



Intelligent
Health

Intelligent Health combine technology with behaviour change to build more active communities, reduce costs to local and national government and transform lives.



“A person’s health is determined by a range of social, environmental and economic factors. Tackling these can improve health outcomes and release pressure on our health system.”

Dr William Bird MBE, CEO





WHY DID WE CREATE BEAT THE STREET?

Inactivity is causing significant damage to the physical and mental well-being of our society



77%

of disease in Europe is due to lifestyle

The World Health Organisation



80%

of children in England don't get the recommended 60 minutes of activity a day

Health Survey for England 2016



38%

of adults in England aren't meeting recommended activity guidelines

Sport England



£7.4bn

estimated to cost the UK every year

UK Government



35%

less active by 2030 than the 1960s if current trends continue

UK Government



AND WHY DOES THIS MATTER?

The positive benefits of physical activity are well documented

- Physical and mental health
- Community cohesion
- Reduction in public health spend
- Increase in productivity



HOW DOES BEAT THE STREET WORK?

Place-based

- Turns a whole town into a game, taking activity to where people live, work and play
- High profile community initiative

Gamifier

- Fun activities to engage a broad audience

At Scale

- One million participants
- Mainly families play

Inclusive

- 13% of town
- RFID tech and Internet of Things ensures access for all
- Reaches most inactive and those with long term conditions

Connects

- Connects people to their town and communities
- Gets people outdoors and in green spaces

Evidenced

- Increases activity for adults and children
- Improves mental health and improves air quality
- Uses rich location data from Beat Boxes



Partnerships

At the start of a programme a local Steering Group is created bringing together partners including: Travel, Education, Health, Green Space, Culture, Voluntary and Physical Activity sectors.

Steering Group and Intelligent Health create in-game promotion of local partners and exit route plan before the game to support residents to remain active and connected.

This is all communicated via detailed content plan across media channels.



12-month programme in 3 phases





THE IMPACT

Transforming activity levels and improving our environment

70%

of inactive adults
**Are active 12
months later**

73%

of inactive children
**Are active
12 months
later**

76%

of players play
**BEAT THE STREET
TOGETHER**
at weekends/evenings

33%

reduction in
AIR POLLUTION
outside schools

Beat the Street has sub-branding called Go

Based on the 5 ways of wellbeing it works in two ways:

1. As a call to action for players

2. Platform for stakeholders

and sits across social, web and e-newsletter content throughout the programme.

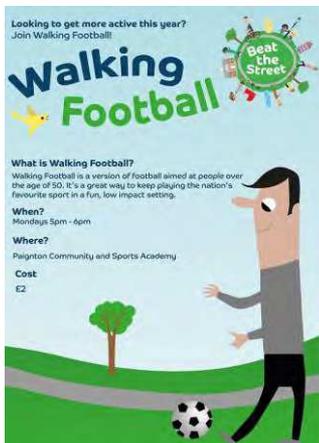


Sustain Phase

Steering Group and Intelligent Health create exit route plan before the game with the following type of outputs:

Participants

1. Mapping walking/cycling routes across the city for post game promotion
2. Identify current and new entry-level activities
3. plan for sustainability- develop exit routes to support residents





beat
the
Street

Beat the Street
connecting
communities