

Beat the Street Taunton

Beat the Street is an evidence-based population level, behaviour-change programme that creates a social norm around being active. It connects people to each other and their environment and addresses health inequalities through small changes to daily behaviour. In Taunton it brought partners together to deliver shared objectives on improving people's health and wellbeing, active travel and the environment and catalysed local strategies. Sustainability is in the behaviour change of participants – enabling them to take control of their health.



Headline Findings



5076

Total players



62,645

Miles were travelled



61%

Of inactive adults became active



70%

Of less active children became active

Demographics

Age: 47% of players were adults (using cards) and 53% were children (using fobs).

Gender: 73% of adults were female.

Ethnicity: 91% were of white ethnic background.

Long-term Medical Condition: 16% had a long-term medical condition.

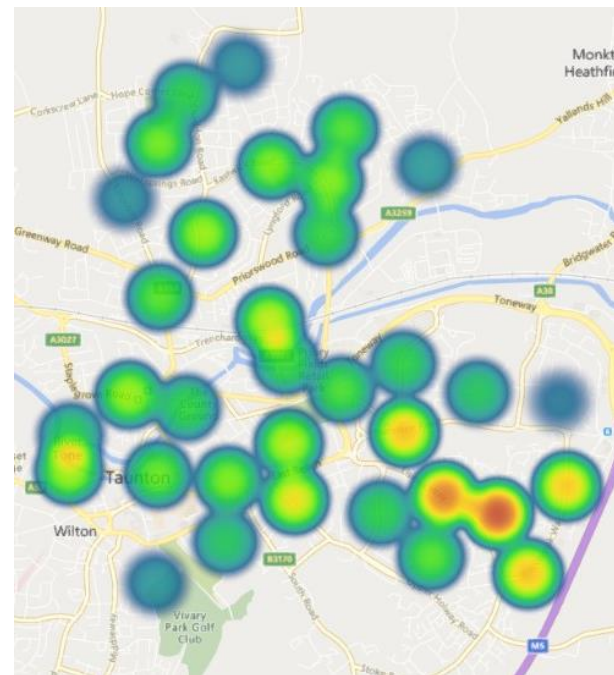
Disability: 4.5% had a disability.

Level of Deprivation: 23% were living in the 20% most deprived areas, whereas 40% were living in the 40% most deprived areas.

Movement Data

Throughout the 4-week game, 186,070 taps were recorded on Beat Boxes and 62,645 miles were travelled – an average of 12 miles per person.

The heatmap (right) shows there was high engagement with Beat Boxes across Taunton.



Qualitative Feedback from Children

290 children provided qualitative feedback post-game. These responses suggested children had become more physically active and more connected to each other and the local area.

“It helped me because it is good for my health we did lots of walking and it was fun” – Girl, under 11

“It helped me ride my bike better and nearly keep up with my big sister.” – Girl, under 11

“We went the long way to and from school and made sure we cycled everyday.” – Boy, under 11

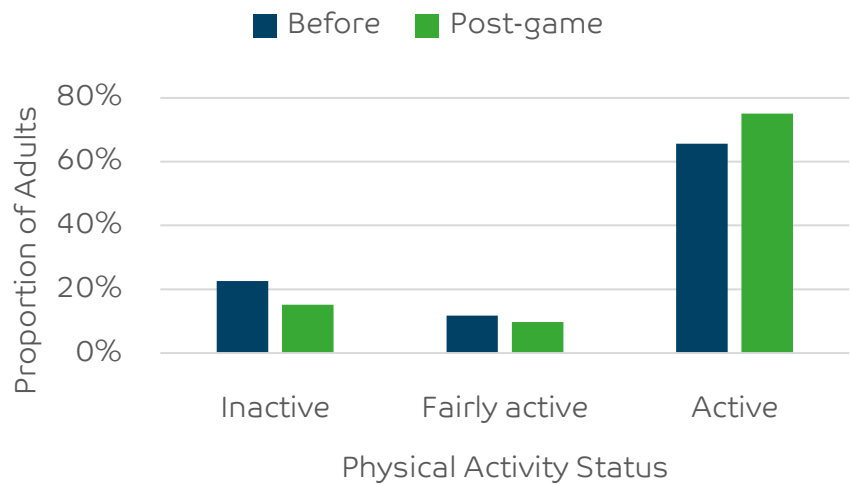
“It gave me a goal/ focus each weekend, and helped involve my older sibling in walks with me” – Boy, under 11

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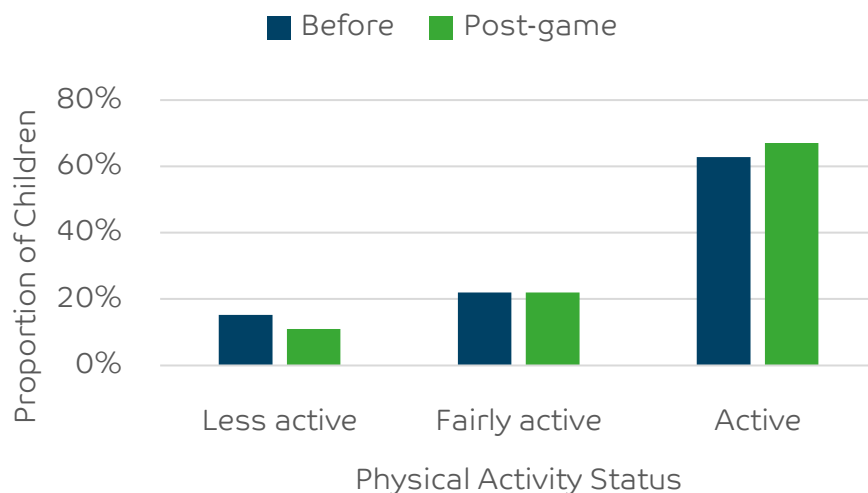
Adult Behaviour Change

The proportion of adults reporting being inactive decreased from 23% to 15%, whereas the proportion reporting undertaking 150+mins per week increased from 66% to 75% (based on 297 adults)



Child Behaviour Change

The proportion of children reporting being less active (<30 mins per day) decreased from 15% to 11%, whereas the proportion reporting undertaking 60+mins per day increased from 63% to 67% (based on 282 children)



Qualitative Feedback from Adults

346 adults provided qualitative feedback post-game. Open question feedback from adults suggested the game brought families together and increased physical activity, especially walking.

“It got me and my family out walking more and together!” – Female, aged 30-39

“It helped me get out the house more and do more fun activities with my son, along the way finding each beat the street. We went to lots of different places ” – Female, aged 19-29

“I found I was walking for roughly 50% longer per walk, and walked every day.” – Male, aged 40-49

“it was a real pleasure and fun to take the kids out each day to collect the points, great activity to cycle every day and spend time with my kids” – Female, aged 30-39