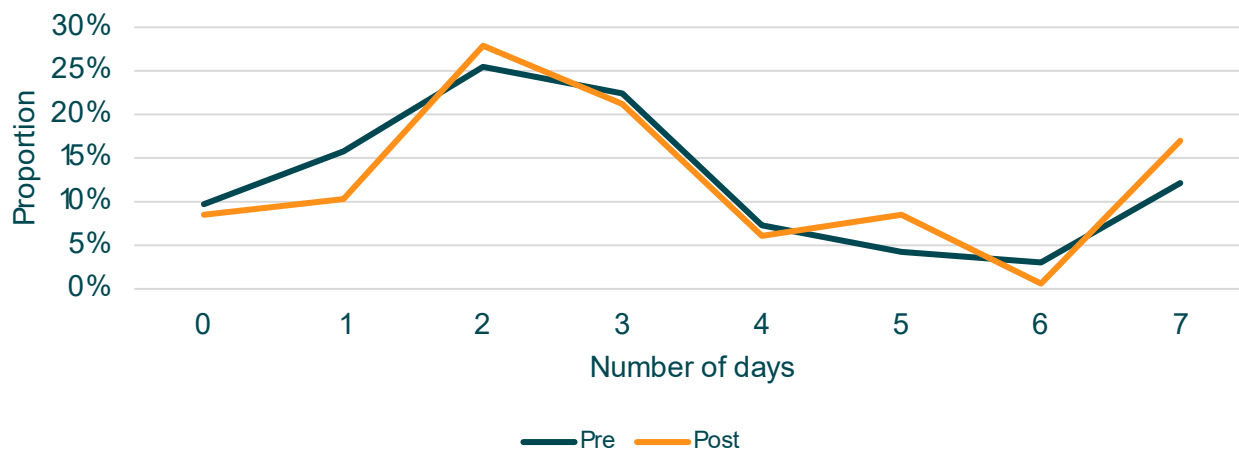
Percentage point decrease in the proportion of children being driven to school



Walking for fun

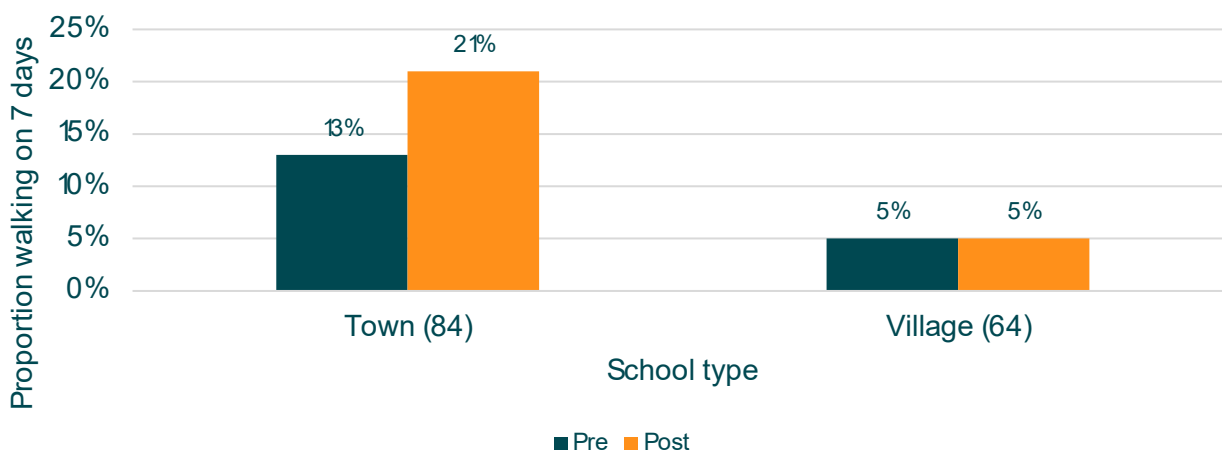
Beat the Street helps to incentivise activity by making it fun through gamification strategies. We observed an increase in children reporting walking for fun on a daily basis of 5ppt, to 17% (n=165 matched pairs).

Change in children’s short walking journeys for fun (n=165)



We observed a considerable increase in the number of children from town schools who walked for fun 7 days a week, rising from 13% to 21% (n=84). In contrast, for children who attend a village school, the amount of walks daily remained at 5% (n=64 matched pairs). This demonstrates a very low rate of children in rural locations who walk for enjoyment, and further work could be done with this cohort to understand why this is the case.

Walking for fun every day – Town vs. Village School Children



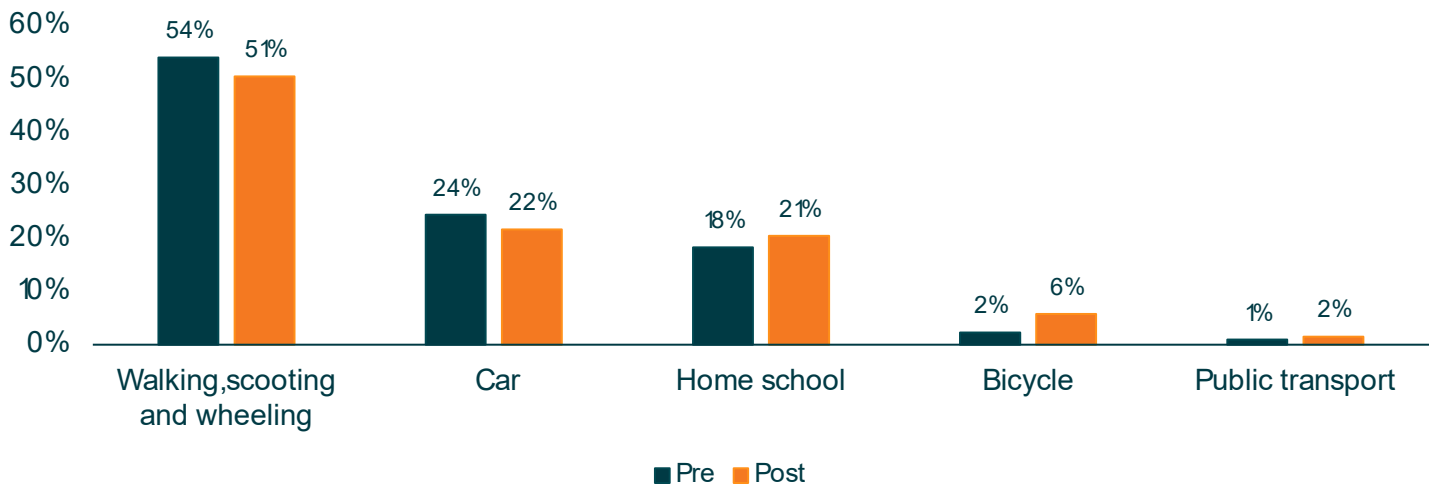
Active Travel Provision

Participants were asked how they feel about the walking and cycling provision and infrastructure in their area. Satisfaction with walking provision was greater than with cycling provision. Key barriers cited were a lack of infrastructure in terms of footpaths and cycling lanes.

Children's travel for school

- Driving to and from school decreased by 2%-points.
- Trends in car travel did not change according to town or village schools.
- Cycling travel increased by 4%-points.

Child modal shift (n = 100)



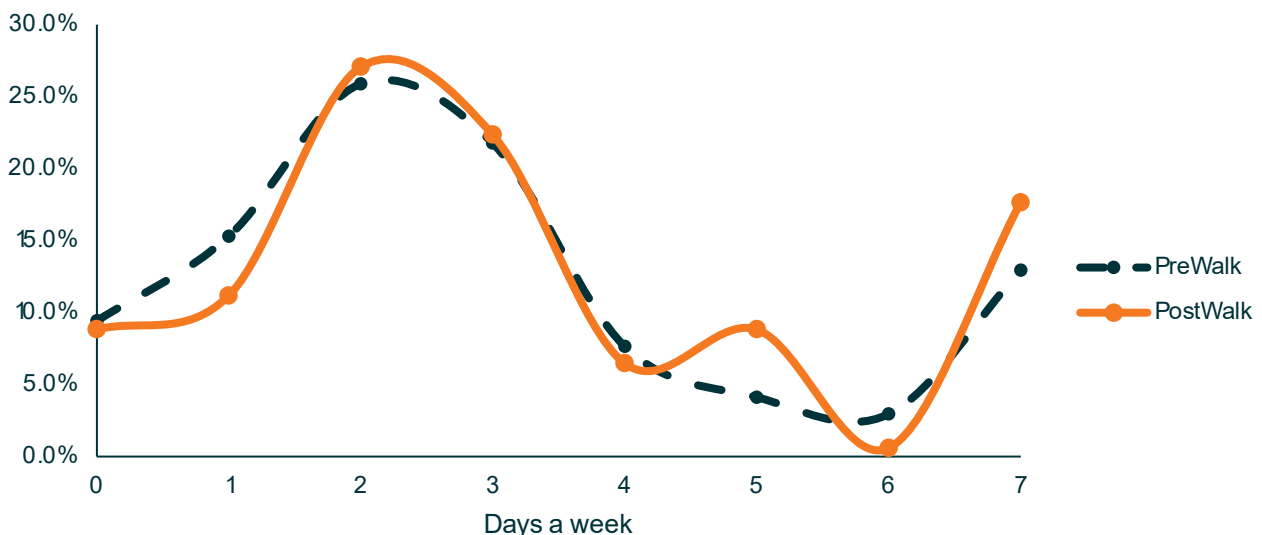
Children's travelling for fun

Exploring the pre and post walking frequency data:

- Increase in frequency of walking for those who were walking least
- More children walked 5 days a week and everyday.

Children from **towns** increased everyday walking (+8%) but **villages** did not change.

Walking for fun (n=165 matched pairs)



Mental Wellbeing

Overall, adults' life satisfaction increased by 0.2 points to 7.5 (n=311 matched pairs), while the mean life satisfaction of adults who played for village schools (n=88 matched pairs) increased by 0.2 points to 7.6.

Life satisfaction and the change in life satisfaction do not differ markedly by school type.

Change in life satisfaction



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 £300 per adult participant, saving £799,500 in total



Adult resilience

The Resilience Matrix assesses the factors that help people cope with stress and enhance their resilience. It measures people's perception of the support systems surrounding an individual 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.

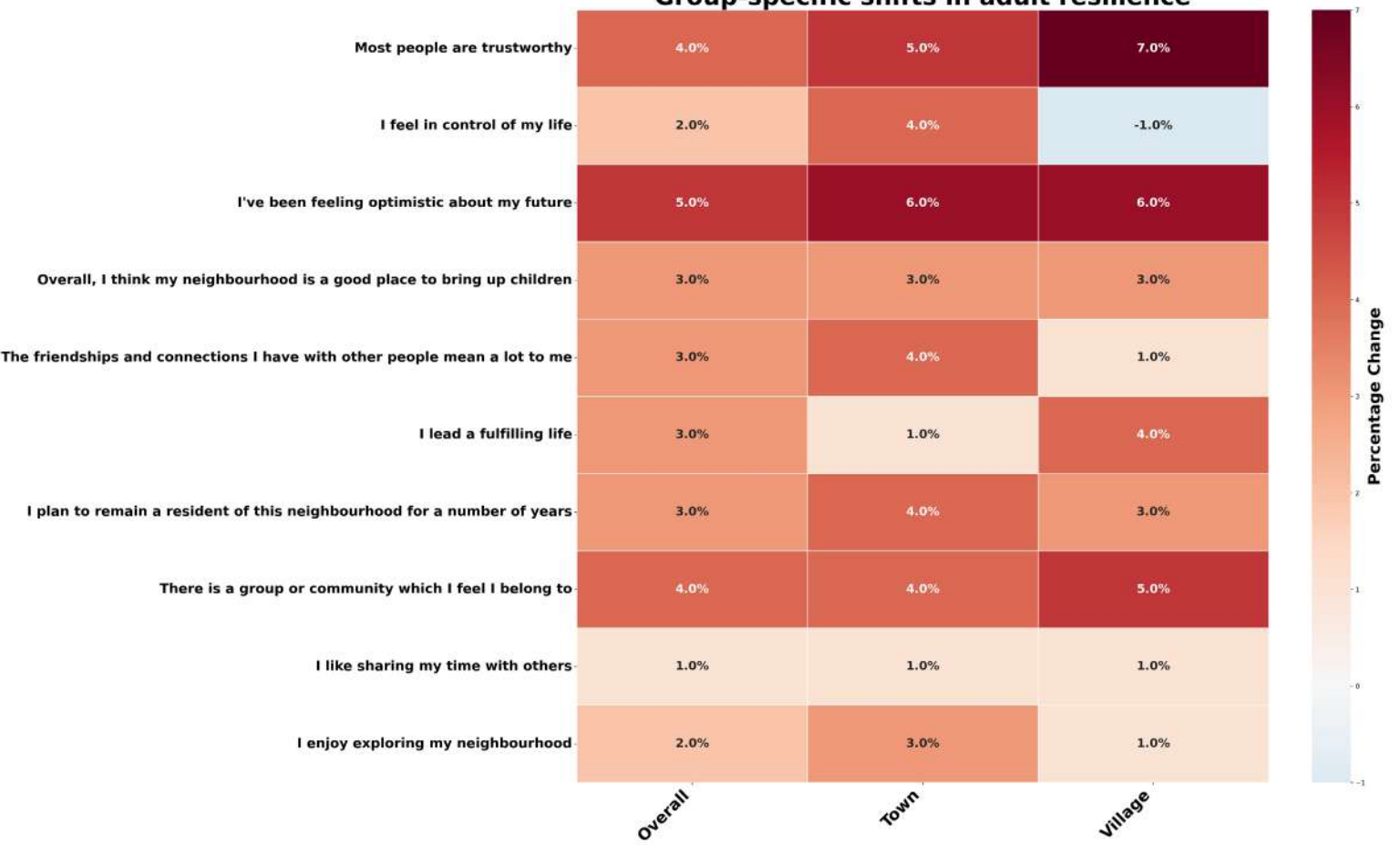
We analysed the change in different aspects of resilience from pre to post game, segmented by school type as well as the overall adult sample (n=298 matched pairs).

Overall there was a positive shift in resilience scores after Beat the Street, particularly in 'feeling that people are trustworthy', 'having a group or club that they belong to' and 'feeling optimistic about the future'. Adults living in more rural communities showed the greatest improvement in scores for these measures, showing that Beat the Street has helped to connect people to each other and to their community.

In summary, while the overall trends are similar across all groups, the percentage change metrics highlight some nuanced differences. People living in rural areas show a slightly better improvement in trust and community belonging, while town based players show a greater improvement in feelings of control and enjoyment of neighbourhood exploration. However, these differences are generally marginal, indicating that where people live had a limited impact on residents' perceptions and experiences.



Group-specific shifts in adult resilience



Asset Based Community Development

In Maldon District we measured the maturity of Asset Based Community Development (ABCD) foundations, as described by Nurture Development. This consists of a series of statements on how people feel and interact with their local community.

There were improvements across all statements, with players showing more positive attitudes toward their community after Beat the Street compared to pre game. As before, the data has been segmented by the overall sample, people whose children attend a village school and people whose children attend a school in one of the towns.

For those living in a town (n=186 matched pairs) they generally started with lower baseline percentages, particularly in areas such as skills and capabilities to offer (51%), trust in local organisations (37%), and feeling part of a network (34%). The rural communities group (n=95 matched pairs) had the lowest baseline for taking part in informal groups (28%), while the overall sample (n=363 matched pairs) had the lowest baseline for going to public places (82%), which, in general, fare highly across the groups.

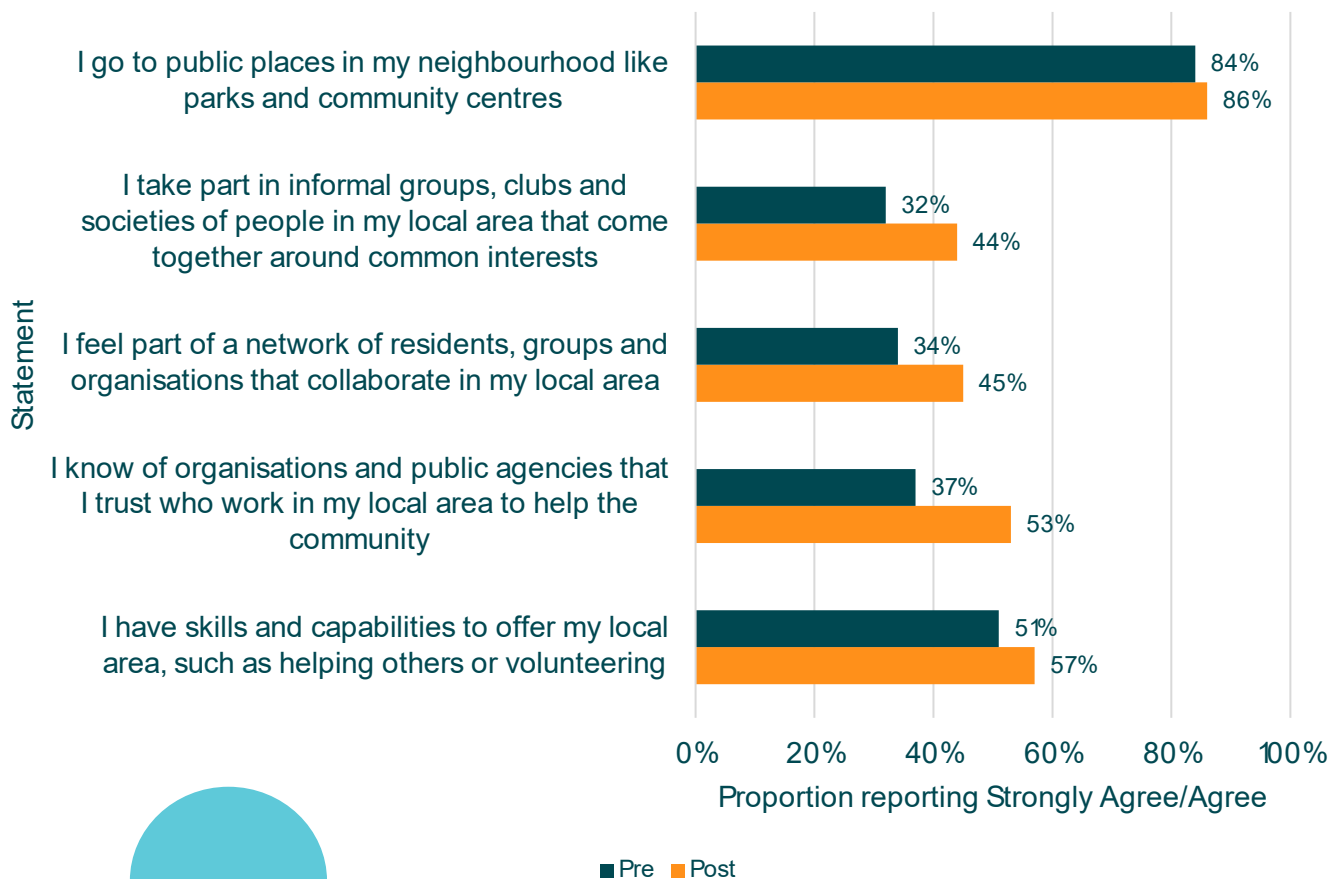
In terms of improvements, the rural group showed the highest improvement in skills and capabilities to offer (7%) and going to public places (12%). The town group showed the highest improvement in trust in local organisations (16%) and feeling part of a network (11%). The entire sample showed significant improvement in taking part in informal groups (12%).

Key insights include the substantial improvement in trust in local organisations within the town group, which increased by 16ppt. The village group also showed notable improvements in community engagement activities, such as going to public places and participating in informal groups, both increasing by 12 percentage points. These results suggest that while the town group started from a lower baseline, both town and village groups saw improvements, particularly in trust and community engagement, highlighting the effectiveness of the interventions in these areas.

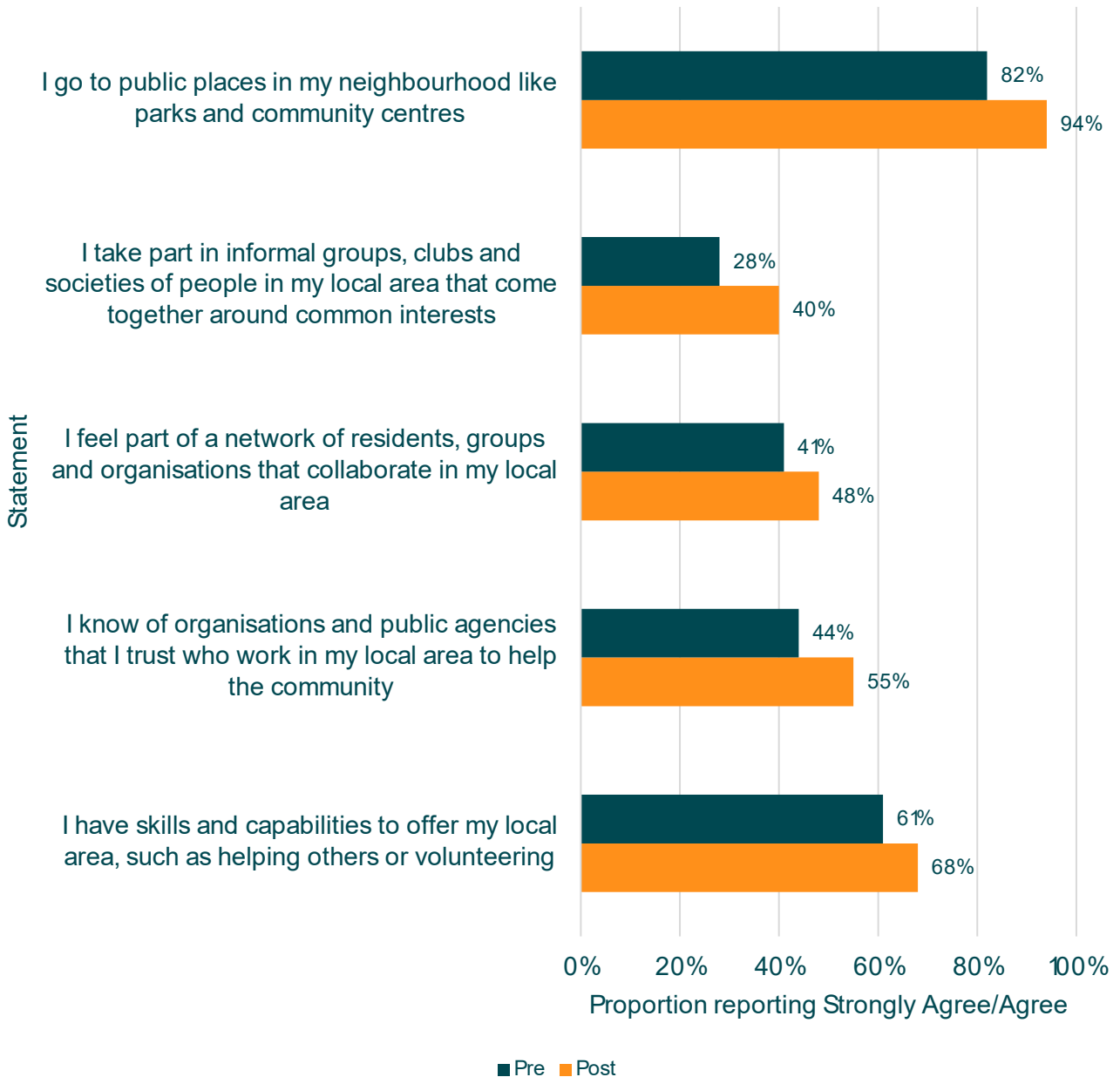
Change in Sentiments Toward Asset-Based Community Development



Change in Sentiments Toward Asset-Based Community Development - Town School Players



Change in Sentiments Toward Asset-Based Community Development - Village School Players



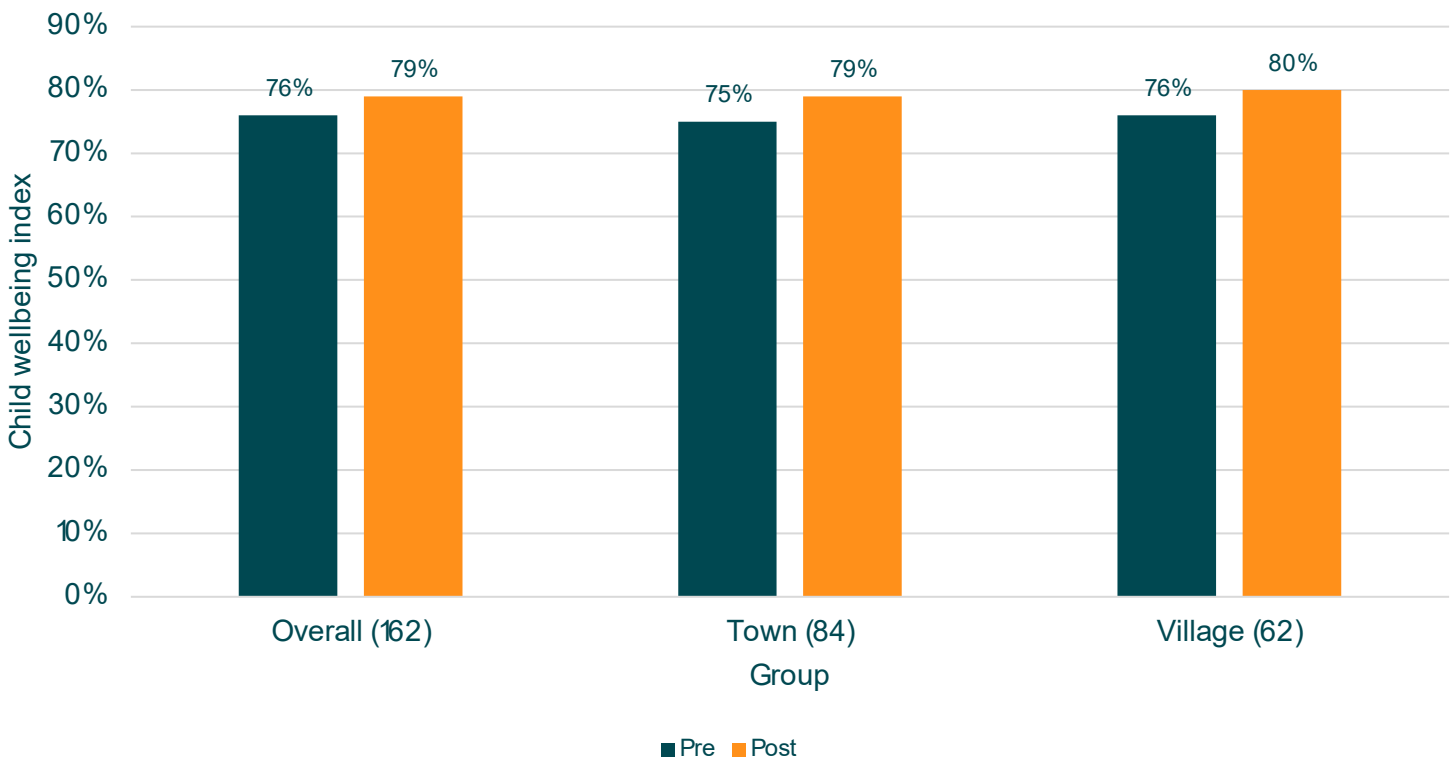
Child wellbeing - The WHO-5

The WHO-5 Wellbeing Index is a concise and robust tool designed to measure the general wellbeing of children, particularly assessing dimensions such as mood, vitality, and general interests. Developed by the World Health Organization, this measure includes five simple questions that help gauge a child’s emotional and psychological resilience and independence over the preceding two weeks. The responses range from positive states (“all the time”) to negative states (“at no time”), and scores are converted into a percentage scale from 0 to 100, providing a quantitative measure of a child’s wellbeing.

The wellbeing of children across the groups studied has improved compared to baseline. However, 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.

There was no notable difference in child wellbeing between the two groups.

Change in Child Wellbeing - The WHO-5

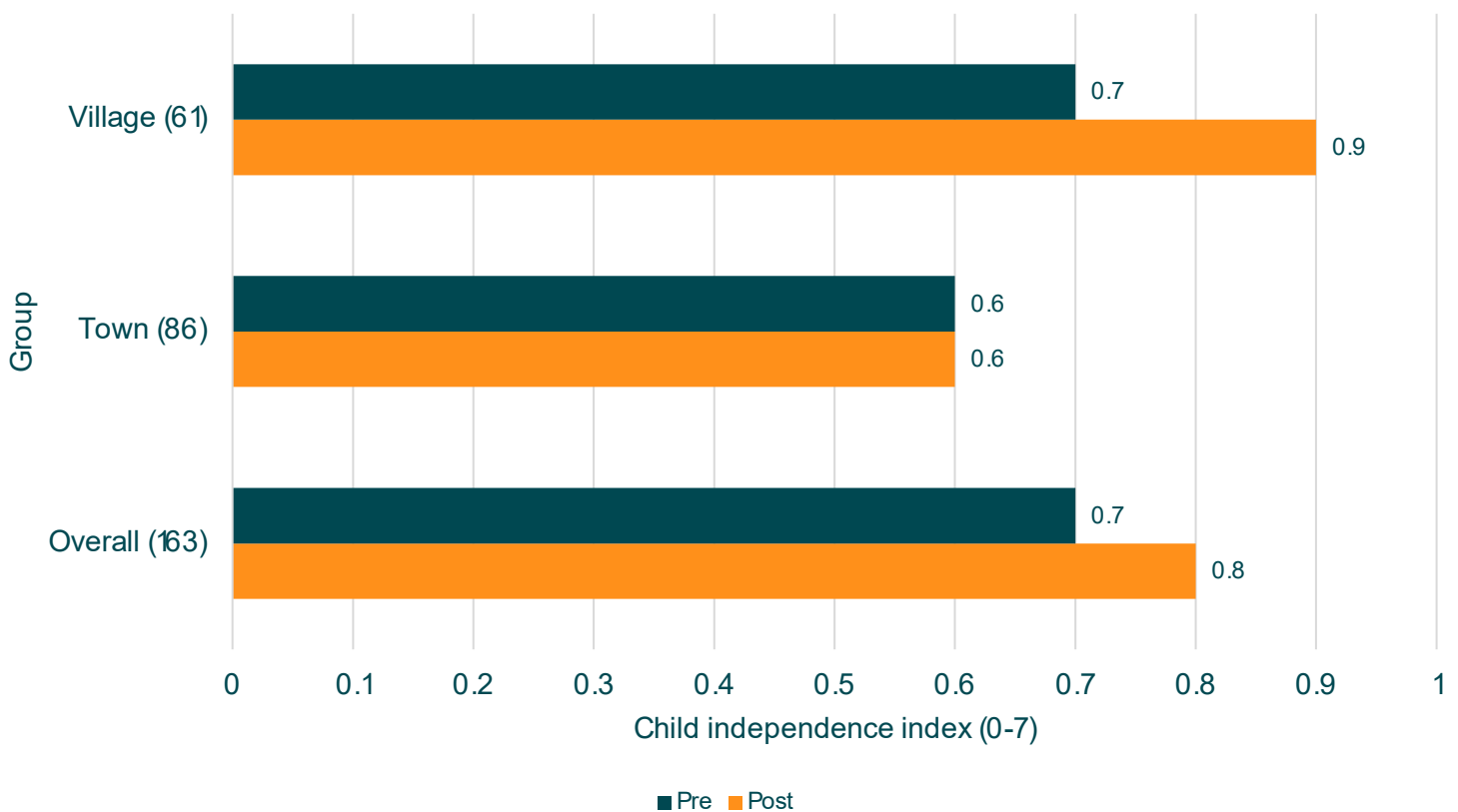


Child independence

The child independence measure provides information on whether children are allowed to do things such as walk to school, or visit their park or greenspace on their own. Responses demonstrated that children's independence is generally low across Maldon District but children living in towns have less independence than those living in more rural locations. Overall, the average independence index increased slightly from 0.7 to 0.8 post-game. Therefore, the overall level of child independence remains markedly low across all cohorts.

The data could also suggest that there is a general concern about children's safety when outside, whether they are playing or walking alone in Maldon District. This concern may contribute to the low levels of independence observed, as parents and guardians may be reluctant to allow children unsupervised outdoor activities, reflecting in the consistent scores both before and after the game.

Group-specific child independence

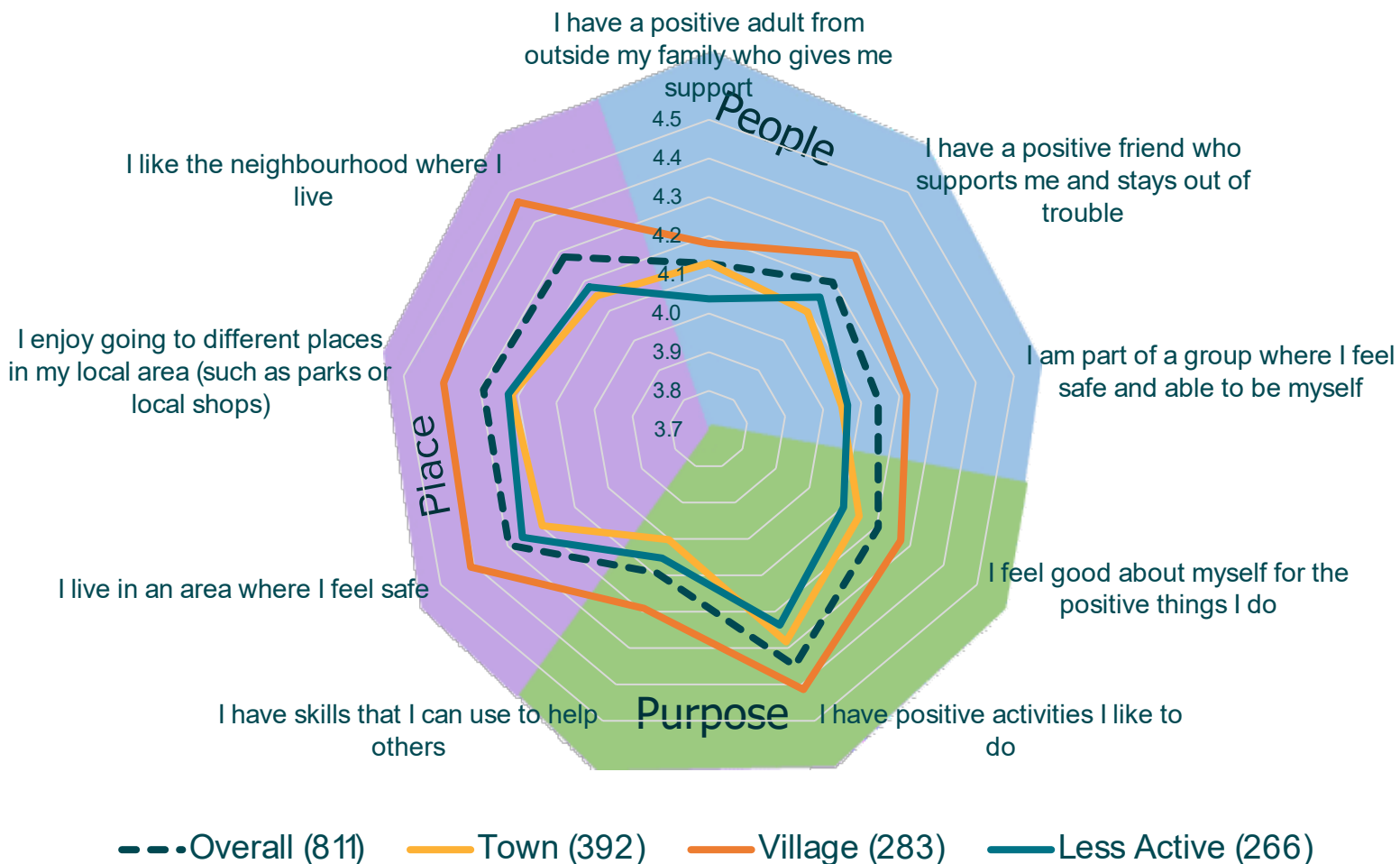


Child resilience

As with the adults, we gave children a series of statements to assess their resilience levels. We then segmented their responses in to whether they were playing for a town or village school, and whether they reported as being less active.

Key observations:

- The rural group generally has higher mean scores across most statements compared to the town group.
- The less active group tends to have slightly lower scores compared to the overall mean.
- The statement “I have positive activities I like to do” has the highest mean score across all groups.
- The statement “I have skills that I can use to help others” has the lowest mean score across all groups.



Player Feedback

"It got me out and about, before school during lunchtimes and of the evening the walks cycling and jogging was lovely." Female, 40s

"Great idea for getting out the house and exploring."
Male, 40s

"Made walking, scooting and cycling around town extra fun with the children. They especially liked hunting for gems :)." Female, 30s

"It's an amazing project, motivated lots more walking, cycling, jogging.... I love Beat the Street I hope in future will be more projects!" 40s

"It gave us all a common reason to get out, plus tapping the cards was really fun." Female, 30s

"Good incentive to get outside, as well as my children." Female, 30

"Appreciate the time on annual leave enjoying the local environment with my children." 30s

"It was a great bonding exercise for me and my son. It motivated him to want to go out and play which in turn motivated me."
Female, 30s

"It was fun to go out walking and see how excited my daughter was to collect points for her school." Female, 40s



Player Feedback

"It got me out more with my mum, I enjoyed cycling around of the evening." Male, Under 11

"I enjoyed walking faster to posts, hunting for jewels and listening out for the strange noises."
Female, Under 11

"Made it more fun as we had to find some boxes that were hard plus we walked in places we hadn't before and used different parks. We are doing more still." Female, Under 11

"Had lots of extra fun when walking, scooting and cycling around town...hunting for gems and finding boxes." Female, Under 11

"We made the effort to walk more than normal or ride my bike to collect the points and hear the boxes make funny noises." Female, Under 11

"I found it fun to be outside and do beat the street." Under 11

"I really enjoyed collecting the points and I walked a bit more than I usually would." Male, Under 11

"Beat the Street helped me to get me and my family out more for walks that were for fun, rather than to go somewhere." Under 18

"It made walking and scooting fun and I liked collecting points for my school." Female, Under 11





Conclusion

Beat the Street was successful in reaching over 8% of the population of Maldon District, engaging a total of 5,225 participants over the 6 weeks. The programme set out to address health inequalities in the population, increase physical activity levels, encourage people to explore their area and bring communities together. There was also an emphasis to ensure equal opportunity for those living in the more remote parts of the district to be able to join in.

Over the course of the game, participants were given opportunities to attend local events, join activities and find out about community groups or clubs in their area. All bar one primary school took up the challenge with a further 38 community groups taking part, collectively travelling a distance of over 38,000 miles. Participants were encouraged to discover new routes and assets in their local community through finding the Beat Boxes on the map.

Registration data was collected on 4,650 players giving us an insight into who took part, their age, gender, ethnicity, postcode and disability status. This showed that women were over represented at 63% of adult players. Players from a culturally diverse community were well represented with 8% of registered players reporting a non-white British ethnicity. 15% stated they had a long term condition. These groups are all more likely to experience health inequalities.

Further data was collected on people who completed an optional health survey both before and after the game phase. Analysis of these survey responses show the behaviour change that has occurred during the game.

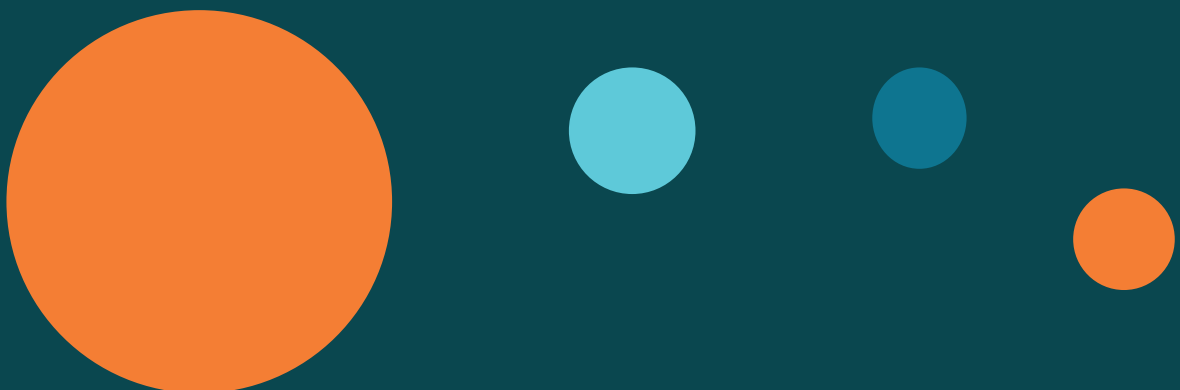
Adult physical activity levels saw notable improvements, with the proportion of inactive adults decreasing by 6% and the proportion of active adults increasing by 11%. This effect was even more pronounced among rural participants, who experienced a 14% reduction in inactivity, indicating that the game had a particularly strong impact in these communities. Children's physical activity also showed positive trends, with the proportion of less active children decreasing by 1% overall. This improvement was more significant among children living in urban areas.

In terms of active travel, the programme encouraged more sustainable travel behaviours. 64% of children and 54% of adults reported walking more during the initiative. Among adults, the proportion walking to and from work increased by 5%, while the proportion driving decreased by 3%. This shift translated to an estimated 1,666 additional walking trips and 974 fewer car trips per week. Notably, rural school participants showed a more substantial decrease in car travel compared to urban school participants.

Mental wellbeing also improved as a result of the programme. Overall life satisfaction increased by 0.2 points, a change that, when translated into WELLBYs (Wellbeing-Adjusted Life Years), suggests a significant social and economic value of £300 per adult participant. Additionally, adult resilience showed modest improvements, particularly in areas such as trust and community belonging.

The data highlights substantial improvements in sentiments on asset-based community development, with notable increases in trust in local organisations, participation in informal groups, and the use of public places. These changes highlight the programme's effectiveness in fostering a stronger sense of community and enhancing local engagement.

Participant feedback underscored the positive impact of Beat the Street. Adults highlighted increased physical activity, enjoyment of outdoor activities, and stronger family bonds. Children particularly enjoyed the interactive and competitive aspects of the game, which motivated them to be more active and explore their local environment. Overall, these findings collectively demonstrate Beat the Street's effectiveness in promoting healthier lifestyles, enhancing community engagement, and improving overall wellbeing in the participating communities.





Beat the Street was delivered by Intelligent Health.

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

