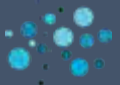




Intelligent Health combine technology with behaviour change to build more active communities, reduce costs to local and national government and transform lives.



“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

## 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.

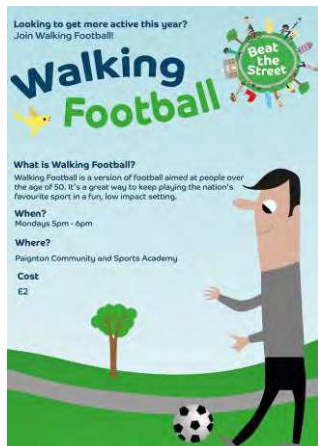


# Sustain Phase

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  
connecting  
communities