

Beat the
Street Burnley
2021-2022
Six month
report



Burnley Together



**Canal &
River Trust**
Making life better by water


**Intelligent
Health**

EXECUTIVE SUMMARY

Beat the Street Burnley set out to increase physical activity levels across the population, encourage healthier lifestyles, increase engagement with canal towpaths, and address health inequalities. The programme also aimed to improve collaborative working across the borough by strengthening relationships and building new connections.

In Autumn 2021, over 12% of the population of the town (10,532) took part in Beat the Street Burnley, travelling a distance of 80,346 miles over the six weeks. The data collected during registration for the game, showed that the game was successful in reaching people living in the most deprived areas of the town with over half of all registered participants living in the top 20% most deprived areas. Registration data also showed that 30% of all adults and 47% of children reported being inactive at the start of the game. The post game data found that a large proportion of those inactive participants ended the game meeting the CMO physical activity guidelines (70% of inactive adults and 42% of less active children).

Since the game ended, local organisations have been working together to strengthen networks and identify opportunities for collaboration. Through this report we will examine some of the activities and communications that have taken place since the game ended and how that may have contributed to ensuring participants are continuing to be active.

This report will summarise the data provided by participants who completed the survey six months following on from the start of the game to see if it supports the programme aim of creating long term behaviour change for participants. The findings outlined throughout the report are based on responses from 216 people. Physical activity findings are based on 90 participants that have been matched to their pre-game responses.

Key findings from this report are:

- Participants have remained engaged with Beat the Street through social media and newsletters
- 85% of participants (177) felt that they had remained active since Beat the Street
- There was a decrease in the number of children reporting being less active
- 41% of inactive adults were meeting CMO guidelines six months later
- 95% of people said they would take part in Beat the Street again

THE IMPACT



10,523

Total players



85%

Of participants
reported they felt
they had remained
active



5%

Decrease in the
proportion of children
reporting being less
active



41%

Of inactive adults
became active



42%

Of less active
children became
active

SUSTAIN

Beat the Street Burnley was the starting point of a journey to strengthen local networks, partnerships and demonstrate the impact of collaborative placed based initiatives. When the game phase ended, the emphasis was on ensuring organisations continued to be involved in the sustain phase.

Strengthening networks

After the game, a Beat the Street, so what's next? Event was held at the Prairie Sports Village with 67 people invited and 35 people in attendance. As a result of the event and feedback from attendee's, the decision was made to hold another. The event would focus more broadly on anyone interested or invested in supporting physical activity initiatives as a whole and bring partners together for a chance to network and collaborate in a non-committal and relaxed environment, now known as the Active Burnley Forum.

In April 2022 the first Active Burnley forum was held at Finsley Gate Wharf with 47 people from an array of organisations present. The Active Burnley forum will become a sustained legacy of Beat the Street Burnley with events held biannually, creating the time and space for conversations and more collaborative opportunities to achieve;

- An improved system
- Increased awareness of opportunities for people to be active (residents and organisations supporting).

School celebration

The Engagement Coordinator delivered celebration assemblies to all schools that finished in the top 5 on the leader boards. As well as presenting them with their certificates and prizes they discussed ways and opportunities they could continue to keep moving more, either in school or at home and the importance of finding something that is fun and enjoyable. In addition, the Engagement Coordinator also arranged for a professional photographer to capture some images of these schools playing Beat the Street with the merchandise to use on social media and other promotional material. Engagement on socials tends to be higher with personal images.

SUSTAIN

Library Walks

As a result of positive engagement from the libraries during Beat the Street, led walks were trialled by working with Padiham and Burnley library managers and the organisation Newground Together. Three walks were successfully delivered from Padiham library, and two from Burnley between December 2021 and February 2022. Despite the winter weather, 25 different people attended over the course of the five walks. This has led to the decision that further monthly walks will be offered from both library sites from April to September 2022, focusing on a different theme each week. Volunteers are supporting the walks to talk about an array of topics to support the promotion of the arts, heritage, and history in Burnley. Demonstrating the link and benefits of leisure and cultural activities on health and wellbeing of residents.

Co-branding – Partnered promotion

Strong relationships have been developed with partners and activity providers by using joint branding and promotion for programmes and initiatives to help reach a wider audience. This was also to build trust with residents as residents may trust one brand/organisation so feel more confident attending their events/activities and programmes.

As a result of this, events were delivered with Pendle Forest Orienteers, including;

- Town Centre Halloween Trail (48 Trail sheets handed out, so lots of people/families engaged).
- Christmas Come and Try it event (despite the winter weather 8 families engaged in the event).
- Town Centre Christmas Trail (wasn't as popular, discussed the timing over Christmas, people having too much on and also the bank holidays and shop closures etc.)
- Virtual Find Your way events (whilst HAF programmes were being delivered in parks) provided the opportunity to reach an audience of families and children and promote the British Orienteering Find Your Way App. 5-10 individuals (families) had a go in their own time navigating around Padiham Memorial Park and Thompson Park, Burnley.
- Easter Come and Try it event (a really successful event with over 50 people, which included families, individuals and a range of ages all trying the orienteering course in Thompson park Burnley).

SUSTAIN

Community Data Co-op

Over the past 6 months there have been active efforts to recruit participants to become part of the Burnley Community Data Cooperative and support them to have a voice on community matters. Representatives from the Data Coop were invited to Burnley and visited several community venues over 2 days to actively recruit 60 people to the co-operative. This is an ongoing piece of work now being piloted in South West Burnley, which will hopefully strengthen the community's voice on important issues.

Other sustain developments

There has been lots of work behind the scenes with multiple organisations including;

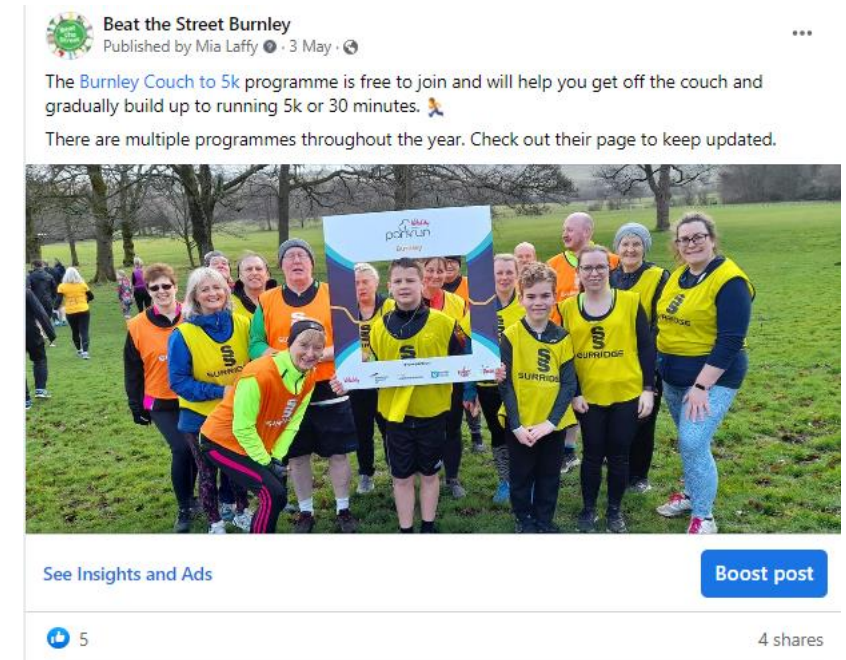
- Conversations with Green spaces and Amenities to support their development and increase park usage in the town.
- Working closely with partners to promote outdoor opportunities, encouraging people to venture out of their neighbourhoods and discovering more of the town's assets.
- The development of place based “themes” of work that will be collaboratively driven by the Active Burnley forum.
- Continuing to build on the relationship forged with schools during the game phase, with communications and messages to schools via the LCC schools portal.
- A strengthened network who are now working together to develop a local identity: Burnley. An Outdoor Town.

SUSTAIN COMMS

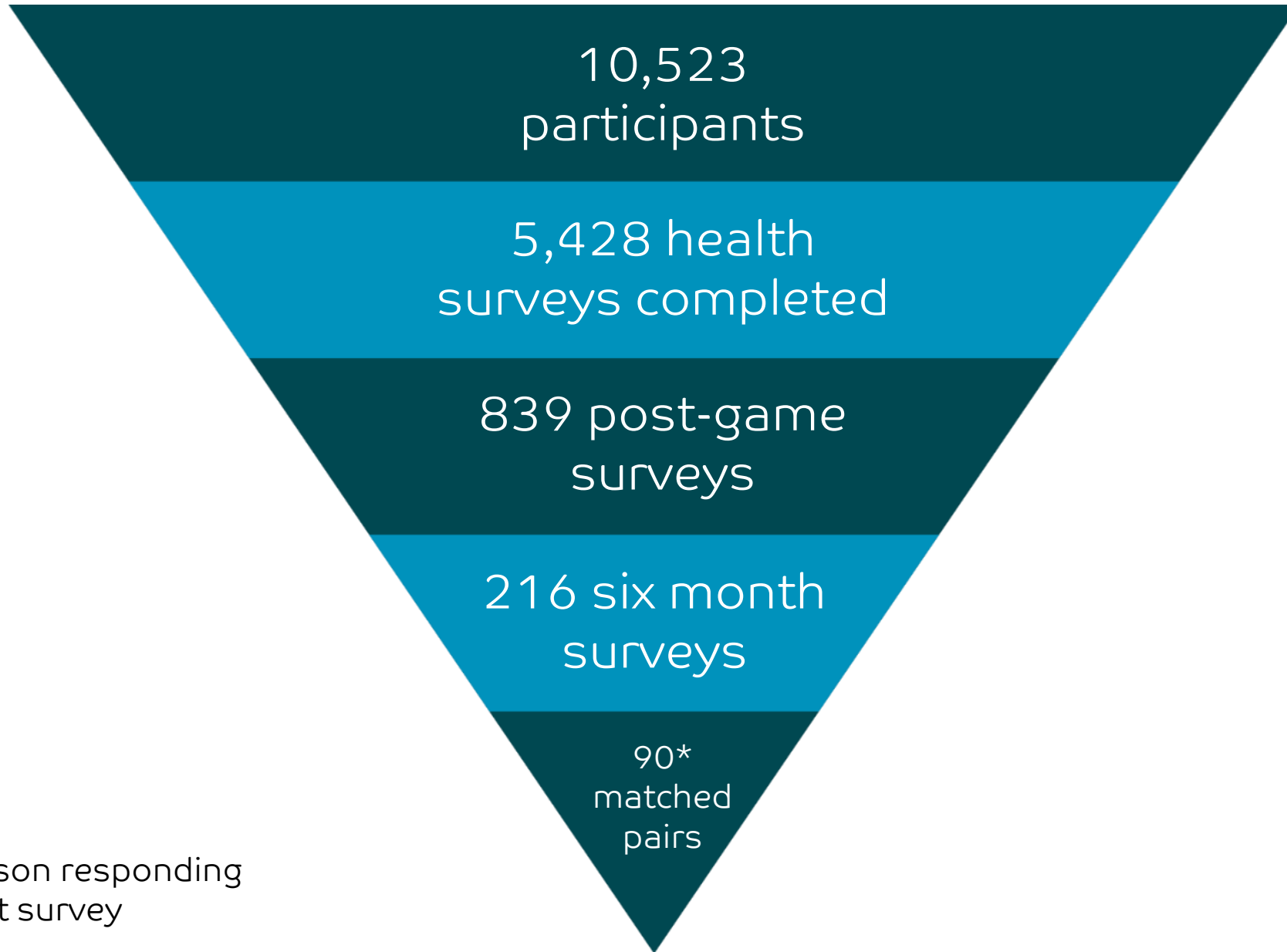
Since the game ended in November 2021, communications have continued to go out to players who follow Beat the Street on Facebook (1,140 followers) and Twitter (165 followers) as well as through an e-newsletter (3,727 subscribers). There was an increase in Facebook followers of 252 people since the game ended, showing that people are continuing to engage with the platforms. The content of these communications has been focused on promoting local activities, organisations and places to raise awareness of opportunities for local residents to stay active. There were also regular competitions and incentives such as 'Find Beattie' and photo of the month competitions with prizes available for winners.

There was an average open rate of 27% for the sustain newsletters, down just 3% from the in game newsletter which was 30% average open rate. Most popular posts included: Pendle Forest Orienteers website, the winter wonderland event, Basically Cheer & Fitness, summer reading challenge and Active Streets Burnley.

Below is a selection of posts put out on the BTS Burnley Facebook page since the game ended. Content was collected and shared from partners including Pendle Forest Orienteers, Burnley FC, Burnley Athletic Club and Penine Lancashire Community Farm, to name a few.



CAPTURING DATA



*the same person responding
to pre and post survey

STAYING ACTIVE

Six months after Beat the Street had ended in Burnley, 85% of players reported that they remained active (n=177).

88% of children and 83% of adults reported that they had remained active.

“I continued walking more than before beat the street”

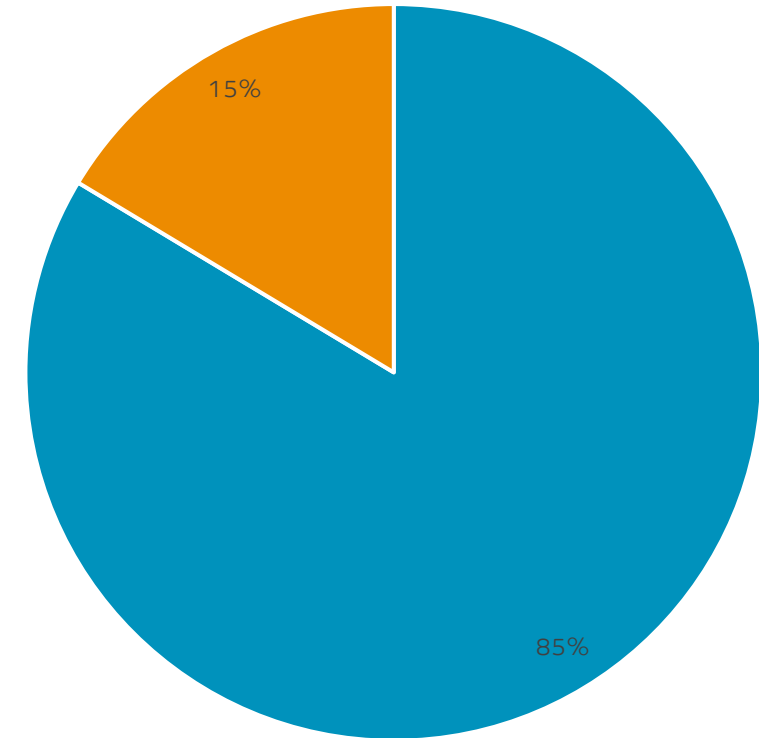
“The kids enjoyed beat the street and we often go for long walks now and we would love it if beat the street could happen again”

“Losing and maintaining weight. Feeling refreshed after a walk”

“Spending more time together doing active things and learning about our local area”

“It helped me to create a new, positive and healthy routine”

Have you remained active?



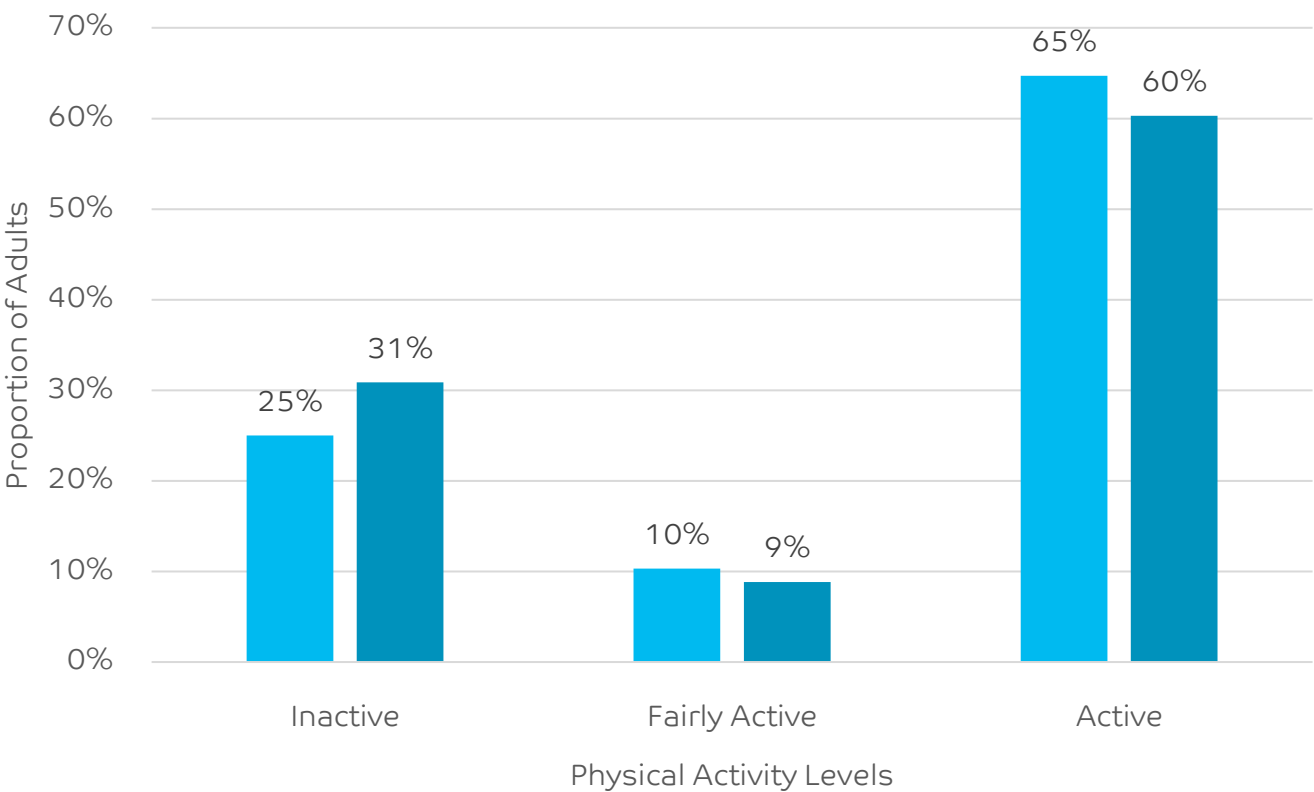
■ Yes ■ No

ADULT PHYSICAL ACTIVITY

83% of adults who responded to the post game survey said they felt they had continued to be active.

41% of adults who were inactive at registration had become active 6 months after Beat the Street; however, the overall proportion of inactive adults had increased by 6% (n=68 matched samples).

Physical activity was measured using the Sport England active lives survey, a standardised questionnaire used across England. Matched responses to this survey show a decrease in physical activity levels from before the Beat the Street game to six months later. However, when asked whether people felt they had remained active, 83% of adults reported yes they felt they had. This could demonstrate a mismatch in how active people think they are compared to what they actually are. It could also potentially highlight some of the limitations to the Active Lives survey and people's understanding of the questions.



Definitions:
Inactive = Less than 30 minutes a week
Fairly Active = 30-149 minutes per week
Active = at least 150 minutes a week

Pre-game Post-game

83% of adults felt they remained active

CHILD PHYSICAL ACTIVITY

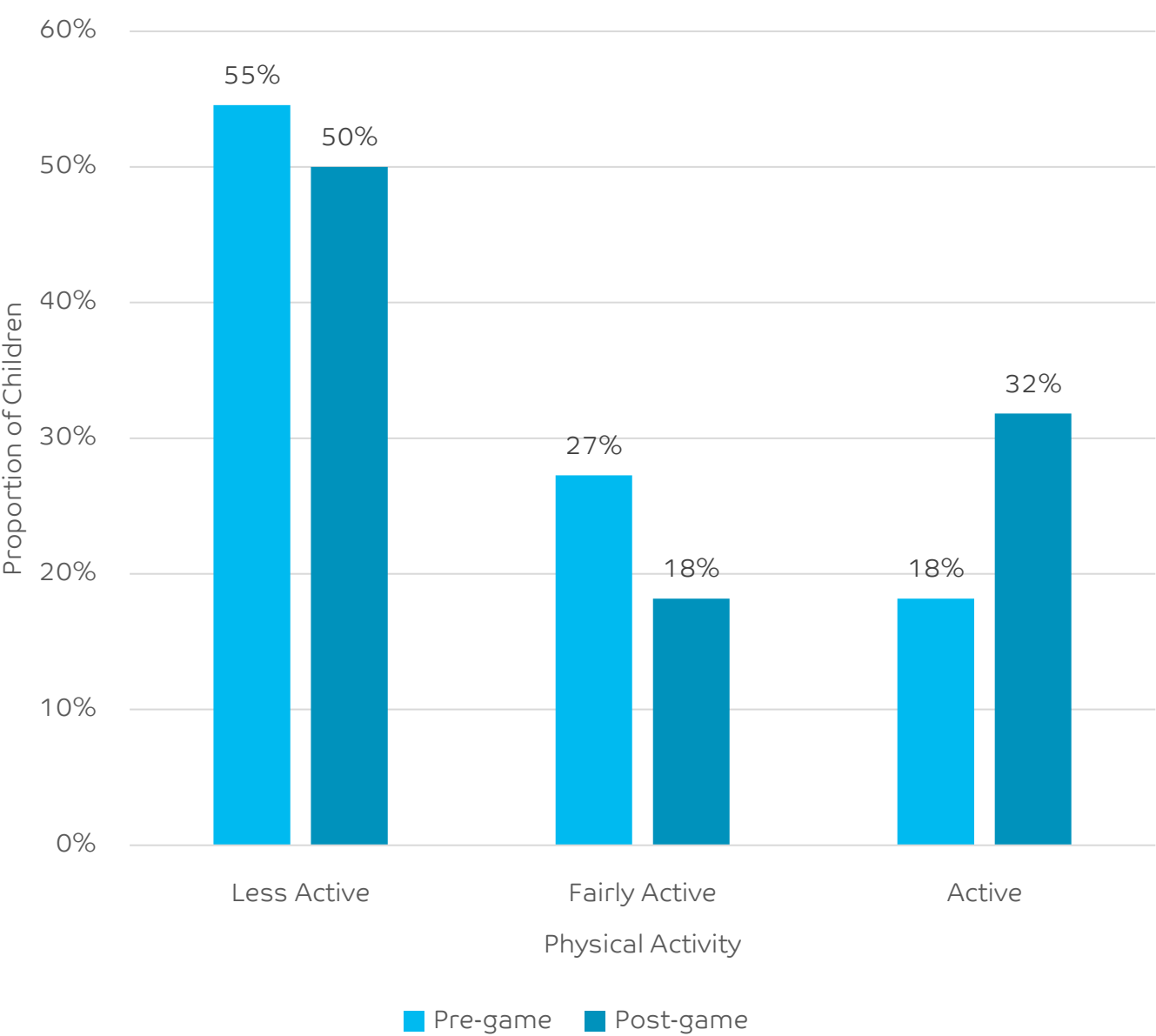
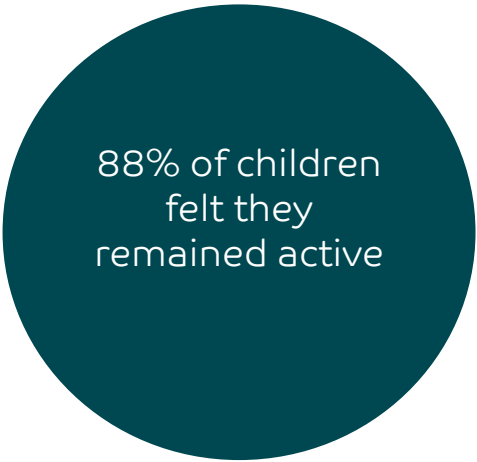
88% of children who responded to the post game survey said they felt they had continued to be active.

42% children who were inactive at registration had become active 6 months after Beat the Street.

In addition, there was a 5% decrease in the proportion of children reporting being less active (Based on n=22 matched pairs).

Further, there was 14% increase in the proportion achieving 420+ minutes of activity per week (based on n=22 matched pairs).

Definitions:
Less Active = Less than an average of 30 minutes a day.
Fairly Active = An average of 30-59 minutes a day.
Active Across the Week = An average of 60+ minutes a day



VISITING CANALS

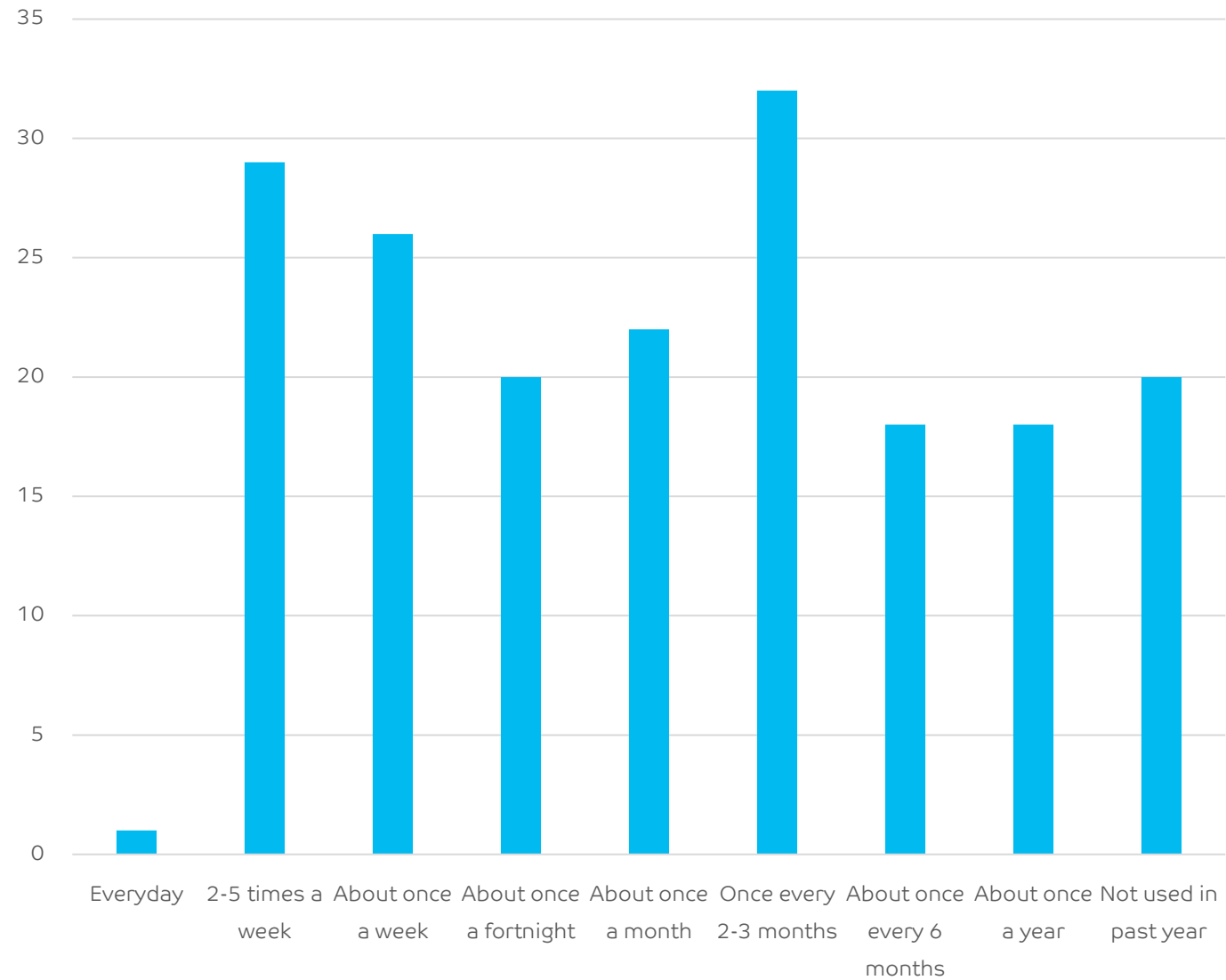
Throughout the sustain phase, we have continued to promote the use of canal activities, and the towpaths as a place to be active.

The partnership between Burnley Together and Canal & River Trust is continuing to ensure any further opportunities for joint working are identified and capitalised on.

“We take regular walks along the canal between Barden lane to Nelson and back on a Sun and always running and playing at the local park”

90% of people said they visit canals more frequently or the same as before

How often have you visited a canal in the past 12 months?



ADULT WELLBEING

Immediately after Beat the Street ended in November 2021, mental wellbeing amongst participants had improved demonstrating the impact of taking part in this mass participation event. Six months later however, mental wellbeing scores had decreased slightly across the board, with the biggest difference being amongst the inactive group. This highlights that inactive people have lower wellbeing scores than those who are fairly active or active. It also highlights there is still work needed to raise awareness of the evidence and importance that being physically active can have a positive impact on people's mental health and wellbeing to support lifting people out of inactivity.

The six-month data show that players who were active and fairly active at registration showed declines of 0.2 and 0.4, respectively. Among those inactive at registration, the reduction was steeper, 2.9 points.

Despite the low wellbeing scores, anecdotal evidence taken from the six-month survey shows that Beat the Street did help some players to improve their mental health and wellbeing.

“My husband started walking my daughter to school everyday so they could tap the Beat Boxes on the way down and they have continued to walk to school together every day, which has been great for their well-being, their bond, and the environment too .”

“My son is Autistic and it was a really good incentive to prompt him to get out and about. The whole family got out together and played games while walking which was great for the children's imagination.”

“We all certainly benefited from Beat the Street physically as well as mentally & we became more of a team which was lovely.”

“We have felt happier and healthier and made us have more energy”

SUPPORTING ACTIVE TRAVEL

What would help you travel to school or work more by walking, cycling or wheeling?

We received 127 responses to this question. Around 14 people mentioned bringing Beat the Street back or having some sort of incentive, reward system to motivate them to walk or cycle more. 17 people said they already walk or cycle to school regularly and 12 people mentioned infrastructure barriers, including cycle routes, traffic around the school and bike storage. 13 people mentioned constraints around time and living too far away from their child's school.

“Segregated cycle paths. Or at least bike lanes that aren't full of parked cars”

“Unable to do as I have to drop my 10-month-old off at the childminder”

“Walk friendly route suggestions”

“My daughter would love to cycle to school but traffic is really heavy and often too fast on Lowerhouse Lane, so speed restrictions. bumps maybe”

“More safe cycle routes, make the pavements for cycles and pedestrians where there is enough room”

“Reward system”

“More cycle lanes or signage telling drivers to give cycles a wide berth”

FEEDBACK – ADULTS

“Continuing family walks and spending quality time together outside” – Male

“It motivated me to maintain my activity levels and I have tried to maintain lunch time runs twice a week and a gym session once a week. My son also regularly asks to take the dogs for a walk and can walk for longer without complaints. He asks about playing Beat the Street again, and talks about it when we pass locations where Beat boxes were.” – Female, aged 30-39

“We have always walked to and home from school but after Beat the Street we go further afield now.” – Female, aged 40-49

“I loved meeting new people and having a chat with them.” – Female, aged 60-69

“Beat the Street encouraged us to develop a walking habit that we have kept up since it ended. It introduced us to places around us where we could walk and enjoy the town.” – Male, aged 40-49

“It made walks more fun for the children” – Female, aged 30-39

“Gave us chance to have fun and spend time together. My son has hypermobility and has pains in his heels, but it still got us out with pooch too. Was great seeing and talking to other parents from other schools in our area who we never even seen before.” – Female, aged 40-49

“We walked new routes and visited areas we had not been to before.” – Female, aged 40-49

“I have joined in with pendle forest street orienteering” – Female, aged 50-59



FEEDBACK – CHILDREN

“We have felt happier and healthier and made us have more energy.” – Girl, aged 11 and under

“It was a good family fun time” – Boy, aged 11 and under

“We enjoyed going on lots of walks and going out running and on our bikes.” – Boy, aged 11 and under

“We really enjoyed Beat the Street, it was fun, and we were active. We walk to school more.” – Girl, aged 11 and under

“I loved walking to and from school with my mummy and at the weekend with my family.” – Girl, aged 11 and under

“I have seen new places with my mum and tried new things like climbing.” – Girl, aged 11 and under

“It was so fun going to different beat boxes. We did it as a family; I enjoyed myself” – Girl, aged 11 and under

“We take regular walks along the canal and always running and playing at the local park” – Boy, aged 11 and under

“I loved walking with mummy and daddy and grandma and grandad” – Boy, aged 11 and under



CONCLUSION

Beat the Street Burnley set out to increase levels of physical activity across the population, help address health inequalities and increase the usage of the canal towpaths. Alongside this, we aimed to promote active travel and improve mental wellbeing amongst participants. The programme also aimed to improve and build on partnership working across the Borough and capture any learning and insight that could help drive future policy around physical activity interventions.

Over the 6-week game phase, 10,523 children and adults from across the Borough took part in Beat the Street. Of those who registered, 30% of adults and 47% of children self reported as being inactive or less active at registration. 56% of registered participants were living in the top 20% deprived areas in Burnley and 14% were from minority ethnic groups. These groups are all more likely to experience health inequalities.

An analysis of pre and six months post game data provided by participants demonstrated that 41% of adults and 42% of children were lifted out of inactivity (adults) or low levels of activity (children). Overall, there was a 5% decrease in the proportion of children reporting being less active. Furthermore, there was a 14% increase in the proportion achieving 420+ minutes of activity per week.

Responses in the six-month post-game survey showed that 88% of children and 83% adults had remained active during the 6 months period following Beat the Street.