

<b>REPORT TO:</b>	<b>HOUSING AND COMMUNITY SERVICE COMMITTEE</b>	<b>AGENDA ITEM: 10</b>
<b>DATE OF MEETING:</b>	<b>17 NOVEMBER 2022</b>	<b>CATEGORY: RECOMMENDED</b>
<b>REPORT FROM:</b>	<b>STRATEGIC DIRECTOR (CORPORATE RESOURCES)</b>	<b>OPEN</b>
<b>MEMBERS' CONTACT POINT:</b>	<b>SEAN MCBURNEY – HEAD OF CULTURAL &amp; COMMUNITY SERVICES –</b> <a href="mailto:sean.mcburney@southderbyshire.gov.uk">sean.mcburney@southderbyshire.gov.uk</a>	<b>DOC:</b>
<b>SUBJECT:</b>	<b>BEAT THE STREET</b>	
<b>WARD(S) AFFECTED:</b>	<b>ALL WARDS</b>	<b>TERMS OF REFERENCE:</b>

## **1.0 Recommendations**

- 1.1 To approve the financial contribution from earmarked reserves to fund the 12-month physical activity and active travel intervention project called Beat the Street.

## **2.0 Purpose of the Report**

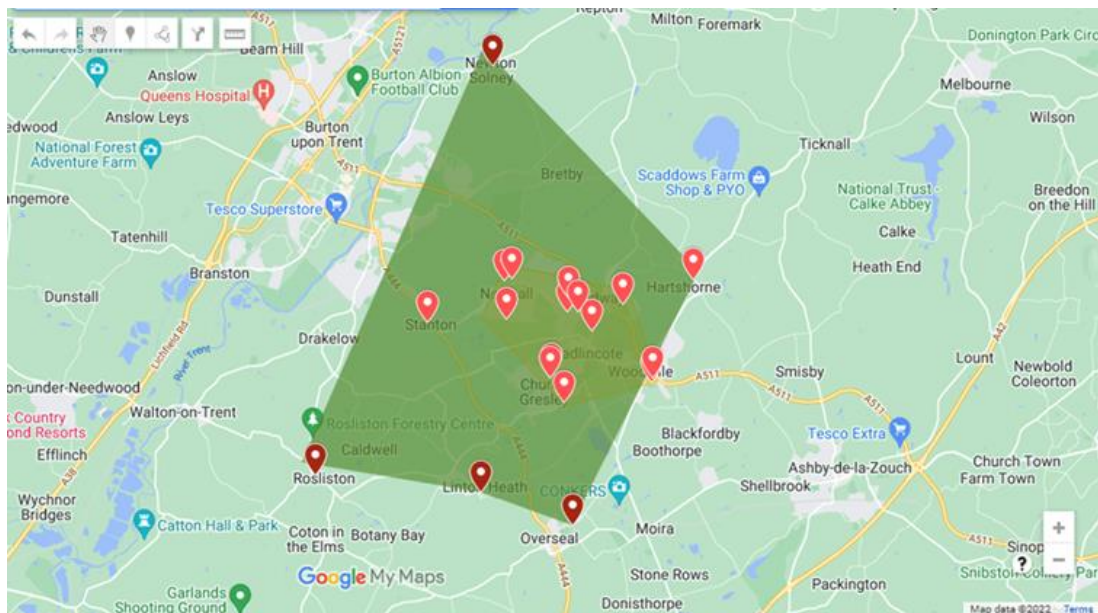
- 2.1 To detail what the 12month project entails.
- 2.2 To highlight the key benefits to the district and its communities.
- 2.3 To detail the financial contributions required and other funding opportunities from partners.

## **3.0 Executive Summary**

- 3.1 Beat the Street is a mass participation behaviour change programme which transforms activity levels and improves mental and physical well-being across a community.
- 3.2 Beat the Street covers an entire local population, targeting priority groups and has a simple game at its heart. The game incentivises people to get active together with their community and shows people how making small changes to every-day life can have big benefits.
- 3.3 The game phase is at the core, enclosed by a planning stage and post-game support for partners and residents to help deliver long-term, sustainable change. In addition to the behaviour change, the programme provides partners with a huge amount of data and insight; evidence and evaluation are key.

## **4.0 Detail**

- 4.1 The Beat the Street game takes place over a 4 or 6-week period across an entire local area. We place RFID sensors called “Beat Boxes” on street furniture, parks and green spaces. Local residents are provided with RFID cards and then walk, run, cycle or roll between boxes, tapping their cards on the boxes and earning points for themselves and their team as they do so. The game is displayed on a website where leaderboards contain school, workplace and community teams all on a journey together. Social and traditional media and marketing materials help create an engaging programme that attracts some of the hardest to reach in the population.
- 4.2 Adults and children provide health and demographic data via online registration which also allows them to join a team. Social media and newsletters keep players updated on progress and engaged with local events and activities.
- 4.3 Surveys conducted post game and 6 & 12 months later provide evidence of sustained behaviour and attitudinal change.
- 4.4 Following the game local partners work together to sign-post participants to ongoing activities and support residents to remain active. The Beat the Street communication platforms remain active for 6-12 months post game which provides a trusted brand to signpost and motivate residents. The programme provides evidence of improvement to physical and mental wellbeing, social cohesion, addressing inequalities and active travel.
- 4.5 Beat the Street is backed by a wealth of evidence. In fact, Sport England see Beat the Street as one of the most cost-effective ways to lift populations out of inactivity and therefore tackle stubborn health inequalities. With Sport England’s support, in the past 3 years the programme was a huge success, reaching 401,964 participants in 27 areas and more importantly provided evidence of sustainable behaviour change and reaching areas of deprivation.
- 4.6 Beat the Street meets many outcomes outside of physical activity which can tie into existing initiatives across the county and help reach strategy objectives around public health.
  - Getting participants to visit local green spaces
  - Showcasing cultural sites.
  - Increasing active travel levels across Swadlincote.
  - Supporting local businesses
  - Growing the social economy
- 4.7 In addition to this, the programme will provide South Derbyshire District Council (SDDC) and other local partners with a huge amount of data and insight, which can then be used to aide future commissioning decisions.
- 4.8 Intelligent Health – the company behind this initiative. take on all the responsibilities of delivery. However, they will have regular project calls with relevant persons at **SDDC** and listen for guidance and direction to best suit the needs of local residents.
- 4.9 It would take place across the area in green (this can be adjusted if desired)..



4.10

4.11 It would include the **19** schools listed below, many community groups and local businesses. The programme would look to engage **5229** participants

School	
Overseal Primary School	208
Newhall Community Junior School	289
Newhall Infant School	263
Stanton Primary School	127
Woodville Infant School	260
Eureka Primary School	138
Hartshorne CofE Primary School	104
Rosliston CofE Primary School	69
Woodville CofE Junior School	319
Newton Solney CofE (Aided) Infant School	56
Belmont Primary School	397
Linton Primary School	297
Fairmeadows Foundation Primary School	240
Pennine Way Junior Academy	379
St Edward's Catholic Academy	233
Springfield Junior School	213
Church Gresley Infant and Nursery School	334
Elmsleigh Infant & Nursery School	180
St George's CofE Primary School	210

4.12 The 12-month programme would include 2/3 months of engagement work prior to the game-phase. This includes the recruitment of the local Engagement Coordinator, the bringing together of local partners and stakeholders in the Steering Group and contacting of local community groups and businesses to tell them about the game and how they can get involved.

4.13 The game phase would be planned to happen around Easter time, as the weather improves and to coincide with launch of Cadley Park (new urban park).

4.14 This comprehensive 12-month behaviour change programme with full evaluation and insight collection includes:

- Recruitment and salary of a local Engagement Coordinator who would work full-time for 6-months (approx. £25k per annum)

- A designated Project Manager
- A designated Client and Programme Manager
- Full mapping and risk assessment of Beat Box locations
- Beat Boxes, installed, decommissioned and maintained across the whole area
- A huge amount of data and insight from the people of Swadlincote as they complete a health questionnaire when registering
- A specific Beat the Street Swadlincote website with live leaderboards and player log-in
- All game materials including thousands of Beat the Street Swadlincote branded RFID cards and printed maps
- A £3,800 prize fund
- A curated box of materials sorted and delivered to every participating primary school in the area including parent packs and banners
- In-depth evaluation reports provided at the end of the game, 6 months post-game and 12-months post game detailing the social and financial benefits of the programme
- An online dashboard so that SDDC can view the statistics and data of the game in real-time
- The creation and chairing of a local Steering Group, bringing together local leaders and representatives from groups across the VCSE sector, social prescribing, active travel and the environment to share insight.
- A full marketing campaign including social media campaigns, local press and newsletters
- Full support from Engagement Team and Marketing Team at Intelligent Health head office

## **5.0 Financial Implications**

- 5.1 The cost for the 12-month programme would be £89,180 ( excl VAT ) and this would include a 6 month Engagement Coordinator post for 25 hrs per week. However, we have secured 40% funding from Sport England, meaning the contribution from SDDC will be £53,508 (excl VAT). This will come from earmarked reserves. So, no impact on general fund.
- 5.2 Derbyshire County Council Public Health team have offered to contribute £5,000 to the project and The National Forest Company have offered to contribute £10,000 to the project. Other partners may contribute as well once we have agreed we are delivering this project. However, SDDC would have to pay intelligent Health the initial £53,508 (excl VAT) to initiate the project and then SDDC would receive funding from other partners to subsidise.
- 5.3 This is the only product like this on the market so procurement exemptions will need to be agreed. Chesterfield NHS – our procurement function is aware of this product and supplier.

## **6.0 Corporate Implications**

### **Employment Implications**

- 6.1 The Engagement Coordinator will be employed directly by Intelligent Health. Our Active Schools Partnership team will help promote within schools. This initiative fits

in with many of the Cultural & Communities Service priorities that many of the team will be helping to promote and sign post residents and communities to this project.

### **Legal Implications**

- 6.2 A Service level agreement and data sharing agreement will be drawn up and agreed between Intelligent Health & SDDC,

### **Corporate Plan Implications**

- 6.3 This project will support several corporate plan objectives.
- Work with residents, businesses, and partners to reduce their carbon footprint.
  - Enhance the appeal of Swadlincote town centre as a place to visit.
  - Improve public spaces to create an environment for people to enjoy.

### **Risk Impact**

- 6.4 This product is recognized and endorsed by Sport England and Active Derbyshire. In the past 3 years Beat the Street has engaged with over 400,000 participants in 27 different areas with successful results. More locally Chesterfield & Derby City have delivered Beat the Street. So, from their successful track record partnering with Intelligent Health to deliver Beat the Street will have minimal risks. Risks will also be minimised with a robust service level agreement and data sharing agreement.

## **7.0 Community Impact**

### **Consultation**

- 7.1 The initiation phase of this project will bring together community groups and stakeholders to help shape the delivery. Also, there are surveys to participants through out the delivery and legacy phases.

### **Equality and Diversity Impact**

- 7.2 The game and project are extremely inclusive and aim to target the hardest to reach when it comes to physical activity.

### **Social Value Impact**

- 7.3 There will be significant social value delivered from this intervention. The programme provides evidence of improvement to physical and mental wellbeing, social cohesion, addressing inequalities and active travel. As well as delivering positive experiences for children and young people.

### **Environmental Sustainability**

- 7.4 This project will help support Active Travel across the region.
- 7.5 All materials used for this project are recyclable – maps, cards etc. The Beat Boxes are then serviced and deployed to another area once our game has finished.

## **8.0 Conclusions**

- 8.1 That the committee supports the approval of the financial contribution of £64,209 (to cover VAT) from earmarked reserves to initiate the project.
- 8.2 The committee also supports the partnering with other organisations for additional funding to offset this initial cost. Such as National Forest Company, Public Health, and Active Derbyshire.

## **9.0 Background Papers**

Beat the Street Presentation

### **Notes:**

- \* Category – Please see the Committee Terms Of Reference in [Responsibility for Functions - Committees](#). This shows which committee is responsible for each function and whether it has delegated authority to make a decision, or needs to refer it elsewhere with a recommendation.
- \*\* Open/Exempt - All reports should be considered in the open section of the meeting, unless it is likely that exempt information would be disclosed. Please see the [Access to Information Procedure Rules](#) for more guidance.
- \*\*\* Committee Terms Of Reference in [Responsibility for Functions - Committees](#).