



Beat the Street makes 3 step changes



For our health

Being active is good for your mental and physical health. Walking boosts mood, immunity and relieves stress. Beat the Street helps you remain active even after the game.



For our environment

Reducing an area's carbon footprint. In 2021 and 2022, Beat the Street players travelled approximately 4.2 million miles – 8.7 times to the moon and back, saving 1,153.57 tonnes of CO2.



For our community

Being part of a community improves wellbeing, increases feelings of safety and reduces isolation. People who play Beat the Street say it helps you connect with others.



"We were a distribution point where people could pick up cards and maps. It really helped us because it meant that people were coming in the library and saying ooh I haven't been here for ages, I must come and join up again."

Liz Ashwell, Bridgewater Library, Taunton

Walking and cycling where we live is simple, easy and low cost. Try the challenge and feel the benefit.

Developed by health experts!

Beat the Street is brought to you by Intelligent Health, led by Dr William Bird, a GP working on the NHS frontline. 1.6 million people have played the game so far.

Awards

Awards are fun in-game challenges. If you complete a challenge you unlock an award.

Unlock awards automatically by earning points, playing at certain times or playing the game with your team. Check out your leaderboards to see what awards you have earned and which ones are still to play for.

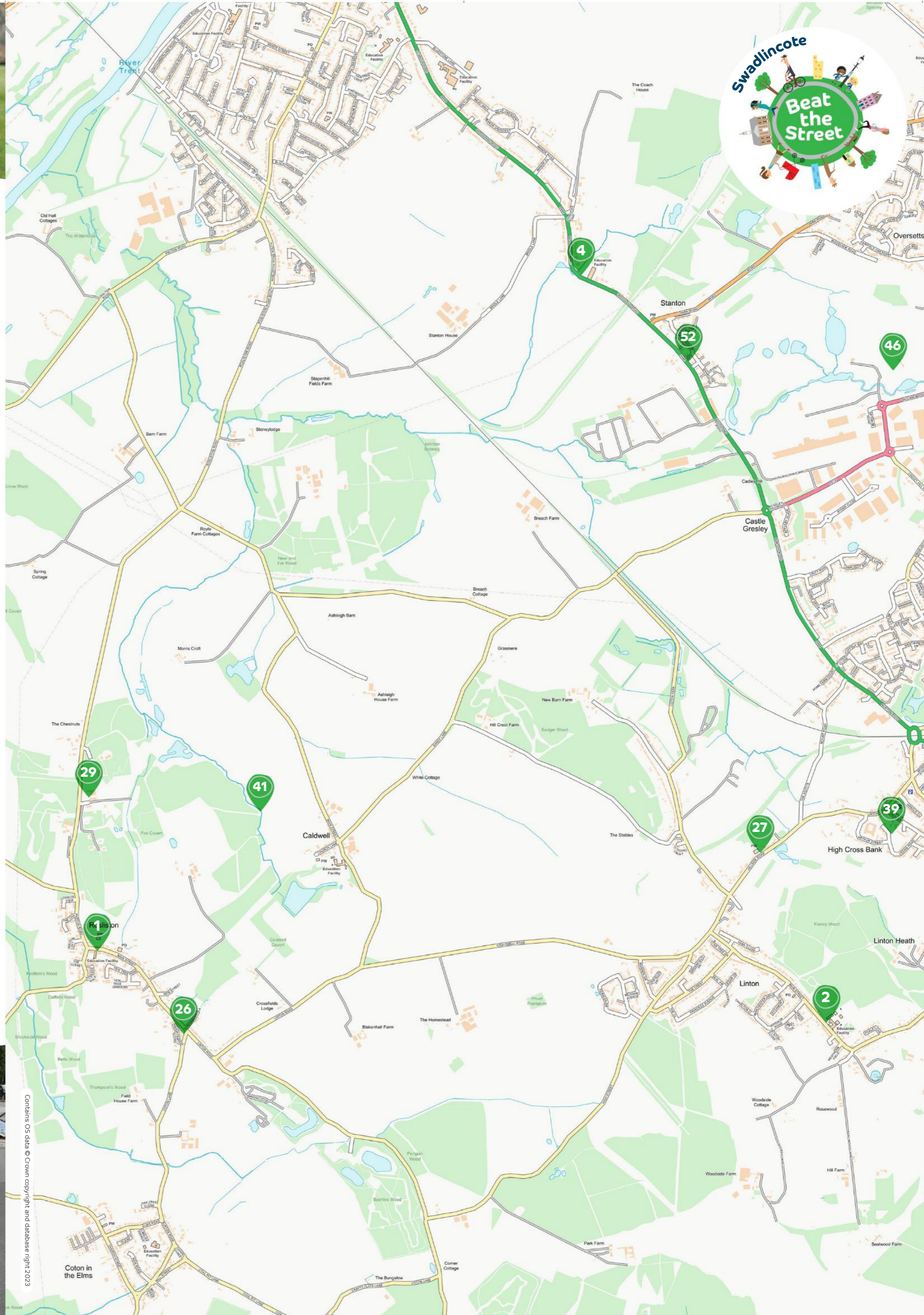
Visit our website beatthestreet.me to find out more.



Prizes

At the end of the game we provide hundreds of pounds worth of vouchers for the top teams and individuals.

You can also win Lucky Spot prizes, including vouchers and Beat the Street goodies as part of different weekly competitions.



Play the free, fun, walking, cycling and rolling game!

Create a team with your friends and colleagues or join your school team and you could win loads of great prizes. Visit beathstreet.me to find out more.

Swadlincote map

Beat the Street

15 March - 26 April 2023

Intelligent Health



Visit new places, have fun and win prizes!

Playing the game is easy. You can play using cards or our Beat the Street App (age 13+).

How to play

- 1 Create your Beat the Street account on our website at beathstreet.me/swadlincote or by downloading our Beat the Street App via Google Play or the App Store.
- 2 Add family members, and register a card to player profiles. Set up a team or join an existing one.
- 3 Start your journey. Find your nearest Beat Box using paper or digital map and hover your card at the contactless Beat Box until it beeps and flashes. If playing with the app, tap the Beat Box icon on your phone and swipe to collect points.
- 4 Visit 2 Beat Boxes within an hour and collect 10 points for each Beat Box – this is 20 points for the journey.
- 5 Carry on your journey. Score 10 points for each extra Box you visit.

By playing with the Beat the Street App you can get access to exclusive features! Collect Gems, choose an avatar to represent you and raise the competition with our team leaderboards.

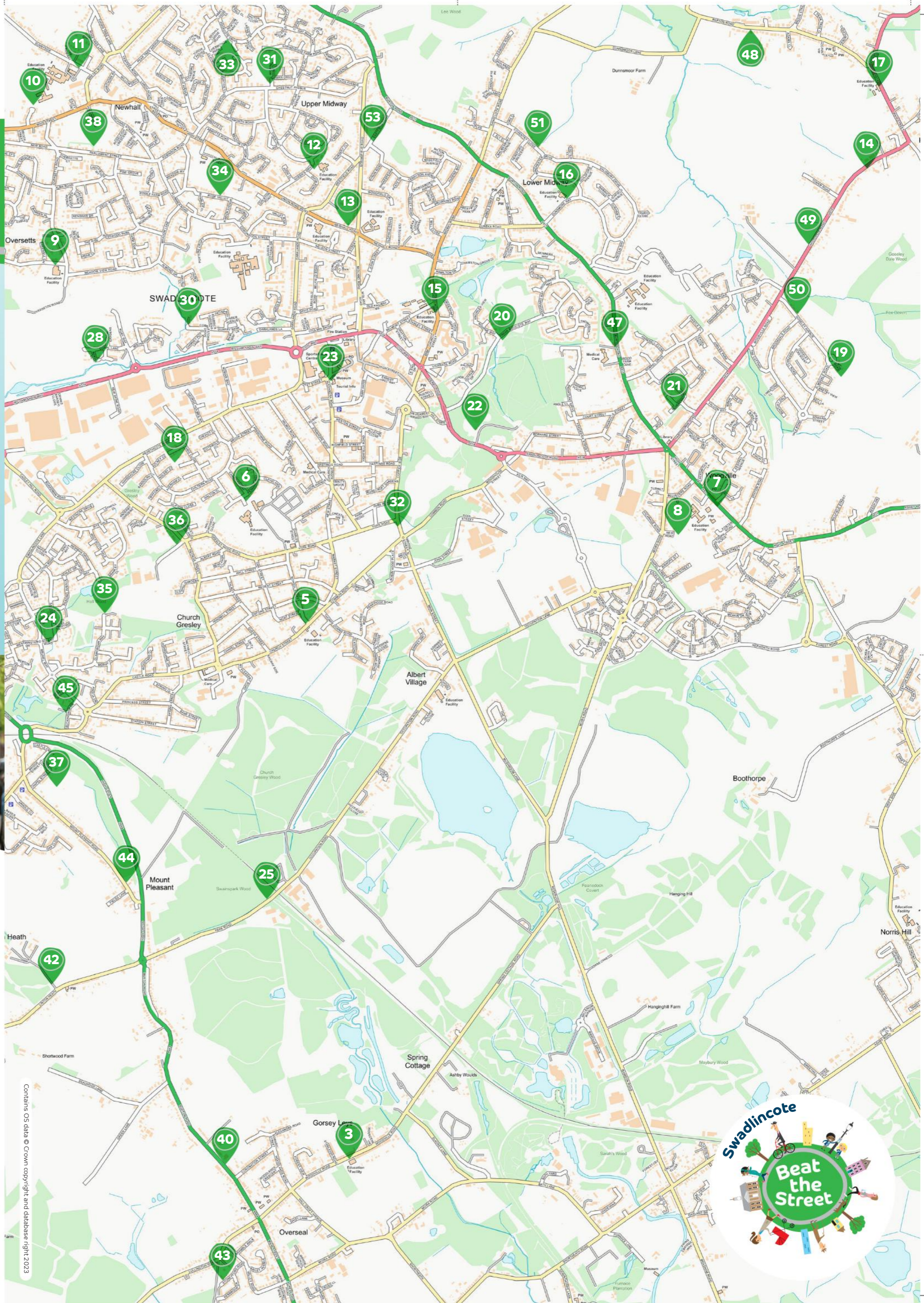
Map details are correct at time of print but visit beathstreet.me for the most up to date version.

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Get started



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