



Beat the Street Burnley Post-game report 2023





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Foreword

Despite its industrial past, Burnley is actually two thirds countryside. Beat the Street is an important part of the #OutdoorTown theme for Burnley, because by encouraging people to be outdoors more, exploring their place on foot, they will naturally experience the borough's wonderful green and blue spaces.

#OutdoorTown for us is about recognising and celebrating the fantastic natural and built environment on our doorstep, making more use of the opportunities the outdoors offers. It is also about strength, resilience, mental and physical wellbeing and promoting active travel and healthier lives. It aligns with the National Trust's mission to reconnect a generation of children with nature and the outdoors, and because Beat the Street is driven through schools and families it is helping us on that journey. Through the points accumulated in playing Beat the Street and being active, schools and businesses have earned trees that they will be able to plant later in the year. Over 2,000 trees will be planted as a legacy of this year's game, with thousands more planned over the next few years.

Beat the Street draws people to different parts of the town, and it has helped us engage with many more people from communities that are traditionally underrepresented. Because the game covers the whole borough it is inclusive, and it simultaneously makes use of, and promotes the town itself - the open spaces and hidden gems of Burnley - an #OutdoorTown.

Paul Foster - Deputy Chief Executive, Burnley Leisure and Culture

In Burnley, where 94,700 people reside, over 71% of the population lives within 1km of the canal. Beat the Street plays a vital role in bringing to life the Canal & River Trust's vision of living waterways that transform places and enrich lives. We believe that spending time by water makes us happier and healthier. That's why we work with communities to help them connect with their local canal or river, creating places and spaces that can be used and enjoyed by everyone, every day.

By actively engaging with communities, Beat the Street encourages people to explore and enjoy the canals and rivers managed by the Trust, ultimately fostering a deeper connection with these waterway corridors. This active engagement not only promotes a healthier lifestyle but also allows people to experience the transformative power of these waterways first-hand. The core purpose of the project was to create vibrant, inclusive waterways that integrate with local infrastructure, and highlight active travel routes which are valued as sustainable assets. Collaboration and co-creation with stakeholders served as the foundation for effective partnerships and insights, ensuring the wellbeing of individuals, communities, and the environment.

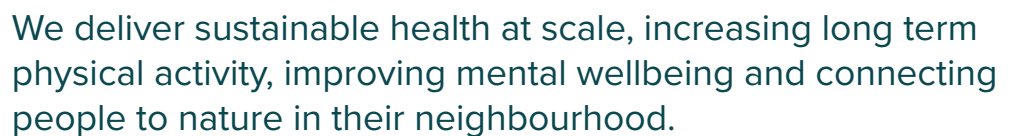
Together, we are living the vision of Burnley as an #OutdoorTown, having fun, and forging stronger bonds with our surroundings and each other.

Vicki Birch - Participation, Health & Wellbeing Project Manager (North West), Canal & River Trust

Introducing Intelligent Health

Intelligent Health aims to improve health at scale by focusing on **people**, the **place** they live and helping to provide **purpose** in their lives. This supports building the resilience essential to combat inactivity, loneliness and poor mental health, all of which have been exacerbated by the Covid-19 pandemic.

What is Beat the Street?



For residents it provides a fun gamified method to get out in their community and make small changes to daily behaviour that has a big impact.

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The programme supports long-term behaviour change by making physical activity an enjoyable, integral part of everyday life. It inspires players to participate through gamification strategies, motivating positive behaviour that, over time, becomes the daily norm. Through the programme, players demonstrate that even small changes, when adopted on a daily basis, can have a big impact.

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

Impact



1.7 million
participants



Thousands of community
organisations in **164** towns
and cities across the UK
and beyond



60% of those who are
inactive (adults and children) at
the start become and remain
active up to two years later.

Findings

What we set out to achieve

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.

This report demonstrates the impact Beat the Street has had on individuals and communities, through the analysis of pre and post intervention data, case studies, movement data, anecdotal information and digital performance. We utilise these findings to identify key themes and insights which can help inform future local planning of health, wellbeing and community initiatives.

Headline results



Registration data was collected on 8,500 people at the start of the game, providing audience insight into who was taking part; their age, gender, ethnicity and postcodes.

A further 5,691 people completed an 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 another health survey containing additional questions which has allowed us to measure the behaviour change and impact that Beat the Street has had on individuals. Matched data analysis shows that 38% of inactive adults became active and 40% of less active children became active.

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 63.1% of adults and 47.2% of children meet these guidelines for physical activity. In Burnley, these figures are 56.7% for adults and 45.7% respectively, much lower than average for England.

Data also shows that people in most disadvantaged areas are less likely to be active, and therefore have worse health outcomes. *(Source: Government indices of deprivation)

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, particularly in children. Sport England data suggests that around 100,000 fewer children were active during the pandemic compared to the same period for the year before. These drops were mainly seen in {gender/ethnic groups where the declines in activity were mostly seen and compare male/female patterns}.





Partner collaboration

Beat the Street Burnley was brought to the town through a local partnership including Together an Active Future, Burnley Borough Council, NHS Lancashire and South Cumbria Integrated Care Board, Canal & River Trust, and other partners.

Throughout the six-week game phase, we worked with partners to co-deliver and promote local activities, events, campaigns and services to help raise awareness of local provision and enable sustainability.

In Burnley, the local engagement role was undertaken by Alexis Turner, Outdoor Activity Connector for Burnley Leisure and Culture, who aimed to connect physical activity opportunities across the town. This ensured that the game benefitted from someone who already had good existing knowledge of local partners, and the community.

Tree Planting

An additional element for the Burnley 2023 programme included turning Beat the Street points into trees to be planted across the town. For every 2,000 points a team earned, a tree would be planted on their behalf later in the year. Each team would also be recognised by the placement of a plaque or signage to highlight their contributions.

A schedule of tree planting days across all 15 wards in the borough will be circulated and all participants invited to come along and support. Schools, where feasible, also have the option of planting trees earned on their school site.

By introducing the tree planting element to Beat the Street, we aimed to highlight the links between physical activity and climate action, using the scale of the game to raise awareness of the importance of climate action and promoting existing initiatives in the town. Bringing in tree planting also highlights the importance of caring for nature and improving nature connectedness, promoting pride of place. We also hoped that this might engage a new demographic of people who engaged with Beat the Street specifically to support the tree planting element. At the end of the game, a total of 2,400 trees were earned.



Local engagement

The Active Burnley Forum, set up off the back of Beat the Street Burnley 2021, were integral to helping shape the programme based on their experiences from last time. Through the Forum, work has continued to engage with a range of stakeholders, helping to strengthen networks across the town and support the Legacy element of the programme.

A Beat the Street engagement group was brought together before the game began, inviting all key partner organisations to input into decisions, such as distribution points and themed weeks. Multiple sectors were represented at the steering group, including; Health, Education, Local Authority, Leisure and others.



Schools

Through links with the local School Games Organiser, the Engagement Coordinator presented to all school sport leads in January 2023 to make them aware of the upcoming game. All 33 Primary Schools, including one SEN and one Islamic school, who were invited to take part in Beat the Street Burnley 2023, got involved.



33
primary schools



17
interactive assemblies



Schools were all offered assemblies and the Engagement Coordinator visited and delivered an interactive assembly to 17 of the schools. The assemblies included all the information about the game, how to sign up, themed week bonus events, the tree planting initiative and more.

Those schools who didn't book an assembly were sent a video which included all the above information. The video featured the Engagement Coordinator in different locations around the town and also included school children from a local primary school, helping to ensure the information delivered was from local people, in local places and spaces.



Throughout the six weeks, the school sport leads were sent regular updates reminding them of bonus events and local activities, as well as a communications schedule making it easier for schools to promote Beat the Street through their channels. This served to keep schools engaged and motivated throughout the game.

In week five of the game, the schools at the bottom of the leaderboard were invited to take part in a mini challenge. A £300 leisure activity voucher was up for grabs for the school who could engage the most new players within this week.

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School support

We offered support for school Beat the Street walks. One school reached out for the offer and were supported with a full day of walks for each class to experience and participate in Beat the Street, supported by the Engagement Coordinator and local partners Newground Together Active Lifestyles team. Other schools also lead their own Beat the Street walks with the whole school, a class or as extracurricular walk and talk clubs.

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Connecting the community



The Engagement Coordinator also had a role in recruiting community and workplace teams. Throughout the anticipation phase colleagues working on the Sport England Local Delivery Pilot (LDP), Together an Active Future (TaAF) promoted Beat the Street in all meetings encouraging organisations to create teams, or to promote and encourage those they work with to create teams.

Information promoting the benefits of Beat the Street was shared on LinkedIn, and via the East Lancashire Chamber of Commerce in a drive to increase workplace participation in the game.

Distribution points were highlighted through consultation with partners prior to the game, making sure there was a good spread across the borough. These were: Reel Cinema, St Peter's Leisure Centre, Padiham Leisure Centre, Burnley Library, Padiham library, The Chai Centre, Tesco Express Casteron Avenue, Asda, Padiham Tesco, Coalclough Library and Pike Hill Library. This meant all libraries in the borough were highlighted as distribution points as we continue to build relationships with the libraries, and encourage people to visit.



Brian's Story

Brian Hartley, Aged 69

Brian first heard about Beat the Street when a Beat Box installed on a street in Hapton caught his eye. His curiosity led him to the Beat the Street website, and he decided to sign up.

Brian likened the game to Geocaching which he loves. One main element Brian enjoyed of Beat the Street was the exploration and map reading. His initial aim was to use the map and head out to tick off and find all the Boxes across the borough throughout the 6-week game phase period.

When registering his card, he was prompted to join a team. He elected to join the Casterton Primary School team, as his neice's children attend there. They were most grateful for the contribution of points Brian achieved.

Before playing Beat the Street, Brian would keep himself healthy through gardening and some walking, heading up Pendle Hill a couple of times a year. Beat the Street inspired Brian to dig out his bike, he thought cycling would be a more suitable and easier way of getting around the borough to find the Boxes. When asked if he was a keen cyclist and had been cycling before the game his response was *"not for many years. It cost me a fortune to get my bike back on the road again, it needed a new tyre and everything"*.

Brian set out cycling, he quickly ticked off all of the Beat Boxes, but he was then motivated to continue playing when he realised he was in the top 10 on the leaderboard. He admittedly shared, *"it was a little easier for me to spend the day out cycling collecting the points as I am retired and I know others on the leaderboard had to work"*. Brian enjoyed the challenge, and that the initiative gave him something to do and got him out of the house.

Often he spent full days cycling the borough, which other players on the leaderboard noticed, many of them commenting that Brian then became the motivation and the start of a knock-on effect for them all to head out to maintain their positions on the leaderboard.

It was a great motivator for others, and himself, although he *"spent a fortune on cups of tea and ice creams"* on his pit stops. Brian mentioned he had also managed to lose quite a few lbs in weight whilst playing too, which was particularly noticeable across his belly.

However, the best part of playing for Brian was “*meeting new people and players*”. He began cycling and meeting up with other players on the leaderboard, even spending the full day out cycling on the last day of the game with a fellow player and having a pit stop to attend and support the Summer Solstice walk. It was lovely to see players coming together.

Brian also attended the Beat the Street prize giving presentation at the Living Well event with another player and her family. It was lovely to meet Brian, and great to see that Beat the Street offered him something to get him out exploring the borough, which also led to multiple social, mental and physical health benefits for him too.



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Rosegrove Infant School

“We love Beat the Street at Rosegrove. It is a fantastic initiative, and it really brings our school community together. After finishing on the leaderboard in the 2021 game, we are determined and motivated to try and reach a podium finish again. It is great because it also supports our wider curriculum. We have used it for geography when we have been looking at mapping skills and locating points on a map. We located the Beat Boxes by the children following a small part of the maps that were provided, planning a route and carried out a local walk and located and scanned 5 of the Beat Boxes around Rosegrove and Lowerhouse. The children followed on from this by creating their own map keys of the different physical and human features of Rosegrove. We have saved these maps and will be carrying out this activity every year going forward as the children loved it.”

- Mr Crossley - teacher at Rosegrove Infant School



Carl's Story

"Where to start? Well first of all, this is such an amazing way to exercise using the Beat Boxes as motivation to 'do one more'. I've often found myself coming to the end of my journey doing the Boxes and then finding there's another one close by. If you use the app there's the added motivation to seek out the Gems which vary in points, as well as receiving the bonus hidden Gems! The benefits to the community as a whole has been enormous in my opinion. I've met new friends, discovered a lot of new places/parks/paths that I didn't know existed and have done a lot more miles than I would usually do, which has benefited me enormously.

While we are all at different levels in regards to our fitness, lifestyle, work and family, I would like to think that we have all motivated each other to exercise more, whether it be walking, running or cycling!

Well done Beat the Street, and to our amazing coordinators for all the encouragement and ideas!"



Launch event

The Beat the Street Burnley game was launched with community partners in the Easter holidays, around 3 weeks before the game phase started. The event was held in a local park and families took part in activities including an Easter walking trail and outdoor bug hunt.

A separate launch event specifically for stakeholders and media was delivered to coincide with the bi-annual Active Burnley Forum. The event included speeches from School Games Organiser, Helen Tyson, on the importance and links between climate action and physical activity. As well as from Dr William Bird, CEO and Founder of Intelligent Health, Daniel Greenhalgh from Canal & River Trust and Paula Crake from Burnley West Primary Care Network. Hearing from these partners highlighted the benefits of Beat the Street as a place based initiative which supports the aims of multiple sectors. There was also a dance performance from the Burnley school dance competition winners Padiham Green and a demonstration Beat the Street walk.

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In-game events

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

The events also provided us with an opportunity to work with local partners, organisations and venues.



During this week, players get to grips with the rules and mechanics of the game. To further raise awareness of Beat the Street, the Engagement Coordinator continued to deliver school assemblies and speak to community groups. There was an early opportunity for players to visit a mobile Beat Box in a local park as part of school sports day.



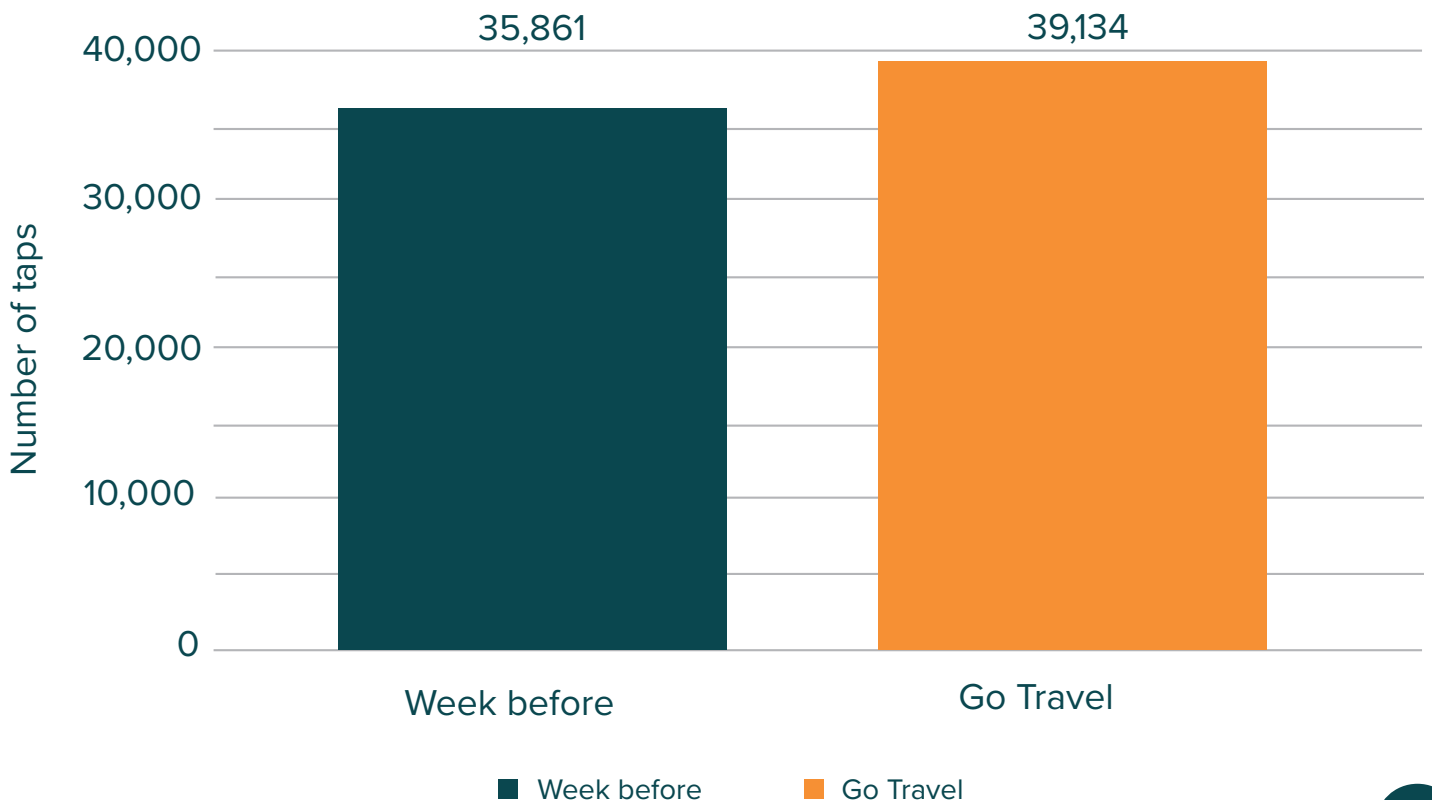
This week aims to help players explore new areas, routes and assets of Burnley that they might not otherwise been aware of, by offering triple points on multiple random mystery Beat Boxes during the weekend of Go Explore. This week, we also promoted parkrun and junior parkrun, Park Yoga and Eden Project Big Lunch.



This week coincided with national Walk to School week and is all about encouraging people to leave the car at home when travelling to school or the office. To do this, we offered double points during typical commuting/school journey hours to encourage and incentivise active travel. Events that took place this week include Gannow Walk & Talk and a 'Let's Paddle' at Finsley Gate Wharf.

Players recorded 39,134 taps during typical travel times during Go Travel, up 8% from 35,861 a week earlier.

Engagement during Go Travel



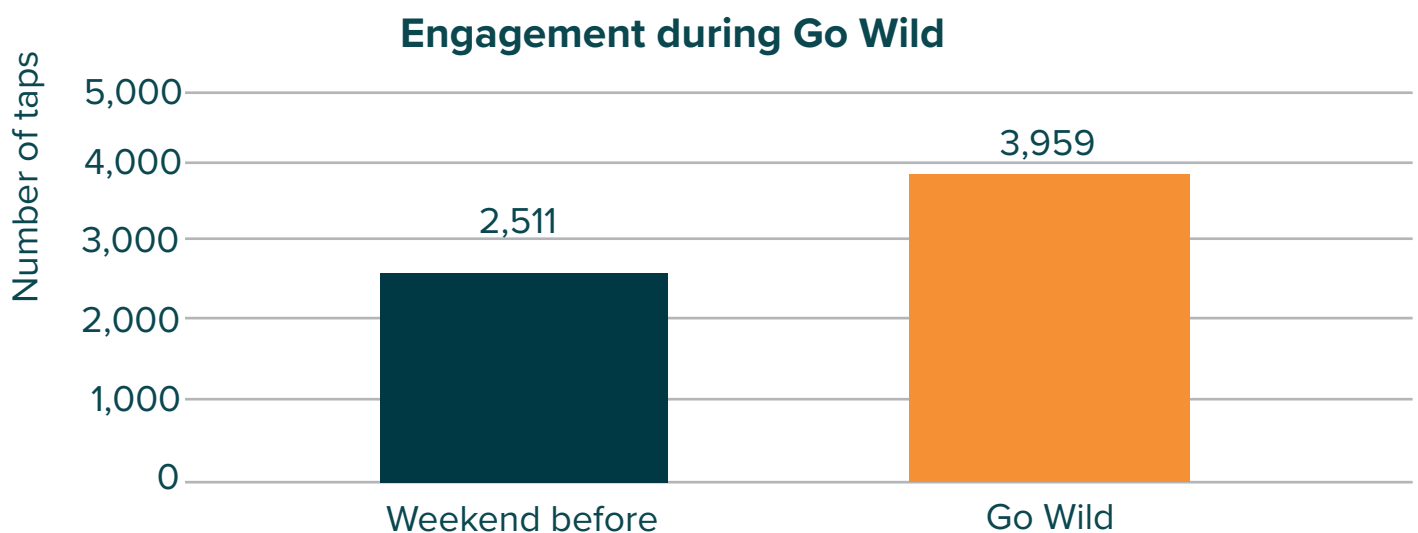


Go Wild fortnight aimed to connect people to the parks, greenspaces and canal towpaths across Burnley. For this week, double points were offered for taps on Beat Boxes in parks and other green and blue spaces, to incentivise visits to these areas.

There were several events and activities promoted this week, including; nature bingo, Wildlife Trust #30dayswild challenge, nature photography competition and summer touch rugby. We also continued to promote regular park activities such as parkrun, junior parkrun and park yoga.

To further raise awareness of the environment and climate action, all schools were provided with batches of wildflower seeds, packaged up and branded with Beat the Street stickers. Schools were encouraged to use the seeds as prizes to further motivate players.

Players recorded 3,959 taps during Go Wild, on double points boxes in green and blue spaces, up 37% from 2,511 a week earlier.

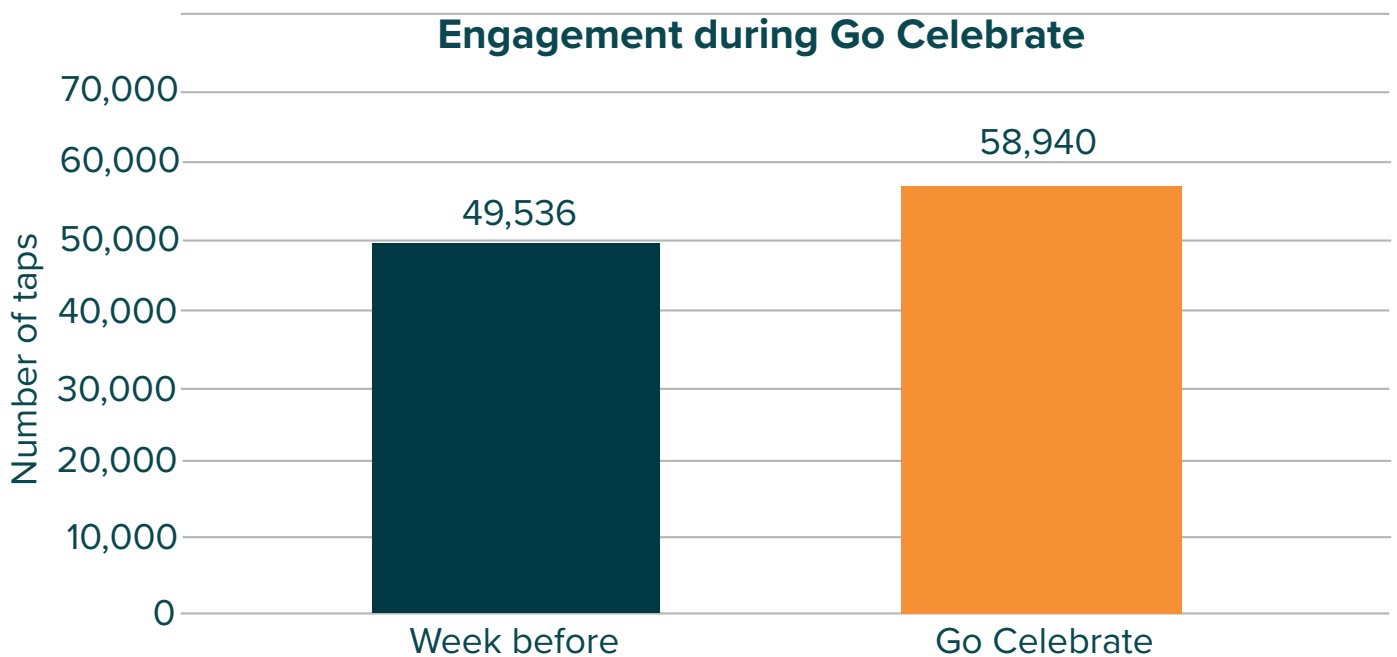




For the end of the 6-week game phase, we offered double points on all Beat Boxes as a final push for participants to get as many points as possible. This week the Engagement Coordinator also promoted Ladies cycling opportunities, a Fun in the Park Event, Little Saplings toddler group and Burnley Rounders Festival.

A Summer Solstice Walk was planned for the last day of the game. Mobile Beat Boxes were placed at the event to encourage players to come and join in the walk and support the Engagement Coordinator and others who were completing the full 17 hour challenge.

Players recorded 58,940 taps during Go Celebrate, up 16% from 49,536 a week earlier.



Celebration event

It was agreed that the prizegiving would take place at the Living Well event, which was being delivered by Lancashire Adult Learning, Burnley Fire Station, and both East and West Primary Care Networks. The Engagement Coordinator created a memory wall of pictures, quotes and social media comments that players could look at, whilst also creating cards for them to write how many trees they had earned or tell us a memory or favourite moment from the game. We also used this as an opportunity to promote upcoming activities including the new Library Walks calendar, the Find Your Way app, and permanent orienteering course as well as other opportunities that exist within the borough.

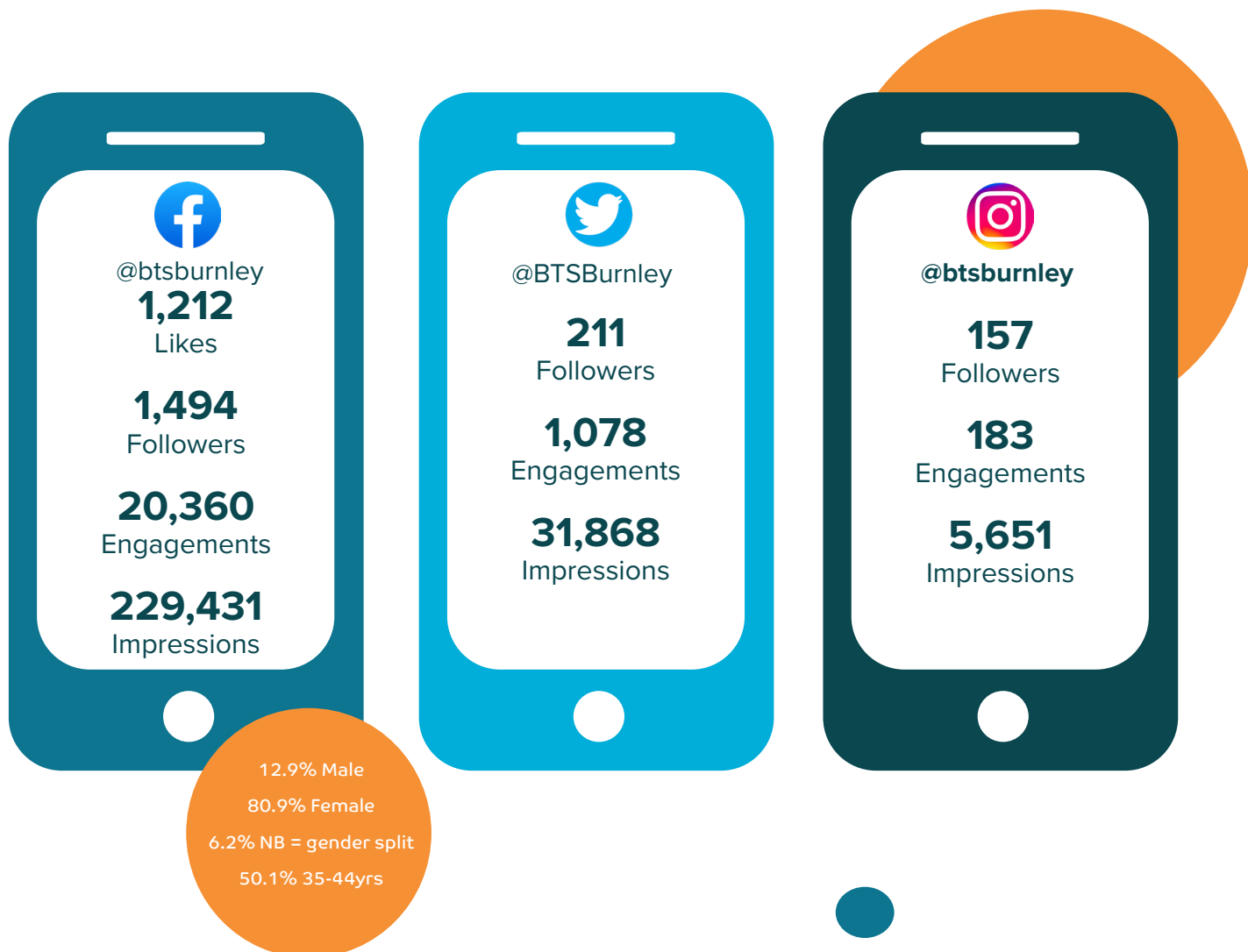
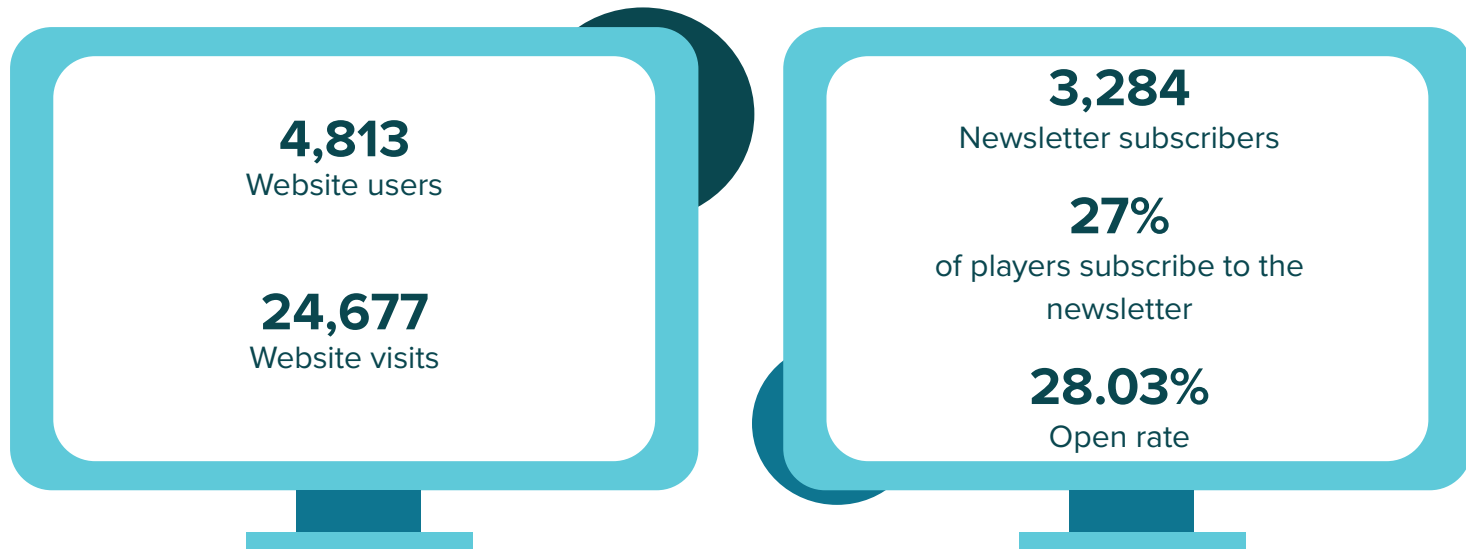
The event was well received by those in attendance, and provided an opportunity for players to socialise, share their stories and celebrate their achievements.

School assemblies

The Engagement Coordinator presented the winning schools with their prizes during school assemblies. They used this opportunity to get the students and schools thinking about looking ahead and considering how they can maintain activity levels, while highlighting the opportunities and places in the borough which make it a great place to live. A reminder of the number of trees schools had earned was celebrated in the assemblies as part of their achievements, with a new catchphrase of “Points mean Trees” being coined.



Digital engagement



Media

Burnley Express:

“The Beat the Street physical activity game is returning to Burnley”

Lancashire Telegraph:

“Ditch the car and get active with ‘Beat the Street’ in Burnley”

Burnley Express:

“Nearly 5,000 people sign up to play Beat the Street Burnley on the first day of its 2023 competition”

Lancashire Telegraph:

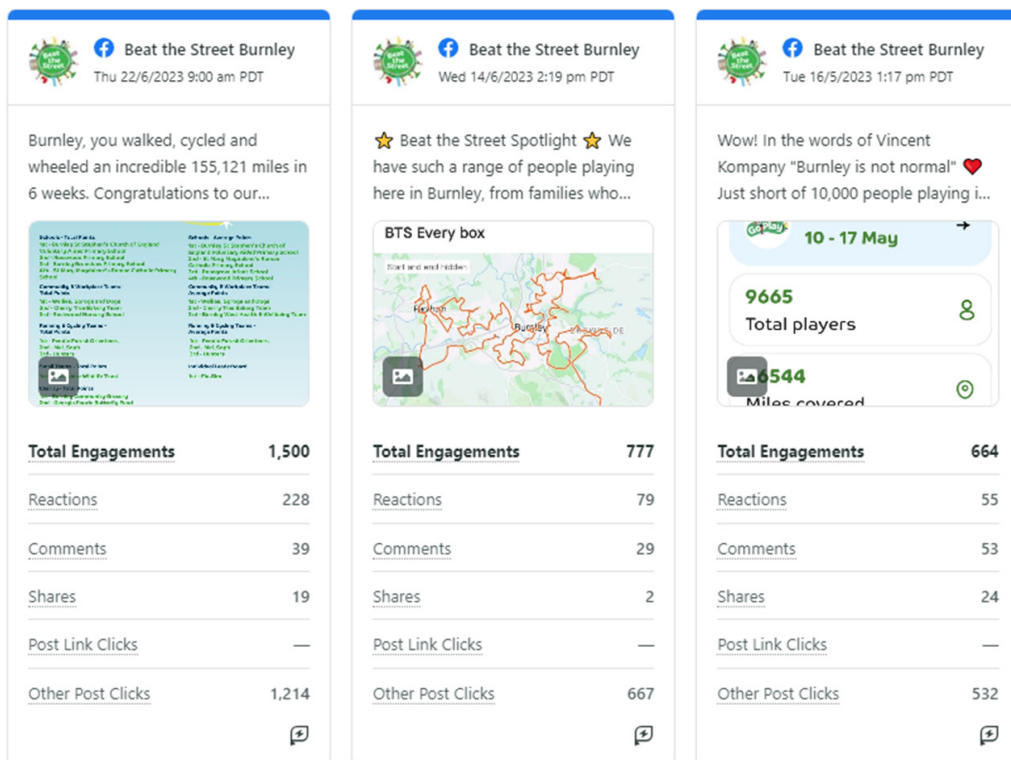
“Thousands sign up for ‘Beat the Street’ in Burnley”

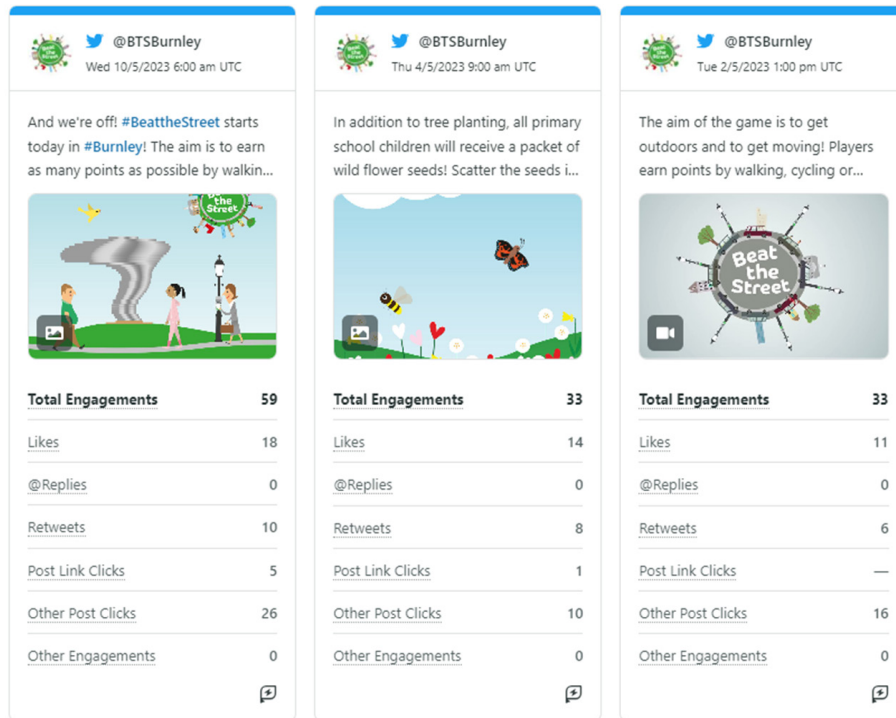
Burnley Express:

“Beat the Street Burnley invites you to Go Wild this weekend with 1,431 trees set to be planted after the game”

Top performing posts

There was a high level of engagement across our social media channels throughout the game. Some of the most popular posts include those that promote player competitions and events. The most popular post with the highest engagement was the winner announcement, with 1,500 engagements! Our partners’ support in sharing our posts enabled us to reach a bigger audience.





Capturing data



12,364
participants



5,691
health surveys



1,181
matched pairs



1,554
post-game surveys

Who took part?

Table 1. Age distribution

Age (N=8,523)	
11 and under	37%
12-18	9%
19-55	52%
56+	3%

Table 2. Gender distribution

Gender (N=9,200)	
Female	61%
Male	38%
Non-Binary	0.1%
Prefer not to say	1.40%

Table 3. Disability distribution

Disability (N=5,602)	
Yes	5%
No	90%
Prefer not to say	5%

Table 4. Long-term condition distribution

Long-Term Condition (N=5,790)	
No	78%
Diabetes	2%
Heart Disease	1%
COPD (emphysema)	0%
Asthma	8%
A mental health condition	3%
Another long-term condition	5%
Prefer not to say	3%

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Table 5. Ethnicity distribution

Ethnicity (N=5,540)	
Asian/ Asian British: Bangladeshi	2.3%
Asian/ Asian British: Chinese	0.2%
Asian/ Asian British: Indian	0.7%

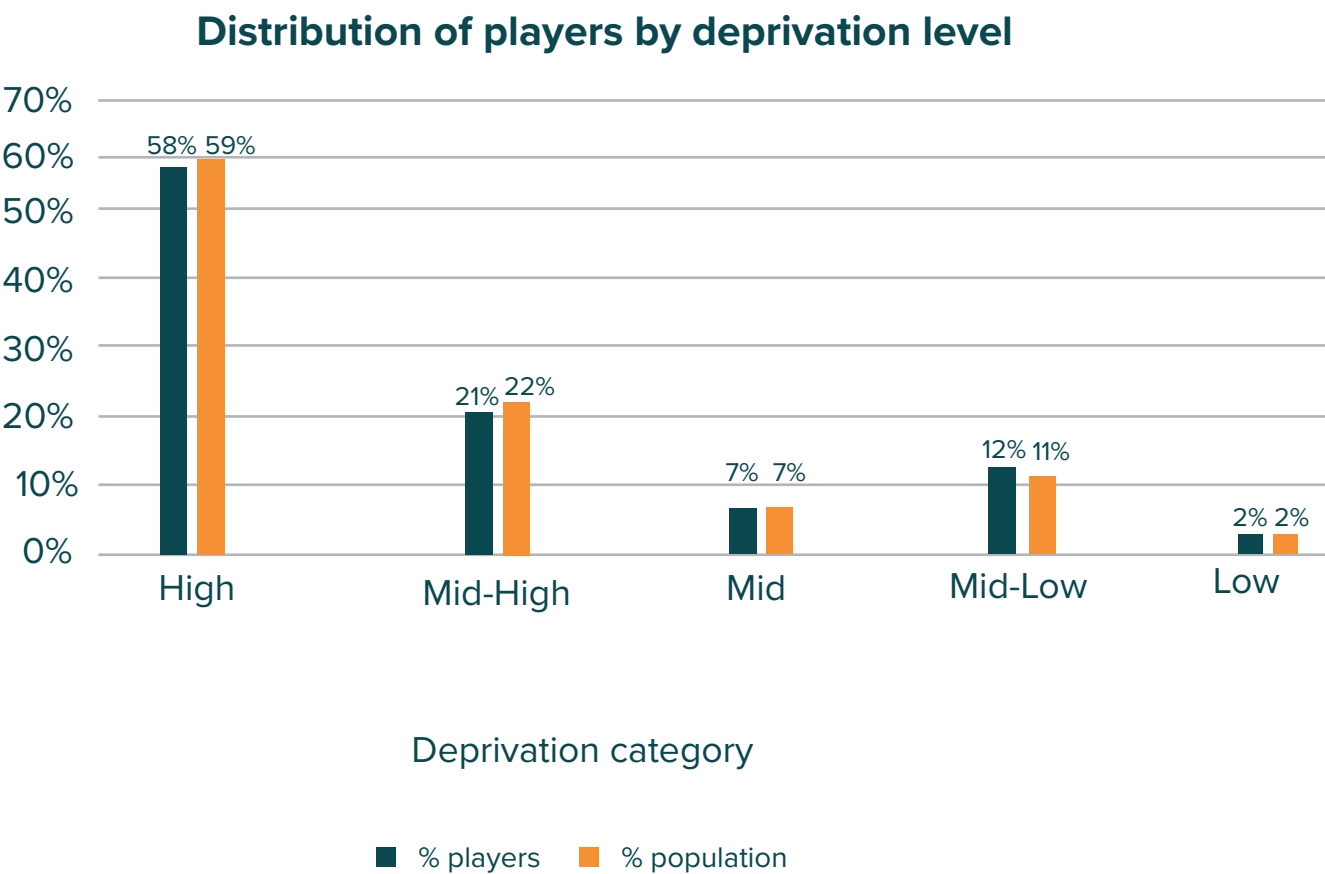
Table 5. Ethnicity distribution continued

Asian/ Asian British: Other Asian	0.4%
Asian/ Asian British: Pakistani	7.6%
Black/ African / Caribbean/ Black British: African	0.1%
Black/ African / Caribbean / Black British: Caribbean	0.1%
Black / African / Caribbean / Black British: Other	0.1%
Mixed / Multiple ethnic group: Other mixed	0.3%
Mixed / Multiple ethnic group: White and Asian	1%
Mixed / Multiple ethnic group: White and Black African	0.2%
Mixed / Multiple ethnic group: White and Black Caribbean	0.5%
Other ethnic group: any other ethnic group	0.2%
Other ethnic group: Arab	0.1%
Prefer not to say	2%
White: English / Welsh / Scottish / Northern Irish / British	77.4%
White: Gypsy or Irish Traveller	0.3%
White: Irish	0.5%
White: Other White	5.9%

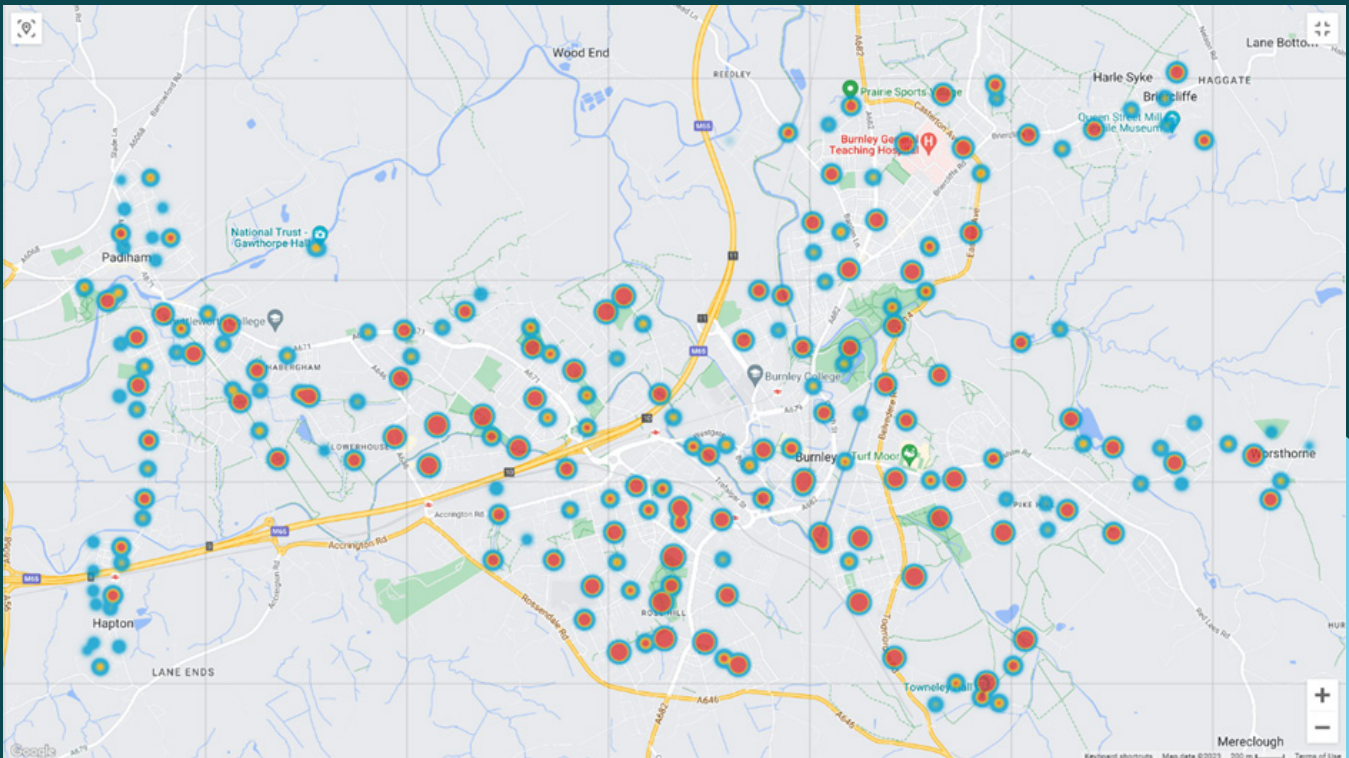
Table 6. Deprivation distribution

Deprivation (N=8,193)	
High (IMD 1-2)	58%
Mid-high (IMD 3-4)	21%
Mid (IMD 5-6)	7%
Mid-low (IMD 7-8)	12%
Low (IMD 9-10)	2%

The graph below shows the percentage of players from the areas of deprivation compared to the local population.



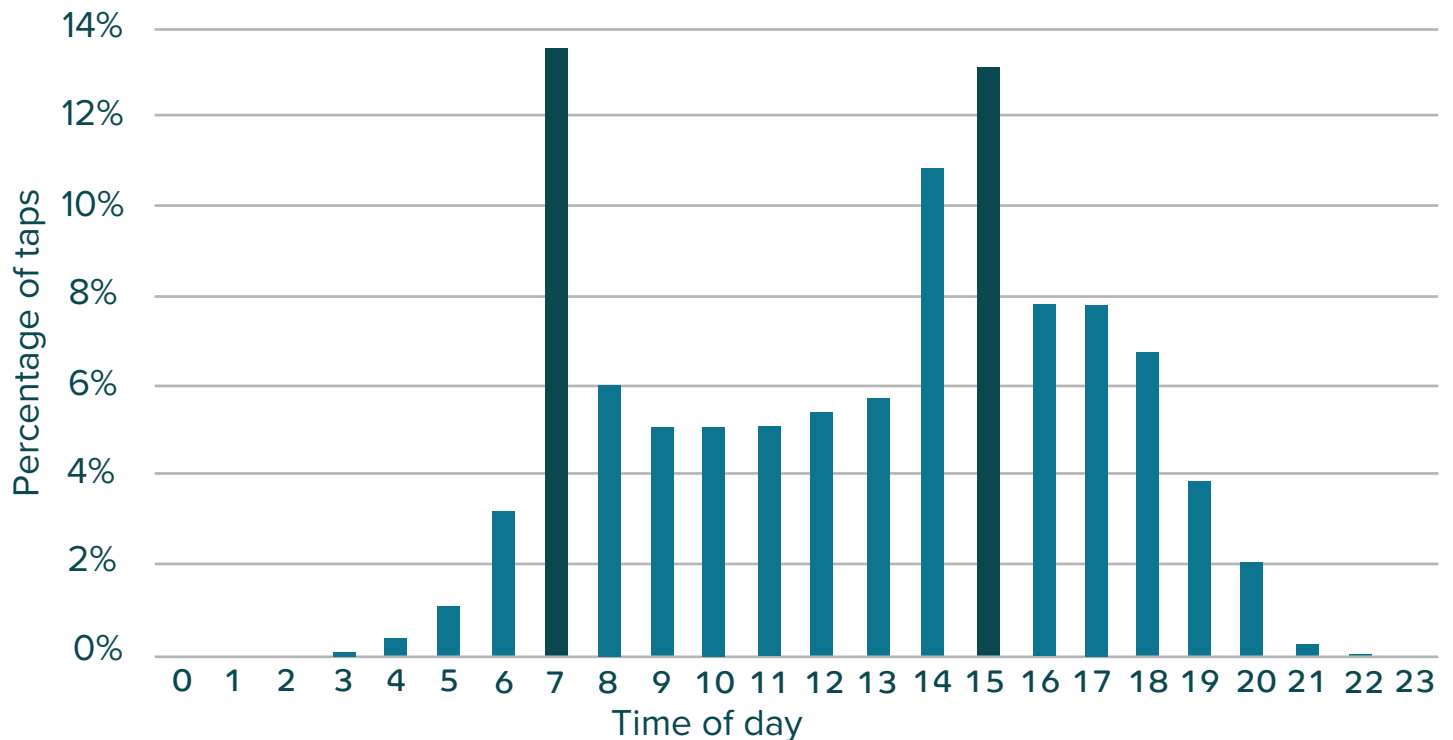
Mapping participation



Throughout the six-week game, 394,733 taps were recorded on Beat Boxes, and 155,121 miles were travelled - an average of 12.5 miles per person.

The map shows the level of participation throughout Burnley. Red areas highlight those with the highest level of participation, while those in blue have the lowest. The most popular Boxes were Boxes 44 (Friends of Scott Park noticeboard), 30 (playground on Lockyer Avenue) and 49 (Calderbrook Avenue). The least popular Box was Beat Box 19 (Gawthorpe Hall).

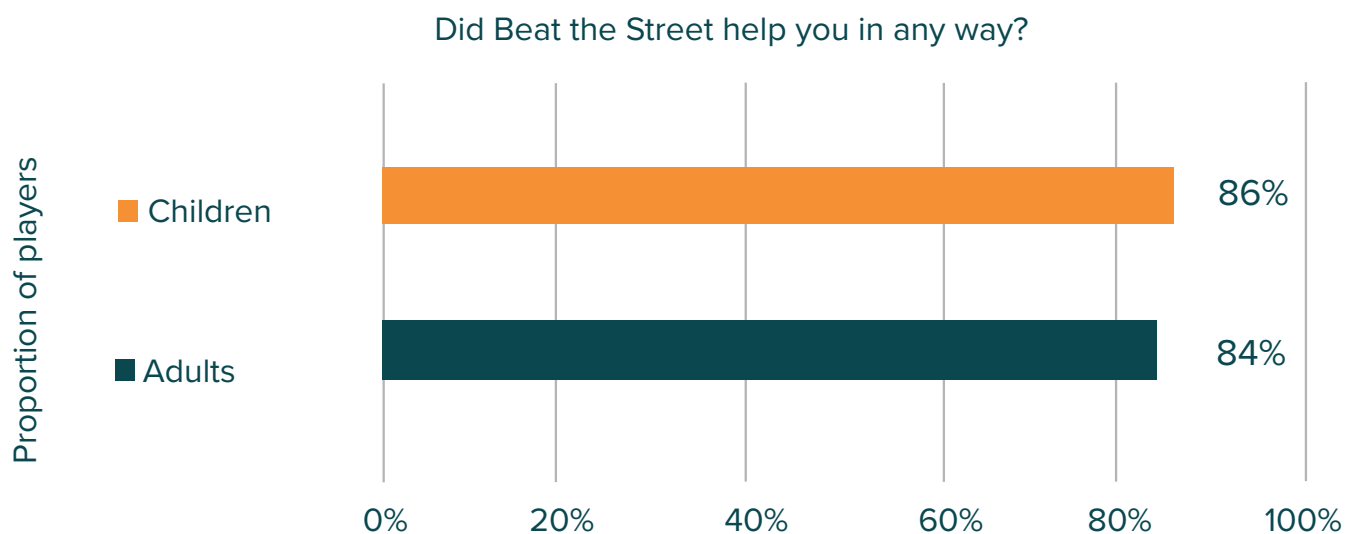
Peaks in Beat Box activity



The graph shows the percentage of Beat Box taps during each hour of the day, across the whole 6-week game. 27% of all activity undertaken was between 7-8am and 2-3pm, which are typical travel periods.

Insights

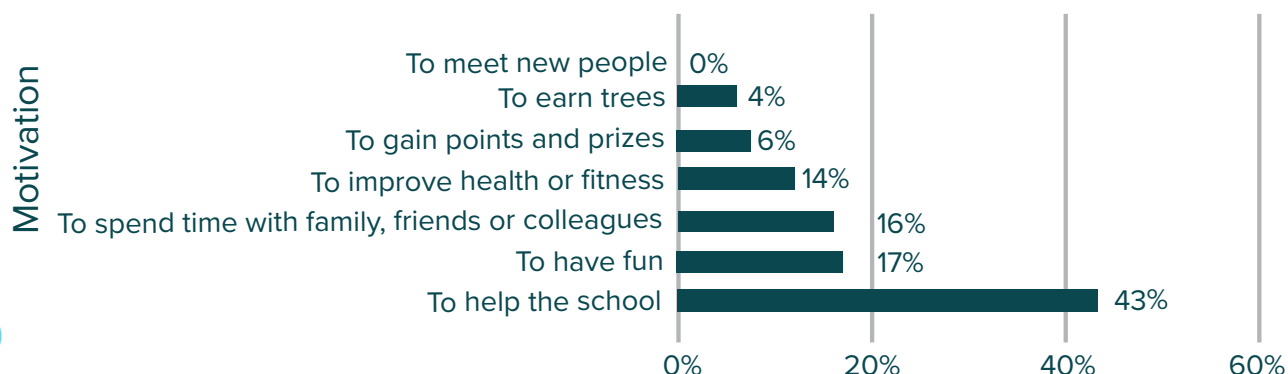
Following Beat the Street, 86% of children (n=623) and 84% of adults (n=785) reported that Beat the Street had helped them.



Motivation to take part in Beat the Street

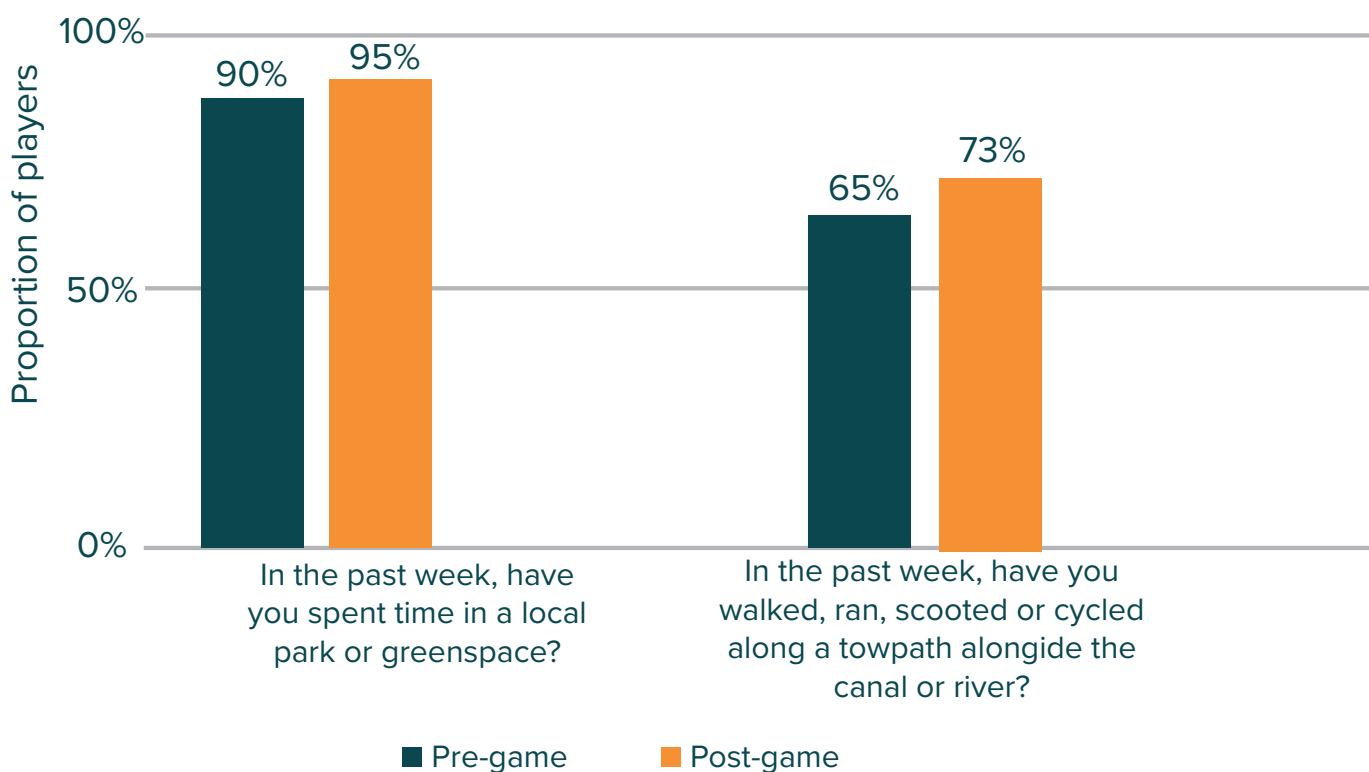
According to 1,550 responses, players participated in Beat the Street for the following reasons:

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



We examined the change in greenspace and canal usage between pre- and post-game. There was an increase of 5% in the proportion of players reporting that they had spent time in a local park within the past week, from 90% to 95%. Moreover, the proportion of players reporting they had walked, run, scooted, or cycled on a towpath alongside the canal or river increased by 8%, from 65% to 73% (n=893 matched pairs).

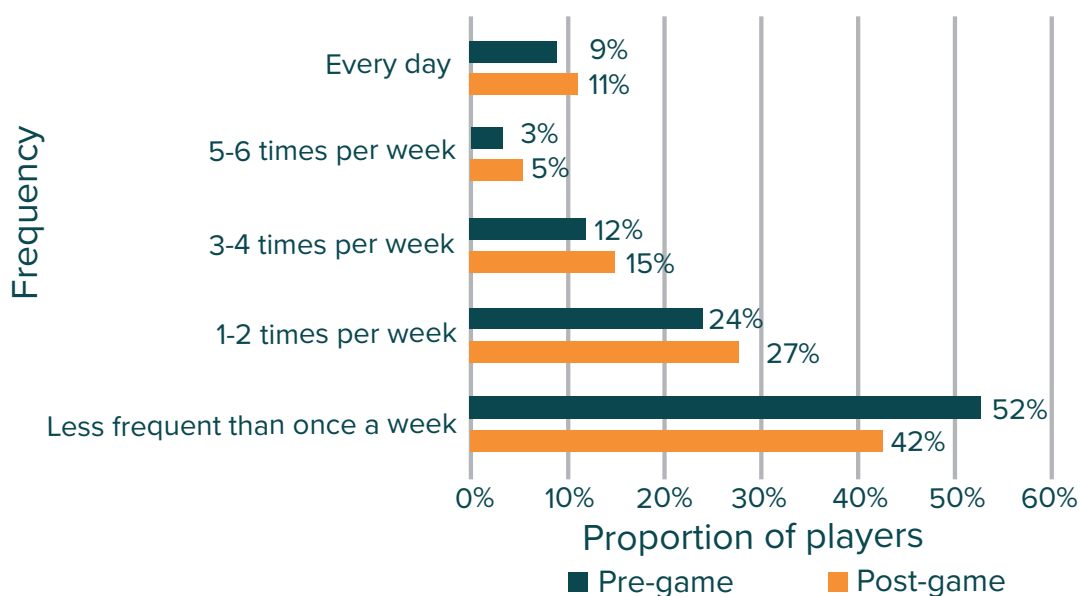
Greenspace and canal usage



We asked players how often they typically use the towpath alongside the canal or river, and how that had changed since Beat the Street.

The proportion who use the towpath alongside the canal or river every day and 5-6 times per week increased by 2%, respectively. Furthermore, the proportion using the towpath alongside these canals 3-4 times and 1-2 times per week increased by 3%. In addition, the proportion who seldom visit the canal or river decreased by 10%, from 52% to 42% (n=893 matched pairs).

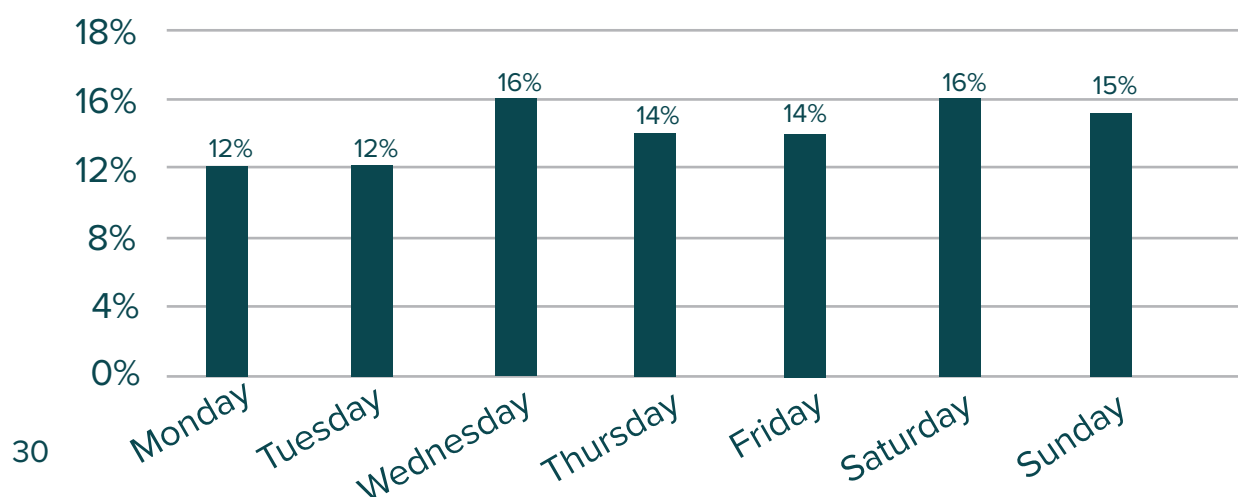
How often would you say that you use the towpath alongside the canal or river?



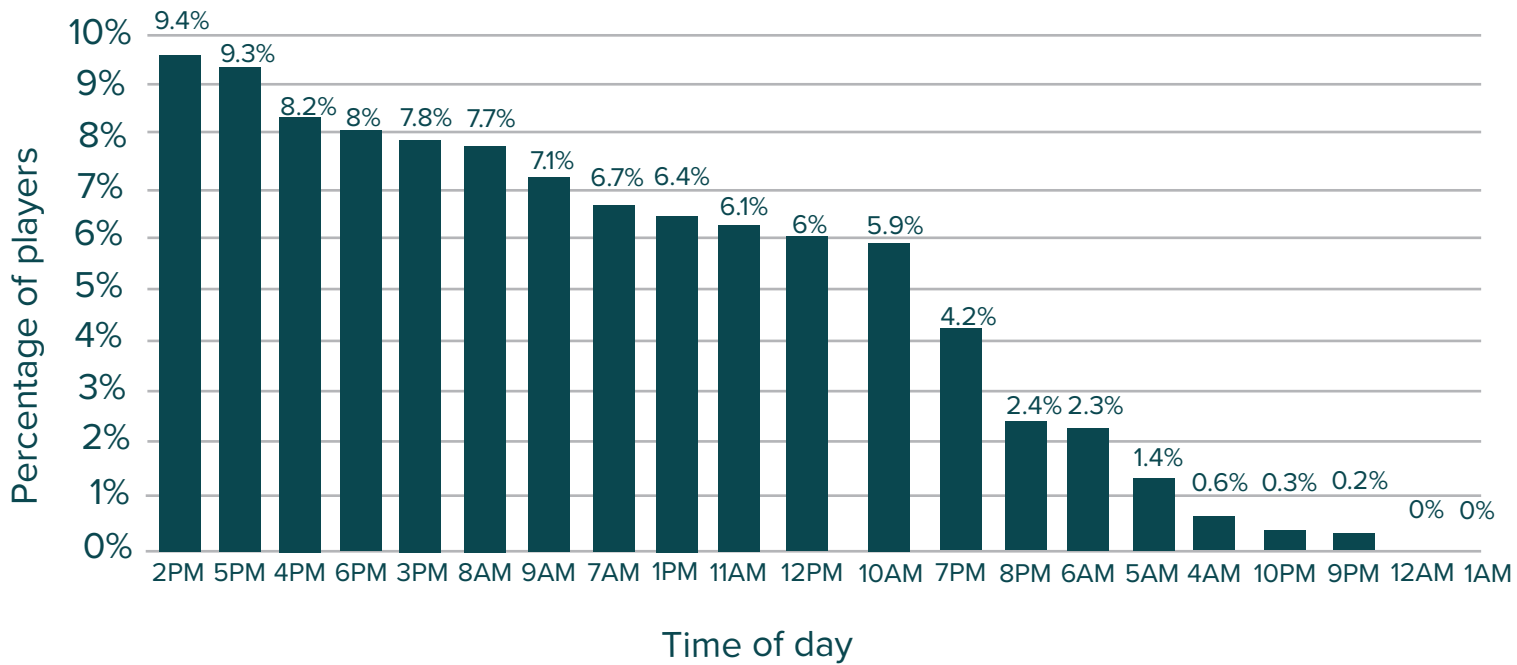
Canal-specific Beat Box data analysis revealed that, in total, 3,867 (31% of the number of total players) had tapped on Beat Boxes along the towpath alongside the canal, accomplishing a total of 33,696 taps (8.5% of the total number of taps).

Wednesday and Saturday between 2 and 3pm and 5 and 6pm were the most popular times for visiting and playing around the canal.

Percentage of players playing alongside the canal segmented by the day of the week

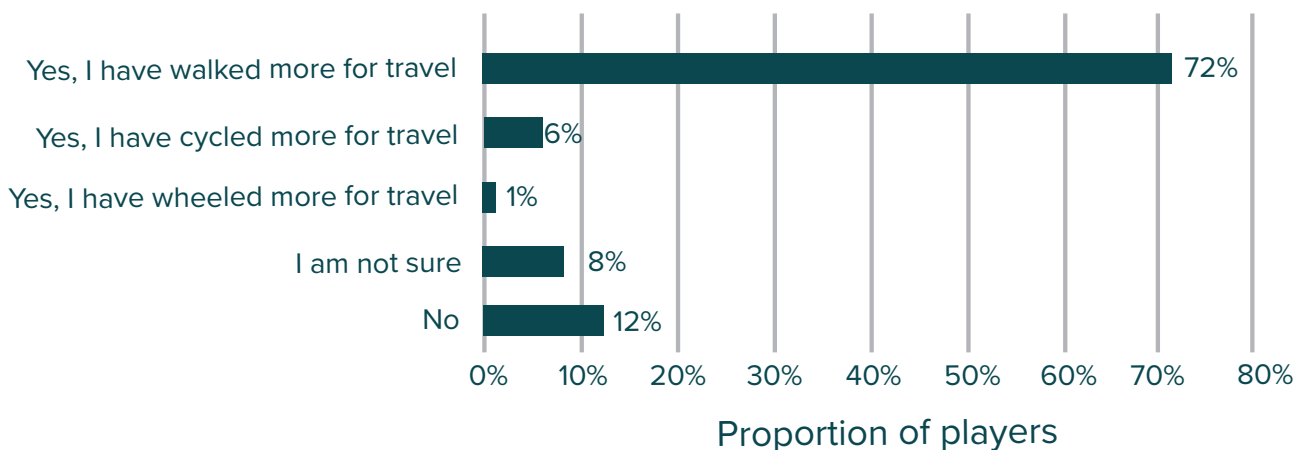


Percentage of players playing along the towpath segmented by the time of day



79% of players reported that they had been engaging in more walking, cycling, or wheeling during Beat the Street (n=480)

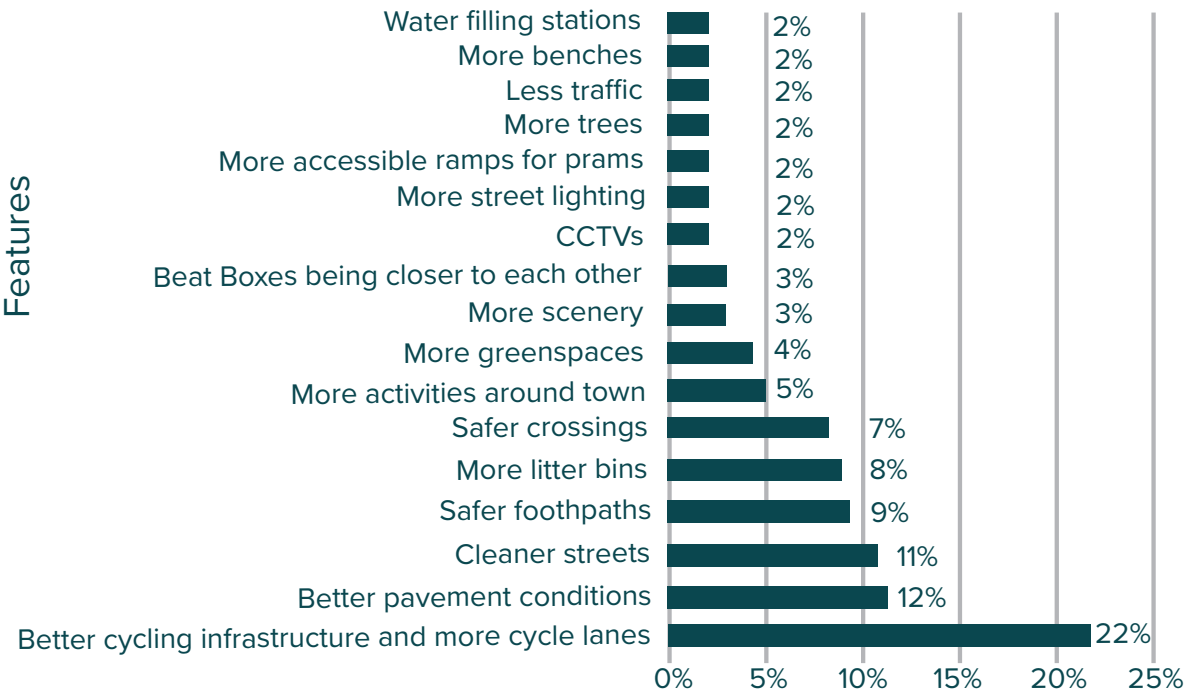
Have you travelled by walking, cycling or wheeling more during Beat the Street?



Next, we collected feedback from participants as to what could be put in place to make travelling around Burnley by active means easier and more enjoyable.

Based on 243 responses, the most popular desired feature categories are depicted below:

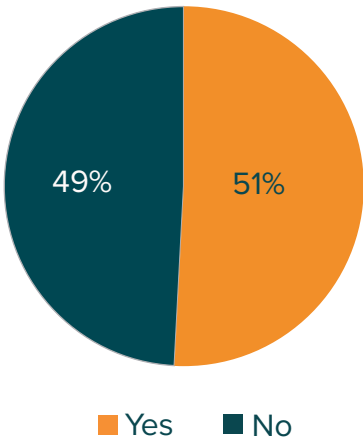
What could be put in place to make travelling around Burnley on foot, bicycle, wheelchair or scooter, easier and more enjoyable?



Awareness of Tree Planting Initiatives

Based on 1,388 responses, 51% of players were aware of the tree planting initiative.

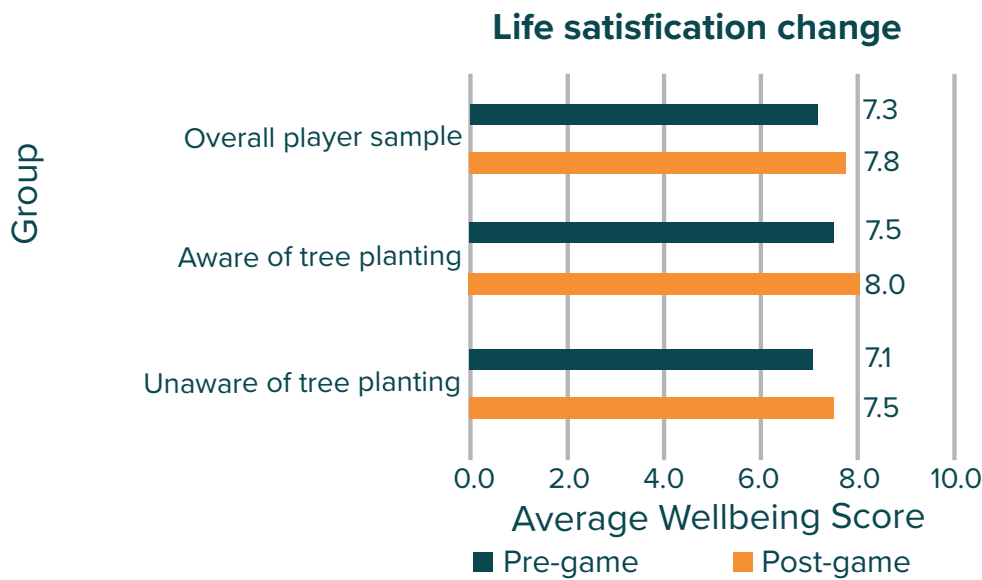
Were you aware that for every 2,000 points earned through Beat the Street a new tree would be planted in Burnley?



After dividing our samples based on whether they had heard about the tree planting initiative (n=710) or not (n=678), we assessed the difference in life satisfaction and physical activity change between them.

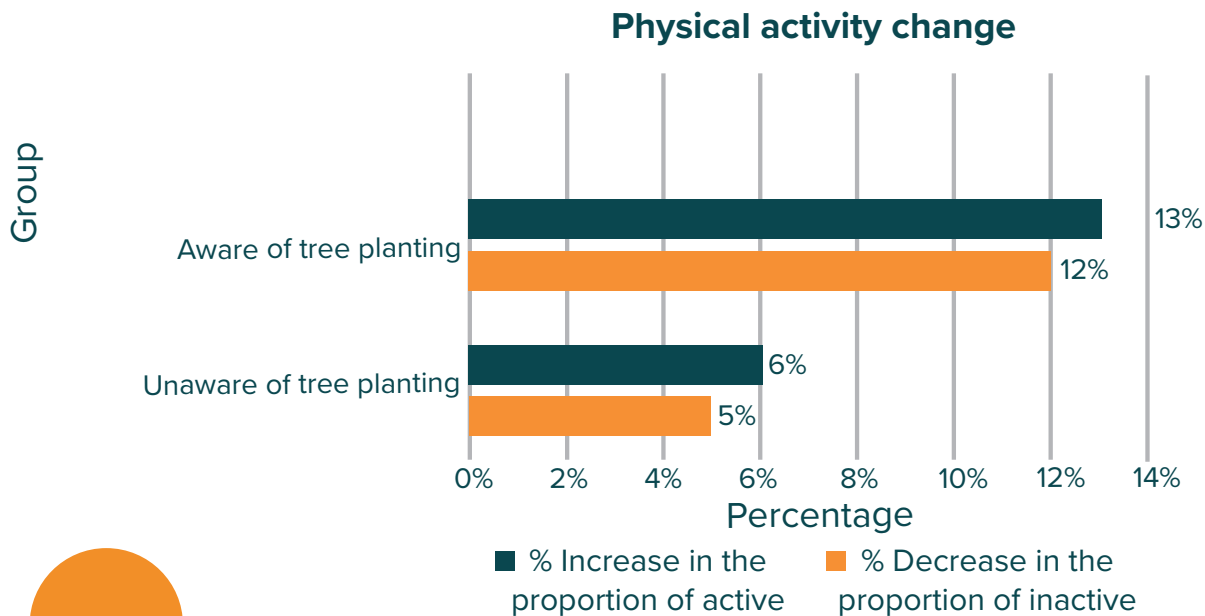
The average life satisfaction score of players who knew about the tree planting initiative was 0.4 points higher at baseline and 0.5 points higher at post-game compared to players who did not know about it. Despite the fact that both groups showed a positive change in life satisfaction, the difference was 0.5 for those who were aware and 0.4 for those who were unaware.

Life satisfaction change



For those who were aware of the tree planting initiative, the proportion of inactive adults decreased by 13%, while for those who were unaware, the proportion decreased by 6%. Additionally, the proportion of active adults increased by 12% for those who were aware, whereas for those who were unaware, it increased by 5%.

In summary, both the life satisfaction and the physical activity behaviour change was stronger for those who were aware of the tree planting initiative in Burnley.



Qualitative feedback of participants

We collected feedback from participants as to what they had enjoyed about traveling around by active means.

Adults' feedback

"I spent quality time with my daughter and the games that you suggested was brilliant we played nature bingo."

Female, 40s

"Reduced stress levels - reduced time in front of the computer screen (work)." Female, 40s

"My children enjoyed looking for the boxes this made it easier for me to get them out as it was more of an adventure for us " Female, 40s

"All the beautiful places that are in Burnley, there are quite a few places we visited in the countryside that didn't have Beat the Street." Male, 30s

Children's feedback

"Meeting other participating people. Spending time with my dad outdoors. Walking and learning about highway rules and pedestrian rights. Spotting road signs and symbols. Going to new areas and places I've never been to before." Boy, 11 and under

"Looking at the scenery." Girl, 12-18

"The weather and its nice to notice things around you." Boy, 11 and under

"I have been non stop on my farm at home and I walked or cycled to my Grandma rather than mum or dad taking me in the car." Girl, 11 and under

"Being with family" Girl, 11 and under

Adult physical activity

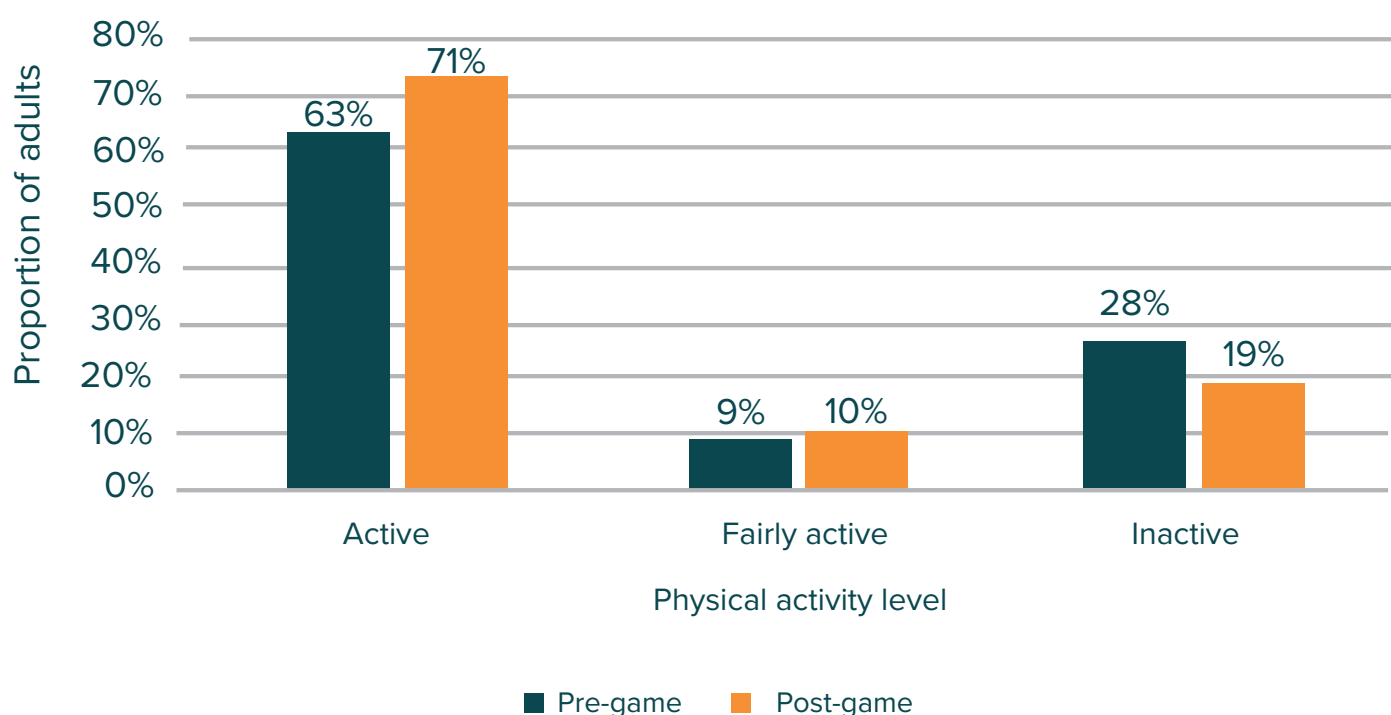


38% of inactive adults became more active.

During registration 32% of adults were inactive (n=2749).

Following Beat the Street, 38% of adults who were inactive when they registered had become active. Overall, there was a 9% decline in the proportion reporting as being inactive (declining from 28% to 19%). Furthermore, there was a 8% increase in the proportion achieving 150+ minutes of activity per week (n=690 matched pairs).

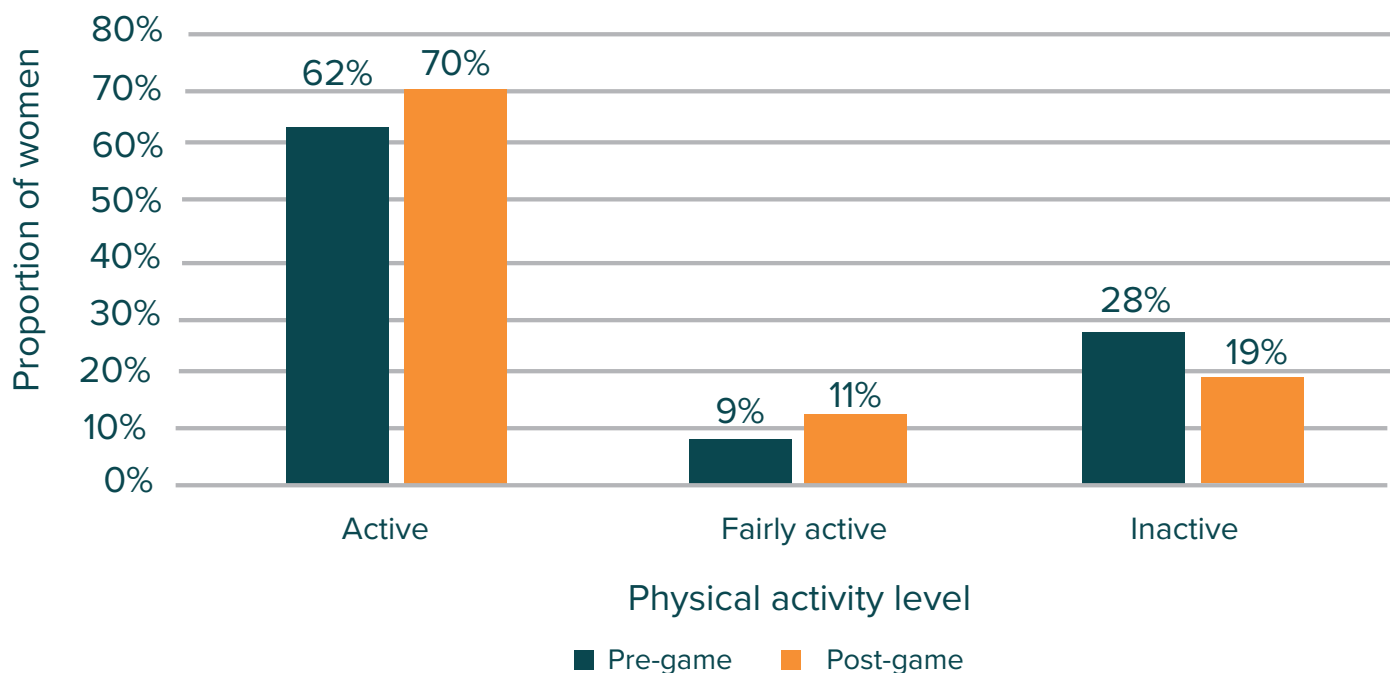
Adult behaviour change



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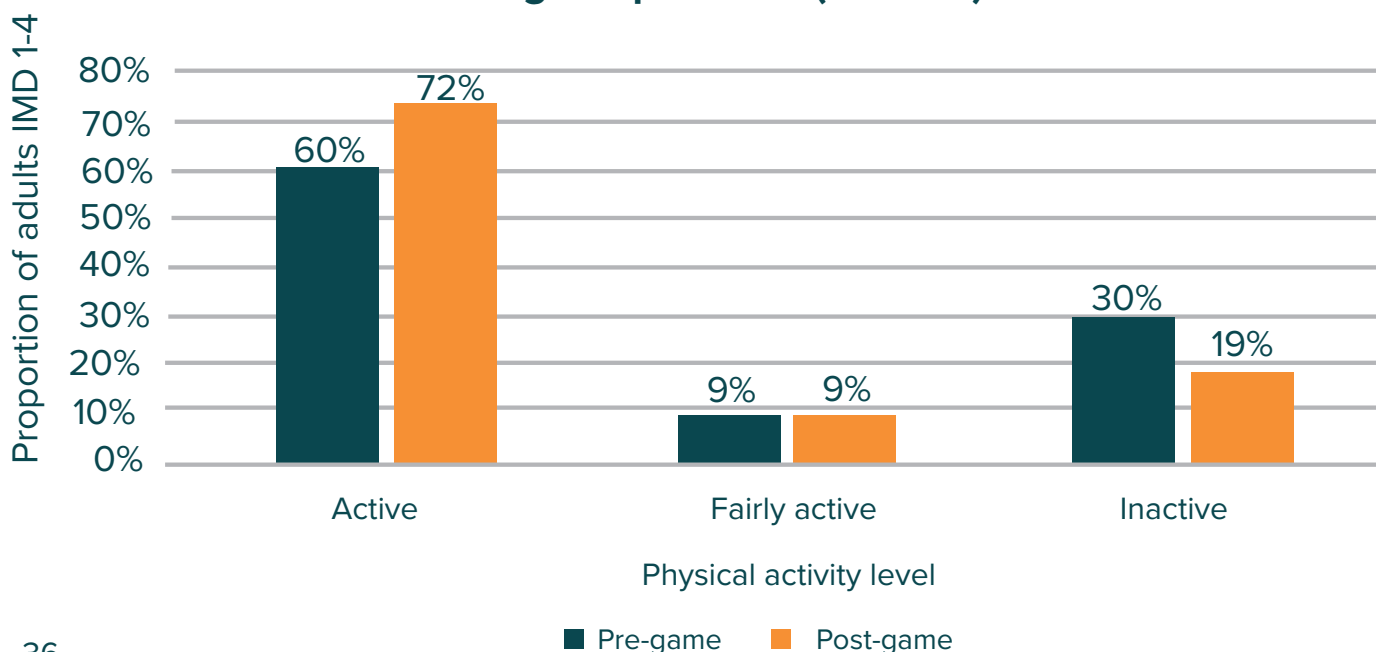
In addition, there was a 9% decrease in the proportion of women reporting as being inactive and the proportion of women achieving 150+ minutes of activity per week increased by 8% (n=537 matched pairs).

Women's behaviour change



Behaviour change was even stronger for adults living in areas of high deprivation (IMD 1-4). The proportion of adults living in areas of high deprivation reporting as being inactive declined by 11%, whereas the proportion achieving 150+ minutes of activity per week increased by 12% (n=480 matched pairs).

Behaviour change of adults living in areas of high deprivation (IMD 1-4)



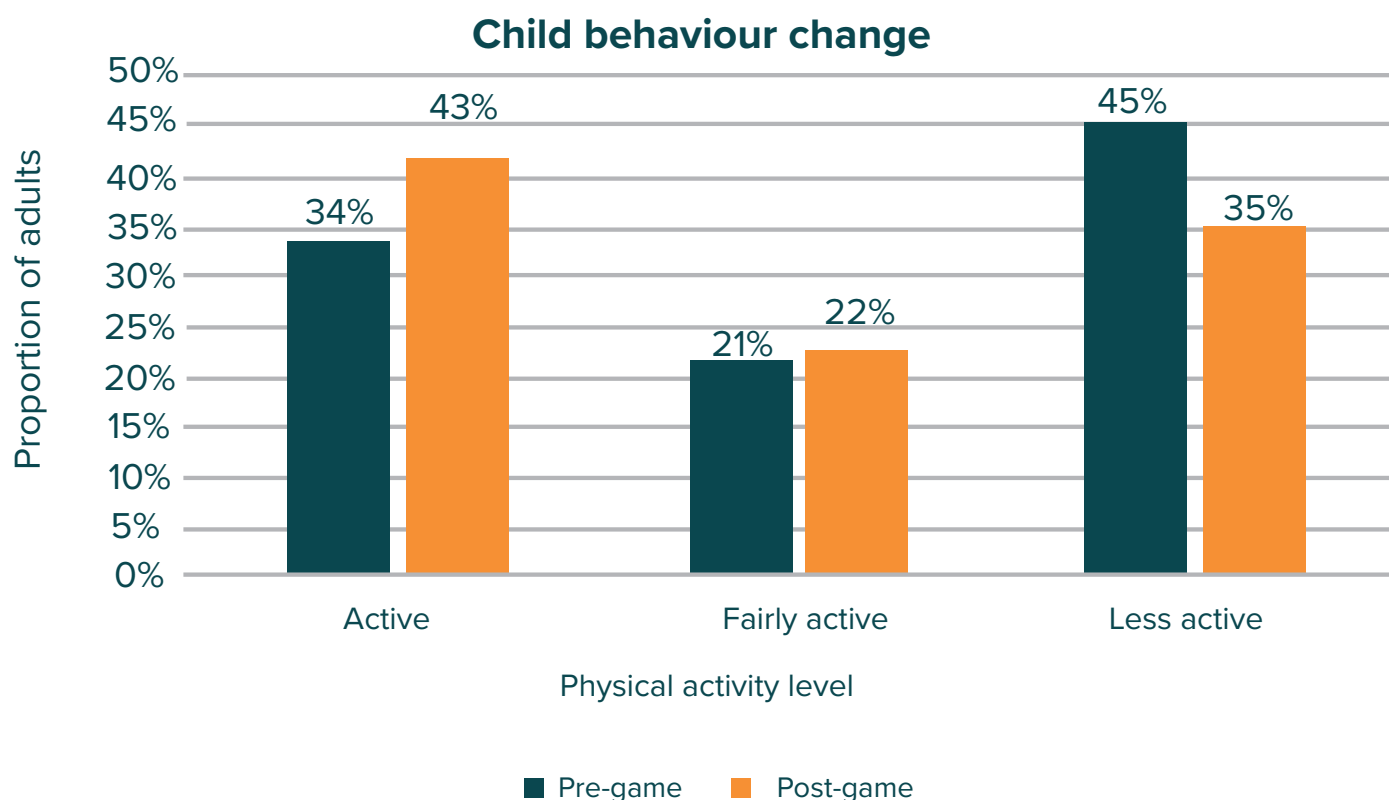
Children's physical activity



40% of inactive children became more active after the game.

At the time of registration, 45% of children were less active (n=2,940), with 40% of these children reporting as being more active after the game (undertaking an average of 30-59 minutes or 60+ minutes or more of daily activity across the week).

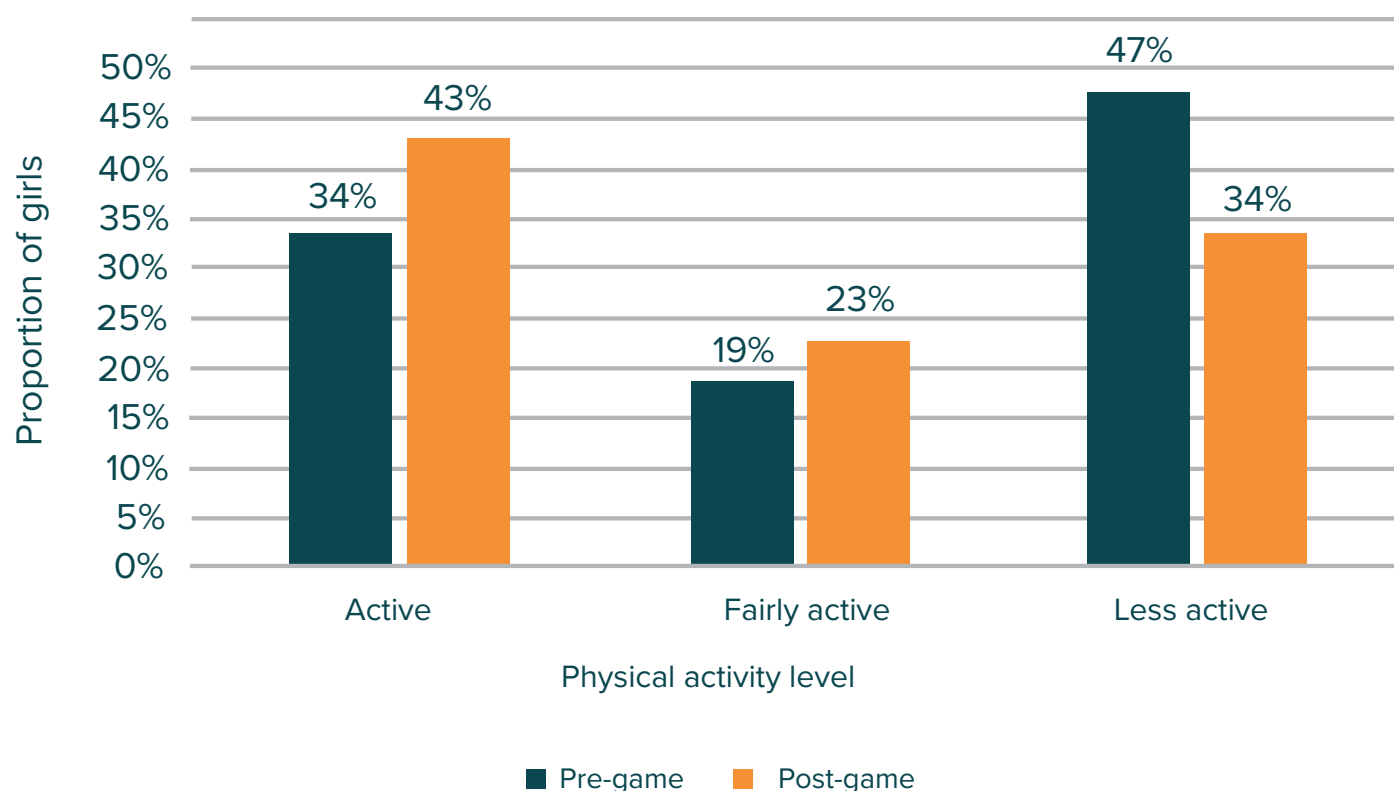
Overall, the proportion of children reporting being less active declined by 10%, from 45% to 35%. Furthermore, there was an 9% increase in the proportion achieving an average of at least 60 minutes of activity per day (n=491 matched pairs).



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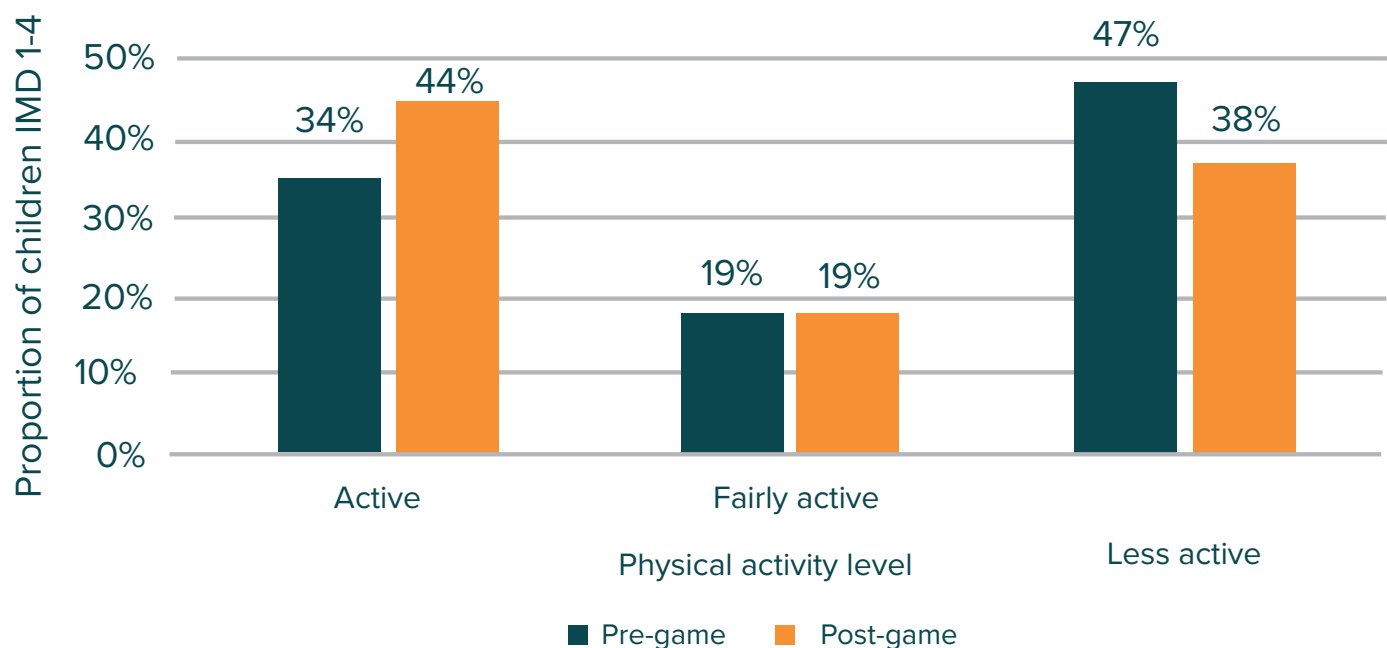
The behaviour change for girls was even stronger. The proportion reporting being less active decreased by 13% and the proportion reporting 60 minutes of activity per day increased by 9% (n=254 matched pairs).

Girls behaviour change



For children living in areas of high deprivation (IMD 1-4), the proportion reporting being less active decreased by 9%, while the proportion achieving an average of 60+ minutes of activity per day increased by 10% (n=380 matched pairs).

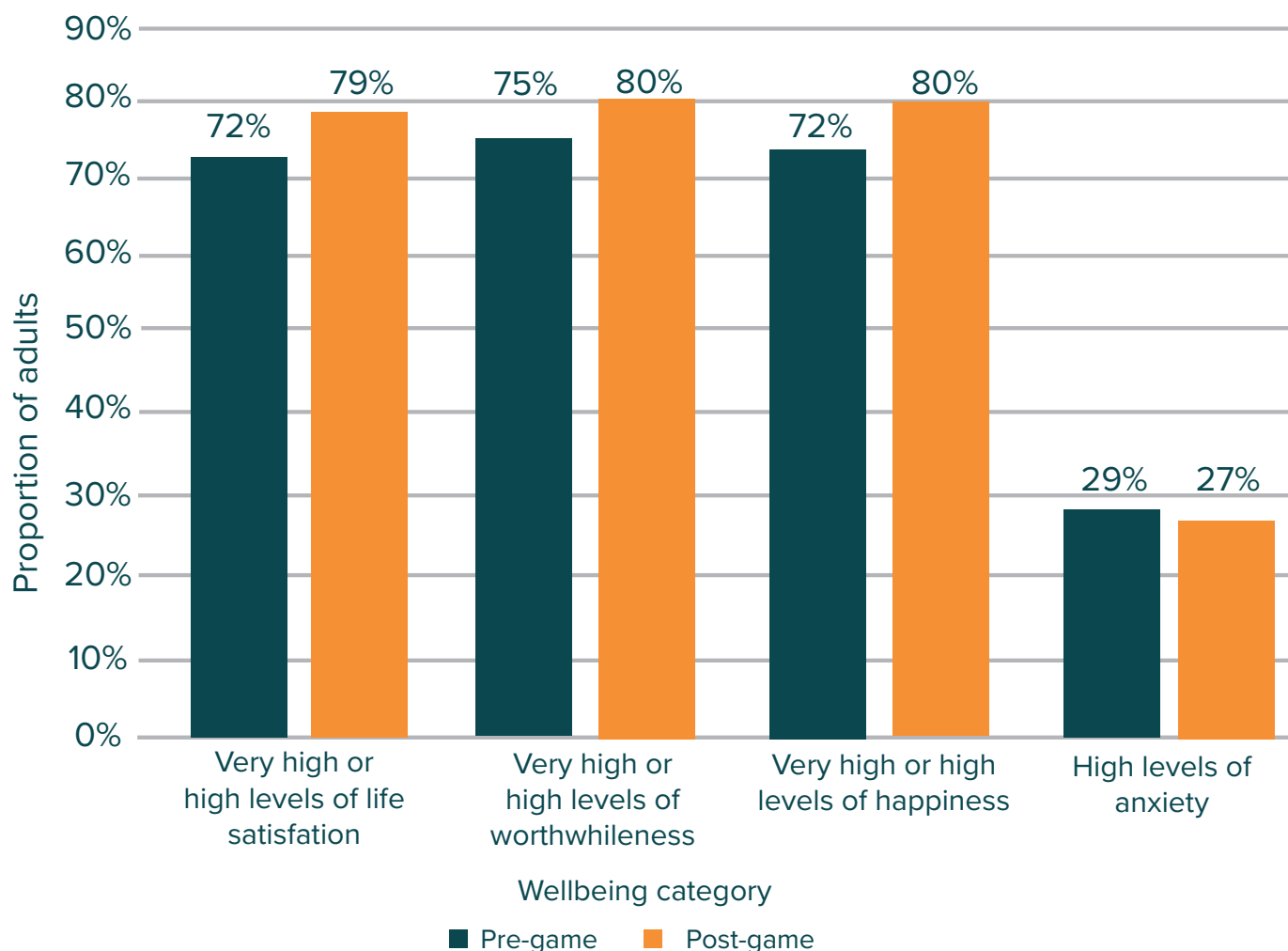
Behaviour change of children living in areas of high deprivation (IMD 1-4)



Mental wellbeing

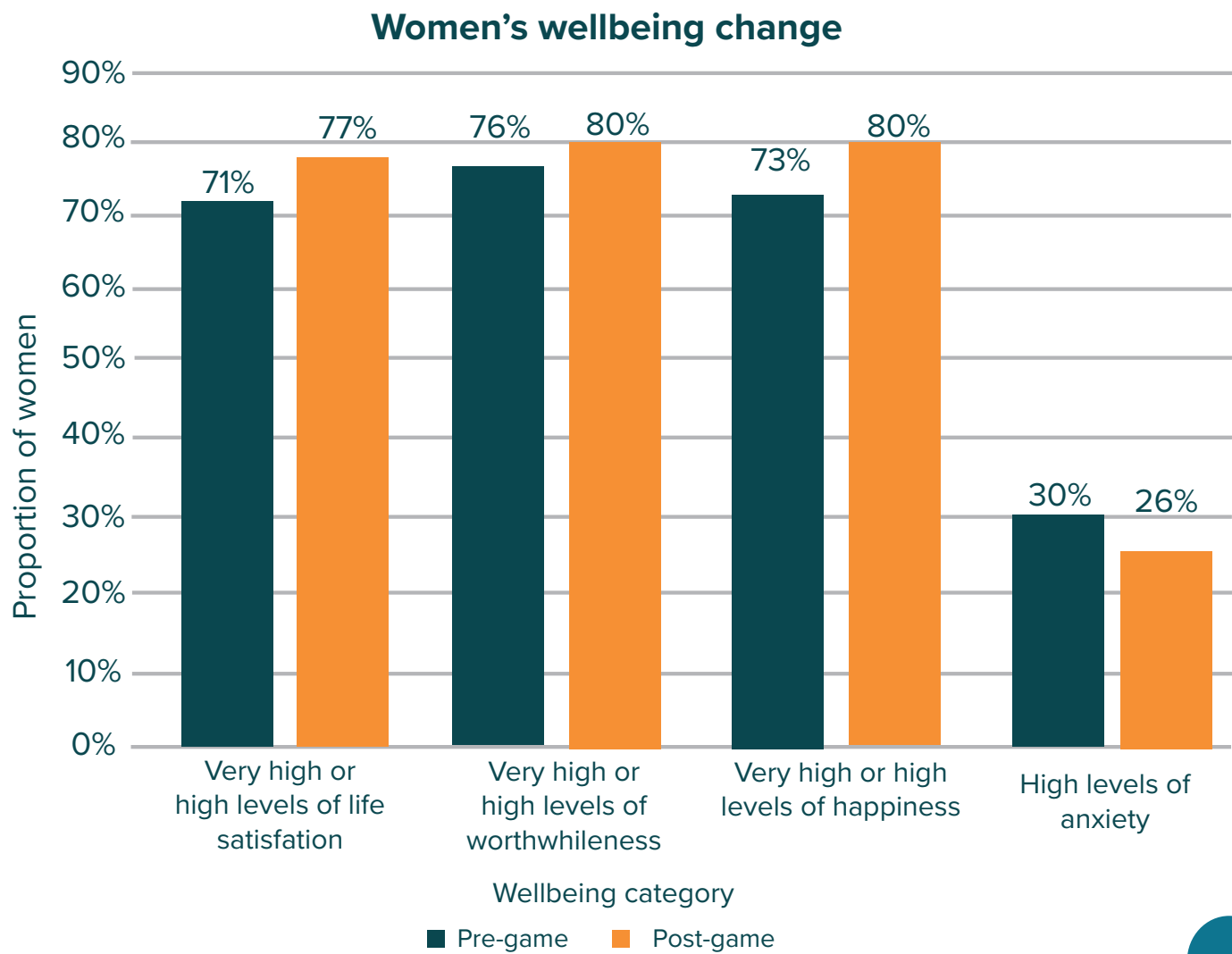
Beat the Street improved mental wellbeing for adults. The proportion reporting very high or high levels of life satisfaction and worthwhileness increased by 7% and 5%, respectively. Furthermore, the proportion reporting very high or high levels happiness rose by 8%. Additionally, following Beat the Street, the proportion reporting high levels of anxiety decreased by 2% (n=657 matched pairs).

Adult wellbeing change



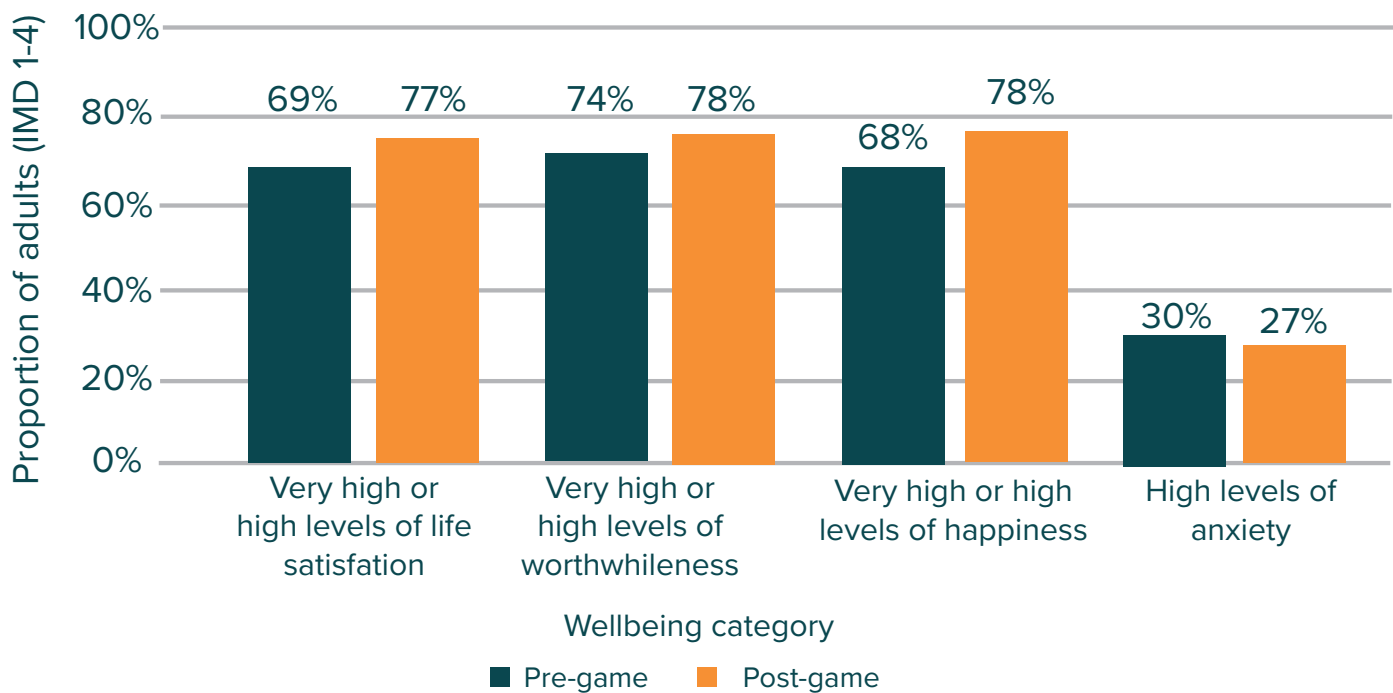
Women's wellbeing

For women, the proportion reporting very high or high levels of life satisfaction and worthwhileness increased by 6% and 4%, respectively. As well as this, the proportion experiencing very high or high levels of happiness increased by 7%. Additionally, the proportion reporting high levels of anxiety decreased by 4% (n=254 matched pairs).



For adults living in areas of high deprivation (IMD 1-4), the proportion reporting very high or high levels of life satisfaction and worthwhileness increased by 8% and 4%, respectively. Furthermore, the proportion experiencing very high or high levels of happiness increased by 10% (n=462 matched pairs).

Wellbeing change of adults living in areas of high deprivation (IMD 1-4)

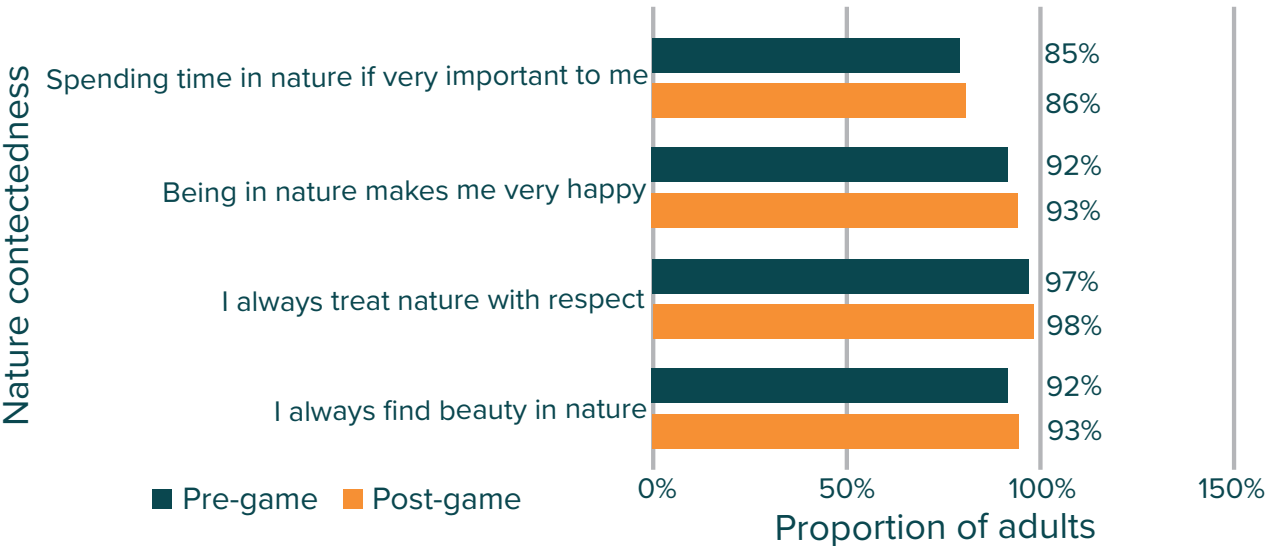


Nature Connectedness

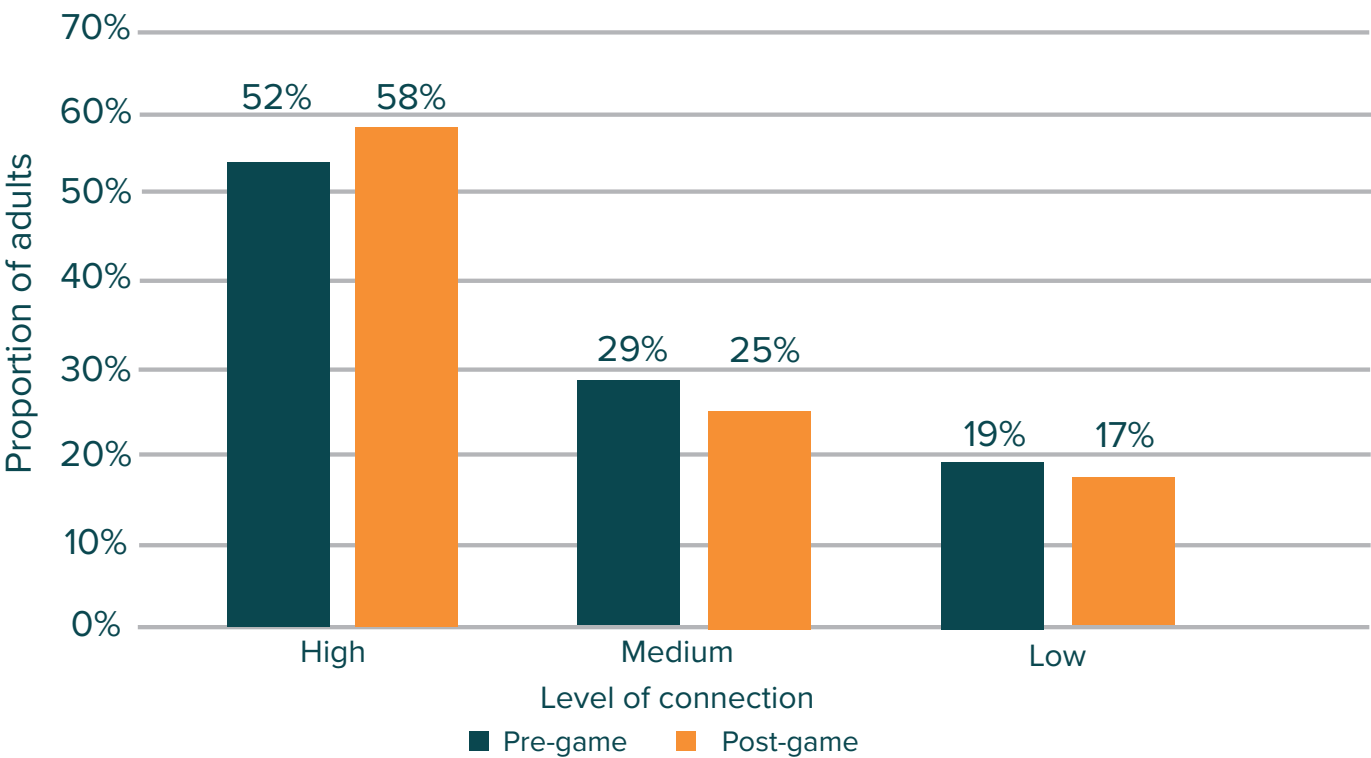
We measured the strength of connection to nature by two questionnaires, the Nature Connection Index (NCI) within the Monitor of Engagement with the Natural Environment (MENE) and the visual-based The Inclusion of Nature in Self Scale (INS).

The NCI revealed that the strength of nature connectedness in Burnley is considerably strong. Following Beat the Street, the proportion of adults who agree/ completely agree/strongly agree with the statements “*Spending time in nature is very important to me*”, “*Being in nature makes me very happy*”, “*I always treat nature with respect*” and “*I always find beauty in nature*” increased by 1% (n=608 matched pairs).

Change in nature connectedness



Nature connectedness change measured by the INS



The social and economic value of Beat the Street

The WELLBY is a new, simple measure of wellbeing impact. It is calculated by asking people the question on life satisfaction: “On a scale of 0 to 10, where 0 is “not at all” and 10 is “completely”, overall, how satisfied are you with your life nowadays?”. 1 WELLBY is equal to one person moving 1 point on this 10-point scale for one year as a result of the programme.

The UK Treasury in its HM Treasury Green Book supplementary guidance on wellbeing recommends that 1 WELLBY has a standard monetary value of £13,000 (with a range of £10,000-£16,000) to UK society.

Overall, there was a 0.5 point increase in life satisfaction following Beat the Street. Under the conservative assumption that the wellbeing benefit associated with Beat the Street persists on average for six weeks (which is how long the programme lasts), the social and economic value of Beat the Street would be £750 per adult participant.

Feedback - Adults

"Had more motivation to go out looking and explore areas of town I never visited before."

Female, 19-29

"Me and my family spend much more time together collecting points and gems :) much fun."

Female, 30s

"Spent some lovely time with my son who now prefers to play out with his friends."

Female, 40s

"Helped spending more time with family also helped with clearer mental health."

Male, 19-29

"I did more walking and started cycling again which then lead to me doing 1 gym session a week."

Female, 30s

"It helped me a lot as only just moved to the area and was good to get out and about."

Male, 40s

"I met new people, had a laugh, and it made me get out and go for runs with my friends."

Female, 60s



Feedback - Children

"Spending more time with my mummy and doing it with friends made it more fun."

Boy 11 and under

"Me and my mummy spend lots more time together."

Boy, 11 and under

"Me and mum and sister went around together scanning the Boxes together."

Girl, 11 and under

"I went out every day with my mum".

Boy, 11 and under

"It got us out a lot more, we did lots more walking and cycling than we usually do and went to different places."

Boy, 11 and under

"I have looked forward to exercising and have had fun with my family."

Girl, 11 and under

"I scooted more and walked more."

Girl, 11 and under

"Got me to exercise more with family."

Girl, 11 and under



Further recommendations

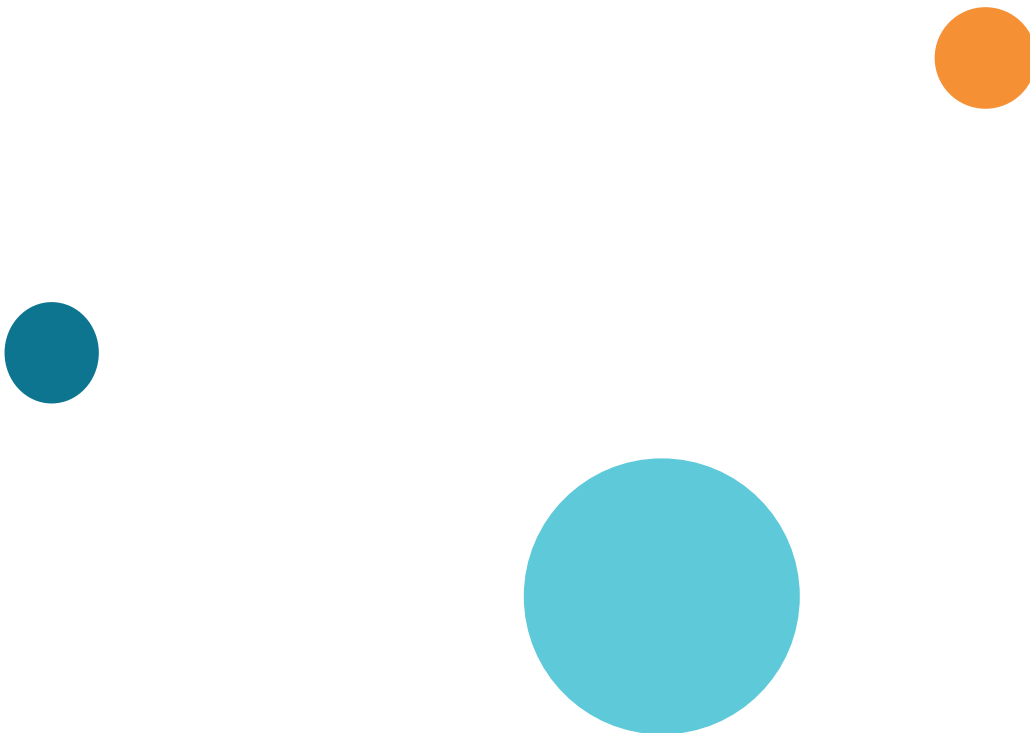
Based on our analysis, the following recommendations could be implemented to increase the health and wellbeing of people living in Burnley further.

Ward-specific analysis revealed that the wards of Daneshouse with Stoneyholme and Queensgate have a 12% and 13% higher rate of adult inactivity than the overall average, respectively.

Additionally, ward-specific analysis revealed that the wards of Bank Hall and Daneshouse with Stoneyholme have a 14% higher rate of child inactivity than the overall average. As for Queensgate, a ward with a considerably higher rate of adult inactivity than the average in our sample, has a 12% higher rate of child inactivity when compared to the average in our data. Further ward-specific interventions are recommended to tackle the higher levels of inactivity in some areas of Burnley.

Moreover, ward-specific assessment of nature connectedness revealed that the proportion of individuals who do not feel connected to nature is 8% higher in Queensgate compared to the average person in our dataset.

There is a clear correlation between the rate of inactivity and the rate of low nature connectedness in Queensgate, suggesting that specific interventions to promote physical activity and nature connection can benefit the physical and mental health of the community.





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 programme also aimed to improve and build on partnership working across the borough and capture any learnings and insights that could help drive future policy around physical activity or wider health and climate action interventions.

Over the 6-week game phase, 12,364 children and adults from across the town took part in Beat the Street. Of those who registered, 32% of adults and 45% of children self reported as being inactive or less active at registration. 58% of registered participants were living in the top 20% deprived areas in Burnley and 20.6% were from ethnically diverse communities. These groups are all more likely to experience health inequalities.

An analysis of pre and post game data provided by participants demonstrated that 38% of adults and 40% of children were lifted out of inactivity (adults) or low levels of activity (children). There was an 8% increase in the number of adults reporting meeting the CMO recommended guidelines for physical activity. There was also a 10% decrease in child inactivity.

Data from Beat Box analysis also showed that the game encouraged people to use active modes of travel to get to school and work, with data showing 27% of all activity undertaken was between 7-8am and 2-3pm. Further to this, 79% of players reported that they had been engaging in more walking, cycling, or wheeling during Beat the Street.

Participants also completed questions about their mental health and wellbeing. The findings demonstrate that the programme has led to improved mental wellbeing for adults, providing a social and economic value of £750 per participant.

Towpath usage along the canal and time spent in a greenspace increased during Beat the Street. The proportion of players who reported spending time in a local park within the past week increased by 5%, from 90% to 95%. Players reporting walking, running, scooting, or cycling on a towpath alongside a canal or river increased by 8%, from 65% to 73%. Furthermore, the number of daily towpath users along the canal increased during Beat the Street, while the number of those who rarely visited the canal decreased. Wednesday and Saturday between 2-3pm and 5-6pm were the most popular times for visiting and playing around the canal.

Over the next few months, we will continue to work with the schools, groups and individuals who took part in the game to help them maintain their physical activity levels. We will also look at opportunities for new collaborative initiatives in priority locations to ensure there is a physical activity offer for residents. A six month follow up survey will be sent out to players in November, which will look at long term behaviour change.



Beat the Street was delivered by Intelligent Health.

For more information please visit:
www.beatthestreet.me/

