

Beat the
Street Burnley
2021
Post game
report



Burnley Together



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


**Intelligent
Health**

EXECUTIVE SUMMARY

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. We also wanted to promote active travel and improve mental wellbeing amongst participants. 10,523 people (12% of the population) took part in Beat the Street Burnley, travelling a collective distance of 80,346 miles over the six-week game phase between 15 September and 27 October.

Registration data was collected on 6614 people at the start of the game, providing audience insight into who was taking part; their age, gender, ethnicity and postcodes. A further 5,428 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 the health survey again, along with some 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 70% of inactive adults became active and 42% of less active children became active.

This report will summarise the impact Beat the Street has had on individuals and communities by analysing pre and post intervention data, case studies, anecdotal information and digital performance.

INTRODUCTION

Beat the Street Burnley was brought to the town by Burnley Together with the Canal and River Trust. Burnley Together works in partnership with Burnley Council, Calico Homes, Lancashire County Council, Burnley Leisure, Burnley FC in the Community, BPRCVS and other partners across the public, private and voluntary sectors to create a central community hub.

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 the participants and through improved partner working. 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. Throughout the six-week game phase, we work 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 Together an Active Future (TaAF), Burnley locality team employee whose role was around connecting physical activity opportunities across the town. This meant that they already had good existing knowledge of local partners, and the community.



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 activity. In Burnley these figures are 53.3% and 40.3% respectively, much lower than the England average. Data also shows that people in more deprived areas are less likely to be active and therefore have worse health outcomes. In Burnley, only 51% of adults who live in the top 10% (most deprived) deprived areas achieve the recommended amount of physical activity, down from 55% in 2015.

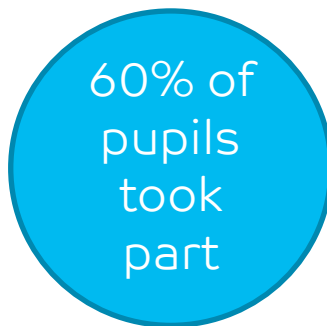
Compounding the issue has been the Covid-19 pandemic which has had a profound impact on not just the physical health but mental health of the nation, and particularly in children. Sport England data suggests that around 100,000 fewer children were active during the pandemic compared to the same period for 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.

LOCAL ENGAGEMENT

A multi-agency steering group was set up from the outset of the programme, inviting all key partner organisations to come and learn about Beat the Street and help us to embed the programme locally. Multiple sectors were represented at the steering group, including; Health, Faith, Education, Local Authority, Leisure and others. The steering group was integral to help us plan engagement activities, build the profile of Beat the Street in Burnley and develop the sustain plan.

Schools

This partnership approach to delivery meant that we were able to engage all the primary schools in the area by working with the School Sport Partnership who already had established connections with schools. Despite the pandemic, and many schools not allowing visitors, our Engagement Coordinator was still able to deliver 8 assemblies in person. The remaining ones were either done virtually or the presentation sent to the school to distribute the information themselves.



THE WALSH FAMILY

“We started playing when the children brought home a card and a fob from school. We played a little before school and in the evening and then also started arranging weekend walks with friends who were also playing for Lowerhouse school. Realising how well we were doing and how high up the leader board we all were, motivated us to carry on and do more.

Throughout the 6 weeks we all became more competitive as individuals and as a group hoping the school would continue in 1st place. Most of the miles we walked over the 6 weeks were purely down to playing Beat the Street. We really enjoyed the social aspect of meeting friends at times when we probably wouldn't have normally. It benefited us hugely staying active in all weather and at all times of day and night. Myself (Jenny) and 3 others from our group have signed up to a 10k race in February. This has materialised from playing Beat the Street and isn't something I would have ever considered doing before.”



LOCAL ENGAGEMENT

The Engagement Coordinator also had a role in recruiting community and workplace teams. This was challenging as many perceived the game as being for children only. Covid-19 also made engaging with the community harder as many groups were not meeting face to face, or allowing visitors. Engaging with community groups relied on a strong network of partners to promote the initiative within organisations. These relationships were built up slowly during the course of the programme and will be further developed throughout the sustain phase. In total there were 42 community and workplace teams with a total of 347 people playing for them. The breakdown of these teams were as follows:

- 10 workplaces
- 9 community groups
- 4 nurseries/childcare
- 3 sports clubs/groups
- 2 libraries
- 14 unknown or unaffiliated groups



TRAWDEN ATHLETICS CLUB

Team members of Trawden Athletics Club clocked up a total of 75,000 points earning them second place in the 'Community & Workplace' category.

One of the club members saw 'Beat the Street' advertised and asked if others would like to form a team. Twelve members joined the BTS team and kept in touch using a Facebook messenger group – an evening 'report' updated everyone on each other's activity. Prior to Beat the Street, the Trawden AC team didn't consider themselves as competitive but found themselves keeping a close eye on the leader board, 'to the point of being obsessive' said one member!

Linda would make an effort to leave her desk at lunchtime to speed walk around the town tapping the Beat Boxes on the way. Linda's colleagues were inspired how she 'fit' being more active into her already busy lifestyle and donned their trainers to join her.

Keiran commented that his dogs were walked a lot more during the competition whilst another member mentioned how the family bikes were brought out of the shed to explore further afield and enable more boxes to be tapped.

As a whole, the group loved Beat the Street and feel it is a fabulous initiative for many reasons, it certainly motivated people to be more active but importantly it helped people connect and re-form friendships following lockdown when the club weren't able to meet. Now several of the BTS groups will continue to meet up and run together outside of activities the club organises.



LAUNCH EVENT

A launch event at the newly regenerated Finsley Gate Wharf, Canal and River Trust community building and forge took place on the 8th September a week before the start of the game. This was well attended with 30+ partners, stakeholders and press together with elected members, and the Mayor and Mayoress. The event provided a networking opportunity, followed by inspiring speeches on the importance of working collaboratively as part of Covid recovery and beyond; and the excitement of Beat the Street as a driving catalyst in supporting the wellbeing of Burnley residents and showcasing the positive opportunities, assets, and places in Burnley. This was then followed by a walk along the Straight Mile to demonstrate how the game worked.

At the launch, a week before the game start Burnley had over 100 people registered to play, the Engagement Coordinator was apprehensive about the game reaching its engagement target of 8,600. However, 100's soon grew into 1000's as the momentum gained day by day.



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 local places and opportunities, discovering and exploring new areas of their town. The events also provided us with an opportunity to work with local partners, organisations and venues.

Go Play

During this week, players start to get to grips with the rules and mechanics of the game. The Engagement Coordinator also attended 2 School Fun Run events with a mobile Beat Box to further raise awareness of Beat the Street. We also delivered a paddleboarding event in partnership with Canal & River Trust.

Go Travel

This week double points could be gained during commuter hours to encourage and incentivise active travel. This also coincided with National Fitness Day, where we supported an event in the Town Centre promoting physical activity.

This week, the Engagement Coordinator also attended a McMillan Coffee Morning event with a mobile Beat Box, giving the opportunity to engage with community members.



IN GAME EVENTS

Go Explore

This week aims to help players explore new areas, routes and assets in Burnley that they might not have otherwise been aware of. A mobile Beat Box was placed in Offshoots community garden to encourage people to explore the gardens and find out what they offer.



Go Wild

Go Wild week is about promoting the green and blue spaces in an area, from canal towpaths to small pocket parks. Boxes in green/blue spaces give out double points to incentivise visits to these areas. This week the Engagement Coordinator delivered another paddleboard session with Canal & River Trust and delivered nature Orienteering events.



IN GAME EVENTS

Go Active

This week is all about encouraging people to go further and do that little bit more. It provides an opportunity to promote physical activity providers, groups and clubs. This included Active Streets sessions for young people, volunteer led walks, Up and Active Community sessions, free mini golf, Les Mills body attack launch and adult and junior parkrun.



Go Celebrate

The end of the 6-week game phase sees 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 delivered Halloween themed family activities, to coincide with school holidays, including a Town Centre trail delivered in partnership with Pendle Forest Orienteers, Town Centre Manager and local businesses. This event went extremely well and will hopefully result in more collaborative trails being put on in the future



CELEBRATION EVENT

A celebration event to award the winning workplace and community teams as well as the individual winner was held at The Prairie Sports Village on 4th November, with partners and stakeholders invited to meet the players and celebrate their achievements. Lots of positive stories and feedback was received at the event and it was evident the game had impacted a wide range of individuals in many positive ways. These stories will be made into player profiles to further demonstrate the impact playing Beat the Street had on individuals in Burnley and hopefully help inspire others.

School Assemblies

The Engagement Coordinator has been presenting the top five schools with their prizes during school assemblies. Using the opportunity to get the students and schools thinking about what's next, how they can maintain activity levels, highlight the opportunities and places in Burnley which make it a great place to live.

When asked what they enjoyed about Beat the Street, top responses included; “spending more time with friends and family” and “exploring outdoors”.



DIGITAL ENGAGEMENT

Facebook

Followers: 888
Engagements
15,430

11% Male
88% Female
45% 35-44 years

Twitter

Followers: 141
Engagements:
3,639

43% Male
57% Female

Instagram

Followers: 113
Engagements: 366

Newsletters

Mailing list: 3,727
Open rate: 30%

Website

15,956 website
users

445,332
website visits

DIGITAL ENGAGEMENT

Engagement with our social media channels was high across the game. Some of the most popular posts include the ones promoting player competitions and events. The post with the highest engagement was the leaderboard announcement which reached over 11.5k people. Our partners have been really supportive in sharing our posts enabling us to reach a bigger audience.

**Beat the Street Burnley**
30 September · 🌐

Where's Beattie?

Are you ready for week 2 of of Where's Beattie? This weeks theme is Go Explore and Beattie has certainly been doing that 😊

All you need to do is comment where you think he is on the post on our social channels to be entered into a prize draw to win Burnley Leisure family activity voucher's, your very own Beattie or other merchandise 😊...
[See more](#)

**1,763** People Reached**91** Likes, Comments & Shares ⓘ**225** Post Clicks**NEGATIVE FEEDBACK**

**Beat the Street Burnley**
7 October · 🌐

We want to see your best nature photos! While out collecting those important Beat the Street points in parks this week, capture the nature you see in a photo. Send in your snaps tagged with [#BTSPPhotoChallenge](#) to be in with a chance to win a Decathlon Voucher. [Burnley Leisure Burnley Together Canal & River Trust Canal & River Trust - Explorers](#)

**1,782** People Reached**35** Likes, Comments & Shares ⓘ**81** Post Clicks**NEGATIVE FEEDBACK**

THE IMPACT



10,523

Total players



70%

Of inactive adults
became active



42%

Of less active children
became active



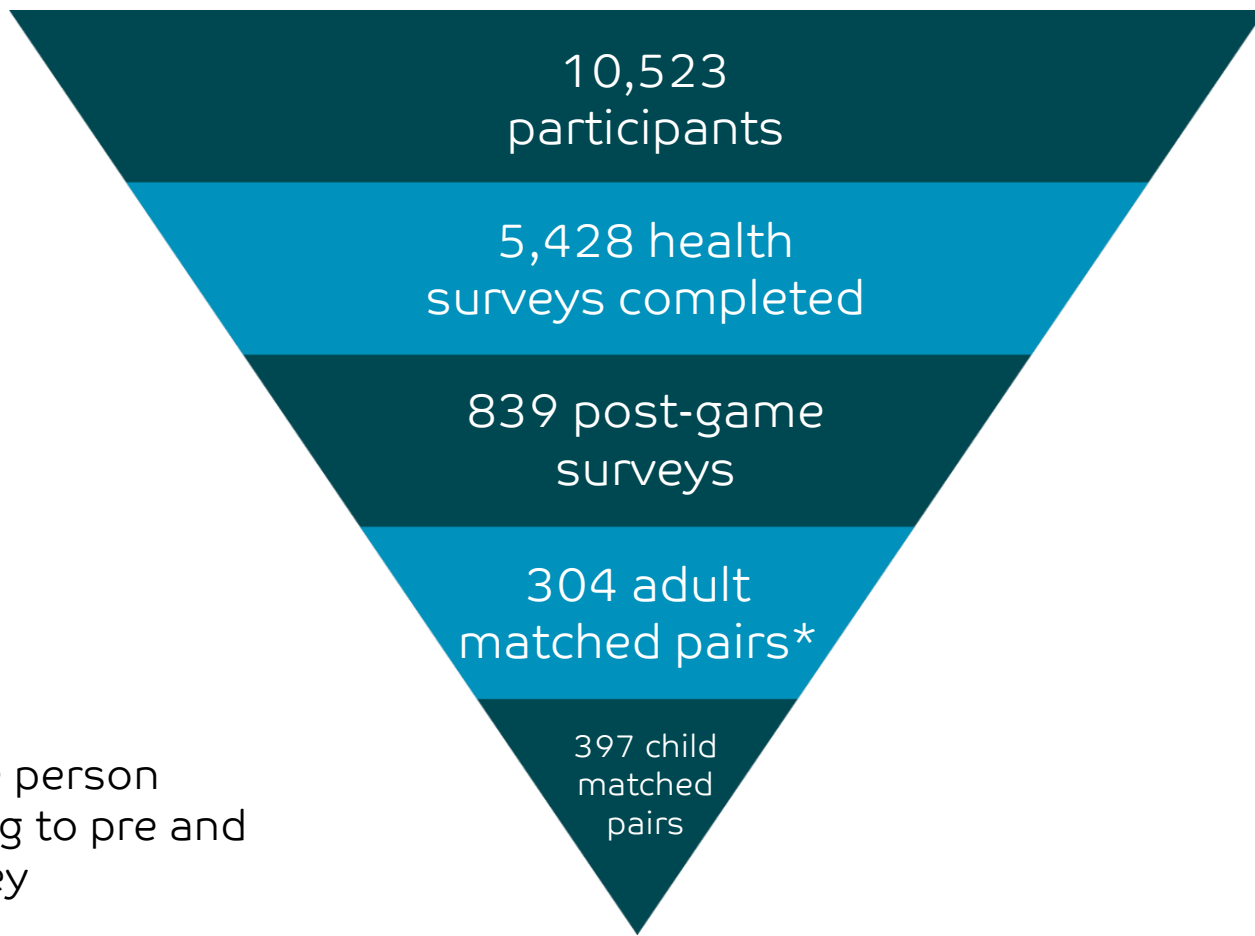
30%

Of gameplay during
typical travel periods



Improved Mental
wellbeing for adults
and children

CAPTURING DATA



*the same person
responding to pre and
post survey

Data based on pre-game survey respondents

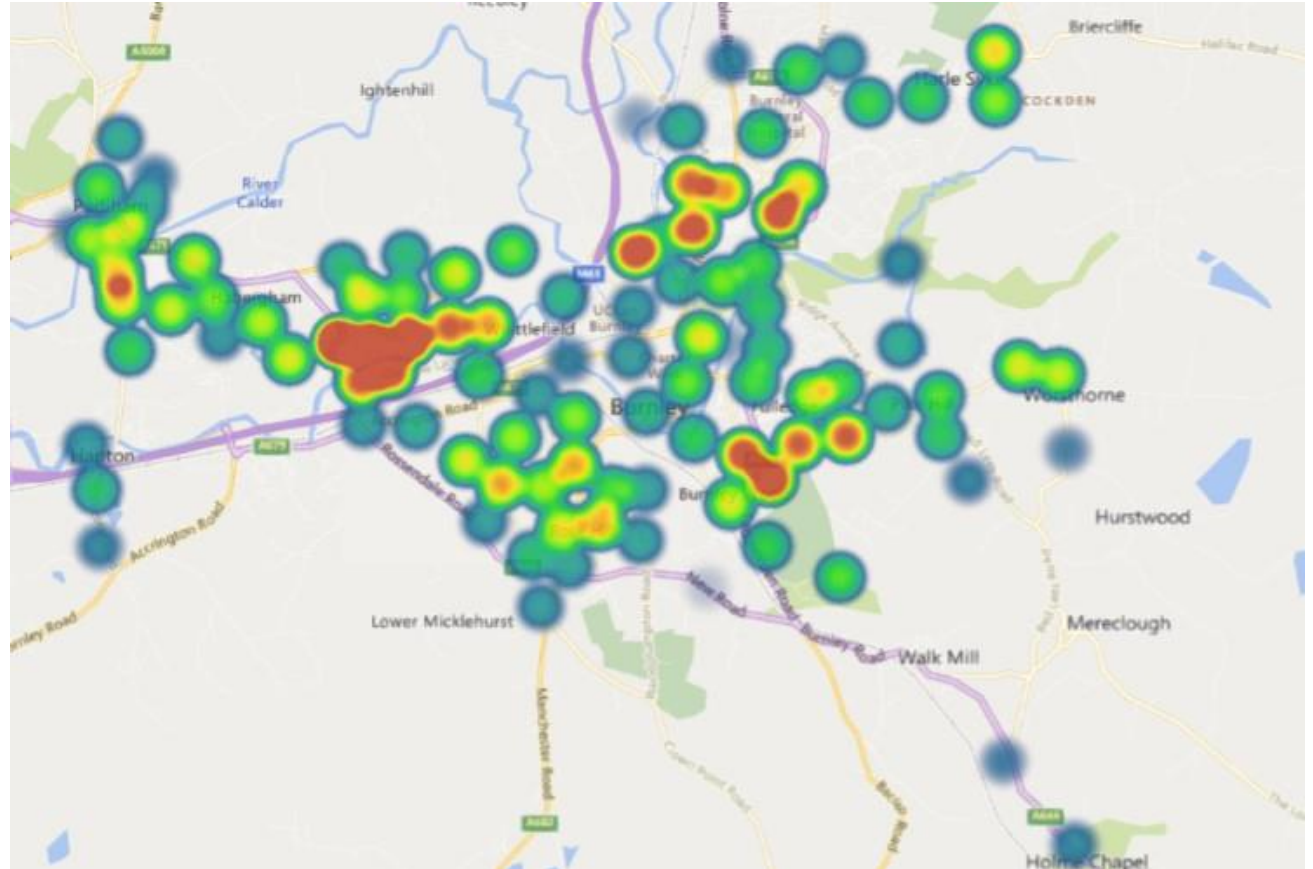
WHO TOOK PART?

AGE (n=6598)		GENDER (n=6614)		LONG-TERM CONDITION (n=5393)	
0-18	68%	Female	57%	No	85%
19-29	4%	Male	42%	Diabetes	1%
30-49	23%	Non-binary	1%	Heart Disease	0.4%
50+	5%	Prefer not to say	0.1%	COPD (emphysema)	0.2%
ETHNICITY (n=5306)		DEPRIVATION (n=6475)		Asthma	8%
White	84%	High	56%	A mental health condition	2%
Black, Asian and other culturally diverse communities	14%	Mid-high	22%	Another long-term condition	3%
Prefer not to say	2%	Mid	8%	Prefer not to say	3%
		Mid-low	12%	DISABILITY (n=5392)	
		Low	2%	Yes	4%
				No	92%
				Prefer not to say	4%

MAPPING PARTICIPATION

The map shows the level of participation throughout Burnley. Areas in red highlight greatest participation whereas areas in blue show lower participation.

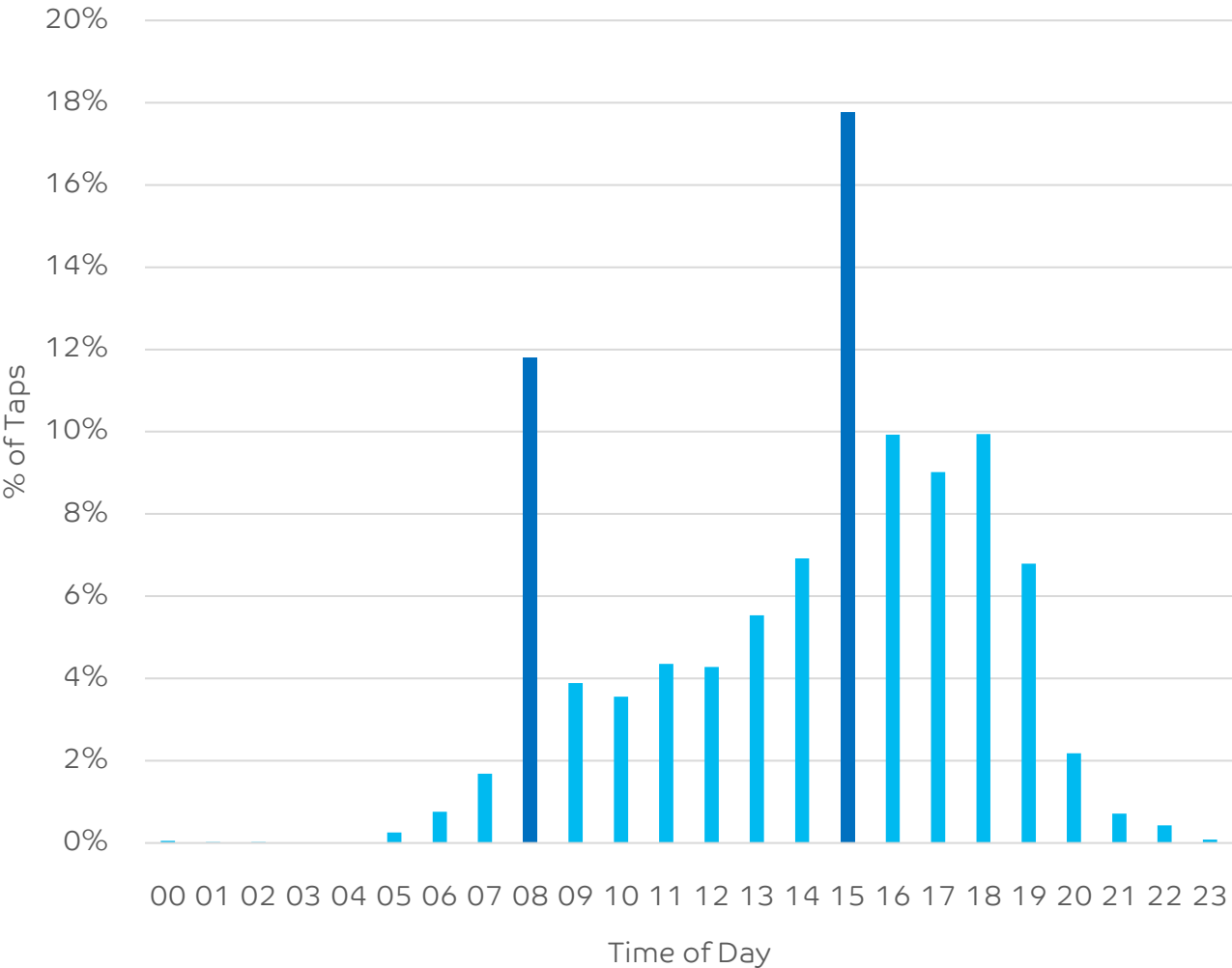
The most tapped Boxes were Boxes 18 and 19, located outside two of the winning schools. The least popular Box was Box 100 (New Road), situated on a footpath to the south of the town.



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.

30% of all activity undertaken was between 8-9am and 3-4pm, which are typical travel periods.

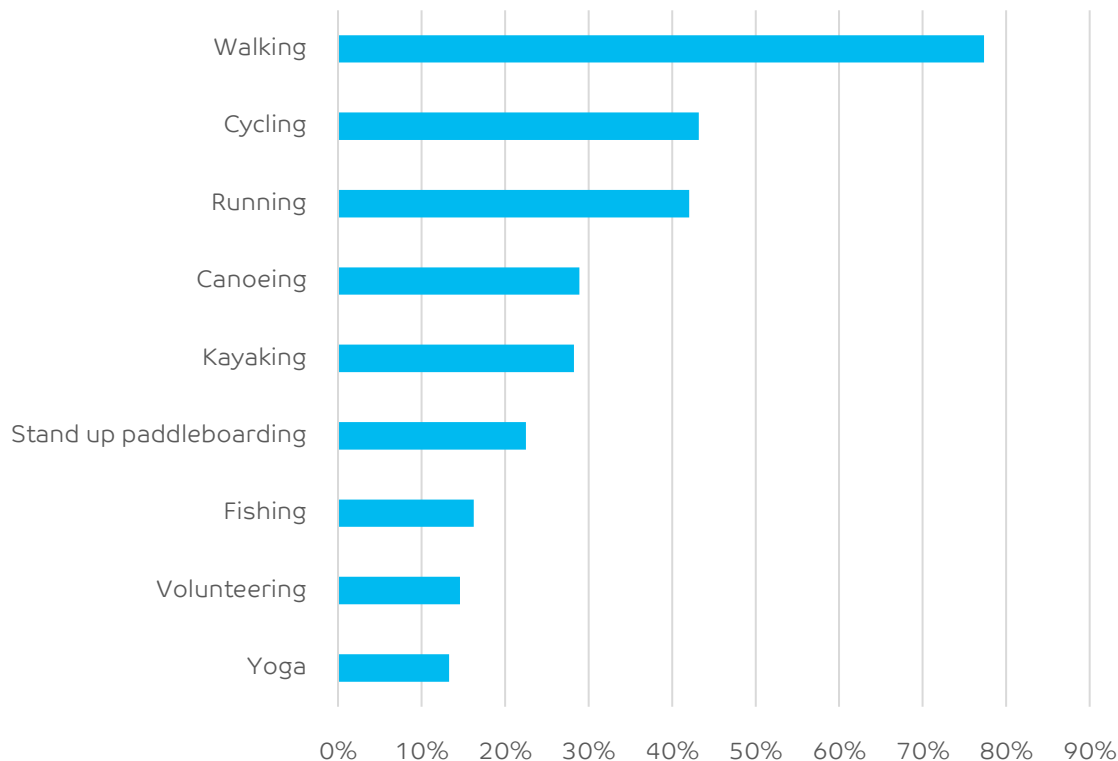


TOWPATH AND GREENSPACE USE

48% of players reported they had discovered a new place, space or walking route whilst playing Beat the Street (n=757). 25% reported they were now more likely to visit the canal, whereas 65% reported the likelihood that they would visit the canal had remained the same (n=758).

At the end of the game, players were asked “Would you consider taking part in any of the following activities on your local canal?”. People reported a range of activities, although walking, cycling and running were the most popular, reported by 77%, 43% and 42% of players, respectively (n=609).

Activities people would consider taking part in
along the canal

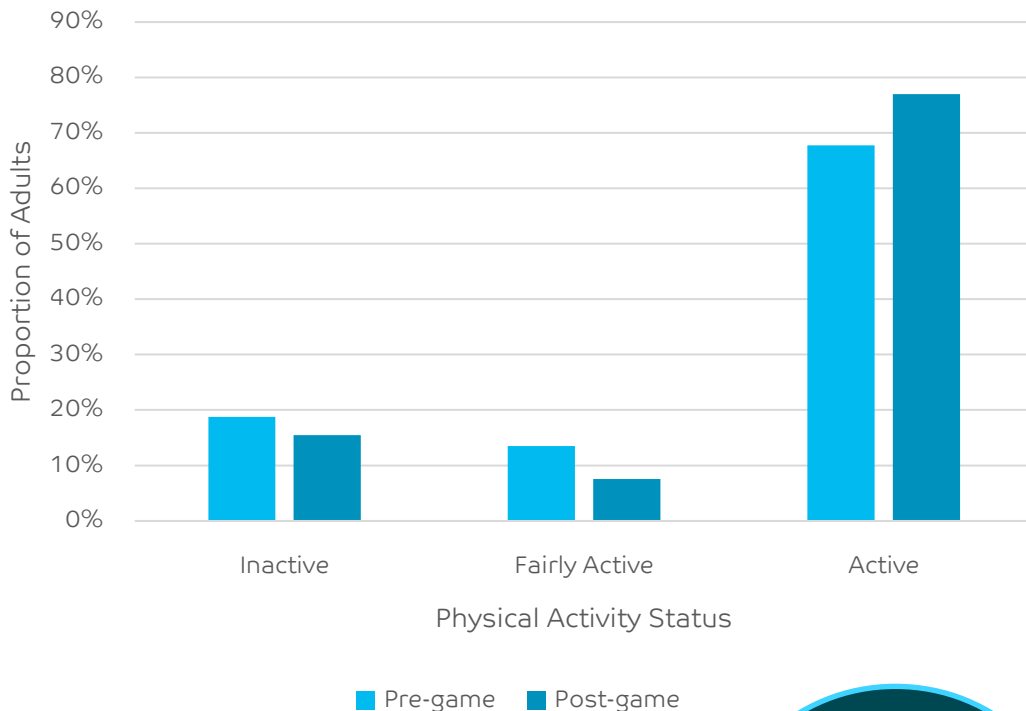


ADULT PHYSICAL ACTIVITY

During registration 30% of adults were inactive (n=1463).

Following Beat the Street, 70% of adults who were inactive when they registered had become active. Overall, the proportion reporting being inactive decreased from 19% to 15% (Based on n=304 matched pairs).

Furthermore, there was a 9% increase in the proportion achieving 150+ minutes of activity per week (Based on n=304 matched pairs).



Definitions:

Inactive = Less than 30 minutes a week

Fairly Active = 30-149 minutes per week

Active = at least 150 minutes a week

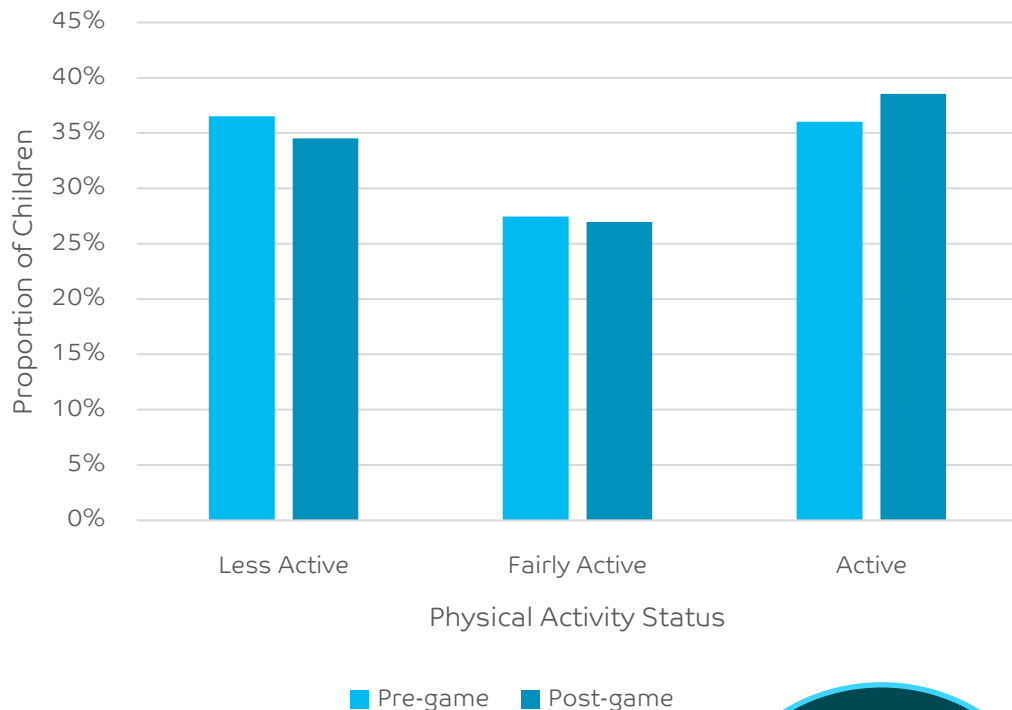
70% of inactive adults became active

CHILD PHYSICAL ACTIVITY

During registration 47% of children were less active (n=3942).

Following Beat the Street, 42% of children who were less active when they registered had become active. Overall, the proportion reporting being less active decreased from 37% to 35% (Based on n=397 matched pairs). Furthermore, there was an 3% increase in the proportion achieving an average of 60 minutes of activity per day (Based on n=397 matched pairs).

The behaviour change for girls was even stronger. The proportion reporting being less active decreased by 5% and the proportion reporting 60 minutes of activity per day increased by 4% (Based on n=202 matched pairs).



Definitions:

Less Active = Less than an average of 30 minutes a day.

Fairly Active = An average of 30-59 minutes a day.

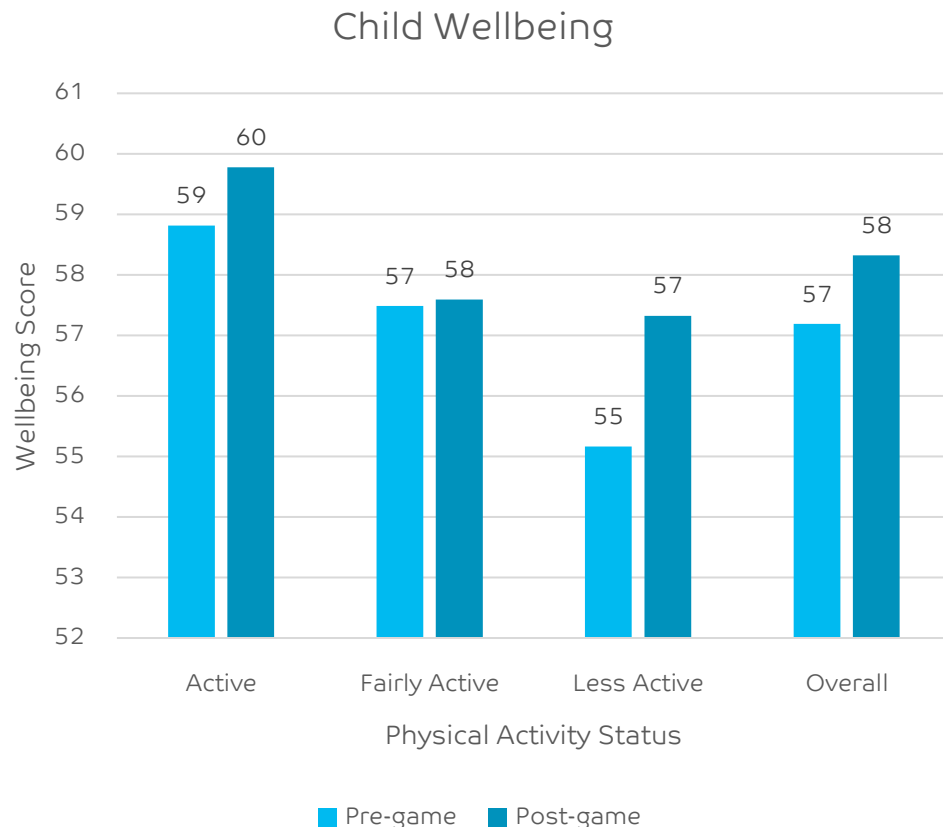
Active Across the Week = An average of 60+ minutes a day

42% of less active children became more active

IMPROVING MENTAL WELLBEING

Following Beat the Street, adult and child wellbeing improved. For children, there was a 1-point increase in mental wellbeing overall. Although for those who reported the lowest levels of activity before the game, there was a 2-point increase in wellbeing (Based on n=324 matched pairs).

For adults, there was a 0.5point increase in mental wellbeing overall and for those who reported the lowest levels of activity before the game (Based on n=257 matched pairs).



RETURN ON INVESTMENT

Using the National Institute for Health and Care Excellence return on investment tool for physical activity, we estimate that based on the behaviour change observed, the following savings will be made to the economy, transport and healthcare.

Return on Investment (over 2 years)		
	For every £1 spent	For total programme cost
Economy	£6.91	£739,799
Transport	£1.70	£87,917
Healthcare	£6.79	£724,891

FEEDBACK – ADULTS

Collected from 279 people

“Helped get me and my family out and about, gave all of us a reason to be together” – **Male, aged 40-49**

“Made the effort and conscious decision to walk instead of driving and so did my two children! Please relaunch!.” – **Female, aged 30-39**

“It helped me and the children get out of the house more with an objective. The kids (and I) were more much active.” – **Male, aged 40-49**

“The game motivated me to make time in my diary to get back running and scoring points. Playing the game seemed more inviting than going on a run. I also made my walk into the office 5 minutes longer in a morning in order to take in a box and it actually just gave me a few minutes to myself at the start and end of each day..” – **Female, aged 30-39**

“I now own a bike and we have been out on lots of bike rides together as a family. My son has loved it!” – **Female, aged 30-39**

“It keeps me and my children energetic and every day we feel we have a task to complete and a sense of achieving.” – **Female, aged 40-49**

“It was great quality time spent with my son going on different walks/bike rides every week to beep our tags/card.” – **Female, aged 30-39**

“My partner and I have enjoyed doing this together and it has meant we have talked and connected more. It's also been fun when we have got out as a family to do BTS.” – **Female, aged 40-49**

FEEDBACK – CHILDREN

Collected from 296 people

“We really enjoyed walking while doing this game.. Not normally going out this much..” – Boy, aged 11 and under

“Gave us the enthusiasm to walk to and from school most days” – Boy, aged 11 and under

“It helped me learn new places to walk so I could get the boxes and made me feel more confident in myself” – Boy, aged 11 and under

“I enjoyed going on long walks which I normally wouldn't have done.” – Girl, aged 11 and under

“I loved walking with my mummy and hearing the different noises all the boxes made.” – Girl, aged 11 and under

“Nice way how to spend day with family. All of us looked out for boxes and had a nice walks around the area.” – Girl, aged 11 and under

“We had lots of fun walking and riding and just getting out of the house” – Girl, aged 11 and under

“I learnt new routes and streets that I never saw before. I spent time with my dad on the walks, usually my dad is busy with work but he took time out to do beat the street with me. I was very happy!” – 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 learnings and insights 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 post game data provided by participants demonstrated that 70% of adults and 42% of children were lifted out of inactivity (adults) or low levels of activity (children). There was a 9% increase in the number of adults reporting meeting the CMO recommended guidelines for physical activity.

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 30% of all activity undertaken was between 8-9am and 3-4pm.

Participants also completed questions about their mental health and wellbeing. The findings demonstrate that the programme has led to improved mental wellbeing for adults and children.

Responses collected in the post game survey showed that 25% of people were now more likely to visit the canal towpaths as a result of taking part. The majority of people stated that walking, cycling and running were the activities they were most likely to take part in along the towpaths.

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 March 2022, which will look at long term behaviour change.