

REPORT TO:	HOUSING & COMMUNITY SERVICE COMMITTEE	AGENDA ITEM: 6
DATE OF MEETING:	09 MARCH 2023	CATEGORY: RECOMMENDED
REPORT FROM:	STRATEGIC DIRECTOR (SERVICE DELIVERY)	OPEN
MEMBERS' CONTACT POINT:	SEAN MCBURNEY – HEAD OF CULTURAL & COMMUNITY SERVICES sean.mcburney@southderbyshire.gov.uk	DOC:
SUBJECT:	BEAT THE STREET UPDATE	
WARD(S) AFFECTED:	ALL WARDS	TERMS OF REFERENCE:

1.0 Recommendations

- 1.1 That the committee are made aware of the upcoming Beat the Street project and promote it across their networks.

2.0 Purpose of the Report

- 2.1 To detail the next steps leading to the launch.
- 2.2 To highlight key messages about this project.

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 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.
- 3.3 The game phase will be starting on the 15th March.

4.0 Detail

- 4.1 Beat the Street game phase will begin on 15th March and will run until 26th April. A launch event is planned for 15th March at Sharpes Pottery Museum. All members of this committee and wider stakeholders are invited to attend. **Appendix 1** is the invite to this event where Dr William Bird the creator of Beat the Street will give a talk. This

will be followed by a short walk to find a couple of Beat Boxes and showcase the game.

4.2 The map showing all the locations of the Beat Boxes is shown in **Appendix 2**.

4.3 Maps and game cards will be made available the week before the game goes live. Here are the distribution points where members of the public can collect them from.

<u>Name of distribution point</u>
SD Visitor Information Centre
Swadlincote Library
Green Bank Leisure Centre
Rosliston Forestry Centre
Garden King Garden Centre (Newhall)
Woodville Community Managed Library
Sainsburys local at Church Gresley
Central Co-op - Overseal

4.4 All schools will receive maps and game cards directly to distribute to pupils. Intelligent Health will be delivering assemblies at each of the schools involved in the weeks leading up to the game.

4.5 There will be social media marketing as well printed collateral to promote this game to residents.

4.6 There is also an optional App to play the game instead of using the game card. Details are in **Appendix 3**.

4.7 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. Overview of this is in **Appendix 4**

4.8 Surveys conducted post game and 6 & 12 months later provide evidence of sustained behaviour and attitudinal change.

4.9 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.

5.0 Financial Implications

5.1 The cost for the 12-month programme has already been approved and is £89,180 (excl VAT) and this would include a 6 month Engagement Coordinator post for 25 hrs per week. However, we 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 contributed £5,000 to the project and The National Forest Company have contributed £5,000 to the project.

6.0 Corporate Implications

Employment Implications

- 6.1 The Engagement Coordinator is 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 has been 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 has supported the approval for this project in November's committee meeting.

8.2 The committee continues to support this project launch and ongoing delivery.

9.0 Background Papers

Appendix 1 - Beat the Street Launch Invite

Appendix 2 - Beat the Street Map

Appendix 3 – Beat the Street App info

Appendix 4 – Legacy phase overview

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](#).