

EAST RENFREWSHIRE COUNCILCABINET10<sup>th</sup> September 2020Report by Director of EnvironmentBEAT THE STREET EAST RENFREWSHIRE 2020/21**PURPOSE OF REPORT**

1. The purpose of this report is to request approval from Members to operate the 'Beat the Street' East Renfrewshire 2020/21 scheme and to request approval to appoint Intelligent Health Ltd. as the service provider for this scheme directly.

**RECOMMENDATIONS**

2. It is recommended that the Council:
- (a) Approves an exemption from competition under paragraph 15iii of Contract Standing Orders, namely that the contract relates to proprietary goods, works or services to enable East Renfrewshire Council to appoint Intelligent Health Ltd directly; and
  - (b) Delegates to the Head of Environment (Chief Planning Officer) to approve and sign the Service Level Agreement between East Renfrewshire Council and Intelligent Health Ltd in line with Council policy.

**BACKGROUND**

3. 'Beat the Street' is a scheme that aims to encourage active travel and increase physical activity through a game-based intervention. The project uses advanced smartcard and online technology to run a walking and cycling competition. During the game residents record their distance walked by presenting their 'Beat the Street' cards or fobs at strategically placed Beat Boxes at various locations. They can view their total distance accumulated online, creating competition (particularly between primary schools), whilst also rediscovering their local area.

4. In 2019/20, the East Renfrewshire 'Beat the Street' initiative ran in a number of areas within the East Renfrewshire, and the six-week game ran through February and March. A scheme ran for a similar 6 week period the previous year (2018/19) within Barrhead and Newton Mearns. The scheme was very successful, in terms of increasing physical activity amongst participants, and very visible via word of mouth, local press and social media. The 2019/20 initiative involved 7,526 participants and the 2018/19 initiative reached 6,942 participants (13% and 15% of targeted population respectively). Both years' schemes achieved an increase in the percentage of adults reported meeting the Chief Medical Officer's physical activity target and in the percentage of children who were undertaking 60

minutes of activity on five or more days per week. Details of Beat the Street as well as both end of game reports can be found in **Appendix A**.

## REPORT

5. In 2020/21, the target area for 'Beat the Street' is the whole local authority area. The aim is to engage approximately 15,000 participants (17% of population). Awareness amongst the communities will also be higher as we are building on the profile of previous years' games.

6. The impact of COVID-19 on the general population is unknown however there is a likelihood that residents may feel less confident on going outside especially leading into the autumn months. The scheme will have health benefits as well as potentially helping increase footfall in town centres.

7. It is noted that in pre-lockdown there were concerns with the 2019/20 scheme regarding the safety of the game with regards to the players having to touch their card or fob on the card scanner ('Beat Box').

8. In addition to the game's existing safety measures, the 2020/21 game will have:

- Additional messaging to remind people to only use their own card or fob, and not to touch the Beat Boxes
- Extra-sensitive, 'contactless' Beat Boxes, so cards and fobs do not need to touch the box
- Extra signage, and 2 metre markers around the Boxes to remind people to keep their distance from other players
- No mass gatherings or group events that might encourage people to gather at a particular box
- Promoting boxes that are less well used to keep people apart.

9. The game itself will work similarly to previous years however will run in September/October for a total of six weeks. Similar to the 2019/20 scheme we are again looking to utilise parks, such as Rouken Glen Park, as destination hubs for all of East Renfrewshire. A consequence could be a welcome boost to local tourism.

10. The 'Beat the Street' scheme is run by Intelligent Health Ltd. and is paid for with Smarter Choices Smarter Places funding from Paths for All. It is a bespoke proprietary service by Intelligent Health and only they can deliver it, so the Roads Service are therefore looking for an exemption to the standard tendering exercise to appoint them directly. Since the value is over £100k, the exemption needs to be reported to cabinet for approval.

## FINANCE AND EFFICIENCY

11. The 2020/21 'Beat the Street' total scheme cost is £130,000 (excluding VAT) which will be paid for with Smarter Choices Smarter Places funding from Paths for All. The £130k funding was awarded by Paths for All, specifically for the delivery of 'Beat the Street' in 2020/21.

12. Following Council approval a VEAT (Voluntary Ex-Ante Transparency Notice) notice would be published and as per procedure there would be a ten calendar day 'stand still' before any contract with Intelligent Health could be concluded. A direct bid document detailing the Council's requirements would then be produced and concluded.

13. Final costs of the two previous schemes in 2018/19 and 2019/20 were £102,660 and £103,983 respectively. The increase in total cost estimated for this year's application reflects the larger geographical extension of the scheme. The scheme in 2018/19 was based in Barrhead and Newton Mearns and the 2019/20 scheme was based in the 'rest of East Renfrewshire'. The 2020/21 scheme incorporates the whole of East Renfrewshire.

14. The Roads Service intends to continue to apply for funding to develop with the initiative in future years although it should be noted that this is subject to Paths for All's Smarter Choices Smarter Places funding being available.

## **CONSULTATION**

15. The Service Level Agreement Document has been reviewed by East Renfrewshire Council Legal and Procurement representatives.

## **IMPLICATIONS OF THE PROPOSALS**

16. There are no new staffing, property, policy, IT, equalities or other implications at this point in time.

## **CONCLUSIONS**

17. 'Beat the Street' was a highly successful and popular scheme for Barrhead and Newton Mearns in 2018/19 and for all other areas in East Renfrewshire in 2019/20 and funding has been awarded for the delivery of the scheme again in 2020/21 for the benefit of the whole of East Renfrewshire. This is a fantastic opportunity to encourage active travel and increase physical activity whilst potentially boosting footfall in the local town centres.

## **RECOMMENDATIONS**

18. It is recommended that the Council:

- (a) Approve an exemption from competition under paragraph 15iii of Contract Standing Orders, namely that the contract relates to proprietary goods, works or services to enable East Renfrewshire Council to appoint Intelligent Health Ltd. directly; and
- (b) Delegates to the Head of Environment (Chief Planning Officer), Gillian McCarney, to approve and sign the Service Level Agreement between East Renfrewshire Council and Intelligent Health Ltd. in line with Council policy.

Head of Environment

Further information can be obtained from: John Marley, Transportation Coordinator, on 0141 577 3497, [john.marley@eastrenfrewshire.gov.uk](mailto:john.marley@eastrenfrewshire.gov.uk)

**August 2020**

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APPENDIX A – PREVIOUS END OF GAME REPORTS

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# Beat the Street, Barrhead & Newton Mearns End of Game Report



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## Executive Summary

Beat the Street Barrhead and Newton Mearns has been a successful intervention, engaging 6,942 people across the towns and demonstrating a change in behaviour change among participants over the six-week game. This report will evidence how the programme has delivered this behaviour change and what other impacts were made across the community.

Beat the Street Barrhead and Newton Mearns set out to increase physical activity levels amongst children and adults across the towns and create a positive shift

towards walking and cycling for travel purposes. The 6-week game ran through February and March 2019. During registration for Beat the Street, 21% of adults who registered self-reported as inactive. Immediately after the game, participants were asked again about their activity levels and behaviours. Physical inactivity had decreased by 13%. There was also an increase in the number of people meeting the recommended guidelines for physical activity of 11%. For children the proportion who reported being inactive fell by 5%.



Players were also asked at registration about their active travel behaviours. The proportion of adults who reported walking on five or more days per week increased from 48% before the game to 57% immediately after. The proportion of children walking on five or more days per week increased from 35% to 53%.

[Introducing Beat the Street](#)

Beat the Street is an evidence-based intervention designed to increase physical activity levels across a community.

Beat the Street encourages participation through gamification and motivates positive behaviour that becomes the daily norm. Beat the Street addresses some of the physical barriers to being active by using an inclusive, simplistic concept and combats emotional barriers by creating a community-wide social norm. To date, Beat the Street helped over 900,000 people get more active and have worked with over 1500 schools across the UK and Europe.

Beat the Street in East Renfrewshire has been commissioned by East Renfrewshire Council with funding from the Smarter Choices Smarter Places programme from Paths for All.



### Scotland – The National Picture

The Scottish Government recommends that adults participate in moderate physical activity (enough to raise the breathing rate) for at least 150 minutes per week. In 2016 it was reported that only 64% of adults were meeting these guidelines.

The Scottish Government recommends that children are physically active for at least 60 minutes per day. In 2016 it was reported that only 76% of children were meeting these guidelines.

(Source: The Health of Scotland's population – Physical Activity - scot.gov)

In Scotland in 2018 65% of adults over 16 were classified as being overweight or obese and 26% of children were classified as being at risk of being overweight or obese.

(Source: Scottish Government Obesity Indicators 2018 – scot.gov)

In 2017 the Scottish Household Survey reported that only 21% of adults used walking as their main mode of travel, a reduction from 24% in the previous year. The same survey reported that 48% of children did not use walking as

## Beat the Street Engagement

### Delivery - Schools

Eleven primary schools and one special school were selected to participate in Beat the Street in the towns of Barrhead and Newton Mearns. All twelve schools participated in the game to some degree. A full breakdown of participation by schools is provided in Appendix One.

### Delivery- Community Teams

4 teams made up of local community groups participated in the game. These were the local council education

department, a GP's surgery including practice staff and patients, a group of parents and pre-school children and a local housing association.



their main mode of travel to get to and from school.

(Source: Transport and Travel in Scotland 2017 – National Statistics)

Scotland's National Walking Strategy aims to create a culture where everyone walks more often as part of their everyday travel and for recreation and well-being.

Transport Scotland's Cycling Action Plan for Scotland aims to have 10% of everyday journeys to be made by bike, by 2020.



### Delivery - Distribution Points

Four local libraries and leisure centres were involved as distribution points,



where players could pick up cards and maps to take part in the game.



## Engagement – Anticipation and Game Phases

Beat the Street Barrhead and Newton Mearns employed a part-time engagement coordinator to organise activities locally and engage schools and community groups to deliver a successful programme.

The anticipation phase informs and excite residents about the game. Time is spent encouraging groups, teams and individuals to take part and to work with local stakeholders to raise awareness about the scheme.

Ten out of the twelve selected schools received a school assembly to introduce the game to staff, parents and pupils. These were delivered by the local engagement coordinator.

Each school then received at least one additional visit from the local coordinator during the game phase. These included attending school sports events, being a guest at weekly all school assemblies or attending parents' evening to engage with families.

To spread word within the local community the engagement coordinator visited local GP's surgeries, local

nurseries and other community organisations such as All About Barrhead and NDK Cycling.



Beat the Street attended five existing events in the lead up to and during the game. This included spending the day at the Schools' Cross-Country event in Rouken Glen Park.

The local engagement coordinator hosted six Beat the Street events during the game. These included led walks,

information sessions and competitions with goodies and giveaways.

The engagement coordinator also hosted several drop-in sessions based at the libraries and leisure centres which had been chosen as distribution points. These sessions enabled residents to find out more about Beat the Street and to support players to complete their online registration.

## Media and Communications

### Media

The Beat the Street Marcomms plan sets out to engage local and regional press and media in order to raise awareness and reach a wider audience. In conjunction with the media team at East Renfrewshire Council, several press releases were sent out to local media outlets during the programme.

### Beat the Street Barrhead & Newton



Mearns attracted media interest before and during the game with four pieces of coverage including Renfrewshire News and Barrhead News.

### Newsletters

Weekly newsletters were sent to players who had opted into receiving

communications throughout the game, a total of 1,502 people. The newsletters were successful in encouraging players to engage, take part in events, and increase their activity. The average industry open-rate for newsletters, according to Mailchimp, is 15.1% whereas the Beat the Street newsletter had an average open-rate of 43% across the game period.

### Website

The Beat the Street Barrhead & Newton Mearns website had 7,426 unique users and over 225,000 visits up until the end of the game phase. The website is where players can register their card or fob, view the map of Beat Box locations, check their position on the leaderboard and see their own individual progress.

### Social Media

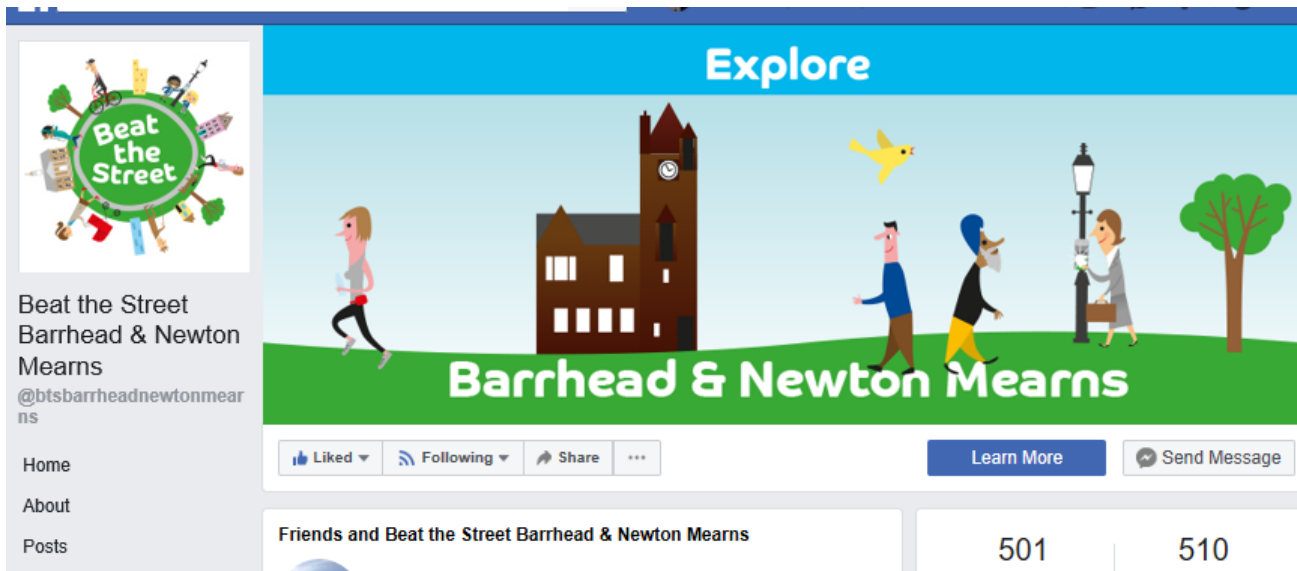
Beat the Street ran three social media channels; Facebook, Twitter and Instagram. Facebook was the most popular platform as is typical across most Beat the Street schemes. Beat the Street uses social media to inform people about events and competitions, impart health messaging and signpost

236 “likes.” Demographic information is not available for Instagram.

Twitter – Beat the Street had 249 followers on Twitter, generating over 128,000 impressions and 4,859 engagements. 53% of BTS Twitter followers were female.

Facebook – Beat the Street had 501

followers were aged 35-44 and 92% were female.



players into existing local provision. Instagram – Beat the Street had 91 followers on Instagram and generated

followers on Facebook, generating over 100,000 impressions and 1,741 engagements. 59% of BTS Facebook



## Results

### Level of Participation (Who Played the Game?)

The findings in this section of the report are based on children and adult data

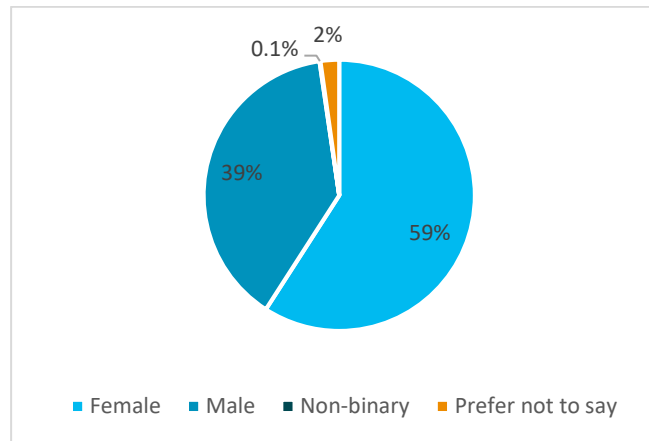
### Participant Numbers and Beat Box Activity

In total 6,942 people took part in Beat the Street in Barrhead and Newton Mearns (15% of the population targeted). Of those who registered, around 57% were adults (n=1618) and 39% were children (n=1101). A total of 191,213 taps were recorded on the Beat Boxes.

### Gender Breakdown of Players

More females (59%, n=1675) registered to take part than males (39%, n=1093) (Figure 1).

Figure 1: Gender breakdown of registered players (n=2834)

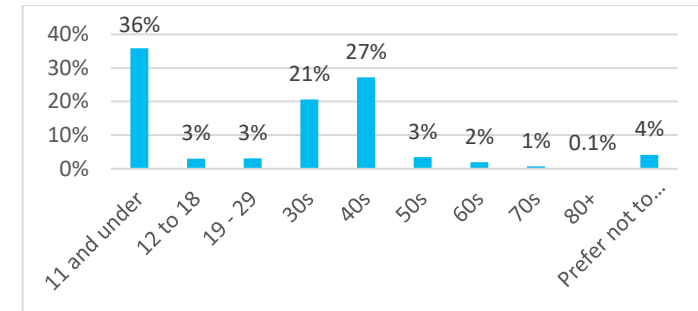


### Age Breakdown of Players

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/carers accompanying young children (see Figure 2).

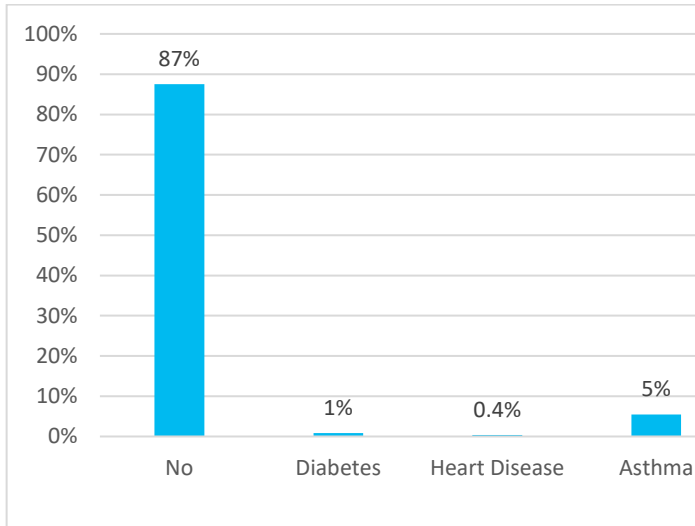
Figure 2: Number of registered players per age group (n=2836)



### Participants with a long-term condition (n=2726)

In total, 9% of registered players who answered this question, reported having long-term condition (LTC). 5% had asthma, 1% had diabetes and 2% another long-term condition. In total 2.5% of players reported having a disability at registration.

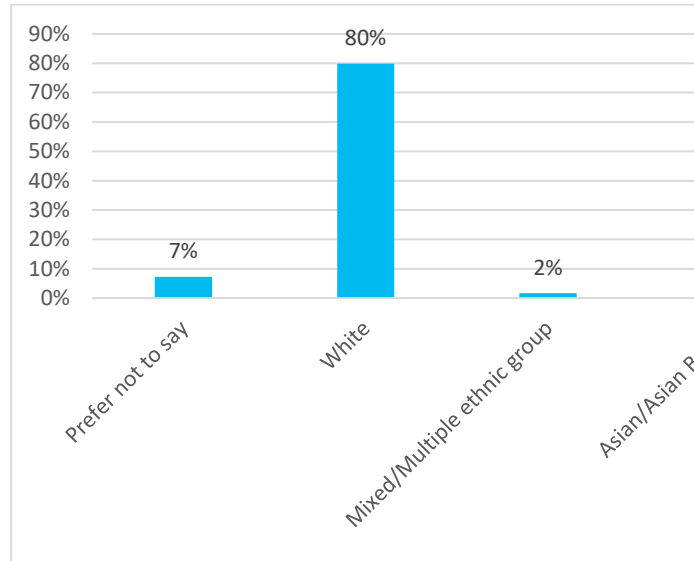
Figure 3: Number of registered players with each long-term condition



Participation by Ethnic Background (n=2667)

In total, 80% of registered players who answered this question, were of White ethnic background, compared to 94% of residents living throughout East Renfrewshire. There was a good proportion of ethnic backgrounds represented.

Figure 4: Number of registered users by ethnic background



Who Provided Feedback?

In total, 1,832 of registered people opted in to being contacted after registration. Of these people, 447 provided follow-up feedback (a response rate of 24%) through an exit survey immediately following the game-phase. A mix of different ages provided feedback, although most respondents were aged

between 30 and 49 (see Figure 6), and around 80% of respondents were female (See Figure 7).

Figure 6: Age breakdown of post-game survey respondents (n=447)

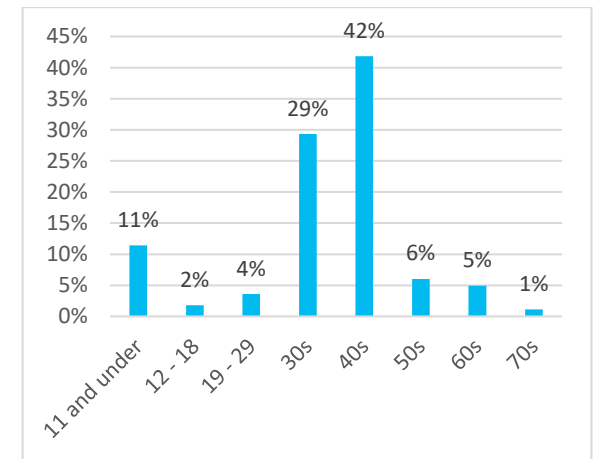
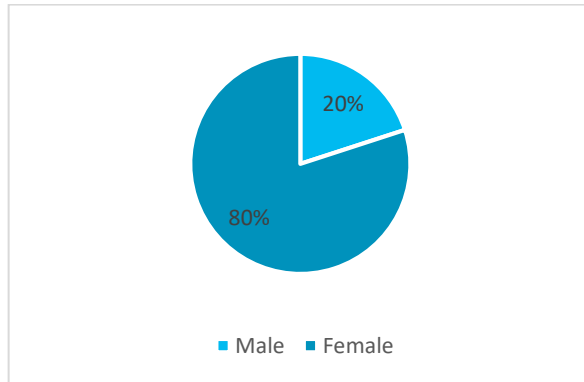


Figure 7: Gender breakdown of post-game survey respondents (n=445)



### Beat the Street in Barrhead and Newton Mearns aimed to:

Increase the number of children meeting the recommended levels of physical activity (60 minutes per day) and reduce the proportion of children reporting the lowest levels of physical activity (0-1 days)

Increase the number of children participating in active travel (for example walking to school)

Increase the number of frequent 10-minute walking journeys by adults

Increase the number of adults meeting the recommended levels of physical activity (at least 150 minutes of moderate intensity physical activity per week) and reduce the proportion of adults reporting the lowest levels of physical activity (0-1 days per week)

Increase the number of everyday journeys being made by bike. A decrease in the number of cars being used outside schools

Increased use and perception of park and stride facilities within the game area

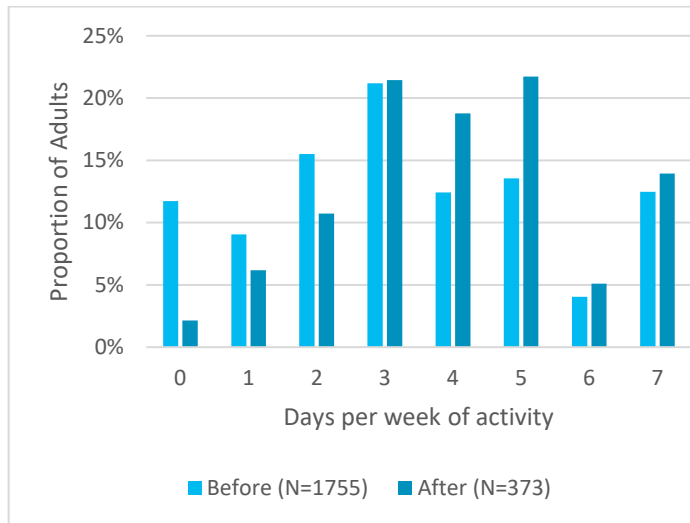
#### Increasing Adult Physical Activity:

*There was a 13% decrease in levels of inactivity amongst adults (n=1755 before and 373 after)*

At the start of Beat the Street 1,755 adults provided data on their physical activity levels. Of these, 21% reported being inactive (0-30 minutes of activity per week) and 30% reported meeting the

Chief Medical Officer's physical activity target (150 minutes of at least moderate intensity activity per week). Immediately following Beat the Street, 373 of those who registered to take part provided follow-up feedback. Of these 8% reported being inactive and 41% reported meeting the Chief Medical Officer's physical activity target (Figure 8). Looking at those whose data at registration and follow-up could be matched (n=255), the proportion reporting being inactive decreased from 19% to 9% and the proportion reporting meeting the Chief Medical Officer's physical activity target increased from 28% to 41% (n=255; P < 0.001).

**Figure 8: Overall changes in physical activity for adults before and after Beat the Street**

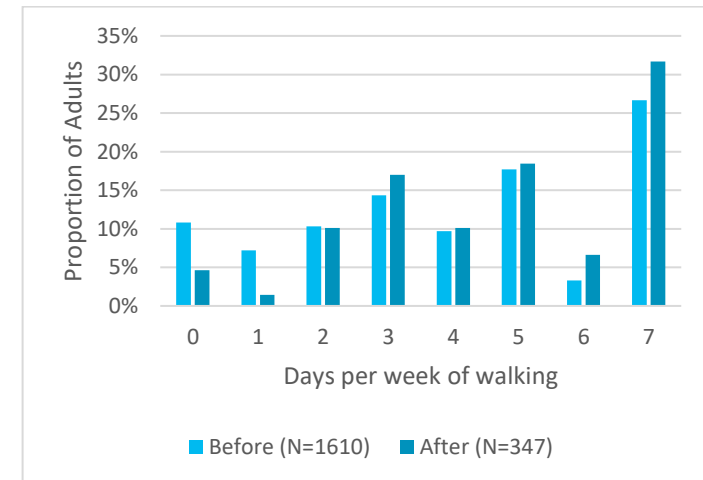


### Increasing Active Travel:

At the start of Beat the Street 1,610 adults provided data on their travel behaviour. Of these, 18% reported walking for travel on zero or one day per week and 48% reported walking for travel on five or more days per week. Immediately following Beat the Street, 347 of those who registered to take part

provided follow-up feedback. Of these 6% reported walking for travel on zero or one day per week and 57% reported walking for travel on five or more days per week (Figure 9). Looking at those whose data at registration and follow-up could be matched (n=295), the proportion walking for travel on zero or one day per week decreased from 13% to 6% and the proportion reporting walking for travel on five or more days per week increased from 49% to 59% (n=295;  $P < 0.001$ ).

**Figure 9: Overall changes in active travel before and after Beat the Street**



### Qualitative feedback (n=253)

#### Altering physical activity attitudes and behaviours

Open question feedback collected following the game period suggests that communities across Barrhead and Newton Mearns had changed the way they viewed being physically active.

Figure 10 shows the most popular responses to the question “Please tell us any benefits you gained from taking part in Beat the Street that continued after the game ended?”. More frequent responses are indicated by larger text. The prominence of words such as ‘Walking’, ‘walk’ and ‘routes’ support the quantitative changes in physical activity and active travel reported above.

Figure 10: Qualitative feedback collected post-game



### Individual Responses

“Enjoying the local area and getting active together as a family” – Female, aged 30-39

“Getting to know the neighbourhood better. Meeting other families also “beating the street”. Seeing how delighted my son was getting to use his token at each box and then excitedly running on to the next box.” – Female, aged 40-49

“Iv been living here for 2 years but still didnt really no the area. But with beat the street i learned so many areas that were perfect for a walk. Iv found my perfect 1 hr walking route after the school run in mornings.” – Female, aged 30-39

“Encouraged parent, child bonding. Cycling or walking together gives you quality time together. Great mental health benefits for parent & child.” – Female, aged 40-49

“in an area so big and vast and heavily built upon, it was lovely to have more of a sense of community where I met other mums and families out” – Female, aged 40-49

“This will encourage us to continue to exercise more but I think the game should be continued because seeing yourself earning points and having a purpose to being active eg going to the different beat boxes on different routes gives you more of an incentive to do this” – Female, aged 40-49

“My son and I have found a good route that we enjoyed walking and will continue to do this” – Female, aged 30-39

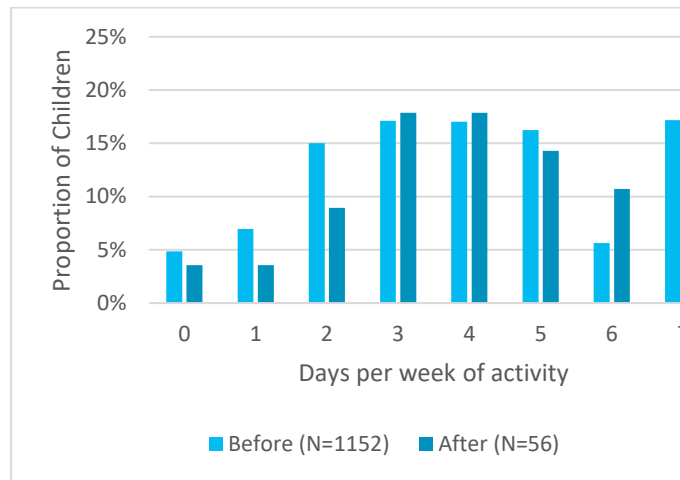
“We walk to school everyday and to after school clubs. We now make time for a 30 minute walk everyday!” – Female, aged 19-29

### Increasing Child Physical Activity:

At the start of Beat the Street 1152 children provided data on their physical

activity levels, of these, 12% were undertaking 60 minutes of activity on zero or one day per week and 39% were undertaking 60 minutes of activity on five or more days per week. Immediately following the game period, 56 of those who registered to take part provided follow-up feedback. Of these, 7% were undertaking 60 minutes of activity on zero or one day per week and 48% were undertaking 60 minutes of activity on five or more days per week (Figure 11). Looking at those whose data at registration and follow-up could be matched (n=24), the proportion undertaking 60 minutes of activity on zero or one day per week decreased from 13% to 4% and the proportion undertaking 60 minutes of activity on five or more days per week increased from 38% to 42%.

**Figure 11: Days per week of physical activity by children before immediately after Beat the Street**



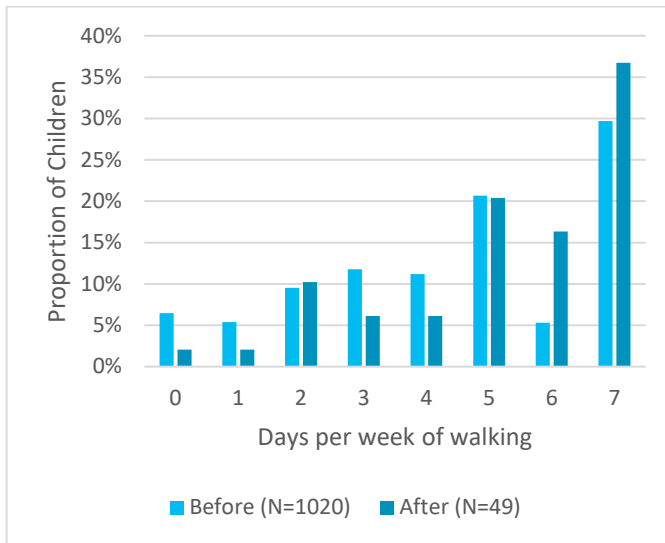
#### Increasing Child Active Travel:

At the start of Beat the Street 1,020 children provided data on their travel behaviour. Of these, 12% reported walking for travel on zero or one day per week and 35% reported walking for travel on six or seven days per week. Immediately following Beat the Street, 49 of those who registered to take part provided follow-up feedback. Of these

4% reported walking for travel on zero or one day per week and 53% reported walking for travel on six or seven days per week (Figure 12). Looking at those whose data at registration and follow-up could be matched (n=40), the proportion walking for travel on zero or one day per week decreased from 15% to 3% and the proportion reporting walking for travel on six or seven days per week increased from 25% to 58% (n=40; P < 0.05).



Figure 12: Days per week of active travel by children before immediately after Beat the Street



59 children provided rich qualitative insight post-game. These data indicated that children had gained a lot from taking part, it had made them more physically active and brought the family closer together. Figure 11 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.

Figure 13: Qualitative feedback from children collected post-game



### Individual Responses

“It inspired me to be more active” – Girl, aged 11 and under

“It was so much fun to walk about with my family.” – Boy, aged 11 and under

“I became more active and more focused. I watched less tv” – Girl, aged 11 and under

“I feel a lot more fitter since doing beat the street. At PE I beat my last score in my beep test. I recently went on a Scout hike weekend and I feel that beat the street help really help me during my hiking trip as I was one of the fittest Scout there.” – Boy, aged 12-18

“We found new paths to walk and met some lovely people on the way.” – Girl, aged 11 and under

“I walk to the school every day now” – Girl, aged 11 and under

### Increasing community cohesion

Qualitative Feedback collected following the game period also suggests that adults and children had become more socially connected to each other and their local area as a result of playing Beat the Street.

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“We found new paths to walk and met some lovely people on the way.” – Girl, aged 11 and under

“Getting to know the neighbourhood better. Meeting other families also “beating the street”. Seeing how delighted my son was getting to use his token at each box and then excitedly running on to the next box.” – Female, aged 40-49

“Seeing other people out and about it was lovely to see the streets so busy with families I.” – Female, aged 30-39

“Had fabulous time beating the street abs meeting other members of the community doing the same. Fantastic, free activity to do as a whole family” – Female, aged 30-39

“Community spirit improved. Families talked to each other when out beeping the boxes..” – Female, aged 50-59

“Encouraged parent, child bonding. Cycling or walking together gives you quality time together. Great mental health benefits for parent & child” – Female, aged 40-49

“I feel like it’s brought a real sense of community and I’ve met a lot of local people while out walking . I think it’s make the kids aware of how capable they are of walking around too. My daughter now cycles to and from school every day.” – Female, aged 30-39

“Greater knowledge of my community - enhanced relationships. Built it into by Cardiac rehabilitation program following a heart attack in January.” – Male, aged 70-79

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#### Sustaining these changes:

To explore what would help players sustain these changes in behaviour reported above, participants were asked “*What would help you to continue to be active or to become more active?*” and

could select several response options (See figure 14). Similar events to Beat the Street which offer “games/challenges” and “prizes/incentives” were among the most prominent recommendations for helping residents sustain their activity levels, along with “Safer, better-lit footpaths and cycle paths” and “road safety improvements”.

Figure 14: Improvements and approaches sustaining activity levels

Qualitative feedback (n=166)

### Maintaining or Increasing Activity Levels in Future

Qualitative feedback collected following the game period revealed what participants perceived would be important for helping them to maintain or increase activity levels. Figure 15 shows the most popular responses to the question “If you would like to be more active, what kind of activities would you like to do?”. More frequent responses from this indicator points towards everyday activities such as “Walking”, “Cycling” and “Running” as important for maintaining or increasing activity levels further.

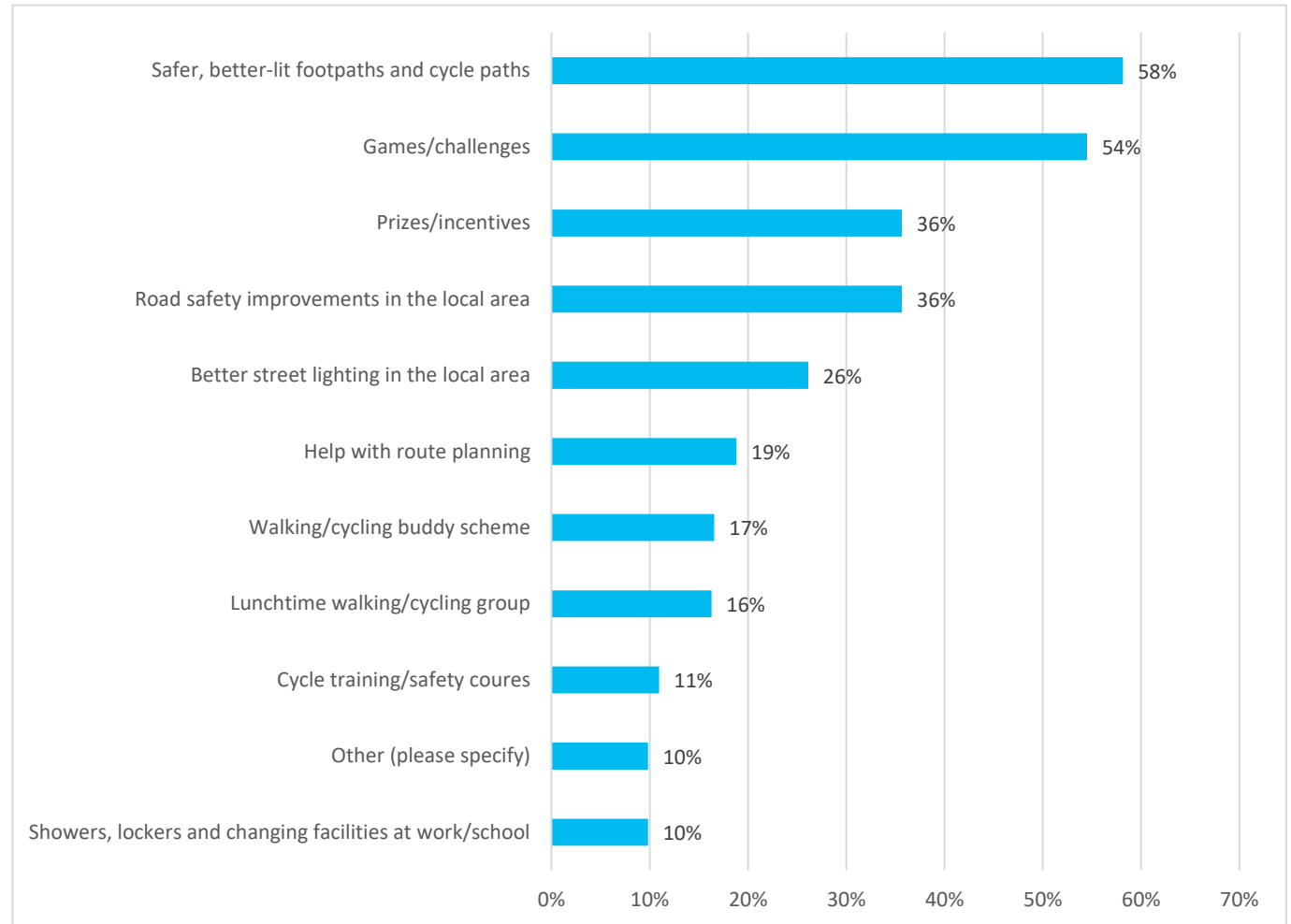


Figure 15: Qualitative feedback collected post-game



### Individual Responses

“Community walking groups, have a bus stop timetable where people can meet and have start times” – Female, aged 40-49

“More walking groups and activities like Beat the street to encourage people to walk more.” – Female, aged 30-39

“Organised walks and nature trails for all the family or with specific age-related groups” – Female, aged 30-39

“Cycling but lack of cycle paths put me off as I am too nervous to cycle on the roads.” – Female, aged 40-49

“More activities like this that the whole family can get on board with” – Female, aged 30-39

“Ones we can do as a family. So cycling (but need flat paths as my younger kids can't do the hills) Maybe every tennis, walks in the woods, gym sessions with my Children.” – Female, aged 30-39

“I would cycle more if there were more safe cycle routes and cycle paths.” – Male, aged 60-69

### 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 4235 over 18s taking part, 13% moving from 'no' to 'low' levels of activity and 11% moving from low to 'moderate' levels of activity, we can expect the following returns, for each £1 spent on the project (Figure 16) and for the total project costs (Figure 17).

Figure 16: Savings for Each £1 spent

For every £1 spent	ROI over 2 years	ROI over 5 years
Productivity	£13.05	£30.95
Transport	£2.90	£6.88
Healthcare	£11.57	£11.67

Figure 17: Total programme savings

For Programme	Total ROI over 2 years	Total ROI over 5 years
Productivity	£683,983	£1,7m
Transport	£107,855	£333,622
Healthcare	£599,747	£605,789

NICE use QALYs (Quality Adjusted Life Years) as a measure of the effectiveness of medical interventions. 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. 1 QALY equates to 1 year of life in perfect health.

This programme would result in a gain of 33 QALYs over 2 years\*. According to NICE, interventions that cost the NHS less than £20,000 per QALY are considered cost effective. Under these guidelines, this would make Beat the Street a cost effective public health intervention.

We can conclude from this that as a physical activity intervention, Beat the Street provides value for money and can play a vital part in helping to tackle the rising costs of physical inactivity to the economy.

\*Based on NICE online calculator.

## Conclusion

Beat the Street in Barrhead and Newton Mearns set out to increase the physical activity levels of adults and children, reduce the number of people who are inactive and to increase the numbers of adults and children walking and cycling for travel purposes (active travel).

The purpose of the programme was to encourage small lifestyle behaviour changes by encouraging active travel behaviours, getting people to explore their local community and access local green spaces.

Throughout this report quantitative and qualitative feedback has demonstrated that Beat the Street had a positive impact on people's physical activity levels, travel behaviours and community cohesion.

15% of the population targeted in East Renfrewshire took part in Beat the Street

and in total the community travelled 62,071 miles.

All the selected primary schools participated in the game. Participation from the schools came from staff, parents and carers and extended family members as well as the pupils themselves.

Baseline data was collected from 2,768 participants, the majority of these were either primary school children or their parents/carers.

The post-game follow-up survey was completed by 447 participants. The results of comparing this data with that completed prior to the game start showed an overall increase in physical activity and reduction in inactivity among both adults and children. Where it was possible to match the data pre and post-game, the proportion of adults

reporting being inactive reduced from 19% to 9% and the proportion of adults reporting meeting the national guidelines for physical activity increased from 28% to 41%. This was based on a sample size of 255. Although this sample size is smaller than the unmatched samples, presenting physical activity behaviour change in this way is considered more robust and accurate.

Active travel behaviours for both adults and children also showed a significant positive shift when comparing post-game results to baseline. When reviewing matched data, it was shown that the proportion of children who reported walking for travel on six or seven days per week increased from 25% before Beat the Street to 58% immediately afterwards.

The vast amounts of qualitative data collected in the end-of-game survey



backed up the quantitative results with a raft of positive comments about walking, being physically active and being part of a team/community.

Participants will be sent a further follow-up survey six months after the start of the game to establish whether the observed behaviour change has been maintained over a longer period. This will be presented in a further report.



## Appendix 1 – Participation by Primary Schools

<i>Name of School</i>	<i>% children's fobs used</i>	<i>% parent/carers cards used</i>
<i>Kirkhill Primary School</i>	86.1%	61.6%
<i>St Cadoc's Primary School</i>	88.7%	52.8%
<i>Mearns Primary School</i>	71.9%	46.0%
<i>St Clare's Primary School</i>	67.5%	45.3%
<i>Crookfur Primary School</i>	75.9%	40.6%
<i>Cross Arthurlie Primary School</i>	76.0%	36.3%
<i>St John's Primary School</i>	77.7%	35.3%
<i>Carlibar Primary School</i>	72.4%	30.2%
<i>Calderwood Lodge</i>	58.0%	26.4%
<i>Hillview Primary School</i>	53.0%	19.6%
<i>Isobel Mair School</i>	23.5%	13.9%



Intelligent Health

Beat the Street  
East  
Renfrewshire  
Post game  
report

  
**Smarter Choices,  
Smarter Places**  
Supporting Sustainable Travel

  
**East  
Renfrewshire**  
COUNCIL

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Beat the Street East Renfrewshire is delivered by Intelligent Health on behalf of East Renfrewshire Council, Smarter Choices, Smarter Places and the Scottish Government. Paths for All - Smarter Choices, Smarter Places programme supports local authorities in Scotland to encourage more active and sustainable travel choices. Beat the Street East Renfrewshire set out to increase active travel and improve health and wellbeing amongst its residents by increasing physical activity. 7526 people, 13% of the population we targeted walked, rolled, cycled, jogged and scooted over 69,000 miles over four weeks between 19th February and 23rd March. The game phase, due to last 6 weeks, had to end prematurely due to the global outbreak of the coronavirus pandemic and the subsequent restrictions put in place by the UK Government.

This report will summarise the impact the project has had on individuals and communities by analysing pre and post intervention data provided by participants. It will detail some of the local engagement activities undertaken before and during the game phase. We will also explore how Beat the Street took a collaborative approach through steering groups, working with local partners to help embed change.

Registration data was collected from 4778 children and adults at the start of the game phase, providing key audience insight on who they were and their behaviours. This report will look at the behaviour change findings and present them alongside qualitative feedback and case studies.

# Background and purpose

74

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 some of the physical barriers to being active by using an inclusive, simplistic concept and combats emotional barriers by creating a community-wide social norm. The key to the success of Beat the Street is the behaviour change journey during the game phase. During this time, participants have often discovered new walking/cycling routes and local greenspaces or perhaps just realised that it doesn't take as long as they thought to walk to work or school etc. We continue to support these participants through multi-channel communications, informing them of local events and campaigns.

# The challenge

75

Physical inactivity is the fourth leading cause of premature deaths in the UK. The cost of inactivity is £7.4 billion with 1 in 6 deaths attributable to inactivity. The Chief Medical Officer recommends that adults should be doing a minimum of 150 minutes of moderate or 75 minutes of vigorous intensity exercise a week. Children under 16 should be doing at least 60 minutes every day in order to stay healthy and prevent developing long-term conditions. Getting everyone to achieve these minimum amounts of activity is still a challenge and currently 21% of adults in living in Scotland are inactive (under 30 minutes a week), with women far more likely to be less active than men. For children, 24% are not meeting the current recommended guidelines (Health Scotland). Building walking or cycling into daily routines such as active travel is an effective way to increase physical activity.

21% of adults are physically inactive

24% of children not meeting recommendations

15% of adults in Scotland travel by foot or bike to work

# THE IMPACT



**7,526**

Total players



**8%**

Decrease in  
Adult  
Inactivity



**14%**

Increase in  
Adults Active  
(150+mins)



**10%**

Increase In Cycling



**11%**

Increase in  
Children  
Frequently  
Active



**31%**

Of gameplay  
undertaken during  
commute times

# Local engagement

77

Before the game started, steering groups were held with stakeholders from across the education, community, library and environmental health sectors. The steering groups were instrumental in shaping the delivery and direction of the programme as well as contributing towards the development of the in-game events, choosing the local centres to support and helping to raise awareness of Beat the Street across East Renfrewshire.

12 schools were invited to take part in Beat the Street East Renfrewshire. All schools were offered an assembly. 11 assemblies were delivered by the Engagement Coordinator. 100% of the schools we targeted took part in the initiative. Schools were sent weekly updates throughout the game to help keep them motivated and to promote upcoming events. In addition to schools, local community groups, workplaces, police and sports clubs were encouraged to get involved in the game and the Engagement Coordinator met with numerous organisations to get as many teams signed up as possible. There were 18 community and charity teams, workplaces and sports clubs that signed up and 14 played. These teams included; SupERkids, Girlguiding East Renfrewshire and East Renfrewshire Council. These teams could pick up their materials from identified Distribution Points across the town which included the Libraries, Leisure Centres and Rouken Glen Park.

The launch event for the game was held on 21st February at Rouken Glen Park. This was attended by some stakeholders as well as groups from schools and councillors.



Go Explore aims to get people discovering their local area, and finding new community venues, parks and activities.

This week, we had mystery beat boxes and walking outings from local centres like Neilston Library were promoted and there was a World Book Day selfie competition.

Go Travel week encourages people to ditch the car and switch to sustainable, active modes of travel. This is incentivised through offering double points on Boxes at key commuter times in the day. This week we also had the Whitelee Windfarm Trail Event and presentations in schools as well as signposting to Health Walks

Go Wild week encourages people to discover new green and blue places and be active outdoors. This is incentivised through offering double points on Boxes at key green locations. This week there was the Natural Trust Nature Trail at Greenbank Gardens. The Treasure Hunt at Rouken Glen went ahead but Off The Grid Tree Planting had to be cancelled

Due to the impact of the coronavirus pandemic and restrictions put on large gathering and events, the Go Active week events were cancelled. Planned events had included: Cycling in Rouken Glen Park; Huntly Park Secret Stones; Walking Buses; Park and Stride; Silent Disco Dancing; Seniors event with Scotrail

## Facebook

Likes: 590  
Engagements:  
9266

13% Male  
85% Female  
56% 35-44 years

## Twitter

Followers: 230  
Engagements: 5,668

50% Male  
50% Female

## Instagram

Followers: 55  
Engagements: 84

## Website

Users:12,088  
Visits: 281,285

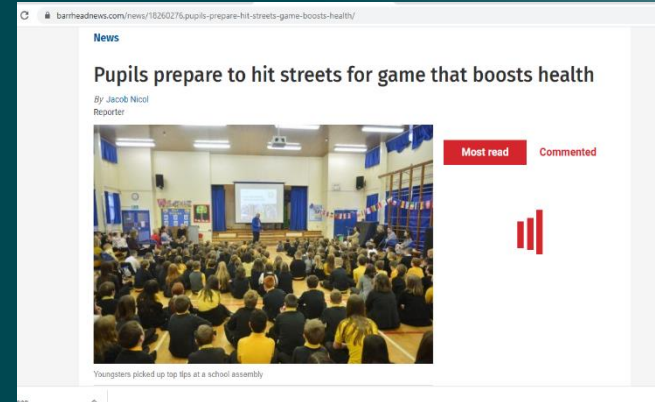
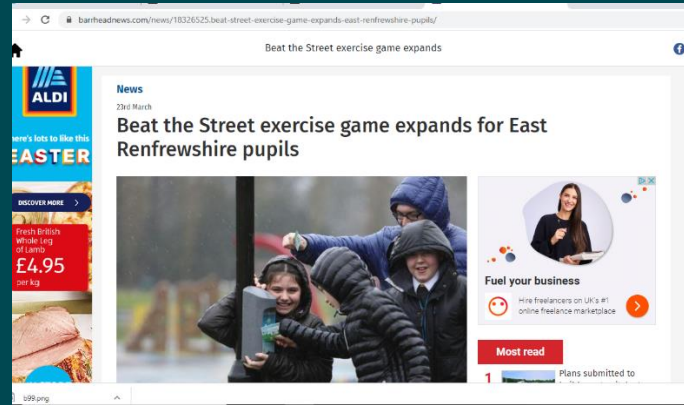
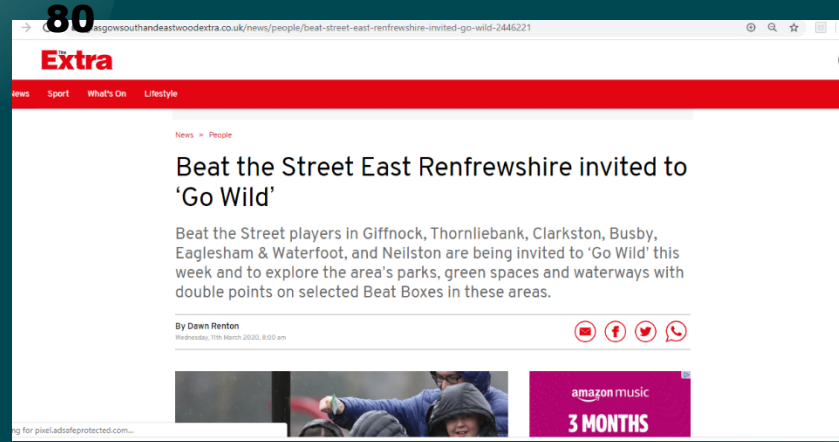
Newsletters  
Average open rate:  
42%  
Industry open rate:  
16%





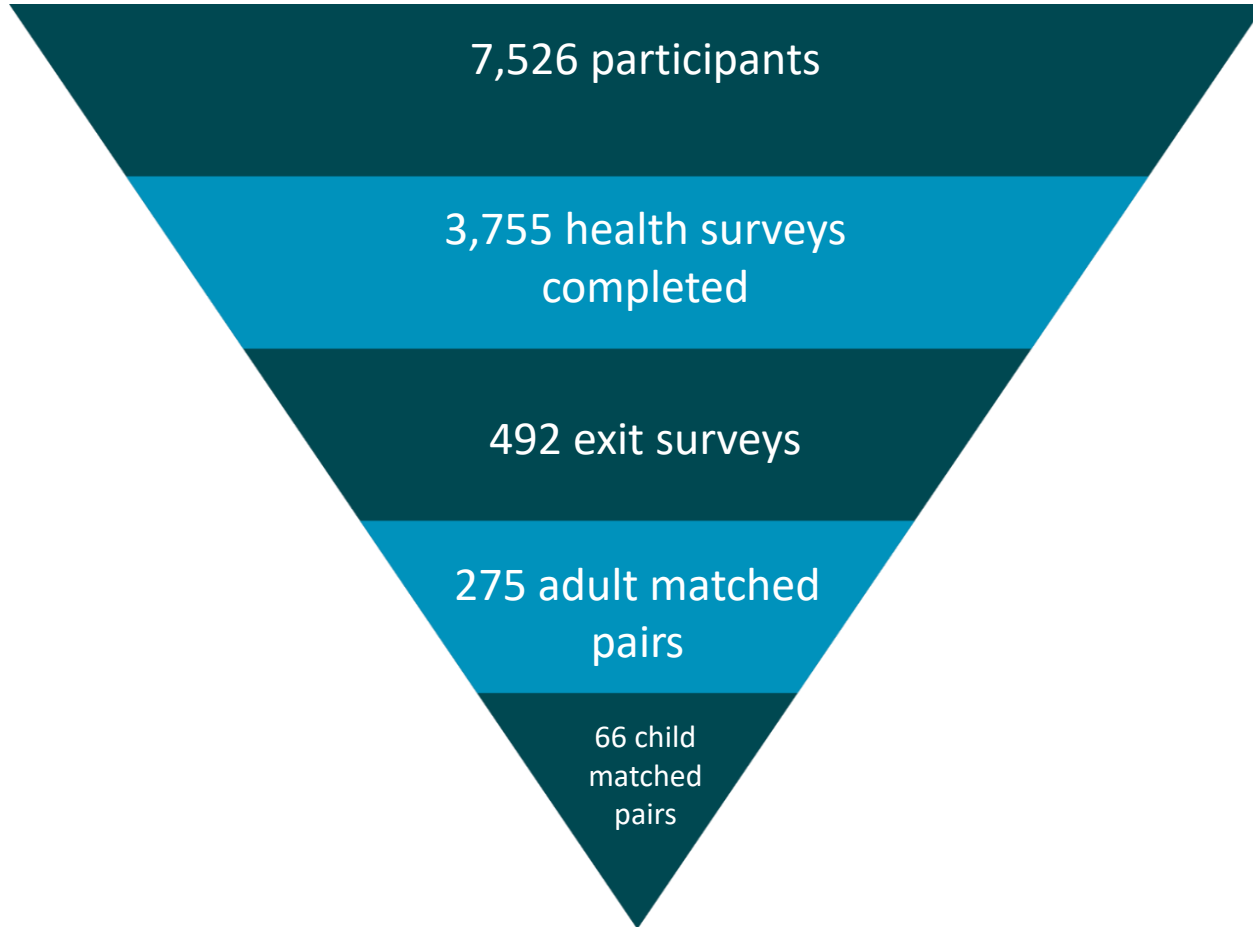
# Media Coverage

In total 9 press releases were sent out before the game ended. There were 10 pieces of coverage including from The Extra and Barrhead News. BBC Good Morning Scotland interview was cancelled due to COVID-19 Opportunities to see: 1,280,000



# CAPTURING DATA

81



# Who took part?

82

\*Data based on pre-game survey respondents

AGE (n=3755)	
0-18	56%
19-29	1%
30-49	36%
50+	5%
Prefer not to say	2%

GENDER (n=4778)	
Female	57%
Male	40%
Non-binary	0.4%
Prefer not to say	2%

LONG-TERM CONDITION (n=3742)	
No	89%
Yes - Diabetes	1%
Yes - Heart Disease	0.4%
Yes - COPD (emphysema)	0.1%
Yes - Asthma	5%
Yes - Another long-term condition	3%
Prefer not to say	3%

ETHNICITY (n=3683)	
White	89.4%
Black, Asian and minority ethnic	7.7%
Prefer not to say	2.8%

DISABILITY (n=3737)	
Yes	1.9%
No	95.2%
Prefer not to say	2.9%

# CASE STUDY



83  
Beat the Street started at a perfect time for me, when I was looking to get more active and lose some weight. My 2 kids, Zoe (11) and Lucas (4) both attend Busby Primary School and Nursery. As a school, we were all prepared with our cards/fobs and were out there on the first day pounding the streets. I remember being out that first few days with close friends and our kids, climbing up into top 10 positions on the leaderboard. This was something that kept us going....out there walking for hours, in the dark, soaking wet from the rain.... a competitiveness streak kept us all wanting more points to keep us up there at top of the leaderboard

As the time passed more people got on board and it was just a lovely feeling to see our school and community out there in all weathers to get points for the school. The kids were very excited, as were the parents, at the idea of the possibility of winning the competition.

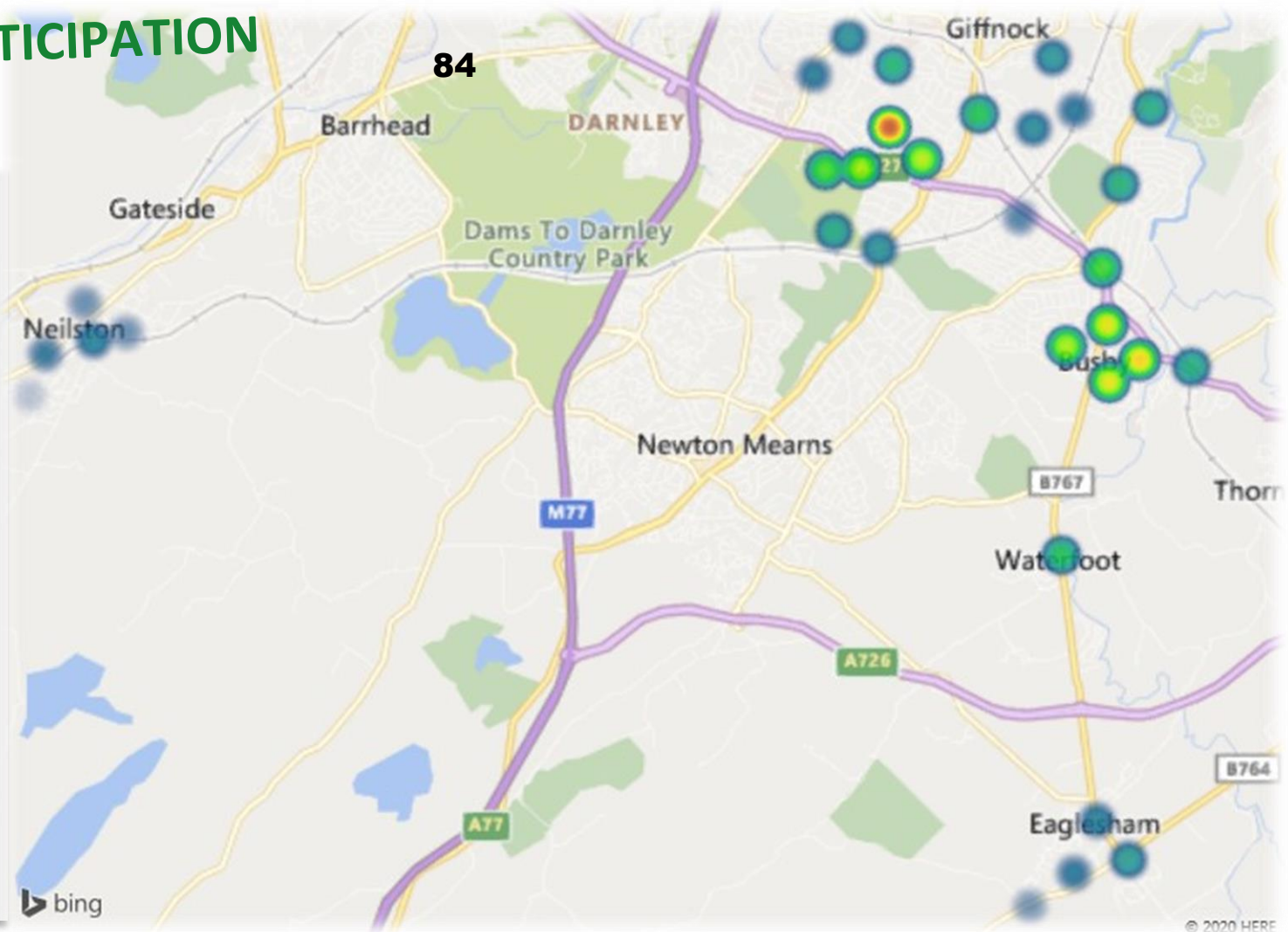
On the first double points weekend, I remember having to tell my daughter to go home after walking the local streets for 5 hours in the pouring rain with her friends. I have never seen my daughter walk so much in her life than she did in those first few weeks of Beat The Street. Walking the streets in the cold, wet weather was now myself and friends idea of a fun Friday evening! Some evenings we were wearing our partners jackets as all our jackets were soaked through!

Hopefully at some point in the future we can get the opportunity to start this competition again, although I'd prefer some warmer, drier weather next time! At my last check shortly before lockdown started, I had walked 179 miles and I had the calf muscles to prove it! It has also given me a love for walking which I have continued during this strange time. It's amazing how an hours walk listening to your favourite music can do wonders for your mood and makes you feel better.

Look forward to next time with Beat the Street.

# MAPPING PARTICIPATION

The map shows the level of participation throughout East Renfrewshire. Areas in red highlight greatest participation whereas areas in blue show the least participation.

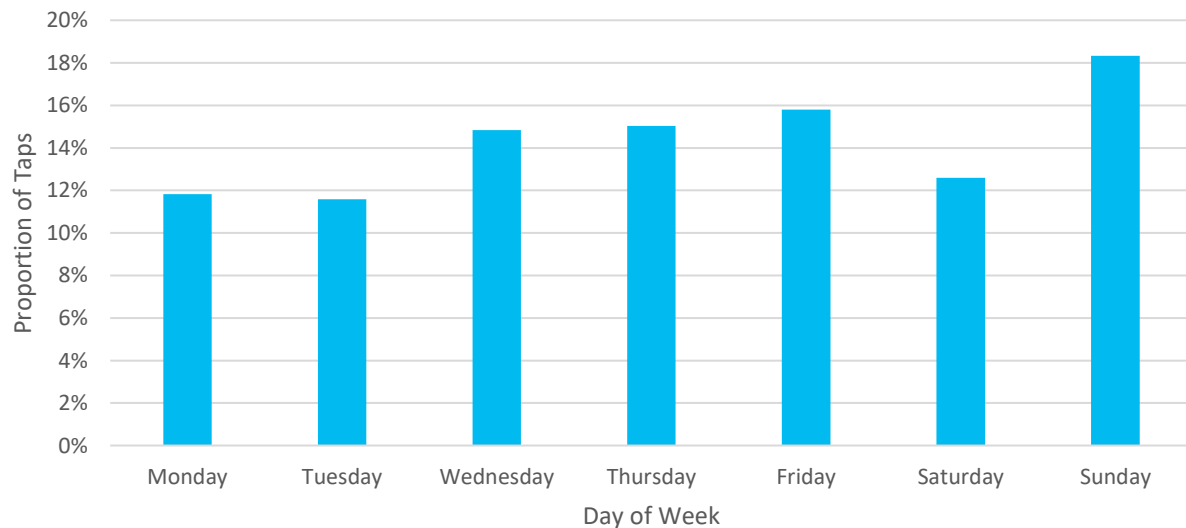
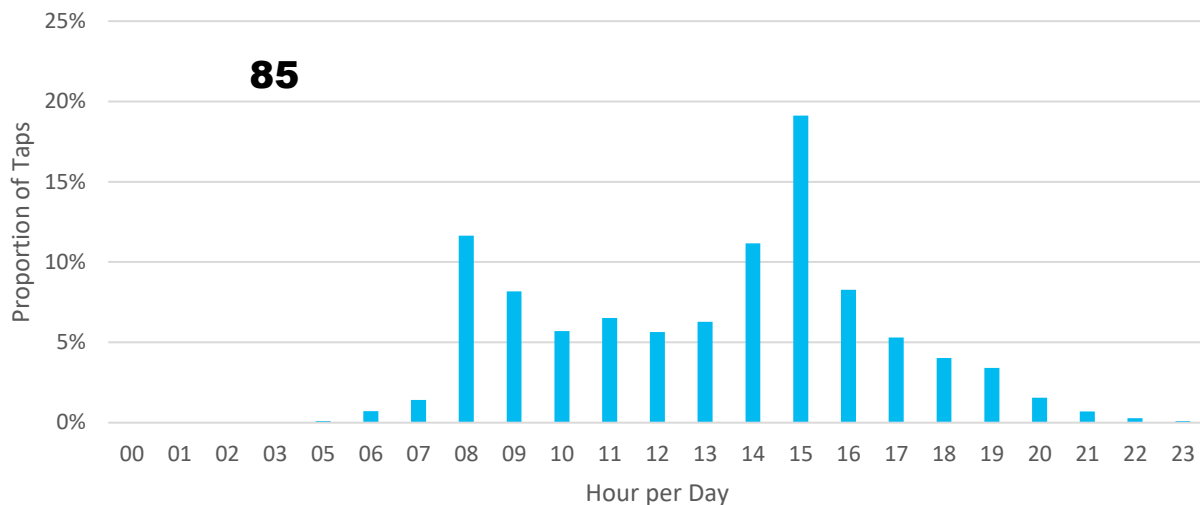


# PEAKS IN BEAT BOX ACTIVITY

The graph top right shows the proportion of Beat Box activity at each hour of the day, over the course of the game. There is a spike in activity at 8am and 3pm (which is likely to be active travel to work and school).

Whilst 31% of activity was during these typical active travel periods, 69% was spread throughout the day and is more likely to be leisure based physical activity.

The graph bottom right shows the proportion of activity at each day of the week. Beat Box activity was spread relatively evenly throughout the week.





# ACTIVE TRAVEL

86

Travel behaviours overall were reduced following Beat the Street. This is a direct cause of the lockdown measures introduced to control the spread of coronavirus.

Despite the restrictions on movement introduced, there was a strong increase in cycling.

(Based on 341 matched pairs)

**26%**  
decrease in  
car use

**7%**  
decrease in  
train use

**10%**  
increase in  
cycling

**14%**  
decrease in  
walking

**8%**  
decrease in  
bus use



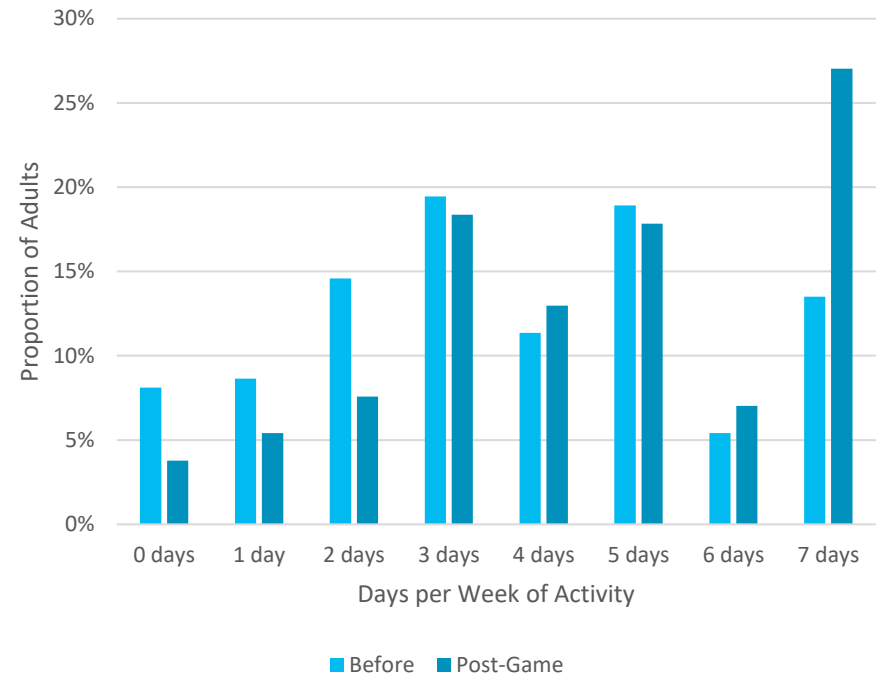
# ADULT ACTIVITY

87

During registration 18% of adults were inactive (n=1617).

Following Beat the Street, there was an 8% decrease in the proportion of adults reporting being inactive (Based on n=185 matched pairs).

Further, there was 14% increase in the proportion achieving 150+ minutes of activity per week (Based on n=185 matched pairs).



**Definitions:**  
**Inactive** = 0-1 days per week  
**150+minutes** = 5-7 days per week

67% of inactive adults became active

# QUALITATIVE FEEDBACK

## ADULTS

88

“Beat the street helped me realise it is better to walk rather than use the car, I felt it got me out of a bad routine as I relied on driving to shops etc and I have started walking places more often” – **Female, aged 19-29**

“Got me out and about even on cold and rainy nights. Got my kids interested in walking.” – **Female, aged 30-39**

“My family and I walked more which was great exercise, quality time together and a great feeling of being part of something good for the school and the community” – **Female, aged 30-39**

“We loved it!! It encouraged my kids to leave earlier for school each day and walk further than normal. We deliberately went for walks to compete and contribute” – **Female, aged 30-39**

“Before beat the street, we didn't go out too many walks as a family, but the initiative got us out every day come rain or shine.” – **Female, aged 40-49**

“I work from home and Beat the street got me out of the house and mobile. It also meant I spent quality time with my family talking as we walked and cycled, away from screens.” – **Male, aged 50-59**

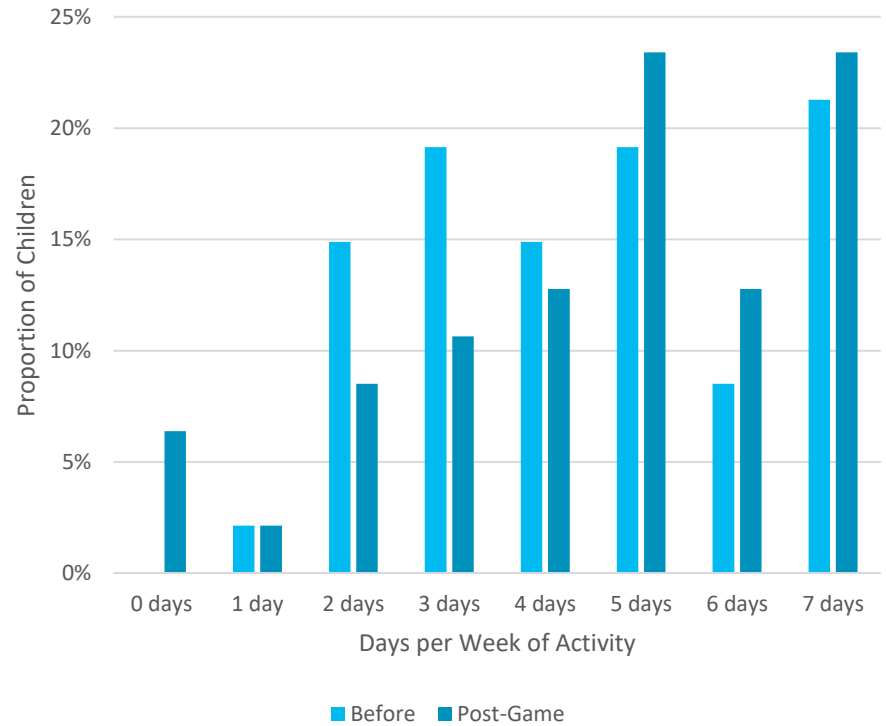
“We thoroughly enjoyed Beat the Street because collecting points made it competitive and gave us the urge to get out more and visit other places to get points. We went to Roukenglen and then the Windfarm and ended up exploring parts we never knew existed while trying to find the beat box. We got lots of exercise and so did our dog too. We're really sad it's over now and wish East Renfrewshire would do it again. I'm in Waterfoot but sadly we didn't have any boxes so something to consider if you do it again. Well done though for a fantastic way to get us all outside and united to win points for our schools or groups. 🌸” – **Female, aged 40-49**

# CHILD ACTIVITY

During registration only 18% of children met the Chief Medical Officer's physical activity guidelines (n=2080).

Following Beat the Street, the proportion of children reporting being less active remained at 17% (Based on n=47 matched pairs).

There was, however, an 11% increase in the proportion reporting being frequently active (Based on n=47 matched pairs).



## Definitions:

**Less Active** = 0-2 days per week.

**Frequently Active** = An average of 60+ minutes a day on 5-7 days per week

**Chief Medical Officer's physical activity guidelines** = An average of 60+ minutes a day

# QUALITATIVE FEEDBACK CHILDREN

90

“We walked to and from school at lot more. Beat the street made it exciting.”  
– **Boy, aged 11 and under**

“Encouraged to be even more active, taking longer route to and from school and wanting to go out in the evenings.” – **Boy, aged 11 and under**

“Beat the street helped me get more fresh air and good street map sense.” –  
**Girl, aged 11 and under**

“It helped me get outside more and I was leaving for school earlier to get my points up.” – **Girl, aged 12-18**

“I walked with my family at the weekend and sometimes we took the train so that we could get more points. I walked home the long way from school and spent more time with my friends” – **Boy, aged 11 and under**

“It kept us positive during hard times”  
– **Girl, aged 12-18**

“We did more walking to and from school so it helped get me exercise and have fun. We went to the park too when we did it.” – **Girl, aged 11 and under**

“Beat the street helped me to get off my phone and get active I loved doing it with and without my friends and I would scoot, cycle walk run or jog my way around busby and Clarkston.” –  
**Girl, aged 12-18**

7,526 people (13% of the population) took part in Beat the Street East Renfrewshire before the game ended on the 23<sup>rd</sup> March. Of those who took part, 18% of adults' self reported as being inactive at registration. The scheme achieved a 14% increase in adults achieving the recommended levels of activity and a 11% increase in children frequently active.

Data collected during the game points towards a strong increase in active travel. 31% of all taps recorded throughout the initiative were made during active travel periods.

A six month follow up survey will be sent out to players in August this year, which will look at long term behaviour change.

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