



Beat the Street Burnley Six month report 2023





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Executive summary

Beat the Street works by using gamification to incentivise people to make small behaviour changes to their lifestyle, such as travelling actively to school or work, spending more time outdoors and discovering the assets of their local community. Building on the success of the programme delivered in 2021, Beat the Street Burnley 2023 was used to help launch Burnley as an #outdoortown.

The game phase of Beat the Street took place across 6 weeks in May and June 2023 and over 12,000 people from across Burnley took part, travelling 155,121 miles. Immediately after the game, players who took part reported increases in physical activity levels and improvements in mental health and wellbeing. Players also reported cycling, walking or wheeling more for travel and there was an increase in feelings of nature connectedness. Since the game ended, the local team have been working with partners and communities across the town ensuring there are opportunities in place for people to continue to be active and connected to their environment. Some of the activities that have taken place are detailed in this report.

A follow up survey was sent out to players six months after the Beat the Street game to find out whether behaviour change seen after the game had been sustained. The findings show that 85% of adults and 90% of children felt they had continued to be active since the game ended. Responses show that more children had spent time in green spaces and travelling along the canal towpaths. Further to this, more children reported feeling safe whilst travelling along the canal towpaths.



Post-game engagement

Beat the Street was delivered locally, lead by Burnley Leisure & Culture. Since the game ended Burnley Leisure and Culture have been working with, and through, their partners to ensure that Beat the Street has a lasting legacy. Below are some of the activities that have been delivered in the months since Beat the Street.

Tree Planting

A partnership between Burnley Leisure and Culture and Burnley Borough Council helped to secure funding through Trees for Cities, which saw over 7,500 trees planted across the borough. This included the 2,400 trees earned by Beat the Street players. A schedule of tree planting dates was created, and planting sites were identified in each ward across the borough.

All participants were invited to join us in planting their hard-earned trees. This was heavily promoted on the Beat the Street platforms, through networks and partner organisations and in all schools. A4 Beat the Street style maps of the tree planting sites were printed and delivered to all primary schools, along with A1 posters to be displayed in school. To date, 13 schools have supported the initiative by bringing full classes, their eco warriors, and an array of students and staff to the plantings.

Planting has also been supported by hundreds of community volunteers, many of

“Maybe in 20 years when the trees are grown, my children will be playing BTS in the new woods.”
Child, 9



“We have come to plant our Beat the Street Trees.”
Family of 4



“I’ve already joined on one planting date, but I thought I best come and help again. I have earned the trees so I best plant them.”
Brian, 69.



Each site will have a lectern style notice board installed with special thanks to Beat the Street players for their contribution. The notices will also include further information about the planting site, from heritage to biodiversity and will include a QR code for further information and links to the newly established #OutdoorTown webpage.

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Beat the Street supporting #OutdoorTown

Beat the Street continues to be a catalyst for #OutdoorTown, and a reminder of the impact large scale, collaborative, place-based initiatives can have on wider priorities.

Beat the Street Legacy objectives align and feed into the wider #OutdoorTown vision, currently being produced. The #OutdoorTown vision will replace what was previously the town's Sport and Physical Activity Strategy.

Through a series of #OutdoorTown Strategy planning meetings, Beat the Street has been embedded within the vision, with plans to use the game in 2025 and 2027 to accelerate and further promote developments, programmes and opportunities within the town. During one of the strategy sessions, partners were asked to collectively provide ideas for how further programmes could be funded.



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The Active Burnley Forum

The forum is a sustained legacy of the 2021 Beat the Street programme in Burnley and is constantly expanding and evolving. The Active Burnley Forum is a sustainable and proactive local network, prioritising the Burnley #OutdoorTown vision.

United by a common purpose, the forum meets twice a year, creating the time and space for conversations and collaboration to deliver the action plans that sit behind the #OutdoorTown vision. With an improved system and increased awareness of opportunities for people to be active, organisations are beginning to form a healthy, developmental and sustainable self-led relationship with the outdoors.

Library Walks - Themed walks

The library walks were developed as a result of positive engagement from the libraries during Beat the Street 2021. A short series of led walks were trialled, and as a result a larger walk schedule in 2022 was established. This developed in 2023 with more volunteers coming on board to offer “themed walks” from a variety of locations across the borough.

The themed walks proved very popular, with over 120 participants turning out for a Bat Walk at Gawthorpe Hall and over 80 participants for an evening glow walk in a local park.

The schedule for 2024 is currently being established with more partners and volunteers on board as local partners continue to use the walks to entice people to get outside and move more. The walks are also a positive way to promote physical activity through heritage, arts, and other sectors.

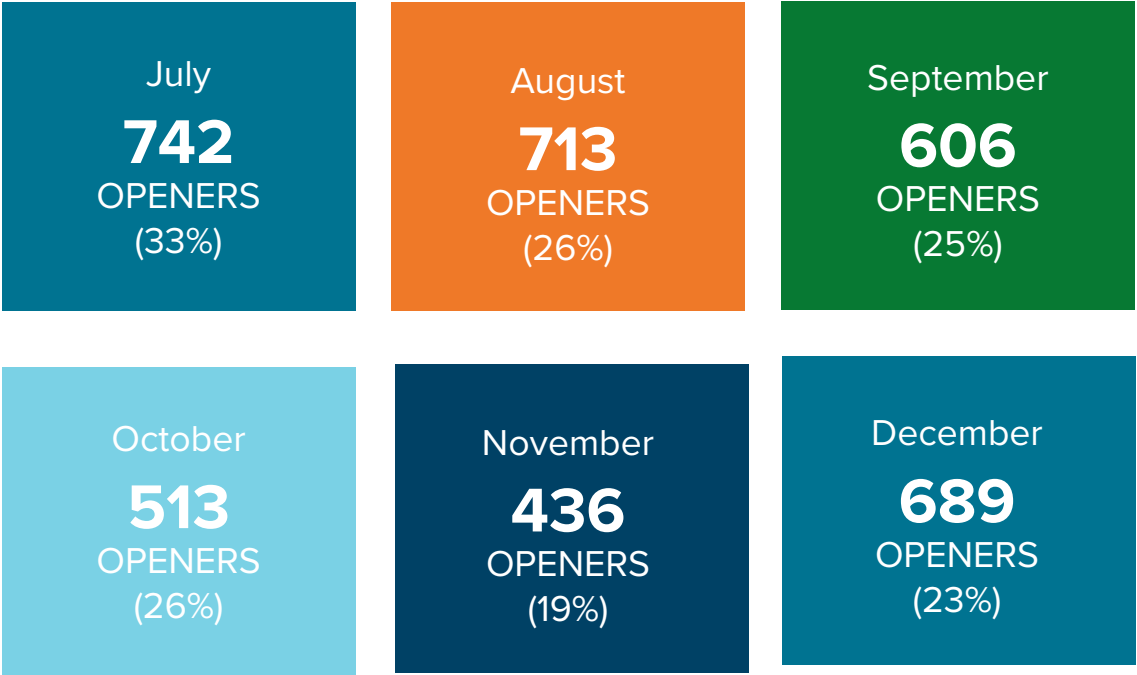
Big Burnley Walk

Feedback from Beat the Street 2021 highlighted that there were many trails, paths and routes across the borough that were discovered for the first time by participants. As a result, Burnley Leisure and Culture wanted to provide a free opportunity for residents to come together and take part in a larger walking challenge that connected people and communities, encouraging discovery and exploration of the borough.

The Big Burnley Walk was piloted in 2023 with over 120 people taking part in the 3 routes offered. A short stroll (3 miles), a medium route (8 miles), and the challenge of The Big Burnley Walk (13.2 miles). After the success of the pilot, the decision has been made for the walk to return this April. Three new routes have been created to encourage further discovery, exploration and promotion of the fabulous walking routes and opportunities residents have right here on their doorstep.



Monthly Newsletters



Hello Burnley!

October sees International Walk to School month, so head outdoors and get involved! In this edition, we share Burnley Nature Festival, Geocaching, Spooky themed walks. Plus, a new podcast episode, Walking Bingo, and Wellbeing Calendar



Local Events



Autumn Walking Bingo

Give our Autumnal Walking Bingo a try! See how many can you check off on a local walk.

Download our Autumn Walking Bingo



Empower your health and connect to nature

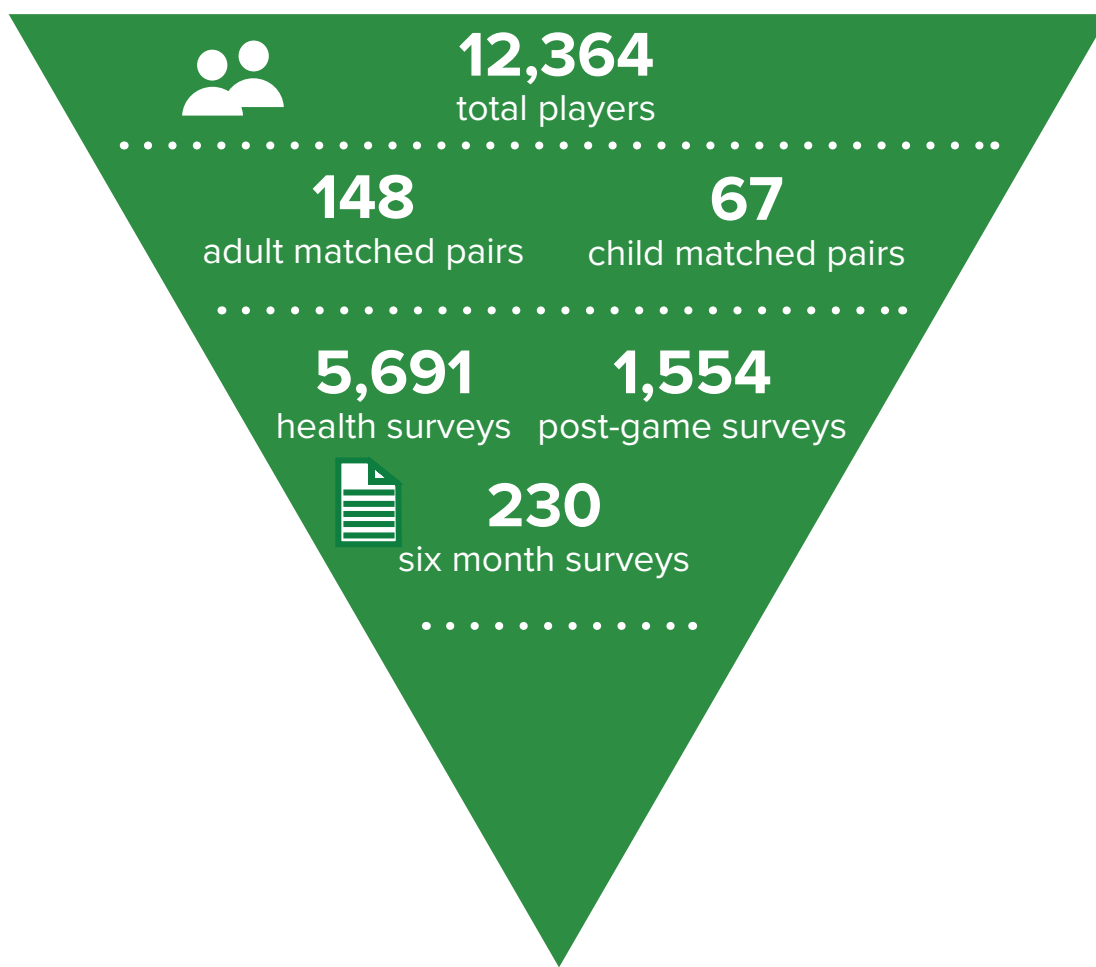


Listen to our podcast

Ever wanted to know more about herbs and nature? Then listen to our latest exclusive episode! This time we are joined by Hannah, who shares a range of insights. Including her wealth of herb and nature knowledge, the power of plants, herbal prescriptions, nature walks, the importance of wildflowers and weeds and the overall benefit of nature to everyone.

Join us for a deep dive into the natural world. We love hearing from you, so send us your thoughts. Don't forget to subscribe and leave us a review!

The impact after six months



Capturing the Data



85%

of adults felt that they had remained active



90%

of children felt that they had remained active



2%

decrease in the proportion of inactive adults living in IMD 1-2 areas



Increased levels of life satisfaction



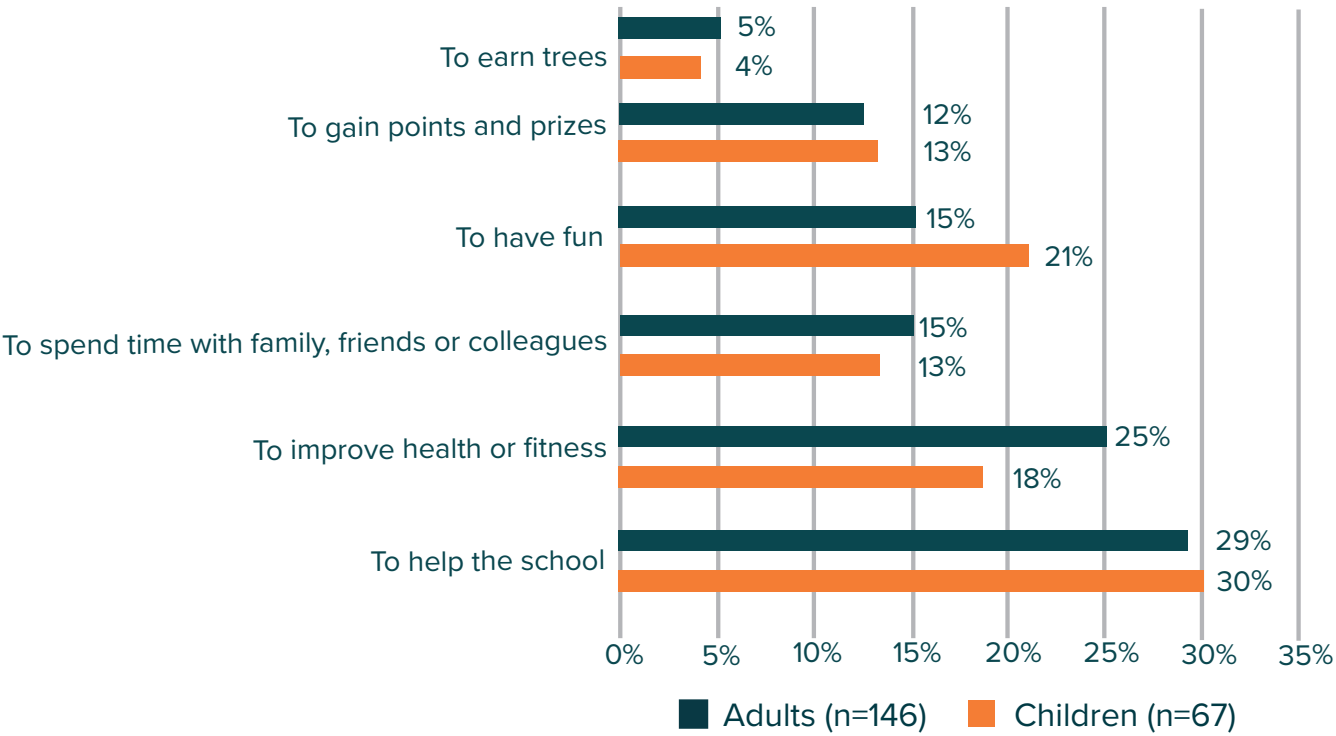
8%

increase in the proportion of children travelling along a canal's towpath

Motivations

Six months following the game, 30% of children (n=67) and 29% of adults (n=146) reported that they had played “Beat the Street” to help their school, representing the largest share of participants. More children (21%) joined to have fun than adults (15%). Furthermore, adults were more motivated to improve their fitness than children (18%).

What was your main motivation to take part in Beat the Street?

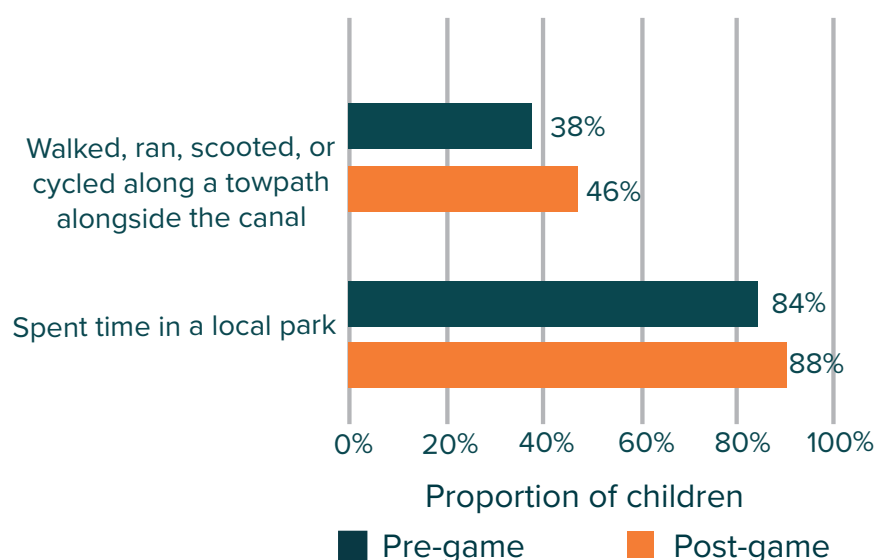


Children's feedback

Beat the Street encourages people to spend more time in their local parks and greenspaces, which is beneficial for both physical and mental health, as well as helping people to feel pride in their place. During the game, we incentivised participation in these spaces through events, bonus points, gamification and comms.

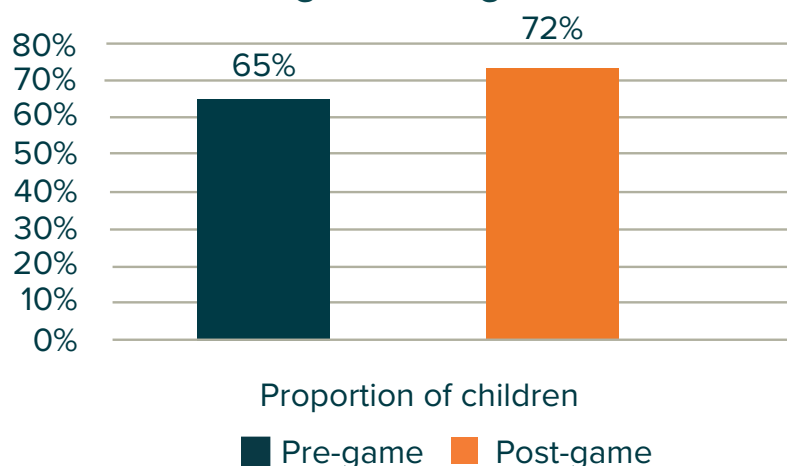
Six months following Beat the Street, there was a 4% increase in the number of children spending time in local greenspaces, rising to 88%. Additionally, the percentage of children who reported walking, scooting, or cycling along the canal's towpath increased by 8% to 46% (n=50 matched pairs).

Spending time in parks and travelling alongside the canal - children



Children's sense of safety whilst using the Canal towpaths also increased. There was a 7% increase in the proportion of children feeling safe while traveling along the towpath six months after the game (n=46 matched pairs). Furthermore, the proportion of students reporting feeling unsafe to travel to school by active means decreased by 5% to 7% (n=41 matched pairs).

Children feeling safe alongside the canal

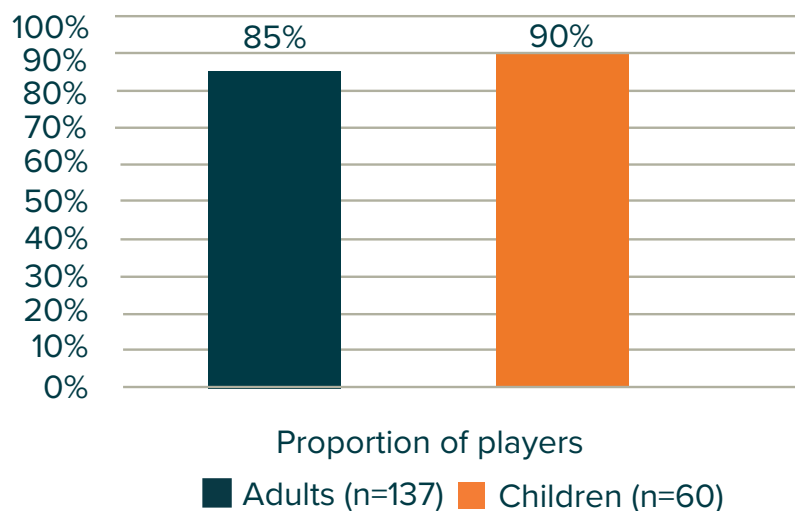


Physical activity behaviour change

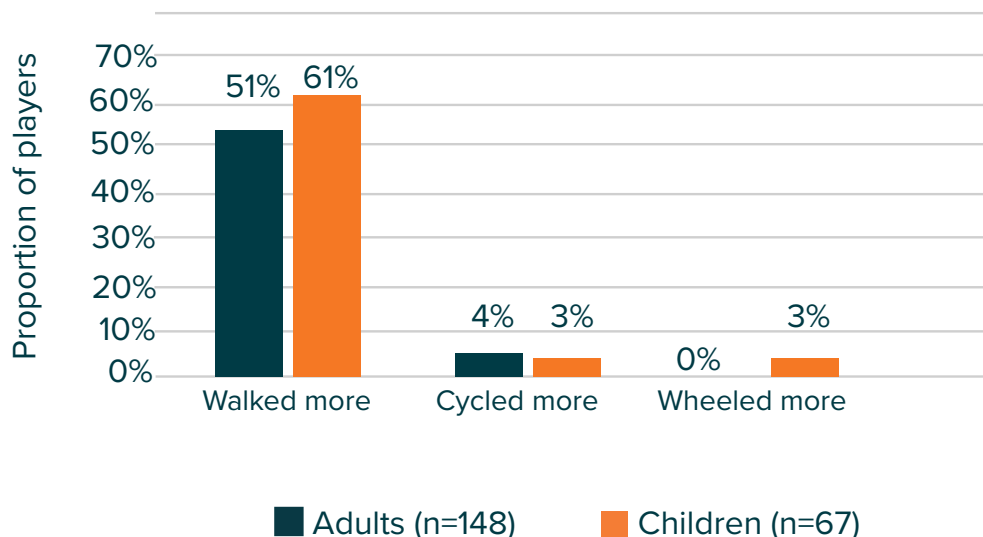
Six months after Beat the Street, 85% of adults (n=137) and 90% of children (n=60) reported that they had continued to remain active.

Furthermore, 55% of adults (n=148) and 67% of children (n=67) reported that they had travelled more by active means since the game.

Have you continued to be active following Beat the Street?



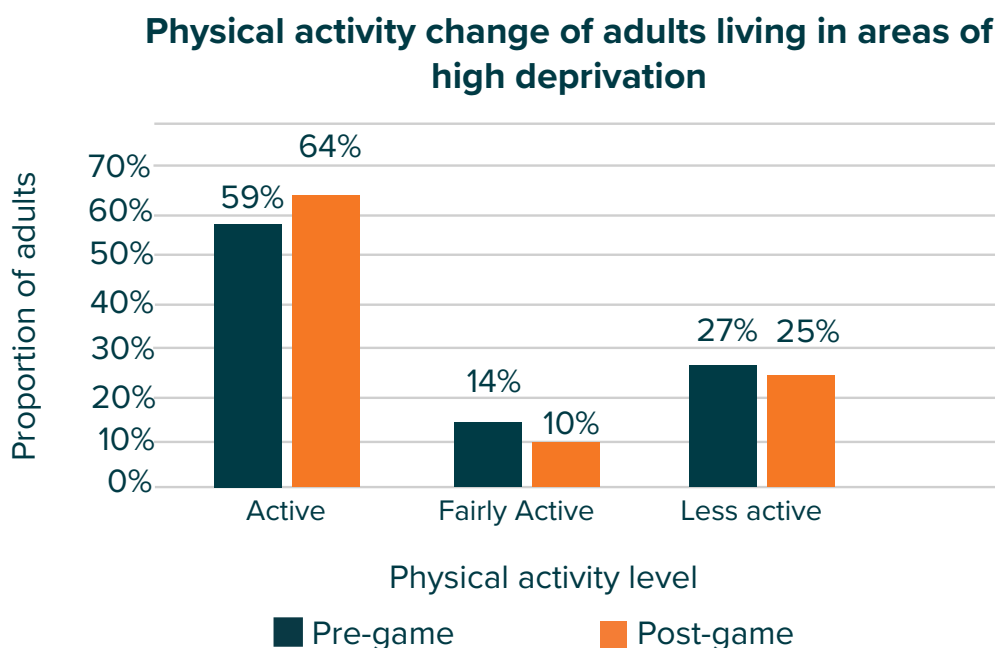
Have you travelled by walking, cycling or wheeling more since Beat the Street?



Adult physical activity

Overall, there was a slight decline in activity levels amongst adults six months after the game finished. The proportion of active adults decreased by 3% to 63% (n=133 matched pairs). This could partly be down to a seasonal effect.

However for adults living in areas of high (IMD 1-2) deprivation, there were more positive results for physical activity. The proportion of inactive decreased by 2% to 25%, while the proportion of active increased by 5% to 64% (n=59 matched pairs).

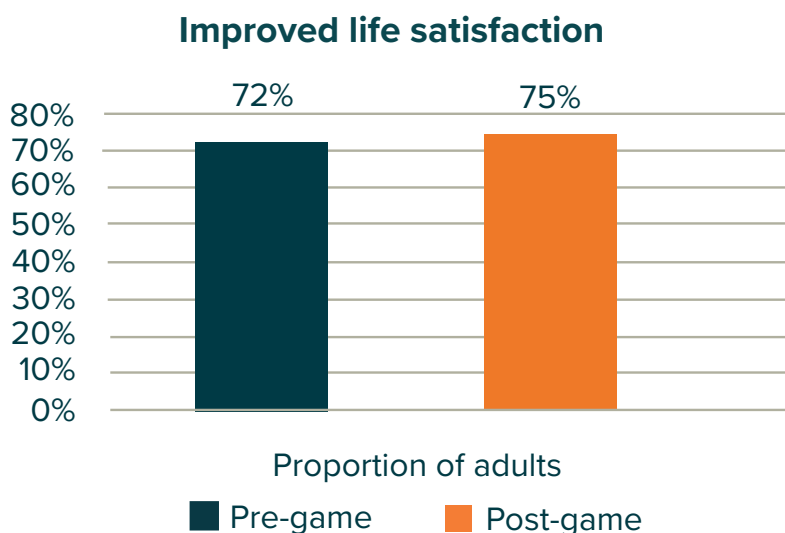


*Definitions: Less active= Less than 30 minutes a day, Fairly Active = 30- 59 minutes a day, Active across the week = an average of 60+ minutes a day



Adult Mental Health and Wellbeing

Six months after the game, the proportion of adults reporting very high or high levels of life satisfaction increased by 3% to 75% (n=132 matched pairs). For adults living in areas of high (IMD 1-2) deprivation, the proportion experiencing very high or high levels of life satisfaction increased by 4% to 69% (n=55 matched pairs).



Feedback

"By taking in part in Beat the Street, me and my family have developed the habit of walking everyday. Instead of using transport, we prefer to walk which is really good for our health. I overcome my asthma attacks by walking everyday. Thank you Beat the Street." Female, 19-29

"Spending time with my daughter and being active."
Male, 40s

"Found new areas of interest to explore locally which we discover whilst looking for Beat Boxes."
Female, 40s

"We spent time together as a family and were more active."
Female, 30s

"Got good exercise, earned trees."
Female, 11 and under

"We try and walk more
We all love Beattie the Hedgehog."
Male, 11 and under

"Spending time with my family."
Female, 11 and under

"We spent more time outdoors and doing things together."
Male, 11 and under



Conclusion

Beat the Street Burnley set out to support people to get active, whilst exploring and discovering their town. The programme also aimed to increase physical activity levels, improve mental wellbeing and raise awareness of the outdoor spaces that are in their communities, including the canal towpaths.

The six-month programme report provides an analysis of the longer term impact observed during the six-week game phase and subsequent activity delivered, based on participant survey responses.

In areas with higher levels of deprivation (IMD 1-2), there was a 2% reduction in the inactivity rates among adults, and an increase in adults reaching CMO guidelines for activity. There was also a sustained improvement in mental wellbeing amongst adults.

Additionally, the data showed a 4% increase in children's use of greenspaces and an 8% increase in their travel along the canal. The findings show an improved perception of safety in these areas among children. There was also a 5% decrease in the number of children reporting feeling unsafe while traveling actively to school. Further, 55% of adults and 67% of children have increased their engagement in active travel methods since participating in the game.

The report also shows how Burnley Leisure and Culture and other local partners have capitalised on the momentum of Beat the Street and how they have ensured it has supported the vision of Burnley as an #OutdoorTown.





Beat the Street was delivered by Intelligent Health.

For more information please visit: www.intelligenthealth.co.uk