



Beat the Street Sheffield 2021 Post Game Report



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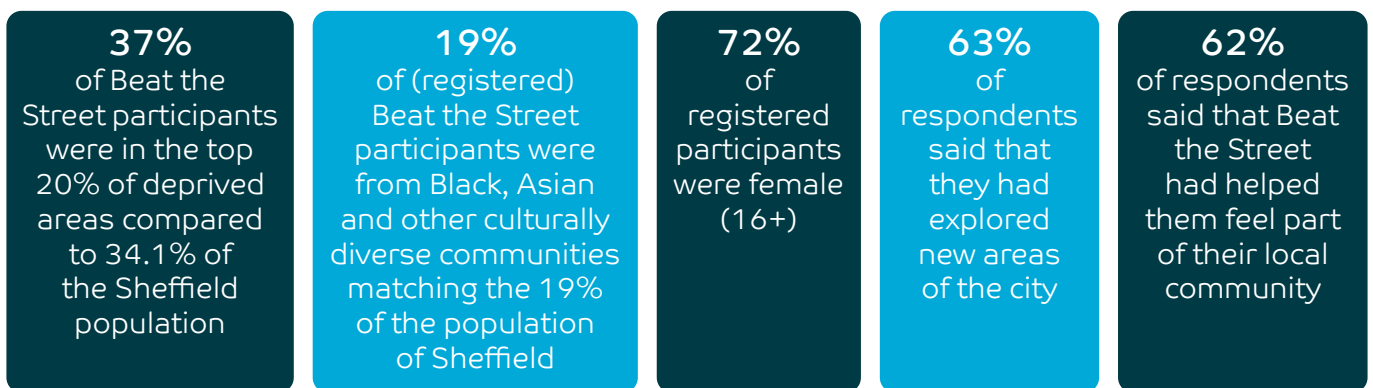
Executive summary

Beat the Street in Sheffield was bought to the city by Move More and Sheffield City Council. It was delivered by Intelligent Health with funding from the National Lottery, Sport England and local partners. The programme set out to increase physical activity levels in both adults and children, with a particular focus on addressing health inequalities.

Beat the Street in Sheffield was the largest ever Beat the Street programme. Over 11% of the population (518,000) took part during the six-week game phase between 16 June and 28 July. 60,187 participants walked, jogged, ran, cycled, scooted and rolled a total of 452,870 miles between them.

Registration data was collected on 44,765 people, including 28,201 children at the start of the game, providing audience insight into who was taking part; their age, gender, ethnicity and from which areas of the city they lived. A further 32,149 people completed an additional (optional) survey on their physical activity levels, long term conditions, disability and mental wellbeing.

By comparing the registration data to local data, we can conclude that Beat the Street was able to reach those under-represented communities who are more likely to experience health inequalities.



Following the game phase, participants were invited to complete the health survey again, along with some additional questions which will allow us to measure the behaviour change and impact that Beat the Street has had on individuals.

Matched data was collected on 1,937 adults and 1,843 children. This data showed that of the adults (n=1,937) and children (n=1,843) who were inactive at the start of the game, 70% and 67% had become active when surveyed at the end of the game. People also reported increased feelings of life satisfaction and worthwhileness and lower levels of anxiety.

This report will summarise the impact Beat the Street has had on individuals and communities, as well as on a system level by analysing pre and post intervention data provided by players, case studies, anecdotal information and feedback from partners. It will also detail some of the engagement activities undertaken before and during the six-week game. Case studies are included to show specific examples of where Beat the Street has had the greatest impact.

Introduction to Beat the Street

Beat the Street provides an evidence-based, population level, cost-effective behaviour change programme that creates a social norm around getting active. Sustainability is delivered in the behaviour change of participants and through improved partner-working.

Beat the Street creates a framework to support partners with insight, share good practice and improve connectivity to their communities to help tackle inequalities

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

During the game phase, participants make small lifestyle changes through discovering new walking/cycling routes and local greenspaces or perhaps just realise that it doesn't take as long as they thought to walk to work or school

Beat the Street helps people to maintain the behaviour change achieved throughout the game through ongoing support and informing them of local events and campaigns

Move More and partnership working

Move More is the physical activity strategy for Sheffield, which aims to create a healthier, happier and more connected Sheffield.

Move More is an umbrella partnership which brings together local stakeholders, with a shared vision, to help build the profile of the role of physical activity and empower local projects and communities to create change. The strength of Move More lies in the buy in it has from partner organisations and leaders across the city who can champion the vision. Each Year Move More champion and deliver a different campaign aimed at engaging as many people as possible in physical activity. Beat the Street was the campaign for Move More Month in June 2021.

Beat the Street Sheffield was made possible by funding contributions of local partners dedicated to improving the health and wellbeing of the City's residents. These organisations include; Sheffield City Council, NHS Sheffield Clinical Commissioning Group, Sheffield City Trust Charitable Purposes Fund, National Centre for Sport and Exercise Medicine and Sheffield Olympic Legacy Park.



Beat the Street is a behaviour change intervention, the success of which lies in the knowledge, expertise and support of our local and national partners.

In Sheffield, Beat the Street was made possible thanks to the funders, detailed above, as well as our wider partners which include: The Olympic Legacy Park, The Arches School Sport Partnership, People Keeping Well, Meadowhall, Decathlon, SYPTE, South Yorkshire Orienteers; Yorkshire Sport Foundation, Totally Runnable, Voluntary Action Sheffield, Sheffield Health and Social Care, The University of Sheffield, Sheffield Hallam University, Canal and River Trust, Sheffield Children's Charity and the Bears of Sheffield team, Create Sheffield, Sheffield BID, The Outdoor City, The Advanced Wellbeing Research Centre, Playing Out, The Peak District National Park, British Cycling, Sheffield Libraries, and Living Streets.

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Physical activity – the challenge

The World Health Organisation states physical inactivity as the fourth leading cause of premature deaths globally. The Chief Medical Officer recommends that adults should be doing a minimum of 150 minutes 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.

Nationally only 61.4% of adults and 44.9% of children meet these guidelines for physical activity¹. In Sheffield, the figures are similar, currently standing at 61.6% and 49.8% respectively. Data also shows that the people who live in more deprived areas are less likely to be active and therefore have worse health outcomes. In Sheffield, only 50.7% of adults who live in the top 10% deprived areas achieve the recommended levels of physical activity, and this figure has been dropping steadily over the past few years.

Compounding the issue has been the Covid-19 pandemic which has had a profound impact on not just the physical health but mental health of the nation, and particularly in children. Sport England data suggests that around 100,000 fewer children were active during the pandemic compared to the same period the year before. These drops were mainly seen in boys and young people from Asian, Black or Mixed ethnic groups. However, activity levels in girls were up and activities such as walking, cycling and fitness all saw a large increase in popularity.

These challenges outlined above, show the importance of applying proportionate universalism in implementing behaviour change interventions.

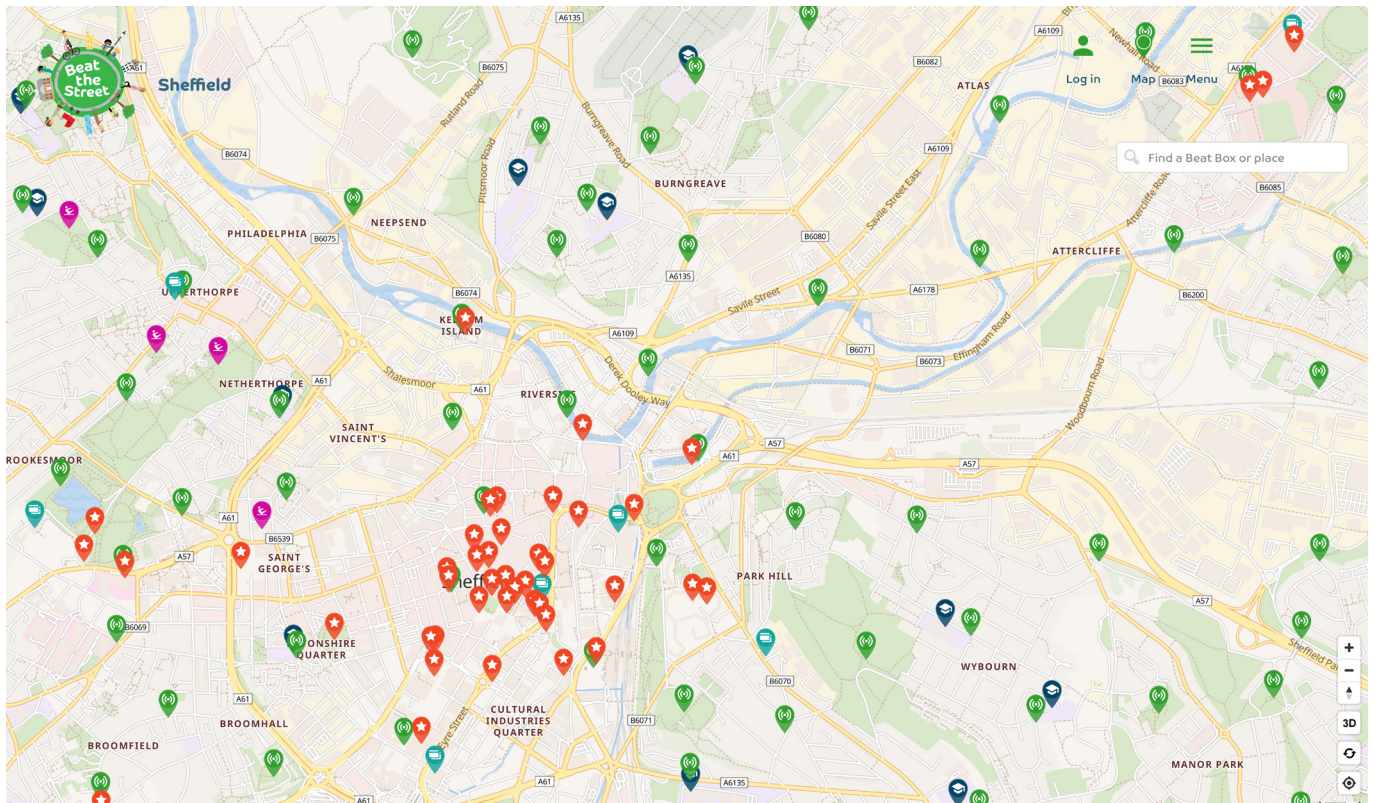
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Local engagement

The anticipation phase of Beat the Street began in Spring 2021, amid gradually easing restrictions in the national Covid-19 response. Move More Sheffield had broken ground on the project by bringing in key partners and beginning to assemble a list of key contacts.

One of the key partnerships that Move More was able to make early on was with Sheffield Children's Hospital Charity (TCHC). In the summer of 2021, TCHC delivered the Bears of Sheffield, a public art trail which saw 60 brilliantly decorated Bear sculptures installed across the city. As this partnership was established early on, we were able to plot our Beat Boxes to, where possible, coincide with the locations of the Bears. When the trail launched on 12 July, we used the Beat the Street communication platforms to promote the trail and advertised where the Bears were on our online map (see below where the red stars represent the Bears).

¹ Sport England Active Lives Survey 2019-2020. CMO guidelines = 150 minutes of activity per week for adults and 60 minutes per day of activity (spread across the week) for children.



Our Engagement Coordinators, Natalie and Daniel were tasked with the role of engaging with community groups and schools, and Alasdair, our Senior Engagement Coordinator played an articulation role between stakeholders such as Move More and Intelligent Health’s central team, as well as engaging workplaces, to encourage as many people to take part as possible. Due to restrictions in place at the time, much of the early engagement activity was done via online platforms and phone. The engagement strategy focused on connecting to and inviting in community groups, enhancing the reach of the game in more deprived communities and promoting the inclusivity of Beat the Street.

Move More and the steering group, helped to ensure that Beat the Street could be delivered within and complement the broader aims of the city-wide strategy to create a happier, healthier and more connected Sheffield. The Go Weeks of the game were organised to fit around key events in the physical activity delivery calendar. This partnership was also instrumental in producing the sustain plan for the next stage of the programme.

A press launch was delivered on Wednesday 19 May, around a month before the game was launched. The event was hosted by partners at the Olympic Legacy Park and was attended by Dr William Bird (founder of Beat the Street), Professor Rob Copeland and other senior figures and organisations from the Sheffield physical activity sector. This led to high levels of engagement online and led to articles in the Sheffield Star and Telegraph.

School children from Oasis Academy Don Valley also came along and got involved in some activities and a photo shoot with our Engagement Coordinator Daniel.





Partner working

For Alasdair, our Senior Engagement Coordinator, the anticipation phase involved creating, maintaining, and enhancing a network of partners across educational, workplace and community sectors. Alasdair was keen to reach as many businesses and workplaces to sign them up, utilising bottom-up and top-down approaches, contacting workplaces directly and developing key contacts such as Claire Fretwell at the Olympic Legacy Park. Through the steering group, partners were also keen to donate some one-off sport prizes like tickets for the Rugby League World Cup, football summer camp places from Sheffield Wednesday. Westfield Health and Meadowhall also contributed local prizes that were used throughout the game.

During this time, Natalie was also working hard to engage community venues and sign them up as Distribution Points for materials. These venues included; Sheffield City Trust sites, Decathlon, Sheffield City Council libraries, Jordanthorpe Library and Stocksbridge Leisure Centre. Natalie was also engaging with community groups such as Darnall Wellbeing, Terminus, Endeavour, ShipShape and many more. With tackling health inequalities in mind, we wanted to make sure that people from more deprived areas of the city had access to a good number of accessible Distribution Points. As well as onboarding Distribution Points and community groups, the Engagement Coordinators also spent time doing community outreach, attending events with the Bears of Sheffield, ShipShape and Sheffield General Cemetery. Over 200 community and workplace teams signed up to take part.

Schools

Move More's partnership with the local Schools Sports Partnership allowed us to start engaging with the 144 primary schools early on in the process. In particular Adam Fuller at Arches School Sport Partnership helped to get the word out to schools and started to collate a list of schools that showed an interest. When our schools engagement coordinator Daniel started, this meant he was able to focus his energy on the schools that had not replied plus the schools in the more deprived parts of the city. 94 schools had signed up around a month before the game was due to start. Adam was also able to support Daniel in identifying priority schools in terms of deprivation and need. Daniel also engaged with Dawn Wood at Links Sports Partnership who leads on working with the SEN schools across the city. Through this partnership, we were able to get all 13 SEN schools taking part with 4 of them being overall prize winners.

The image is a composite. On the left, a man with short brown hair, wearing a bright blue zip-up jacket, stands in front of a brick wall with some greenery. He has his hands behind his ears and a wide, happy smile. A small play button icon is overlaid on his chest. In the top left corner of this section, it says 'Sheffield Assembly Video'. On the right, there is a colorful poster for 'Beat the Street'. The poster features a central green circle with the text 'Beat the Street' in white. Surrounding this circle are various illustrations of people walking, running, and cycling. At the top of the poster, it says 'Walk, run, cycle'. In the bottom right corner of the poster area, there is a QR code. Below the entire image, there is a dark blue banner with white text. The text reads: 'Due to restrictions caused by Covid-19, Daniel wasn't able to visit many schools in the run up to the game to deliver assemblies. Instead, he created a video presentation which was sent to all schools for them to show in their assemblies.' Below this text is a URL: <https://www.youtube.com/embed/QcVDyVDvNZ0>. In the top left corner of the banner, it says 'Watch on YouTube' with a small YouTube logo. In the top right corner of the banner, there is a 'Copy link' icon.

With less than a week to go before the game the anticipation was building, with lots of people taking to social media to talk about it. Below are a couple of screenshots taken from Twitter, showing the excitement for the game to begin. Some Distribution Points had already run out of materials and were restocked before the game began. This was partly due to some schools handing out materials to early years, not originally accounted for but indicative of the growing excitement and demand.

Michelle Horridge @DrHorridge · Jun 19

After a brief stay with great and compassionate care @SheffChildrens hospital. @BTSSheffield has been the perfect motivational tool for an 8 year old's rehab #BeattheStreet #SheffieldsSuper #SheffieldChildrens



Louise Haigh @LouHaigh

Lovely evening to be out and about to Beat the Street

Such a great initiative to get us all out and about and active over the summer

 @SheffCouncil @BTSSheffield



7:58 PM · Jun 17, 2021 · Twitter for Android

2 Retweets 38 Likes

Beat the Street Sheffield @BTSSheffield · Jun 17
Replying to @LouHaigh and @SheffCouncil
Nice work Louise and Co.! Woof woof!

seahorse @seahorse4000 · Jun 17
Replying to @LouHaigh @SheffCouncil and @BTSSheffield
we're doing it too!

Brook House Junior @BrookHouseJnr

And... WE'RE OFF! Great start to @BTSSheffield Brook House! 🏁🏁🏁



At this stage, the team have started to plan and finalise a programme of partnership events that were developed around the six themed weeks of the game, and also to start planning for the sustain phase. The themes are designed to work as:

1
Call to action for players

2
Platform for stakeholders

The content works with the 5 ways to wellbeing to connect people to where they live and encourage them to be active. The game launched on 16 July amid much anticipation and excitement that had been built up through the media and online presence. Almost 20,000 people were playing by mid-morning on the first day. The local Engagement Coordinator team ran some localised launch activities with various partners across the city including Ship Shape, Darnall Wellbeing and Meadowhall Shopping Centre.



Local business My Race Kit North were helping to distribute materials and recruit players



Sheffield City Council Parks and Countryside used one of their displays at Ecclesall Woods Discovery Centre to promote the Distribution Points

Events

During the game phase, the team delivered a series of partnership events which aim to increase engagement, profile local venues and services and provide opportunities for participants to engage in physical activity.



Go Play week launches the game. In this week we introduced people to Beat the Street and encourage them to start exploring their local area. We continued to sign up individual players and teams. Alasdair coordinated an activation event at Meadowhall & Daniel attended a 'Tour de Sheffield' bike tour with GPs & Sheffield Health & Social Care. Natalie & Alasdair visited community partners; ensuring they were well stocked with cards and maps.



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 commuter times. We amplified the message of the 10 Day Active Travel Challenge within schools, as well as highlighting activity groups in and around the city. Over a third of all taps during the game were made during these peak active travel periods. We hit the 50,000 mark this week



Go Wild encourages people to get out and explore their local green and blue spaces. 130 Boxes in greenspaces gave out double points to encourage people into parks. The Canal and River Trust and Wild Sheffield collaborated on events and publicity. We also raised awareness of underappreciated green spaces such as Parkwood Springs and the General Cemetery. Players were encouraged to use the nature trails in parks with our mapping of Beat Boxes.



Go Active week is all about encouraging people to go further or try new activities and be as active as they can be. This week, The Outdoor City had keystone events such as ShAFF and Cliffhanger. We held a virtual film competition with ShAFF and attended Cliffhanger to promote the game. This week we also released a series of resources developed by Dr William Bird explaining the importance of movement and physical activity in easy digestible infographics.



Go Explore aims to get people discovering their local area. This week we had events with South Yorkshire Orienteers and the Peak District National Park. We also held activities with Create Sheffield, who created an ambitious, bespoke exploration themed week for primary-age children, 'From my World to Yours.' Our selfie competition also encouraged people to highlight different areas of Sheffield. This week, the Bears of Sheffield trail launched.



Go Celebrate week saw us hit the magic 60k participant milestone. This week we had double points every day and triple on the last day. Tramlines is happening this week, as the trams are not running to Hillsborough, a trail of Beat Boxes with triple points, was set up to incentivise active travel to the festival. Parkrun returned (after their hiatus as a result of the pandemic), and we promoted and attended the Concord parkrun and junior parkrun at the OLP. The latter was attended by the Sheffield Eagles and had a prize of a family ticket to the RLWC 2021 on offer!

On the final day on Wednesday 28 July, all three Sheffield Engagement Coordinators deliver events across the city to celebrate the end of the game with some fun, family-friendly activities at Concord Park, Sheffield General Cemetery and U-Mix.



Darnall Wellbeing organised a photography expedition in collaboration with Beat the Street, helping to unite local people in engaging, fun activities



A local mum and her daughter winning a Meadowhall voucher for their participation in our final day celebration event at Concord Park



Ingle Runners with their Beat the Street cards at Concord Park parkrun



Our free event with South Yorkshire Orienteers aimed to promote orienteering to the local community in North Sheffield. 10% of the participants were newcomers to the sport from the local area. SYO became key partners through this alignment, and we support them in reaching further into school engagement, promoting their activities for Sheffield schools, and promoting orienteering as a positive sustainable activity for Sheffield players after the game.

Case studies and participant feedback

Our Engagement Coordinators, whilst working closely with partners and participants on the ground met many inspiring people keen to share their stories.

Alasdair spoke to one woman who had been walking throughout the day after suffering a running injury and was regularly hitting 20,000 steps, often having to call her sister to come to pick her up as she'd walked across to the other side of Sheffield from the North of the city.

Two participants came cycling past whilst Alasdair was at an event at Meadowhall, explaining how they'd discovered cycling and loved the feeling of freedom it gave them, exploring the Blue Loop of the canal linking the mall and the city.

Another older player described how he'd been on his feet all day every day during the game – it had given him the motivation to orienteer around the whole city, to the point where he was cycling, running and walking around 20 miles a day!

Tania, mother of four, met her sister daily and walked with her children an additional 20 minutes before and after school to play Beat the Street. She even started walking the kids to swimming lessons instead of driving and plans to continue this long term. One day the family walked four hours to tap additional beat boxes.

Maya, who is 6 years old started playing Beat the Street with her dad. Our Engagement Coordinator met Maya as at one of the Sheffield General Cemetery events ran by Laura Alston of National Lottery Heritage Foundation. The project aimed to link green space, heritage, physical activity and nature and help members of the community discover that Sheffield's cemeteries really aren't so spooky and are actually outdoor museums or parks. Maya and her dad had been travelling all over Sheffield to play Beat the Street. Maya said what she liked most about Beat the Street was that it 'allowed her to see new parts of the city she's never seen!'.



Maya with her Dad at one of the events held at the General Cemetery



Female cyclists at the Meadowhall activation event



https://player.vimeo.com/video/631296042?h=ac8cd10897&app_id=122963

Supporting the SEND schools

Our Schools Engagement Coordinator offered targeted support and innovative ways to ensure that the SEND schools were able to take part. Four SEND schools won prizes on the school leaderboards (Rowan, Woolley Wood, Sheffield Inclusion Centre and Holgate Meadows). Bents Green also did incredibly well to recruit 200 players for their team. Several teachers noted that pupils were able to engage with the Beat the Street activity who often did not engage with physical activity.

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Multi-platform engagement

Beat the Street generates engagement across multiple media platforms to help participants feel they are a part of something dynamic and worth taking part in.

This includes traditional print, radio and social. A Marcomms plan is developed with partners to highlight local events and places, share positive local stories and create a social norm around getting active. The engagement levels are very strong. The game is delivered via a website where we see particularly strong engagement on the mapping and leaderboard pages showing the programme encourages participation via gamification but also links people to where they live. The sustainability of the programme is delivered through connecting people to how they can move easily around their area.

The below table highlights the reach across platforms:

Beat the Street Sheffield May – July 2021

Population	518,000
Participants	60,187
Newsletter sign up x 6 e-newsletters issued	143,916
Social media impressions	1,404,955
Social media engagement	51,135
Social media followers (Facebook/Twitter)	3,477
Website impressions	2,553,745
Digital audio impressions	130,641
Digital audio unique users	26,244
Media opportunities to view	3,659,494
Game phase	16 June – 28 July 2021

Media coverage

The Beat the Street game received plenty of media coverage throughout the anticipation and game phase. We had 26 pieces of media coverage across print, online, radio and TV channels, with over 3.5m opportunities to view. Sheffield Telegraph and the Sheffield Star were particularly supportive of the initiative. Alongside this, we also ran an advertising campaign with Bauer Media who ran Beat the Street adverts on their streaming services with in stream impressions reaching 130,641.

Digital engagement

We use a range of digital platforms to engage with our audience throughout the programme. These include; Facebook, Instagram, Twitter, e-newsletters and the website. These platforms are used to provide Beat the Street players with information about the game, the rules, how to play and what bonus point events are going on. These platforms are also used to build the profile of the programme, and to promote partners initiatives and services to our audience base.

In Sheffield, some prominent and influential organisations and individuals helped us to really build the profile of Beat the Street on social media, particularly on Twitter.



Riverford Sheffield
@RiverfordSheff

All set to Beat The Street - brilliant new #Free activity in #Sheffield.

- * @BTSSheffield Card to scan #BeatBoxes - register at: beatthestreet.me/sheffield/ ✓
- * Maps ✓
- * Highlighter Pen ✓
- * Snacks in @Riverford tote bag - mainly #healthy 😊 ✓

#SheffieldIsSuper #SheffEvents



Beat the Street Sheffield
@BTSSheffield

We're off! #BeattheStreet starts today in Sheffield! The aim of the game is to earn as many points as possible for you and your team by walking, cycling or rolling between Beat Boxes from 16 June-28 July
@movemoreshuff @SheffCouncil @SheffChildrens @VisitSheffield @YorkshireSport



Explore Sheffield

Twitter

Followers	1,317
Engagements	20,021
Male	43%
Female	57%

Beat the Street Sheffield
@BTSSheffield

Sheffield, you have walked, run, cycled, scooted and rolled an amazing 452,963.5 miles as part of Beat the Street. Congratulations to our leaderboard winners and thank you to everyone who took part! @movemoreshuff @SheffCouncil @VisitSheffield @theoutdoorcity @SheffChildrens

On launch day, our Twitter post made 55,333 impressions, reached 133,029 people and had 817 engagements. The winners announcement reached 166,108 people and had almost 2,000 engagements with the post.

Congratulations!

A Schools - Total Points 1st - Hallsborough Primary 2nd - St Mary's RC Primary 3rd - Grenoside Primary	A Schools - Average Points 1st - Woodley Wood School 2nd - Holgate Meadows Community School 3rd - St Mary's RC Primary	B Schools - Total Points 1st - Watercress Meadow Primary 2nd - Hartley Brook Primary Academy 3rd - St Catherine's Catholic Primary School	B Schools - Average Points 1st - Woodbank 1st 2nd - Watercress Meadow Primary 3rd - Linpsfield Junior
C Schools - Total Points 1st - Prince Edward Primary 2nd - St Theresa's RC Primary 3rd - Gleadow Primary	C Schools - Average Points 1st - St Theresa's RC Primary 2nd - Sheffield Inclusion Centre 3rd - Kiveton Hill Primary	D Schools - Total Points 1st - Ballfield Primary 2nd - Charcock Hall Primary Academy 3rd - Stradbroke Primary	D Schools - Average Points 1st - Halfway Junior 2nd - Ballfield Primary 3rd - Stradbroke Primary
E Schools - Total Points 1st - Mordella Primary 2nd - Abbey Lane Primary 3rd - Norton Free CE Primary	E Schools - Average Points 1st - Norton Free CE Primary 2nd - Nearbrook Bank Primary 3rd - Mordella Primary	F Schools - Total Points 1st - Walkley Primary 2nd - Westons Primary 3rd - Lydgate Junior	F Schools - Average Points 1st - Rowan School 2nd - Clifford All Saints CE Primary 3rd - Walkley Primary
G Schools - Total Points 1st - Mordella Primary 2nd - Maltby Bridge Primary 3rd - Oughtibridge Primary	G Schools - Average Points 1st - Mordella Primary 2nd - Sacred Heart Catholic Primary School 3rd - Maltby Bridge Primary	Community & Workplace Teams - Total Points 1st - Goodlynn Sheffield 2nd - 30 PCS 3rd - Team Three Community Occupational and Physio Therapists	Community & Workplace Teams - Average Points 1st - Goodlynn Sheffield 2nd - 30 PCS 3rd - Sheffield 20-30 Walking group
Running & Cycling Teams - Total Points 1st - South Yorkshire Orienteers 2nd - High Runners 3rd - Steel City Striders	Running & Cycling Teams - Average Points 1st - South Yorkshire Orienteers 2nd - High Runners 3rd - Totley AC	Small Teams - Total Points 1st - The Therapy Delays	Charity Sheffield Children's Hospital Charity
Individual Leaderboard - Total Points 1st - ZwiFTurfer			

Facebook	
Followers	2,160
Engagements	31,114
Male	9%
Female	89%
35–44 years	52%

Our audience on Facebook are primarily female aged between 35–44, with the implication being they are mainly mums/carers playing Beat the Street with their families. The launch day post on Facebook had 1,301 engagements. Following the Twitter trend, the winner’s announcement post was shared more widely and got 2,489 engagements.

Instagram	
Followers	770
Engagements	1,881

Website	
Website users	96,083
Website visits	2,553,745

The Beat the Street website is the most used platform. This is where participants can register to take part, join teams and check their individual and teams progress. The game rules, information and events are also on the website.

E-newsletters	
Mailing list	28,683
Open rate	29%

The e-newsletters were sent out weekly during the game phase highlighting upcoming events, bonus points and partner initiatives. Each week our Engagement Coordinator team collated content from a range of partners including: Travel South Yorkshire, Canal & River Trust, Wild Sheffield, Junior Parkrun, TADO, Peak District National Park, South Yorkshire Orienteers and others.

Stakeholders were also kept updated via a weekly partner update provided to them by Alasdair. This enabled partners to be kept informed of the programme progress and provide them with opportunities to come forward with initiatives and campaigns that could be signposted to through the game.

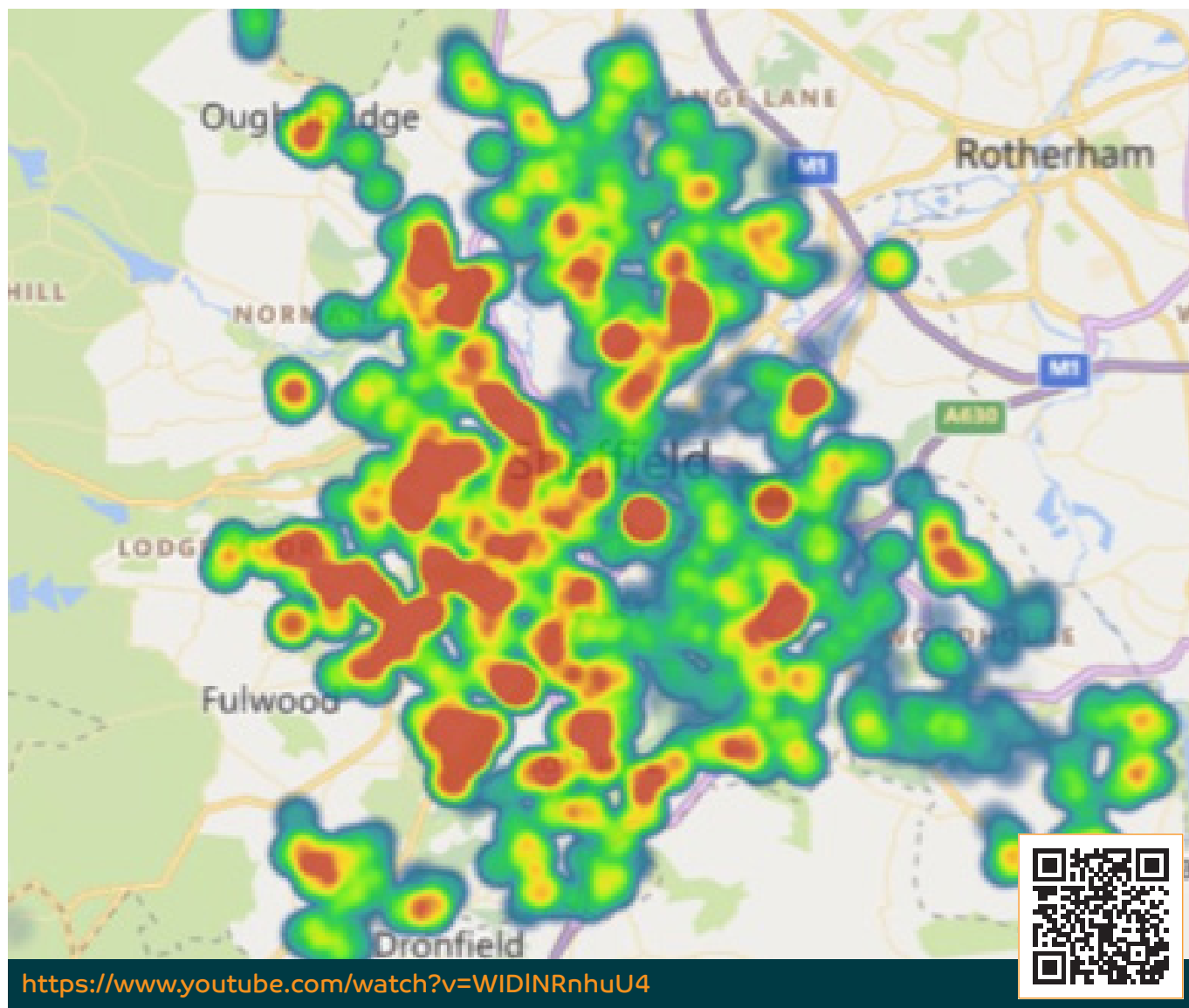
Mapping participation

Over the 6-week game phase, 60,187 people walked, cycled, wheeled and scooted 452,964 miles. This equates to 7.5 miles per player on average.

Figure 1 shows the levels of participation in the different parts of Sheffield where the Beat Boxes were located. Areas in red highlight the most participation (taps on Beat Boxes) and areas in blue highlight lower participation. There was strong engagement with Beat Boxes across Sheffield. Following the game, 63% of players stated that Beat the Street encouraged them to explore new areas and 62% said it helped them feel like part of their community (based on 4,619 respondents).

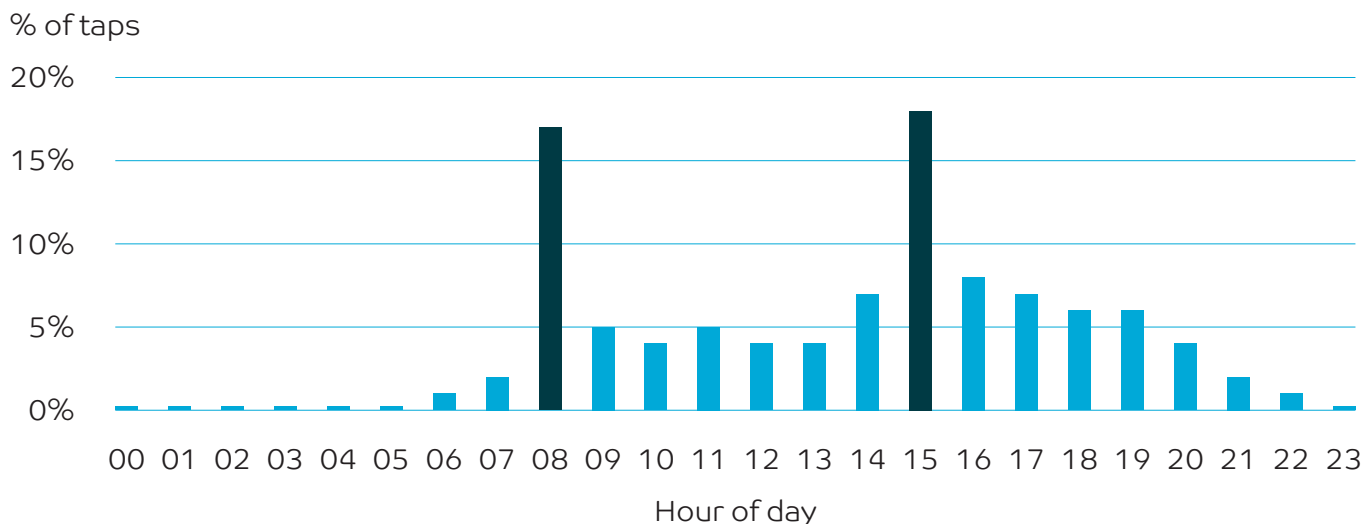
Follow the QR code below to see the movement generated throughout Sheffield over just 24 hours of the game.

Figure 1. Participation throughout Sheffield



There was a clear spike in participation during morning and afternoon commute times. 35% of all activity undertaken was between 8–9am and 3–4pm which are typical commute periods. Figure 2 shows the percentage of Beat Box taps during each hour of the day, across the whole 6-week game.

Figure 2. Participation at each hour of the day



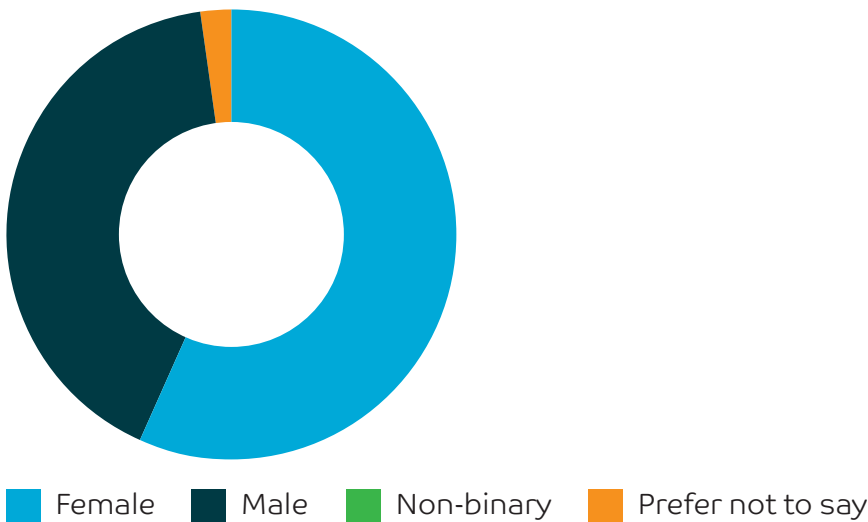
Demographics of participants

44,876 of the total players registered their details online, giving us important insight into who was taking part.

Gender breakdown of participants

57% of players who registered to take part were female, whereas 41% were male. A further 0.2% identified as non-binary and 2% preferred not to disclose their gender.

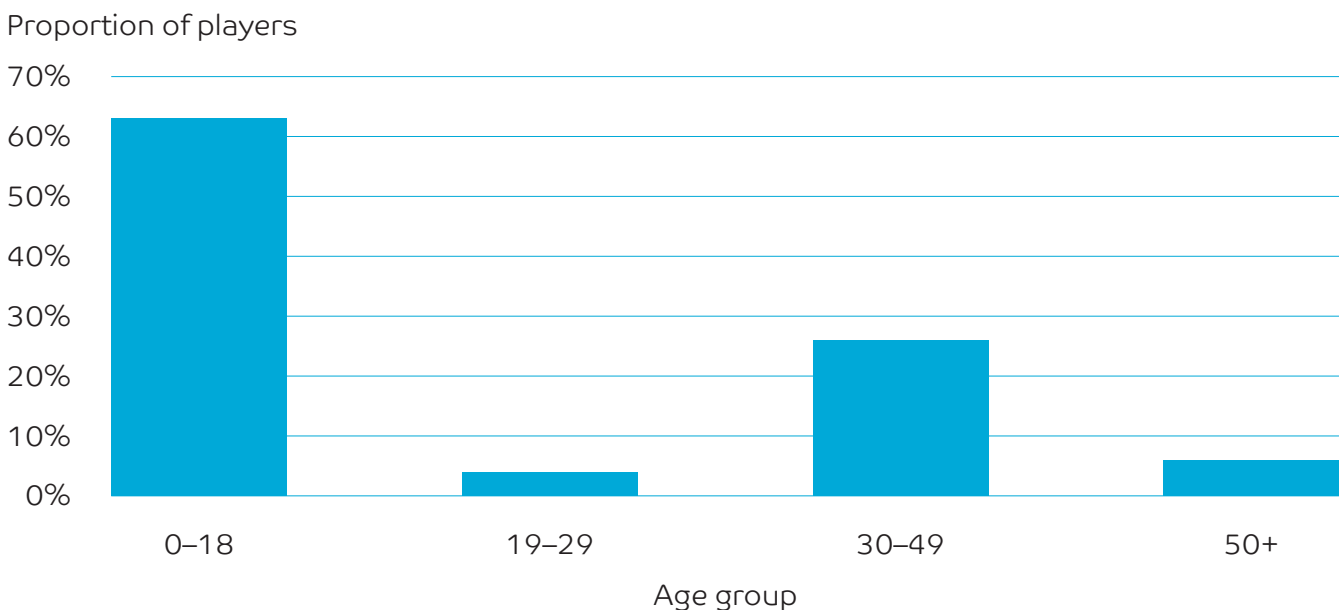
Figure 3. Gender breakdown of participants



Age breakdown of participants

63% of players who registered to take part were aged 18 or under. Another significant proportion of participants were aged between 30–49, likely to be the parents/carers of the schoolchildren. A further 4% were aged between 19–29 and 6% were aged 50+.

Figure 4. Age breakdown of participants

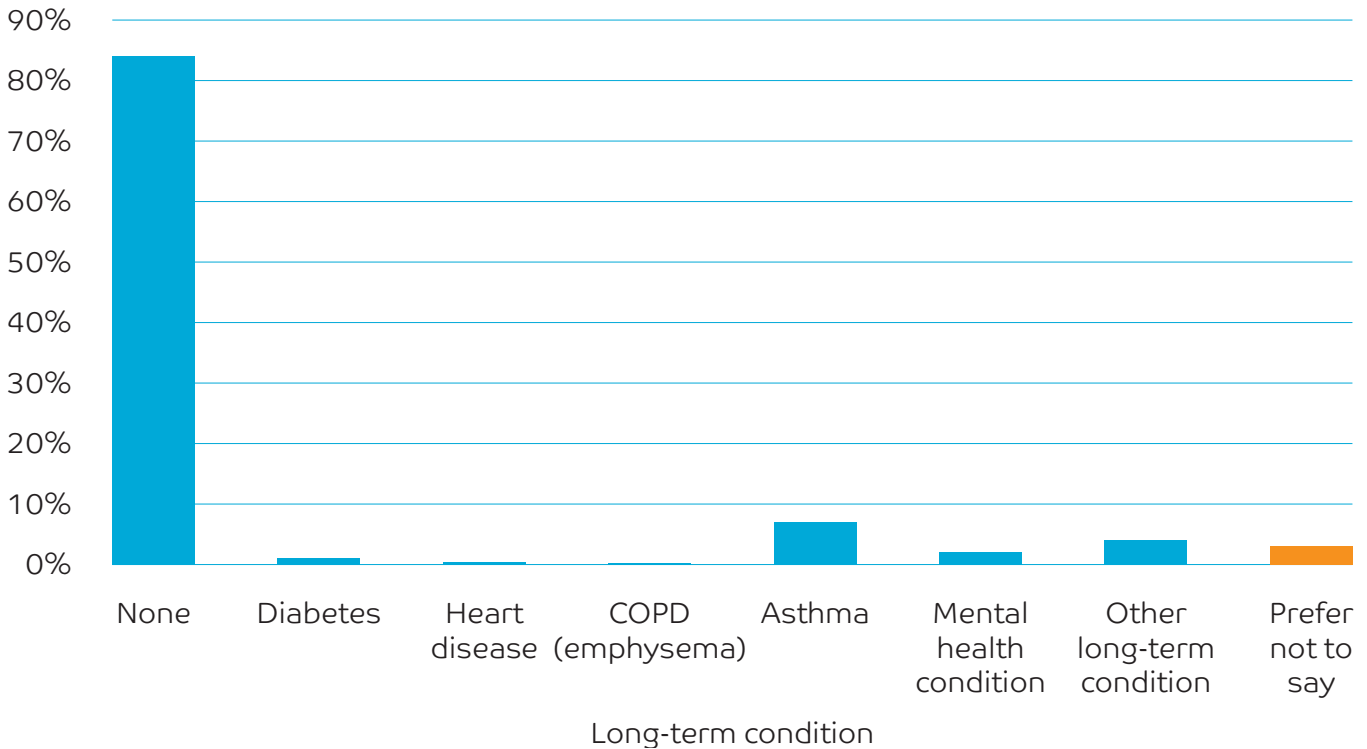


Participants with a long-term condition

15% of players who registered to take part in Beat the Street self-reported as having a long-term medical condition. 1% had diabetes, 0.4% had heart disease, 0.2% had COPD (emphysema), 7% had asthma, 2% had a mental health condition and 4% reported having another kind of long-term medical condition. 3% of players preferred not to answer this question.

Figure 5. Participants with a long-term condition

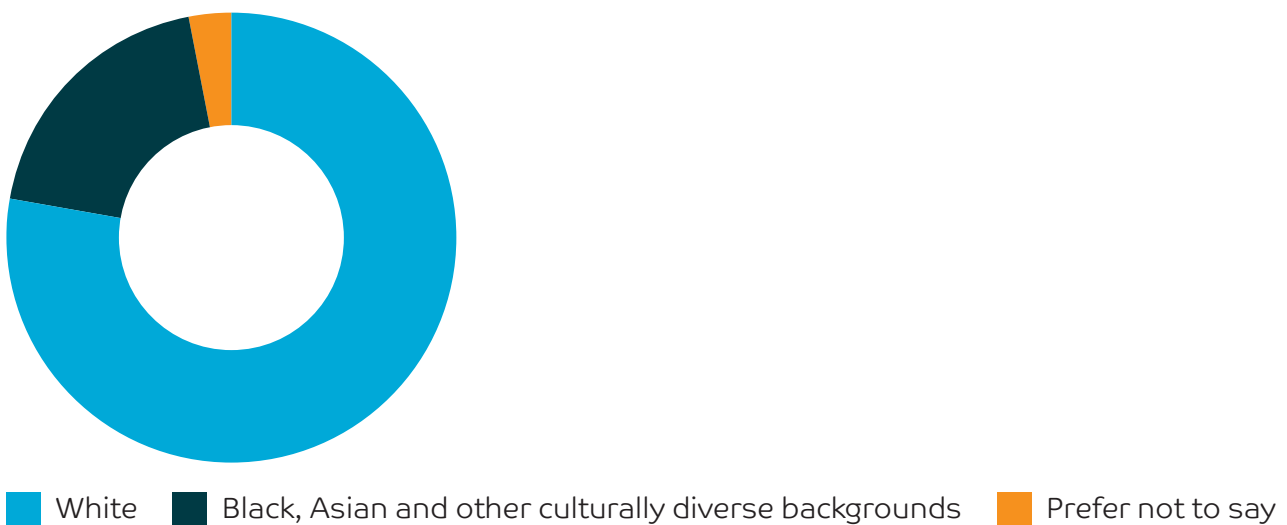
Proportion of players



Participation by ethnic background

19% of players who registered to take part identified as being of Black, Asian and other culturally diverse backgrounds. 78% identified as being of white ethnic background and 3% preferred not to answer this question.

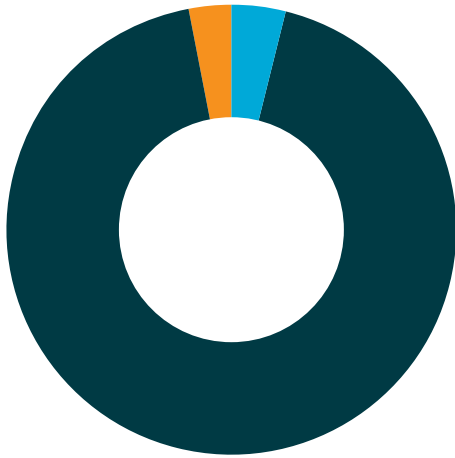
Figure 6. Participation by ethnic background



Participation by (dis)ability

4% of players who registered to take part before the game self-reported as having a disability. 93% reported not having a disability whereas 3% preferred not to answer this question.

Figure 7. Participation by (dis)ability



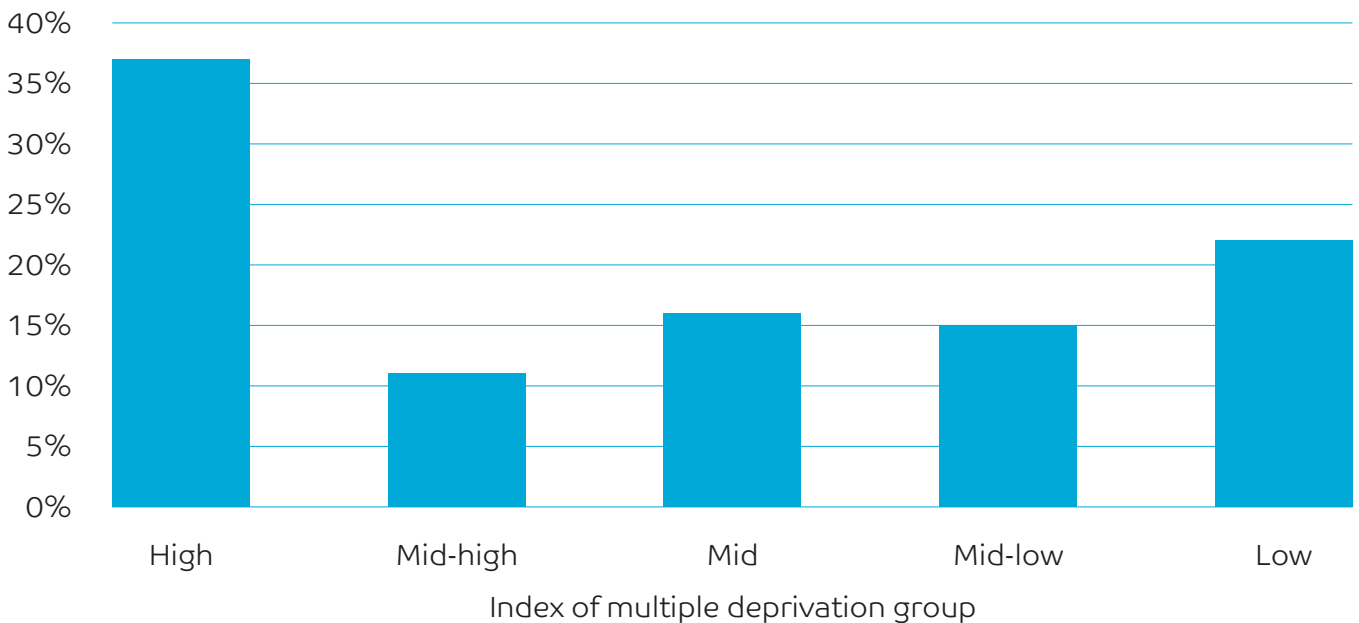
■ Yes ■ No ■ Prefer not to say

Participation by index of multiple deprivation

37% of players who registered to take part were living in Index of Multiple Deprivation groups 1 and 2, which are defined as high by the government in England. 11% were living in in Index of Multiple Deprivation groups 3 and 4, which are defined as mid-high. 16% were living in Index of Multiple Deprivation groups 5 and 6, which are defined as mid. 15% were living in Index of Multiple Deprivation groups 7 and 8, which are defined as mid-low. 22% were living in Index of Multiple Deprivation groups 9 and 10, which are defined as low.

Figure 8. Participation by index of multiple deprivation

Proportion of players

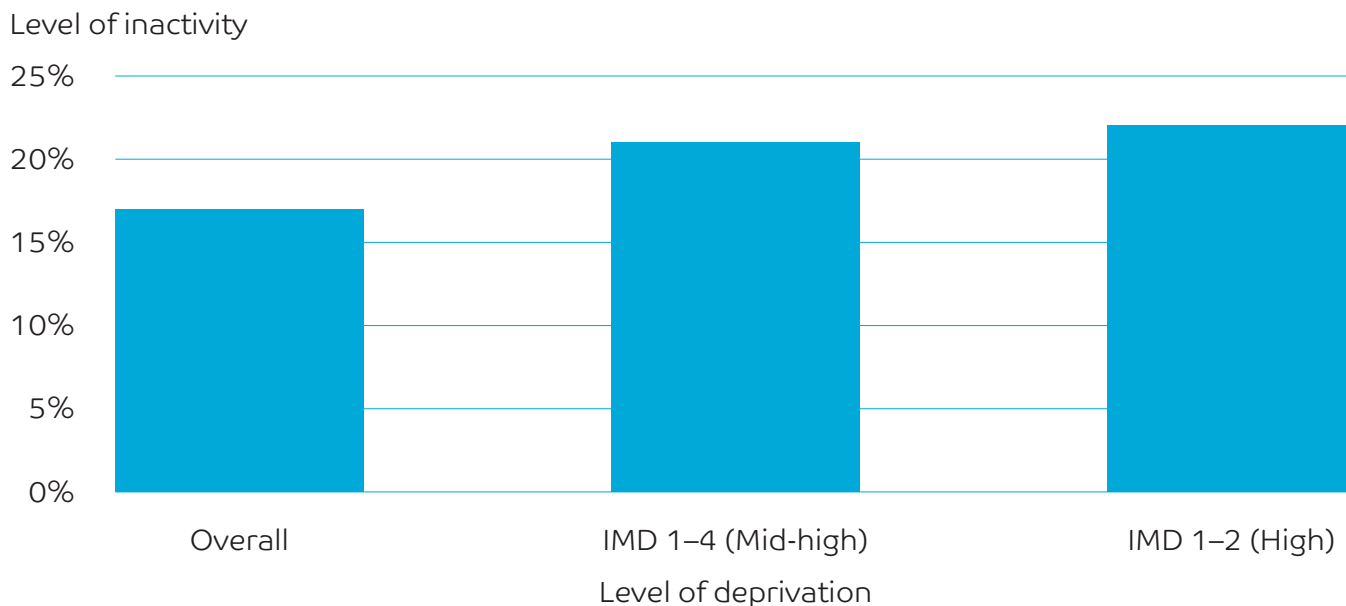


Level of inactivity by index of multiple deprivation

17% of adults who registered to take part were inactive before the game.

For those living in areas of higher deprivation, inactivity levels were higher at registration.

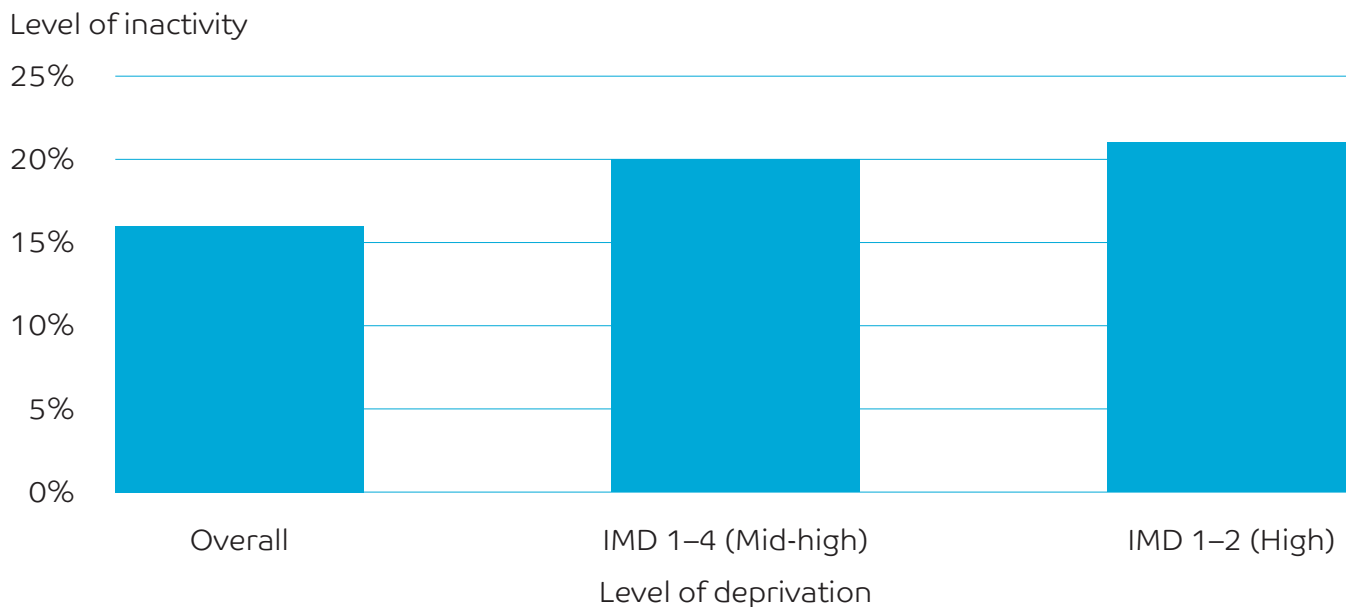
Figure 9. Levels of inactivity by index of multiple deprivation (adults)



16% of children who registered to take part were inactive before the game.

For those living in areas of higher deprivation, inactivity levels were higher at registration.

Figure 10. Levels of inactivity by index of multiple deprivation (children)



Behaviour change

Individuals who take part in Beat the Street provide data on their health behaviours at various time-points.

These include: immediately before the game, immediately following the game, six months following the start of the game, and twelve months following the start of the game. This enables us to compare responses with those provided before the game and understand the level of behaviour change achieved through the game. Immediately following Beat the Street, 5,208 players completed a survey on their health behaviours.

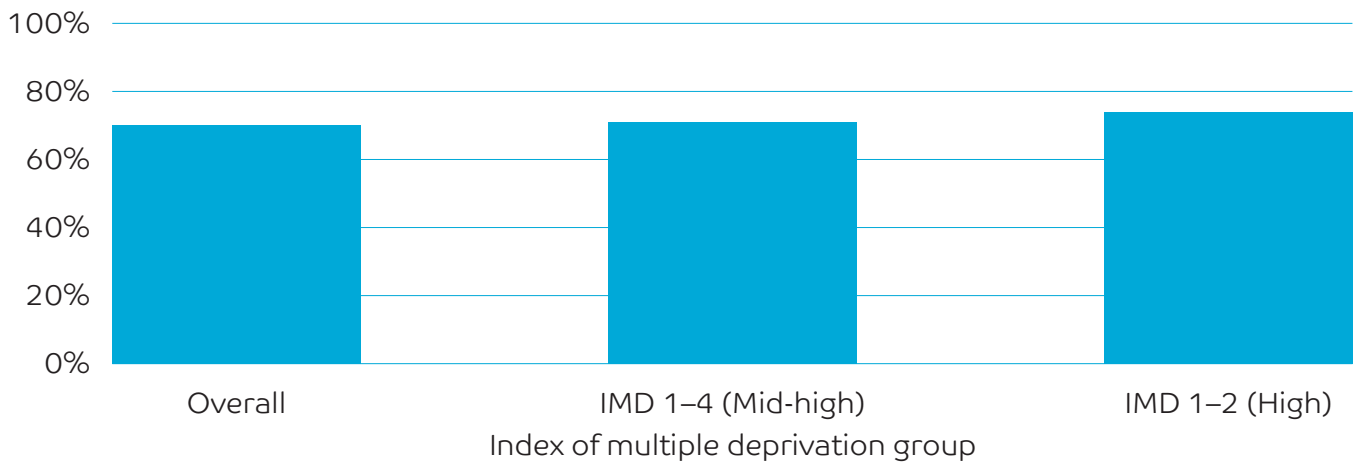
Tackling inactivity

Adults

Following Beat the Street, 70% of adults who were inactive before the game, had become active (based on 1,937 matched pairs). This was consistently high for those living in areas of higher deprivation.

Figure 11. Inactive adults who became active

% of inactive adults who became active

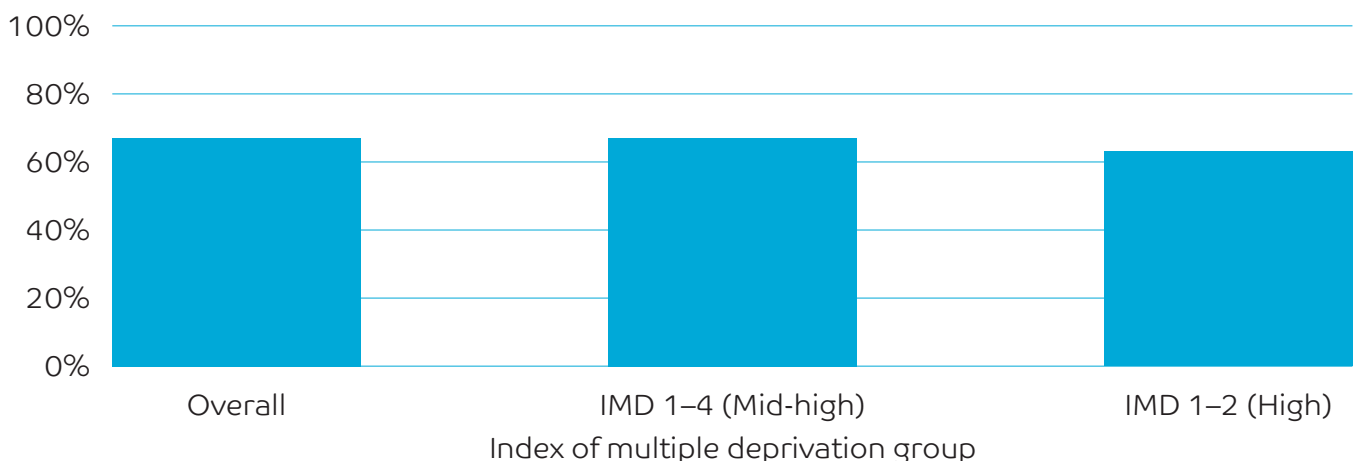


Children

Following Beat the Street, 67% of children who were inactive before the game, had become active (based on 1,843 matched pairs). This was consistently high for those living in areas of higher deprivation.

Figure 12. Inactive children who became active

% of inactive children who became active

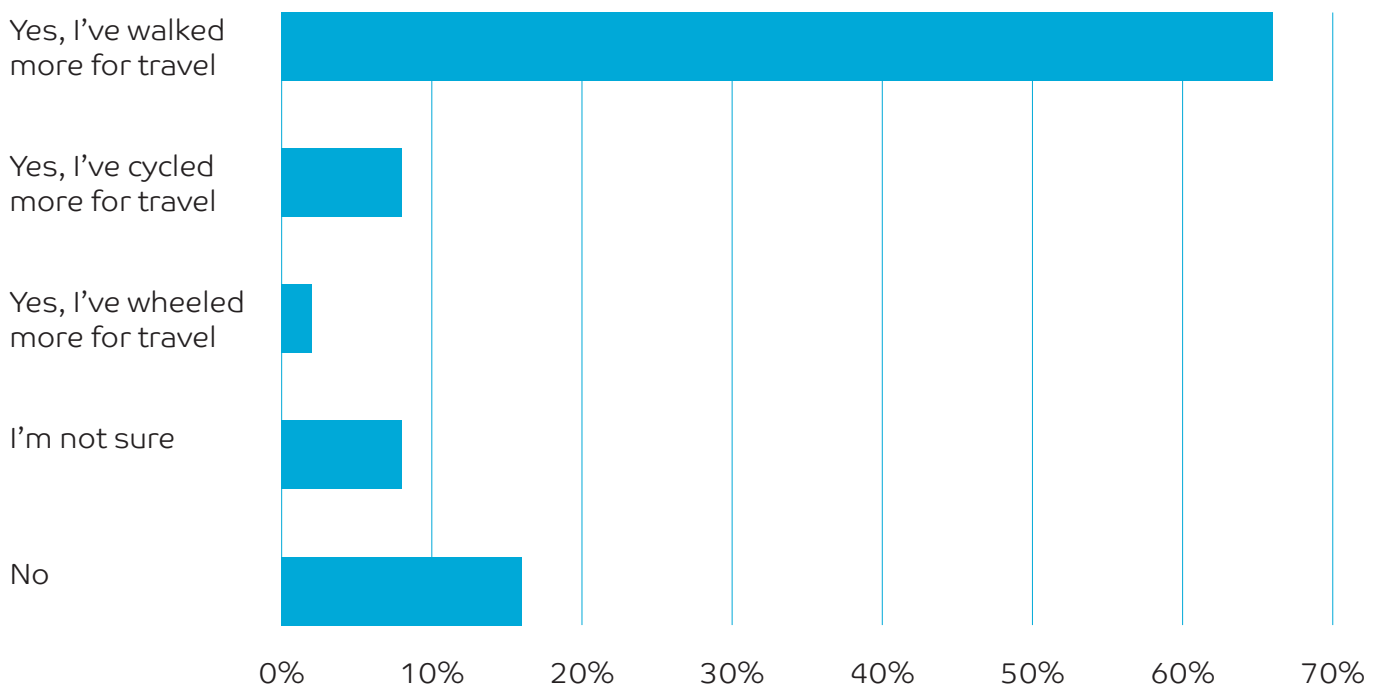


Travel behaviours

As a result of the pandemic, a substantial number of people are still working from home. In Sheffield, around 47% of people surveyed either did not travel to work or were working from home. Furthermore, following Beat the Street there was a 10% increase in the number of people working from home. This was consistent across all Beat the Street games delivered during this period. Therefore, it is highly likely this is a result of the July peak in Covid-19 cases and substantial numbers of people being told to self-isolate. Further, during the latter stages of the game there was a very high number of cases of Covid-19 in schools and substantial numbers of pupils were self-isolating.

Despite this, most players felt they had travelled more actively during Beat the Street. 66% felt they had walked more, 8% felt they had cycled more, and 2% had wheeled more (based on 4,625 respondents).

Figure 13. Changes in travel behaviours



Mental wellbeing

To understand the impact of Beat the Street on the levels mental wellbeing, we used four questions used by the Office for National Statistics. These ask people to evaluate how satisfied they are with their life overall, whether they feel they have meaning and purpose in their life, and their emotions (happiness and anxiety)

Following Beat the Street, the wellbeing of residents improved. High or very high feelings of life satisfaction and worthwhileness both increased by 6%. Additionally, the proportion of adults reporting very low levels of anxiety increased by 7% and the proportion reporting high or very high levels of happiness remained the same (based on 1,977 matched pairs)

Figure 14. Changes in life satisfaction

Proportion of adults

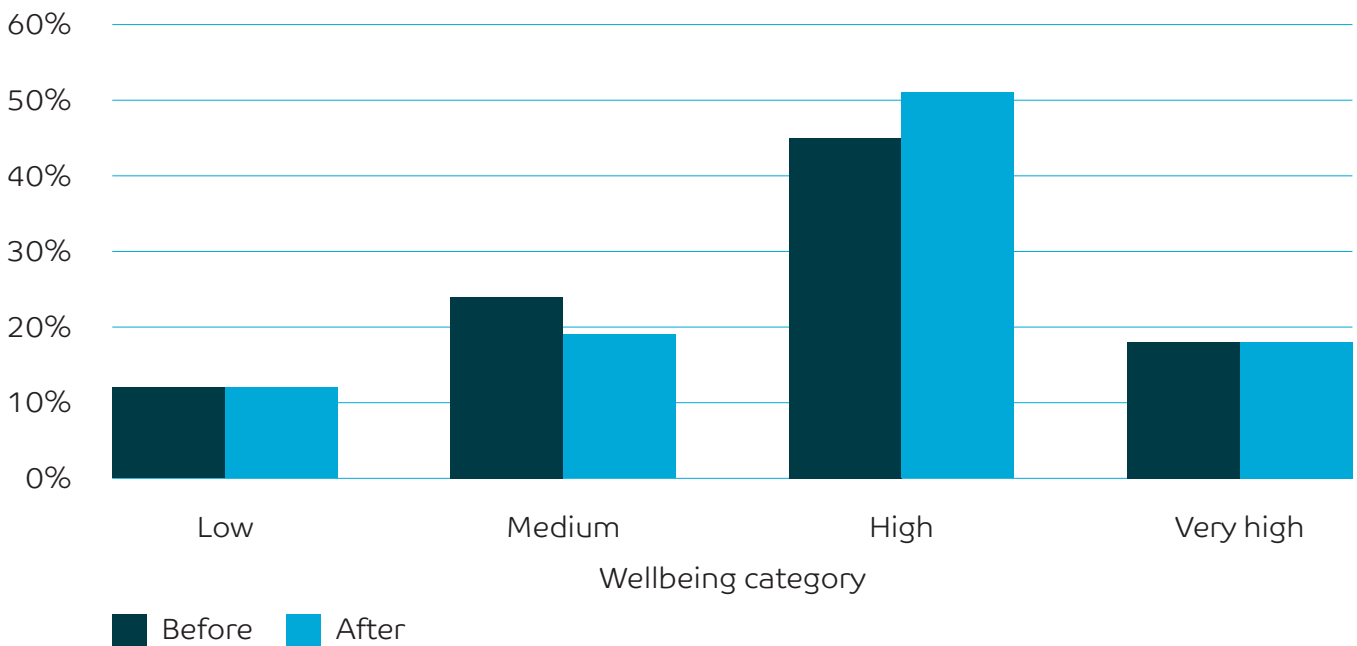


Figure 15. Changes in worthwhileness

Proportion of adults

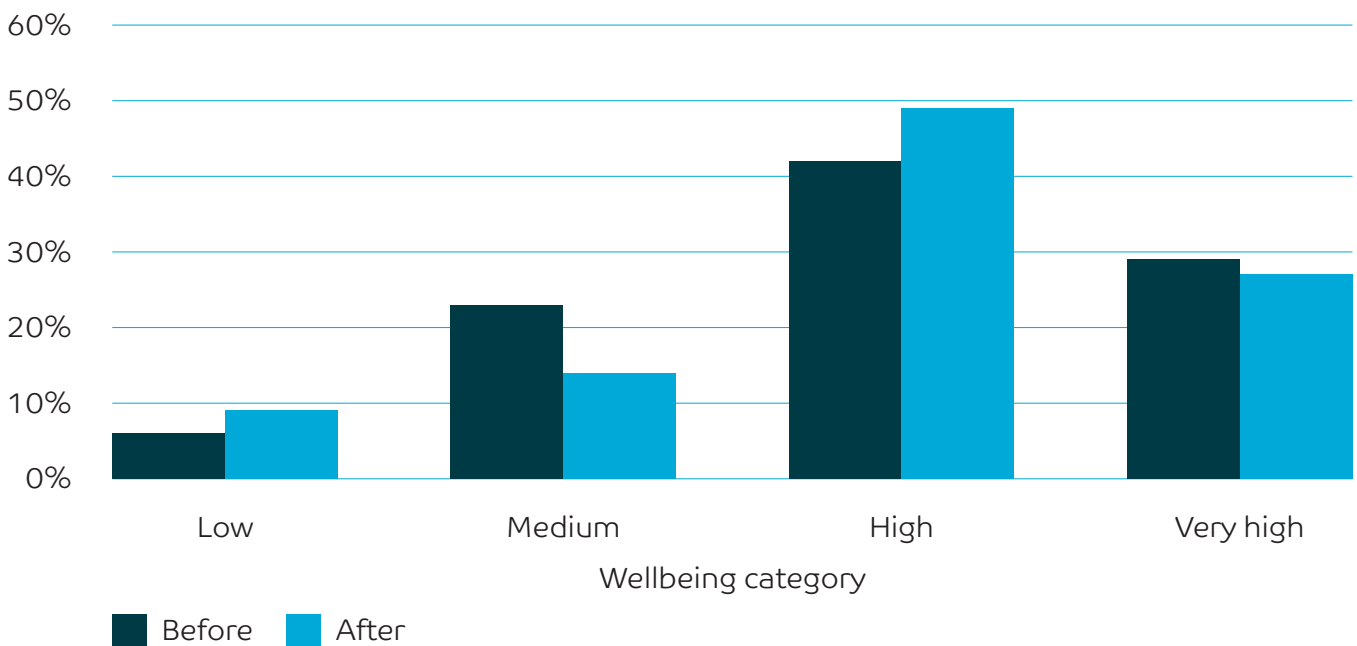


Figure 16. Changes in anxiety

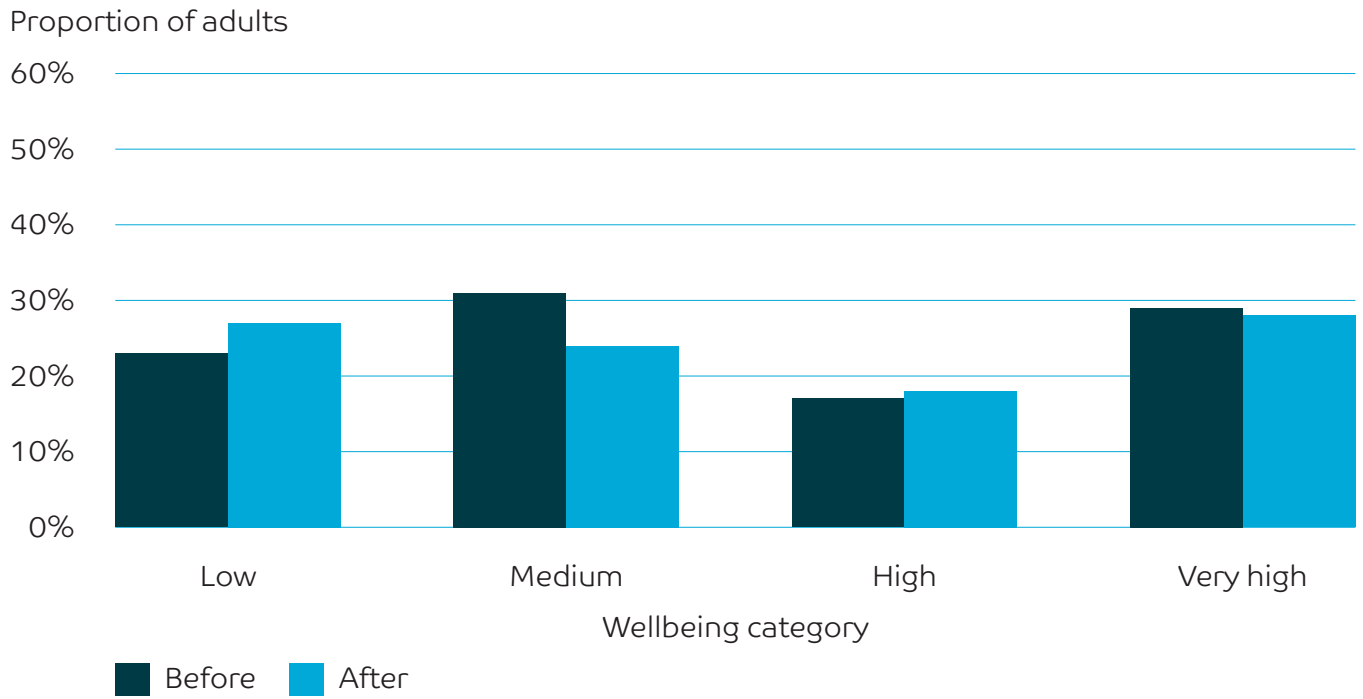
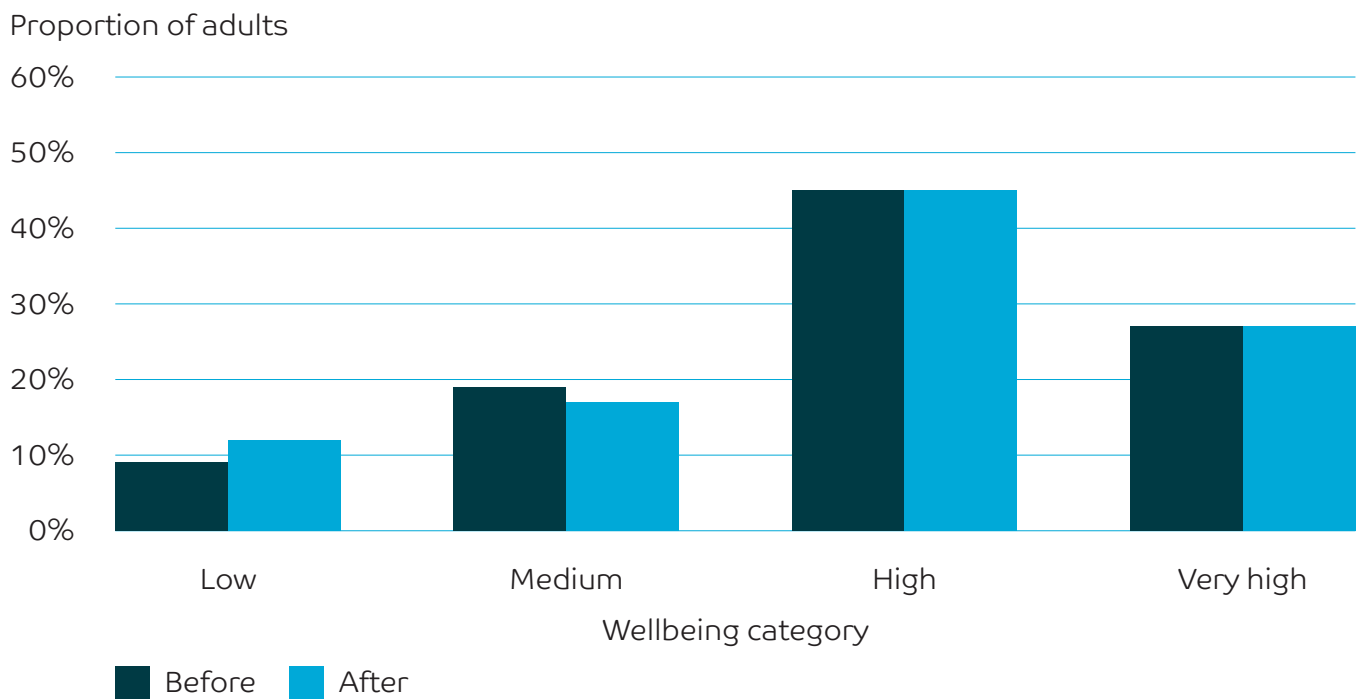


Figure 17. Changes in happiness



Qualitative feedback

Open question feedback collected following the game period suggested Beat the Street had helped adults and children become more active, discover Sheffield and bond with their friends and family.

Adults

2,079 adults provided qualitative feedback post-game. Walking was the most prominent feature within the qualitative feedback, mentioned by 22% of players.

“Walked much more. Discovered new routes and facilities in my neighbourhood. Met neighbours.”
Male, aged 30–39

“I found new local businesses I didn’t know existed and it brought out my competitive side.”
Female, aged 40–49

“I thought Beat the Street was fantastic at getting us out as a family. Our son is autistic and it’s always a bit of a struggle to get him out for a walk, but he loved swiping his card and hearing the funny noises, so I think it’s a great idea.”
Female, aged 40–49

“We made a more conscious effort as a family to take more time for walking and took the time before and after school.”
Female, aged 30–39

“I had a baby on 31st May and Beat the Street was a great motivation to get me out and about back to walking 4-5 miles a day.”
Female, aged 30–39

“Seeking Beat the Street boxes led me to discover a more circuitous, but beautiful and invigorating walk from the tram stop to work. I now walk for 40 minutes or so each morning. This came after a period of inactivity during the most recent lockdown.”
Male, aged 30–39

“It was a cheap/cost effective and healthy activity for the family to do in the school holidays when money can be stretched, and it can be challenging to get kids active outside of their normal term time clubs.”
Female, aged 30–39

“Beat the Street was amazing motivation to discover the whole of Sheffield and go places I’d have no reason to go before. I’d say I only knew a tiny fraction before. Now I feel like I know most of the city.”
Female, aged 30–39

“I really enjoyed Beat the Street. It encouraged me to walk more, further, and to new places. I really hope the Beat the Street game is repeated as I would really like to do it running or cycling.”
Female, aged 19–29

Children

1,727 children provided qualitative feedback post-game. Walking was the most prominent feature within the qualitative feedback, mentioned by 16% of players.

“It helped me to have fun and exercise more and it was amazing walking with family and spending more time with them.”

Boy, aged 11 or under

“I enjoyed walking to and from school with my mum and siblings. Since I participated in Beat the Street as a family, we have started regular walks and exercise to keep fit and healthy.”

Boy, aged 11 or under

“It made us as a family go out for more walks on evenings when we may have usually not. Was good and something to do as a family.”

Boy, aged 11 or under

“It made me want to walk or cycle to and from school instead of wanting to go in the car like I normally do and I found out I really enjoyed it.”

Boy, aged 11 or under

“Made to be more confident about myself and my physical and mental health.”

Boy, aged 11 or under

“It made me excited to beat the boxes and made me walk or cycle further to reach them. I enjoyed going out in the evening for another walk or cycle to go and beat the street. I did it even when it was raining.”

Girl, aged 11 or under

“I loved Beat the Street spending time with family outside walking round making a list and planning routes to complete.”

Girl, aged 11 or under

“It bought us all together as a family to keep fit and motivate each other we really enjoyed this and hope there is things like this for the future.”

Girl, aged 11 or under

“I spent more time with my siblings and increased my daily step average by almost 1,000+ steps.”

Girl, aged 12 to 18

“It helped because it made me get more exercise and I had a lot of fun and I had exercise so I could sleep better at night.”

Boy, aged 11 or under

Conclusion

Beat the Street Sheffield set out to increase physical activity levels, improve health and wellbeing amongst its residents and encourage active travel. Over the 6-week game phase, 60,187 people walked, cycled, wheeled and scooted 452,964 miles.

Following Beat the Street, 70% of adults and 67% of children were lifted out of inactivity. The game encouraged people to use active modes of travel to get to school and work, with Beat Box data showing 36% of all activity undertaken was between 8–9am and 3–4pm. 76% of players felt they had walked, cycled or wheeled more for travel as a result of Beat the Street. The game has led to significant improvements to the mental wellbeing of Sheffield residents.

Beat the Street wouldn't have been such a success without the backing of a large cast of partners and supporters. Sheffield have created a network of partners in green spaces, sports and exercise, health and social care, and culture and communities. Our events with community partners, British Cycling, Meadowhall, the Olympic Legacy Park and Sheffield Eagles, the Canal and River Trust, Sheffield Adventure Film Festival and Cliffhanger, the Bears of Sheffield and Create Sheffield, the Peak District National Park and SCC's Parks and Countryside Service, were amazing collaborative events and opportunities that showed off the very best of Sheffield.

Our Engagement Coordinator team has continued to work with the partners, schools and communities they have established relationships with to support them to stay active. The six and twelve month report will describe the sustain activities undertaken since the game ended along with the findings from the follow up survey.

