



Beat the Street
Swadlincote

The impact after six months



89%
of adults felt that
they had remained
active



75%
of children felt that
they had remained
active



2%
decrease in the
proportion of inactive
adults



2%
decrease in adult
car travel



Capturing the Data



6,365

total players



82

adult matched pairs



31

child matched pairs



3,370

health surveys



1,272

post-game surveys

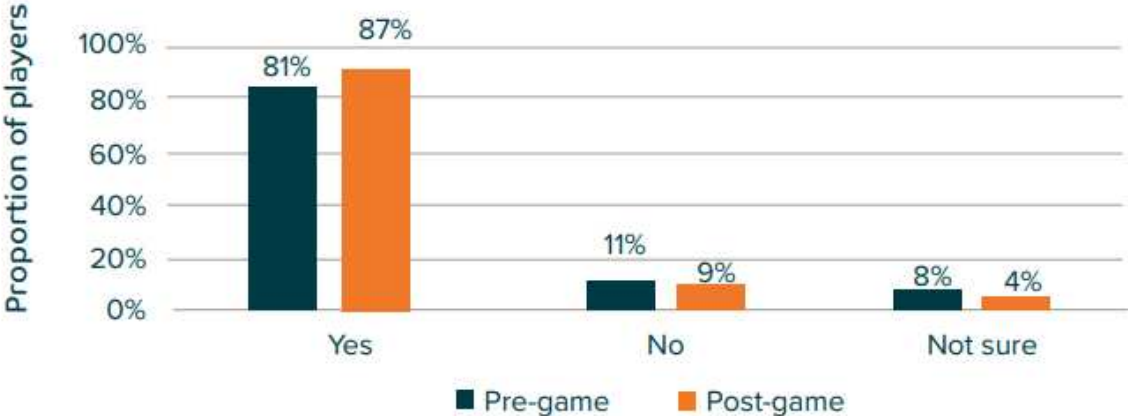


139

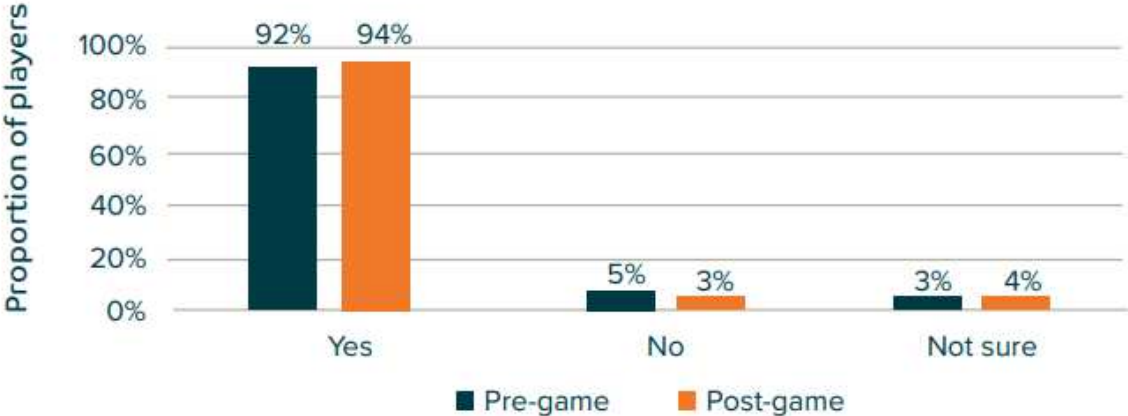
six month surveys



Do you know where to access opportunities for physical activity

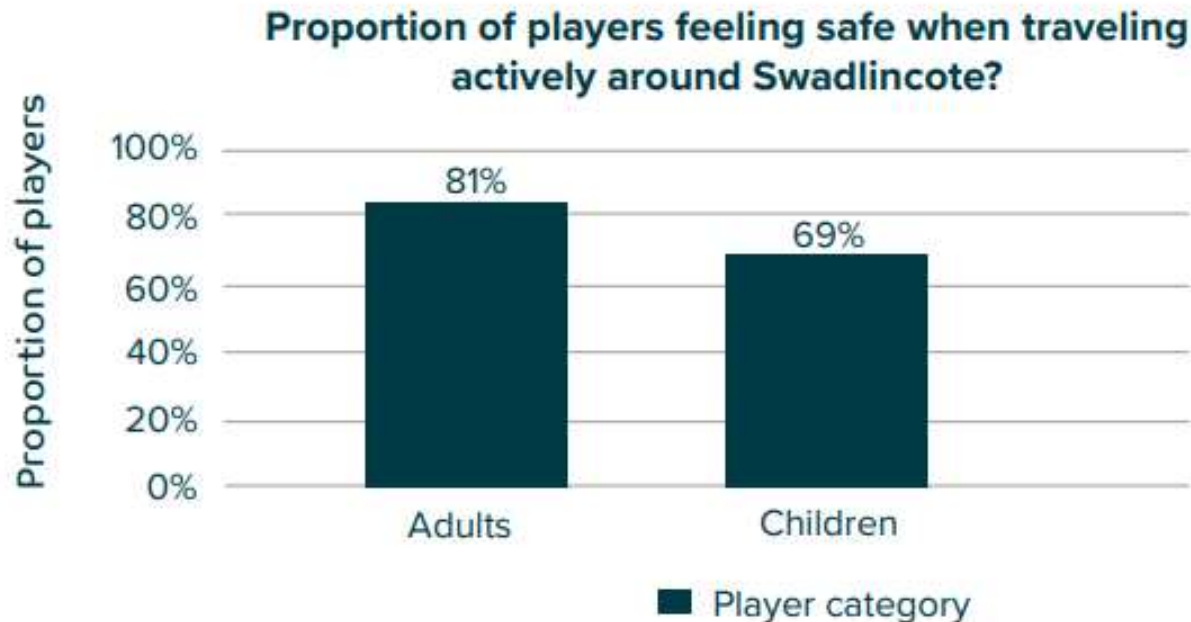


Do you know where your nearest park or wood is?



Safety

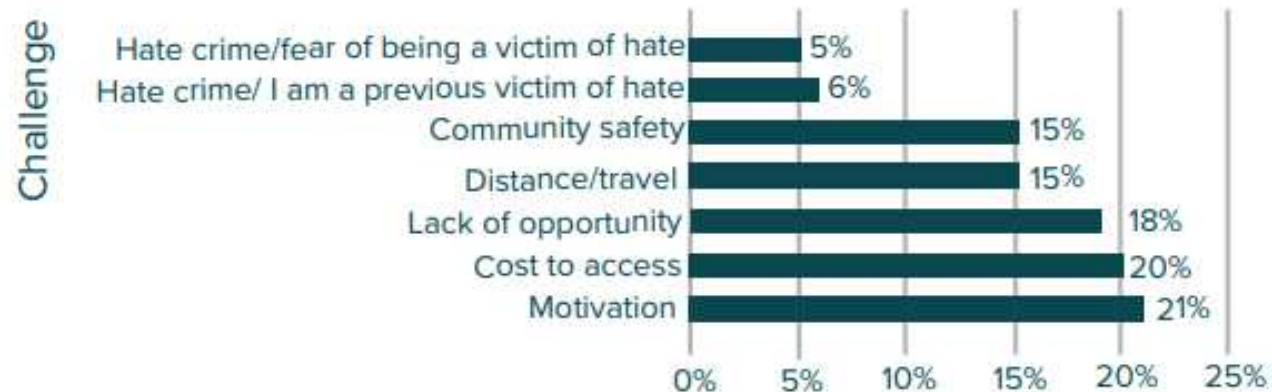
Six months after Beat the Street had ended, 81% of adults (n=84) and 69% children (n=36) reported that they feel very safe or safe when travelling actively around Swadlincote. This suggests that safety may be a barrier for encouraging more children to actively travel around the town.



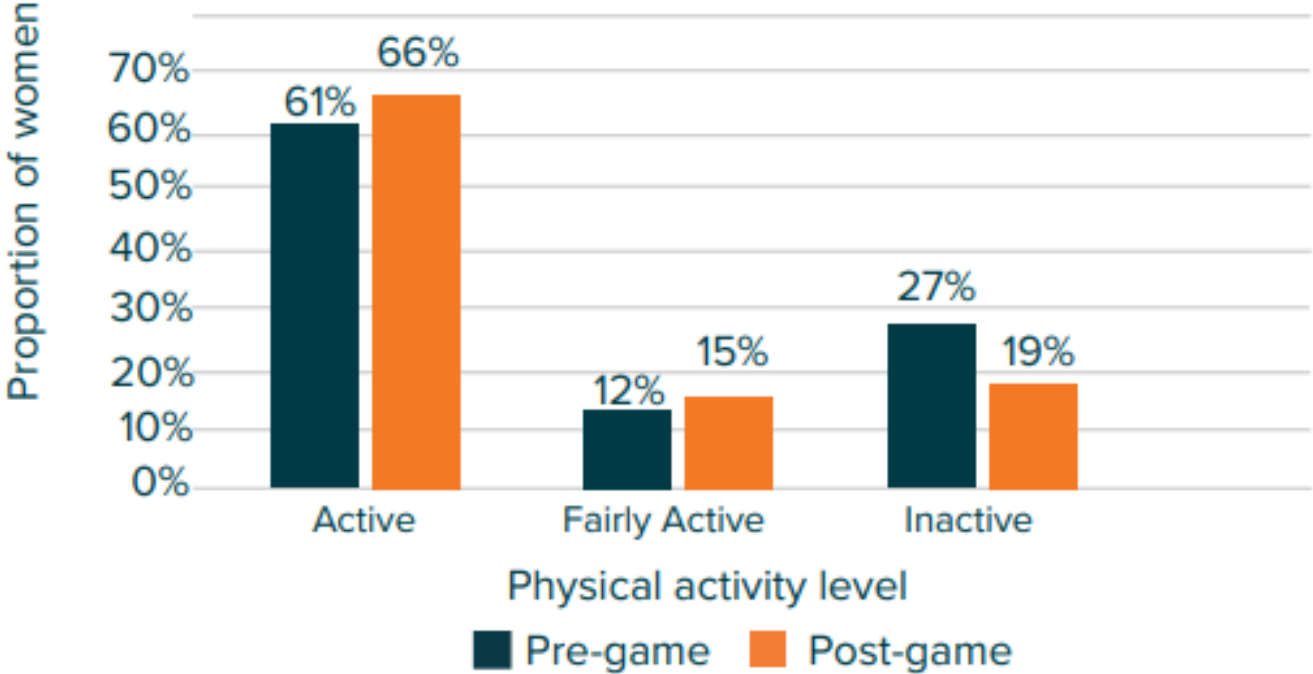
Barriers to active travel

21% of respondents (n=136) reported that finding motivation to engage in physical activity is their major barrier. 20% of players reported that the cost of access is their challenge when it comes to partaking in physical activity opportunities. 18% of individuals indicated that the lack of physical activity opportunities in Swadlincote was a barrier for them.

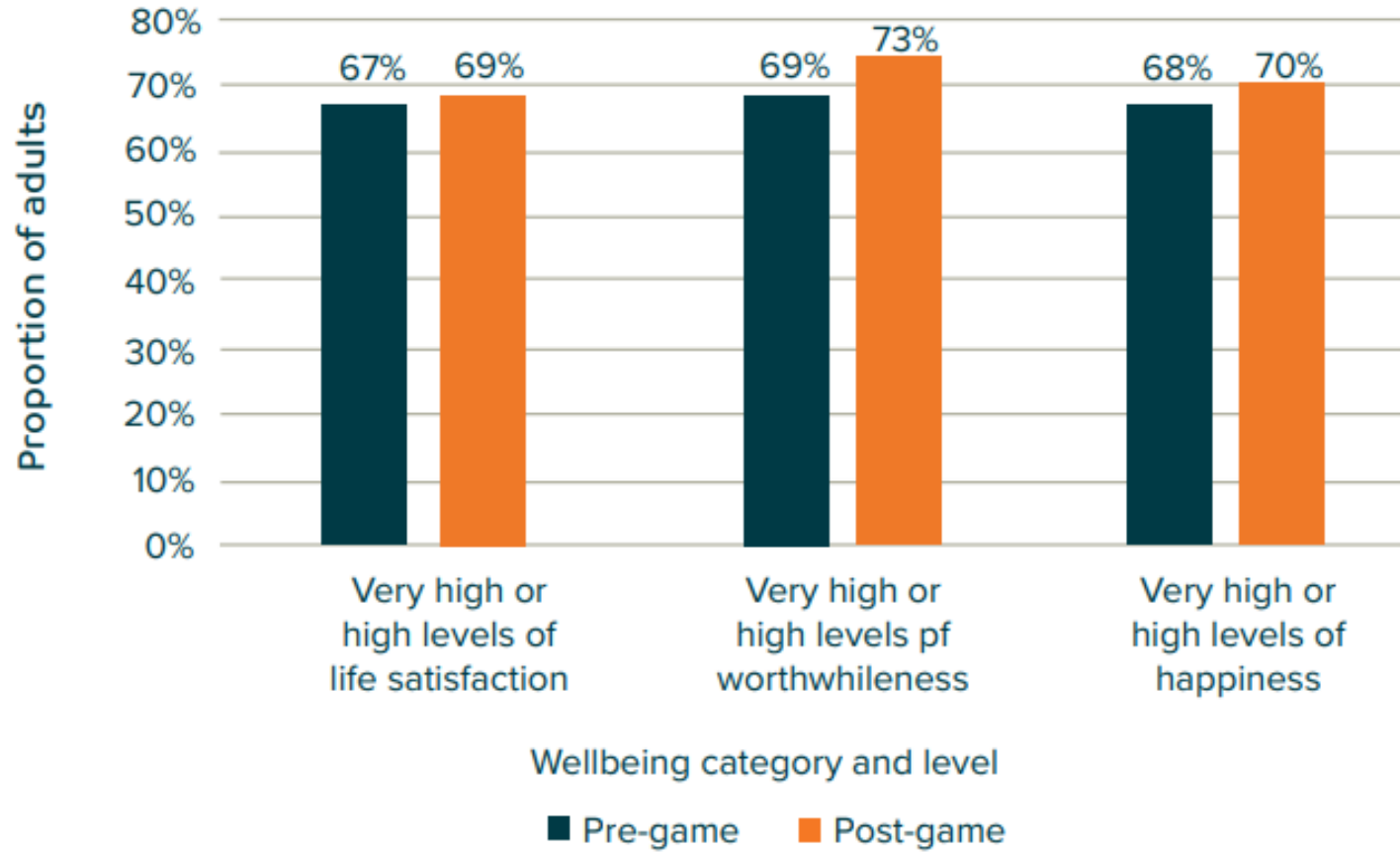
Do any of the following prevent you from engaging in physical activities in your area?



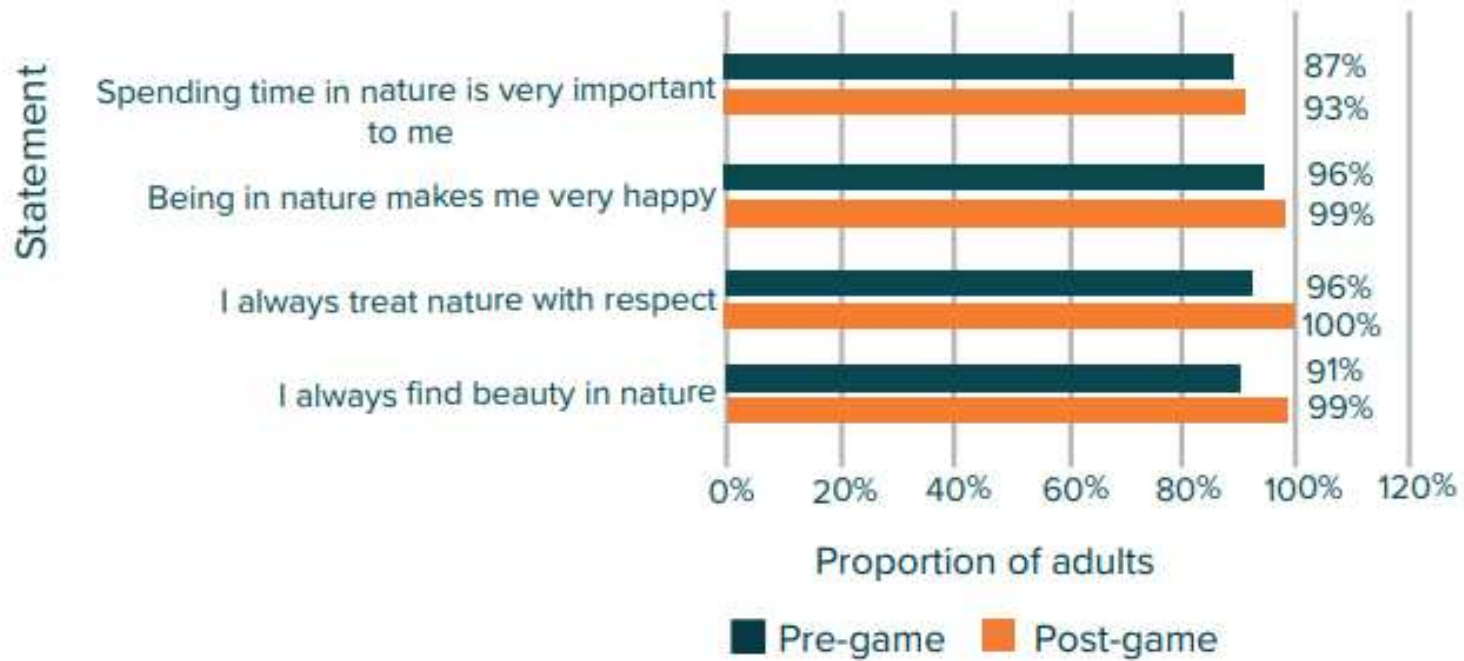
Women's behaviour change



Wellbeing



Nature Connectedness



Family Fun Run

In July, 3 months after the game ended, our Engagement Coordinator organised a Beat the Street Family Fun Run in collaboration with Swad Joggers, Rosliston parkrun and Swadlincote Junior parkrun with support from South Derbyshire District Council. In total 89 children and 48 adults took part in the fun run and 18 volunteers from local groups and organisations came together to make the event possible. At the event, all participants were given a certificate with information on the back about other running groups and parkruns in the area.



Running Clubs in Swadlincote

Why not join a running club? You have plenty to choose from in Swadlincote!

- Swad Joggers - email: swadjoggers@gmail.com, Facebook: [swadjoggers](#)
- Swadlincote Junior parkrun - email: swadlincotejuniors@parkrun.com, Facebook: [swadlincotejuniorparkrun](#), Twitter: [swadlincotejnr](#)s
- Rosliston parkrun - website: www.parkrun.org/rosliston, Facebook: [roslistonparkrun](#), Twitter: [Rslistonparkrun](#)
- Overseal Running club - email: admin@orc.run, Facebook: [oversealrunningclub](#)



Beat the Street 2024

- Game to be extended district wide.
- Game phase in May-June.
- Targeting 45 schools and aim to get 8532 participants active.
- Save the Date : March 6th : 12.30-4pm Venue : Rosliston Forestry Centre – Partner & Stakeholder launch.
- Free Tree Scheme to be part of reward program for schools and community groups – 50 new community woodlands as a legacy.



Revitalising Rosliston Forestry Centre

4. What are your reasons for visiting?

Answer Choices		Response Percent	Response Total
1	Dog walking	34.76%	195
2	Visiting the café	45.99%	258
3	Attending events and activities	28.70%	161
4	Going for a walk	81.82%	459
5	Visiting outdoor play area	47.06%	264
6	Meet friends and family.	45.99%	258
7	To explore nature	48.13%	270
8	To be outside	63.46%	356
9	Following long distance trail	14.44%	81
10	Volunteering / learning	6.77%	38
11	Visiting soft play	12.83%	72
12	Attending a wedding	1.96%	11
13	Renting a holiday lodge	1.78%	10
14	Other (please specify):	13.55%	76
		answered	561
		skipped	0



Revitalising Rosliston Forestry Centre

16. Have you visited any other of these locations within the National Forest in the past year?

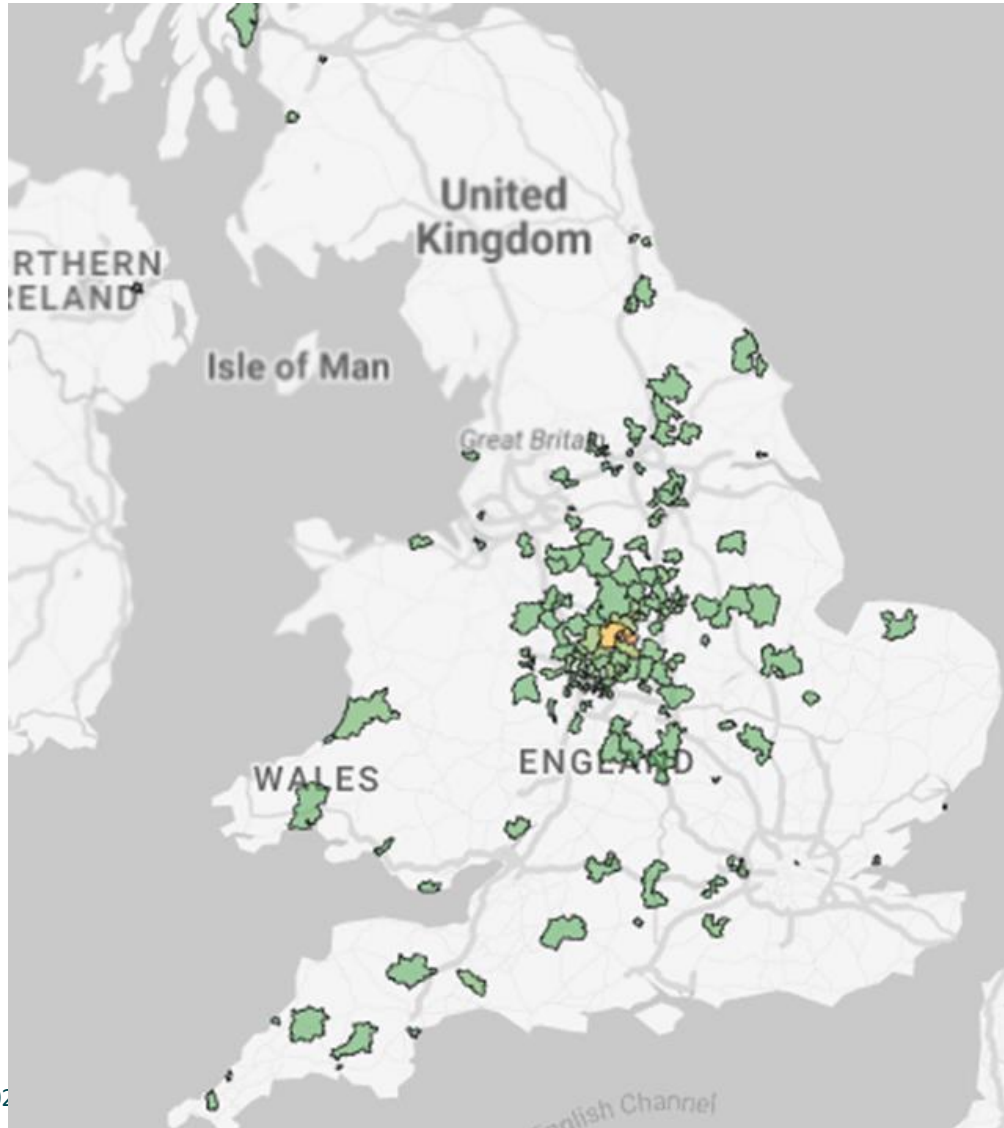
Answer Choices		Response Percent	Response Total
1	Conkers	66.16%	346
2	Hicks Lodge	56.41%	295
3	Moir a Furnace	69.22%	362
4	Calke Abbey	76.29%	399
5	Snibston Colliery Park	10.90%	57
6	Sence Valley Country Park	12.24%	64
7	National Memorial Arboretum	66.35%	347
8	Sharpe's Pottery Museum	38.81%	203
9	South Derbyshire Visitor Information Centre (Swadlincote)	16.06%	84
		answered	523
		skipped	38

17. Rosliston Forestry Centre sits within the National Forest, how much do you know about the National Forest?

Answer Choices		Response Percent	Response Total
1	Nothing	1.63%	9
2	I've heard of it	11.78%	65
3	I know a bit about it	60.51%	334
4	I know a lot about it	26.09%	144
		answered	552
		skipped	9



Revitalising Rosliston Forestry Centre



Mobile phone data gives a daily average over the last 12 months of 468 visitors a day and an annual visitor total of 170,911. This does not include those without a mobile phone, or children attending environmental education events, so the actual number is likely to be closer to 200,000.



Active Schools Partnership – Pools to Schools



Pools to Schools program in partnership with Elite Swimming.

Mobile pool deployed to a school for a period of week/s.

Remove travel and logistic barrier for schools. Programming constraints for the 2 leisure centres in the district.

Support Schools to offer the minimum of 15 hours of school swimming lessons throughout a student's Key Stage 2 (Year 3-6) education career.

South Derbyshire District is 2% below the national average for children that can swim 25m unaided.

This innovative solution will support schools and get more children to learn to swim which is an important life skill.



New Leisure Contractor – Everyone Active 1st April 2024

Strategic Priorities

We have aligned our proposals to the Council's Corporate Plan (Environment, People, Future) and key priorities from various local strategic plans to shape a service delivery theme with cross cutting strategic outcomes including:

1. To ensure our communities are safe, clean, vibrant, active and healthy
2. Working with communities and meeting the future needs of the district
3. To improve the environment of the District and tackle climate change
4. Enable people in Derbyshire to live healthy lives
5. Build mental health & wellbeing across the life course



EVERYONE



everyone ACTIVE