

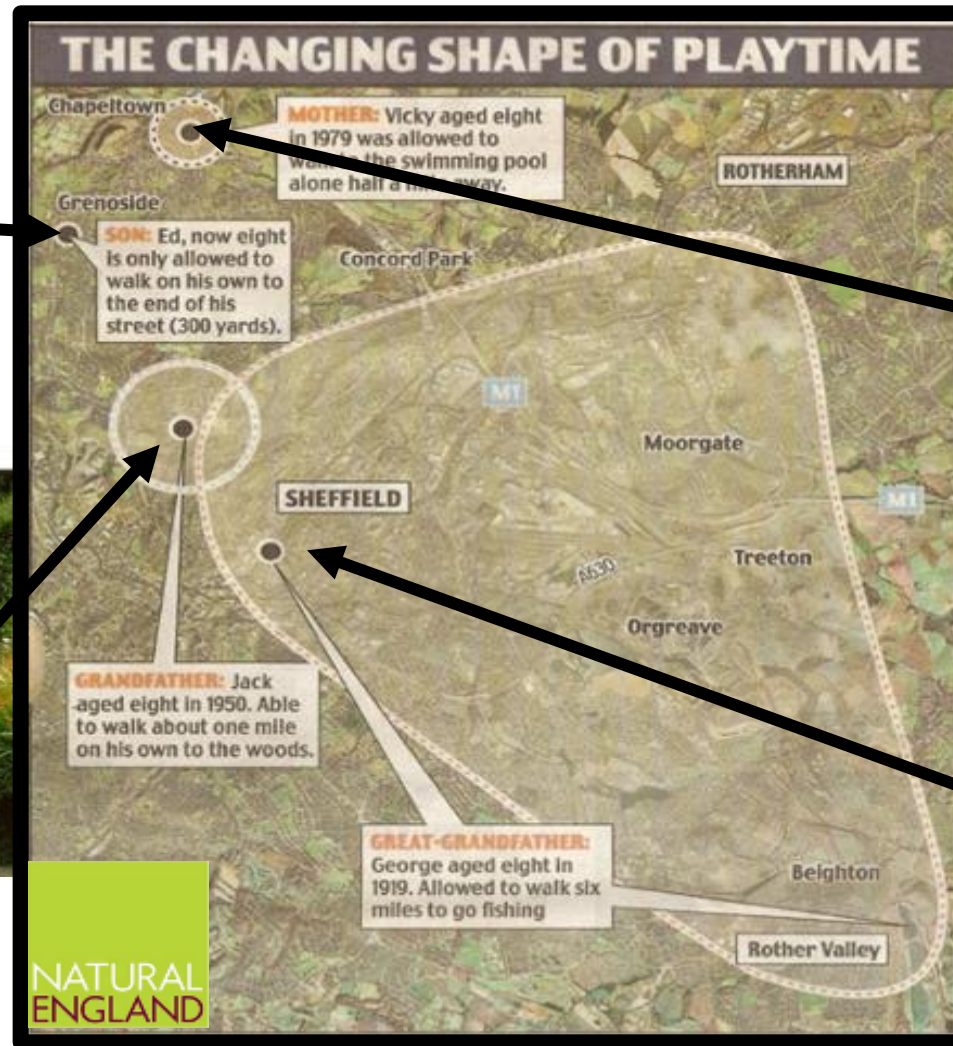


Using technology to activate a whole community

Veronica Reynolds

Project Director, Intelligent Health

**MOVE CONGRESS, BARCELONA October 2013**



Work

GP

Park

Street

Sport

School







# Beat the Street 2012



The Global School Walking  
Competition



# What is Beat the Street?



The Global School Walking  
Competition



Beat the Street is a four week global competition to encourage children to be more active on their way to and from school.

# The Principles



The Global School Walking  
Competition

1. Be more active
2. Make new friends
3. Be more confident and independent
4. Act sustainably
5. Get outdoors
6. Work as a team
7. Connect globally
8. Compete fairly

# The Olympian



The Global School Walking  
Competition

Olympic Silver  
Medalist Krista  
Guloein supports  
children at Laura  
Secord School,  
Vancouver

2012 London   Reading   Vancouver   Shanghai



# The Minister



The Global School Walking  
Competition

English Health Minister  
Congratulates the  
winning Beat the Street  
children.

Houses of Parliament  
October 26<sup>th</sup> 2012

2012 London Reading Vancouver Shanghai

# The Winner



The Global School Walking  
Competition

## SCHOOL RANKINGS

- 1<sup>st</sup> Laura Secord (Vancouver)
- 2<sup>nd</sup> Lord Kitchener (Vancouver)
- 3<sup>rd</sup> Zenchuan School (Shanghai)
- 4<sup>th</sup> Cleeve Park (London)
- 5<sup>th</sup> Reading Girls (Reading)
- 6<sup>th</sup> Lammas School (London)
- 6<sup>th</sup> George Mitchell (London)
- 7<sup>th</sup> Langley Park (London)
- 7<sup>th</sup> Highdown School (Reading)
- 10<sup>th</sup> Hugh Farringdon (Reading)
- 11<sup>th</sup> Bow School (London)
- 12<sup>th</sup> Bexleyheath (London)
- 13<sup>th</sup> Ravensbourne (London)

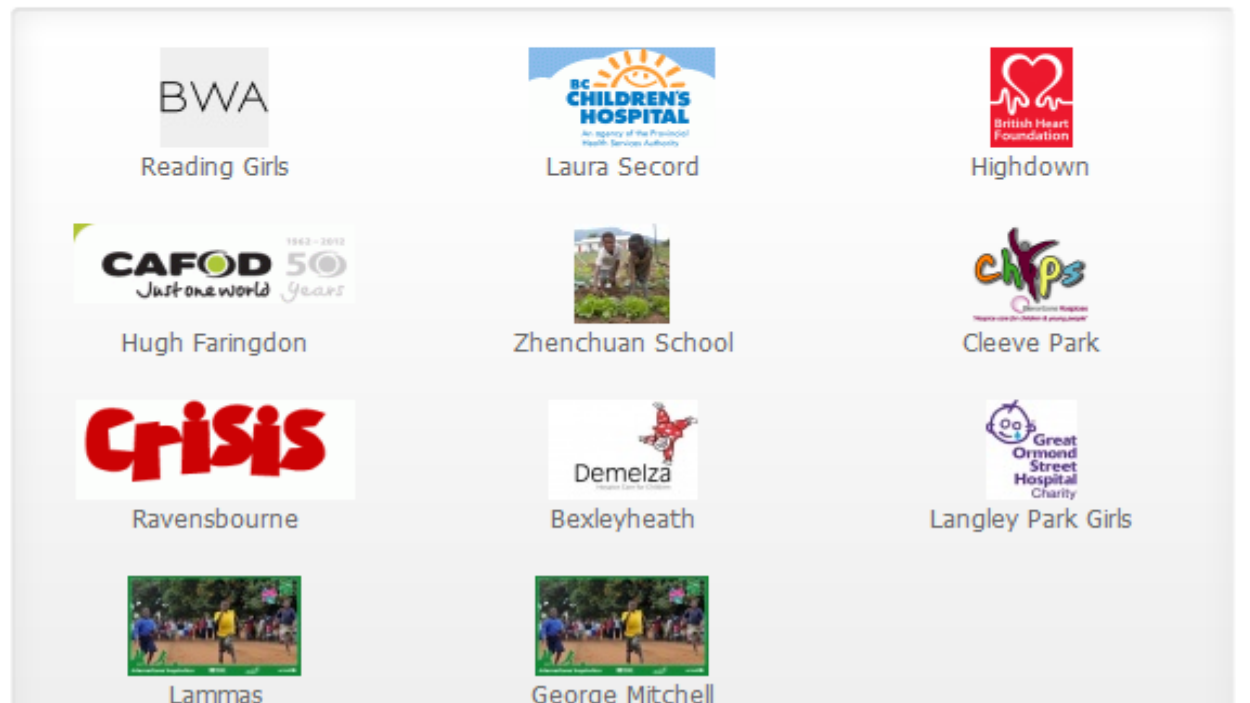
# The Charities

## ABOUT

### Charities

Beat the Street gives schools the chance to raise money for their chosen charity. By matching points earned through walking to a charity collection box, this is a great opportunity to encourage more walking and to help BTS really make a difference.

More details coming soon...



### The Global School Walking Competition

Collectively, the schools raised £1862 for their respective charities. In addition, Laura Secord raised a further CAN\$5000 for the BC Children's Hospital in sponsorship from local businesses.



# Increasing walking activity

- 55%: I **walk more now** than I did before October
- 18%: I cycle more now than I did before October
- 56%: Taking part in **Beat the Street** made me walk to school more
- 55%: Taking part in Beat the Street made me walk home from school more



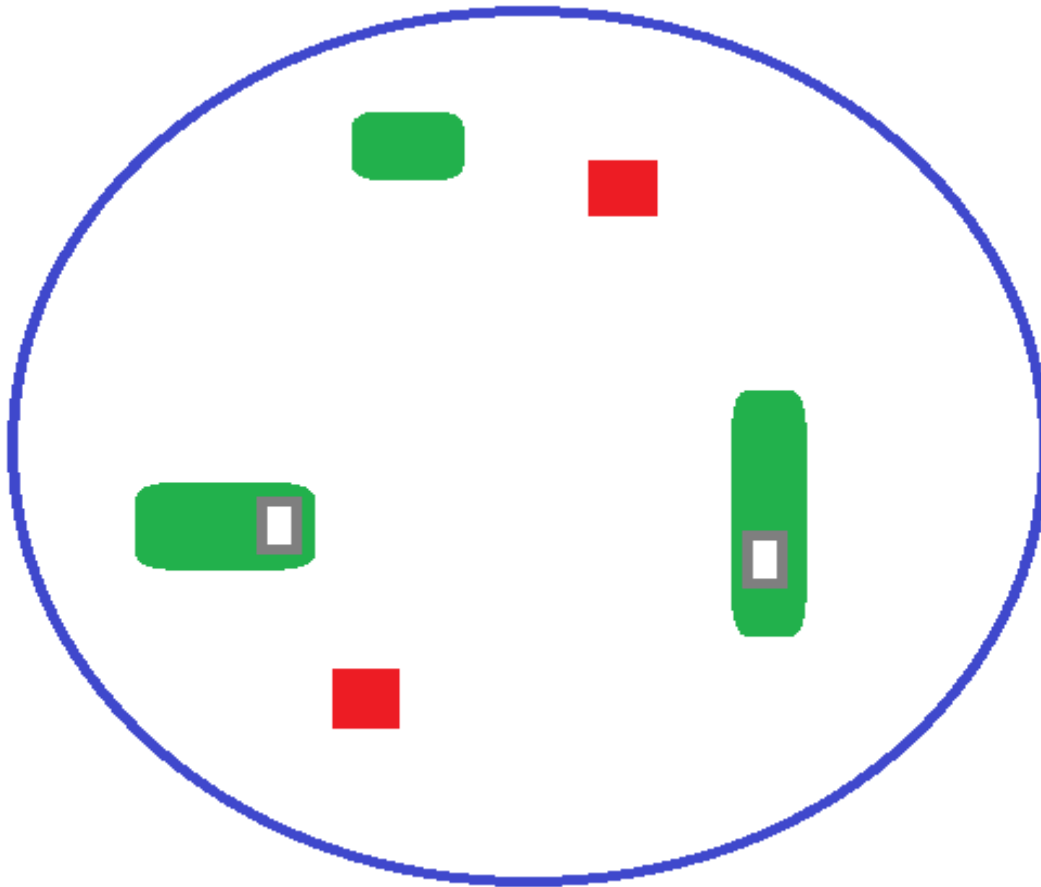
# Friendship

- Children said walking had important social function
- 33% said they made new friends walking to school
- Social network mapping underway



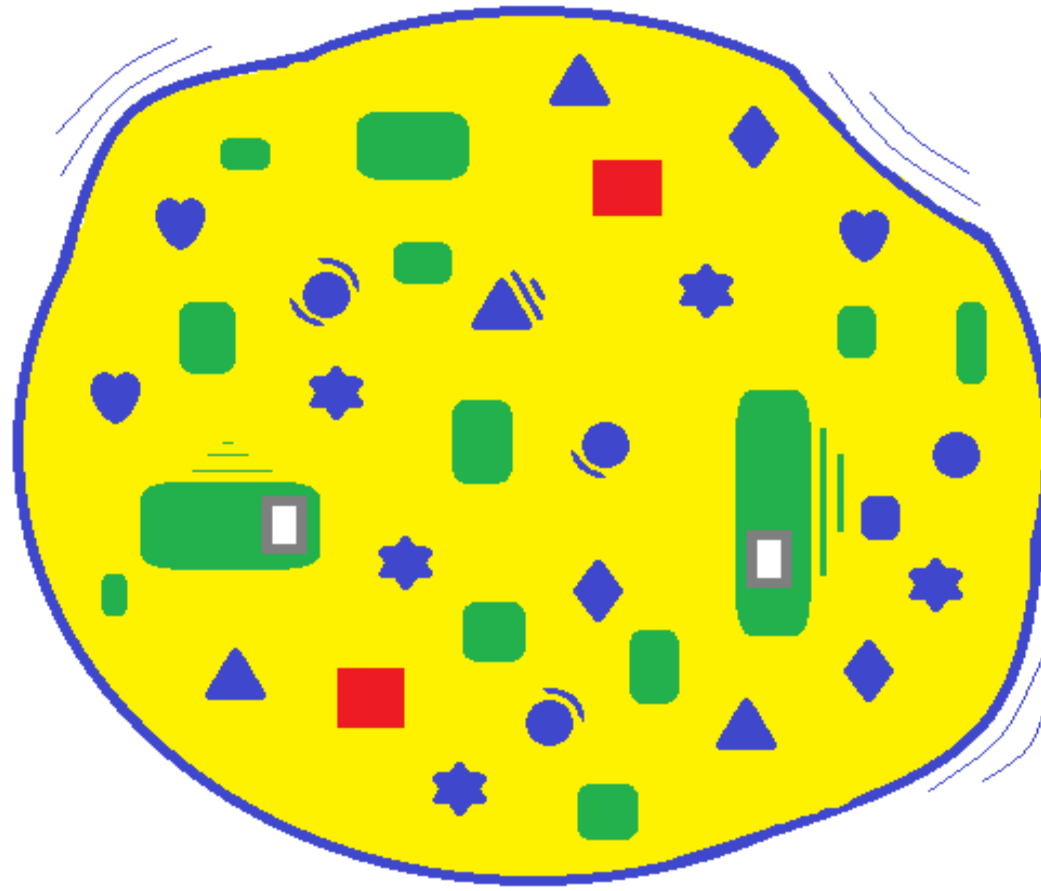
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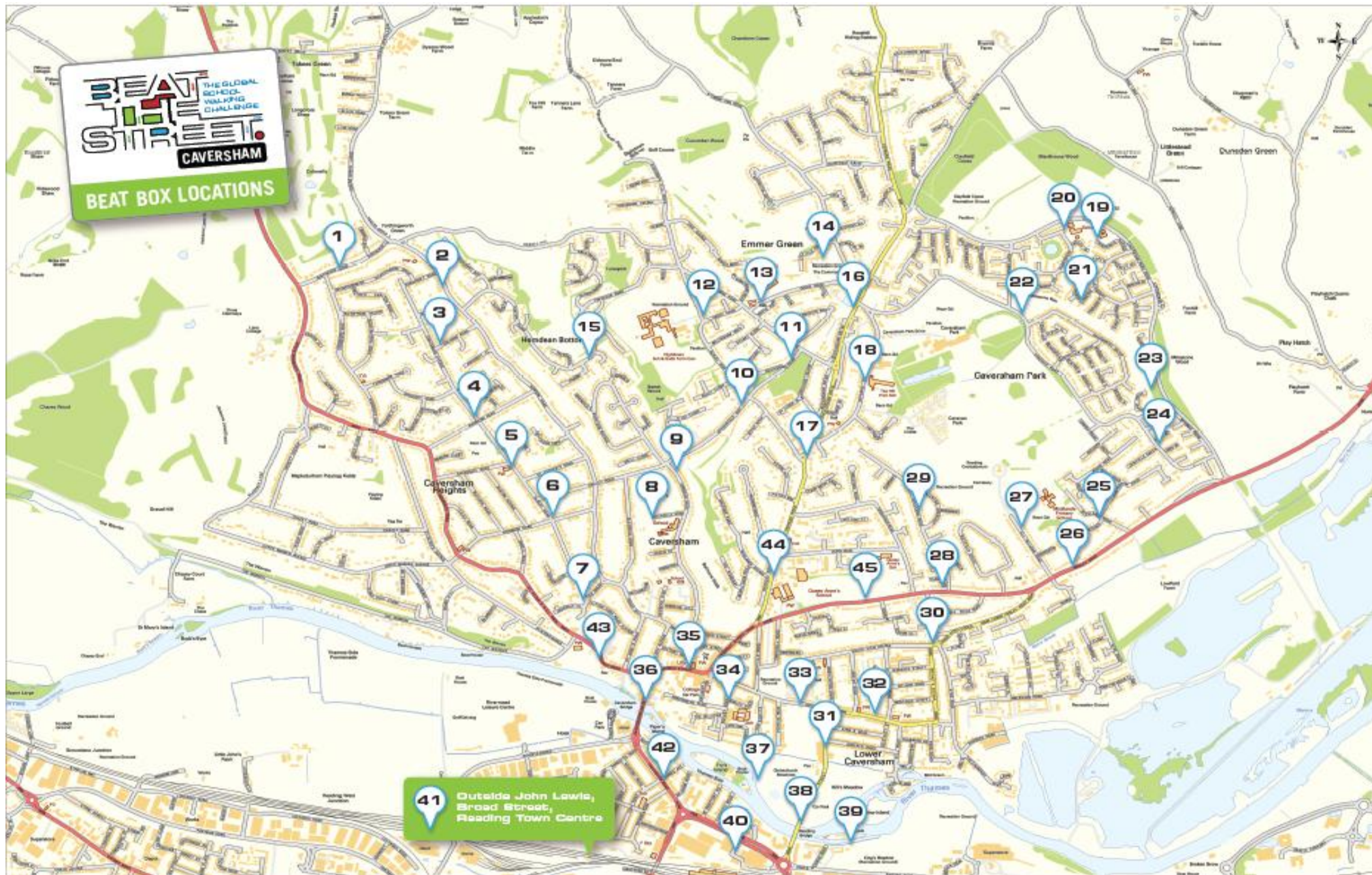
# Don't isolate activity schemes





# Activate the whole community!









**BEAT THE STREET.**  
THE 2013 WALKING CHALLENGE

**CAVERSHAM**

We're taking part in  
**Beat the Street Caversham.**

**Are you?**

[caversham.beatthestreet.me](http://caversham.beatthestreet.me)

Beat the Street @BeattheStreet1







30,000 people

15,000 RFID Cards

46 Walk Tracking Units or Beat Boxes

10 schools

4 GP surgeries

1 Library

Local traders and businesses

Community groups

Local press and media

Facebook and Twitter

[View Beat Box locations](#)

#### Caversham Cracks the Competition

Brilliant effort! Keep it going!

And don't forget we have some fantastic prizes up for grabs. Simply register your card using the Register section of the website to be in the running.

[HOME](#)[ABOUT](#)[RULES](#)[LEADERBOARDS](#)

### The Challenge

For the residents of Caversham to collectively walk the distance equivalent to 25,000 miles: Around the World! If you reach that target by September 15th, we will donate £3000 worth of books for local schools and the library!

### Beat the Street Caversham

Beat the Street, Caversham is designed to encourage and inspire communities to walk to school, to work, to the shops and into town rather than take their car. It will run from 15th June to 15th September 2013 and anyone living or working in Caversham will be eligible to take part. See more in the [About](#) section.



CURRENT TOTAL

16,014 miles

#### Check your card

To check how many points you have earned, simply enter your card number here and click check.

Enter number

#### Register your card to win prizes

Card number \*

Card address \*

Postcode

☐ Tick this box if you do not wish to receive further information from us.

☐ Tick this box if you do not wish to be included in our short survey and entered into a special prize draw.

[CLICK TO REGISTER](#)

#### Twitter

[@beatthestreet1](#)

It's getting longer, beat the street is on now in the news this morning for doing so well in Caversham today!  
[#beatthestreet1](#)

July 2nd 2013

#### Facebook

[Beat the Street](#)

It's getting longer, beat the street is on now in the news this morning for doing so well in Caversham today!  
[#beatthestreet1](#)

11 hours 57 min ago

[Back to the top](#)

Beat the street

[View Beat Box locations](#)

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Beat the Street 2013.  
Designed by Intelligent Health

# School competition and leaderboards

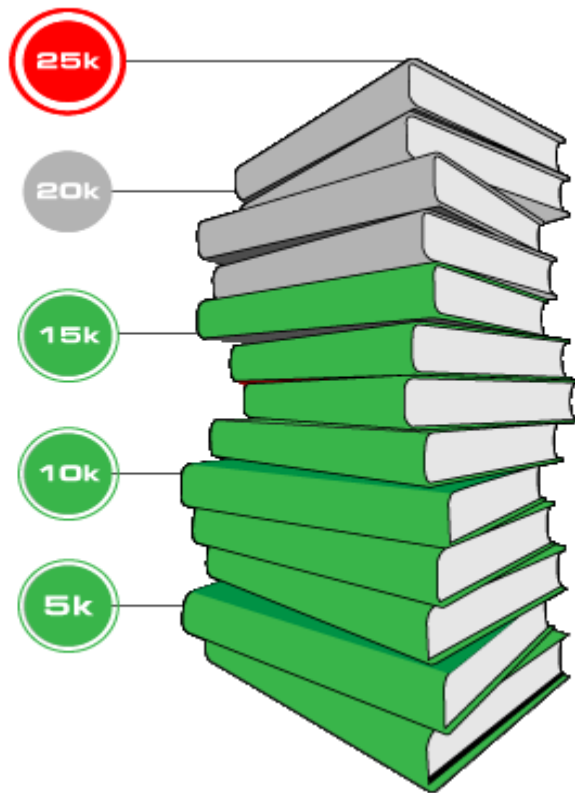






## The Challenge

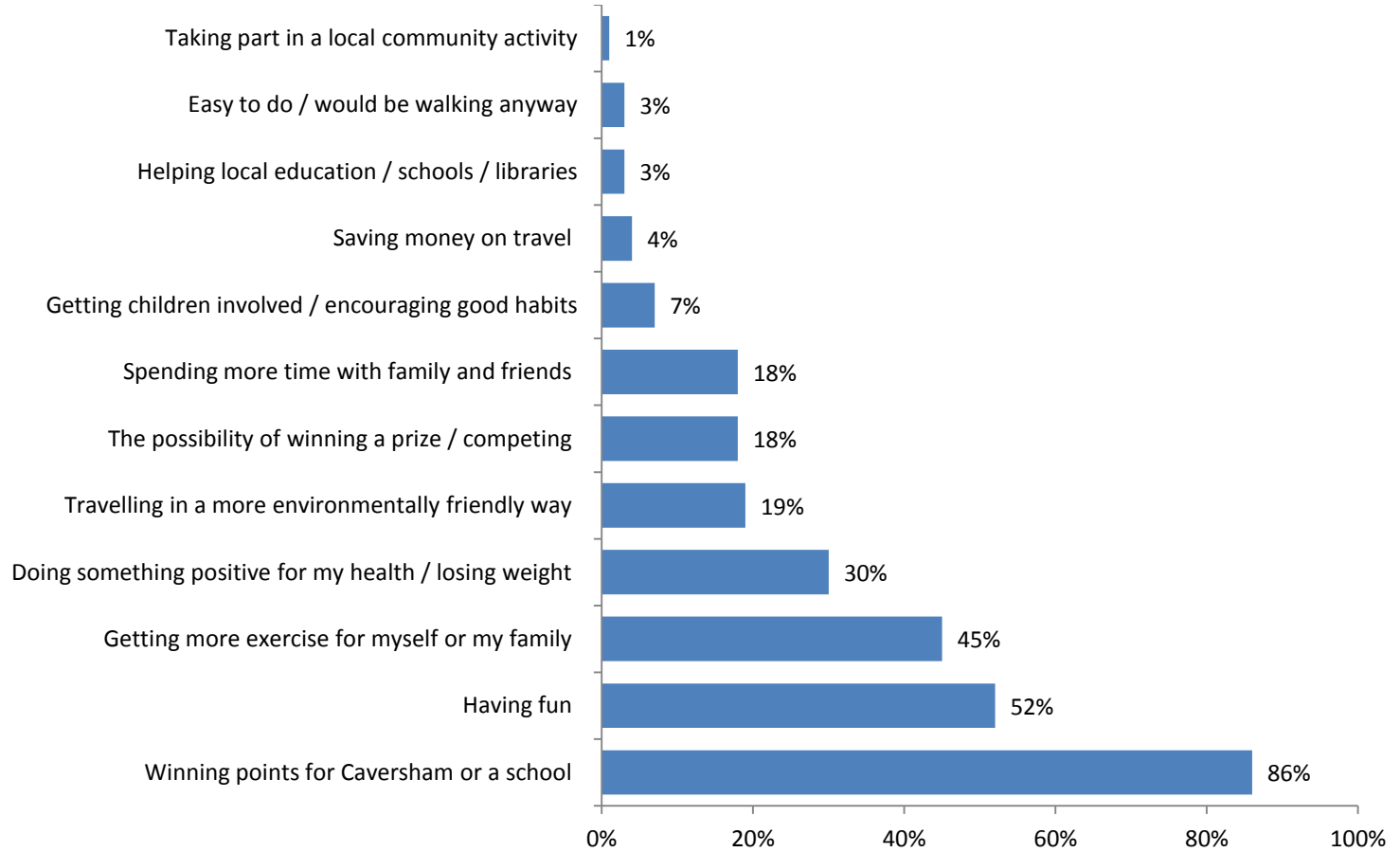
For the residents of Caversham to collectively walk the distance equivalent to 25,000 miles: Around the World! If you reach that target by September 15th, we will donate £3000 worth of books for local schools and the library!



# Beat the Street (Local)

“It was great to see an immense amount of kids out on foot yesterday running to the beat boxes! My 2 opted to walk to the fete rather than take the car...and my 4 year old didn't moan once since she came out of the buggy! There was actual queues by the beat boxes near us!!”

# Motivation for taking part in Beat the Street





The Start  
On Caversham Road



Coming back

Uplands Road

TIME !!

BEAT BOX

HAPPY BOY

CARD





Still going

Library

TIME !!

HAPPY BOY

CARD





Still going

Reading  
Bridge

MOON !!

HAPPY BOY

CARD



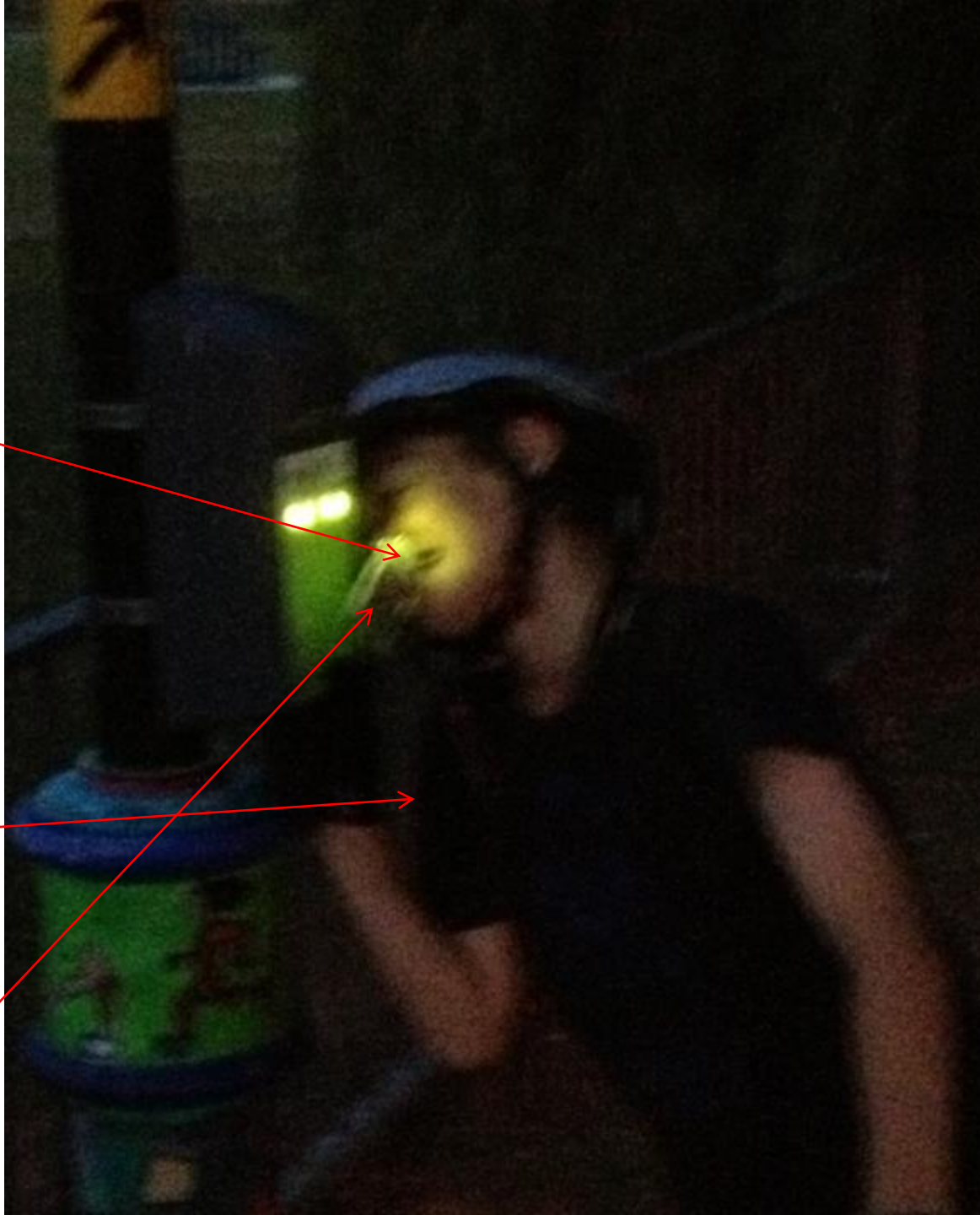
Still going

Park

With the  
teeth !!

HAPPY BOY

CARD



*"[A benefit was] increased community spirit. It meant that people that had not ever spoken to each other or just passed in the street started having conversations because they kept passing each other on the way to the Beatbox down our road. I don't ever remember having a conversation with anyone really about exercise before! "*

*"I really enjoyed taking part in Beat the Street. It certainly encouraged me to take more exercise and made me think about whether or not I needed to take the car. Excellent project. It was good to see so many people taking part."*

*"We really enjoyed taking part - it gave us a reason to go out of an evening after dinner and also at weekends. We would go cycling and plan our route around the Beatboxes. I even lost around half a stone! It obviously helped that we had lovely weather this summer, but even so we got out more than usual."*



*"Beat the street really changed our habits around walking to school. We used to get in the car three or four times a week and it encouraged us to walk every day instead. Beat the Street also gave myself and my daughter a shared interest in cycling and discovering Caversham in an attempt to get all the Beatboxes. This really got us out in the fresh air and being more healthy rather than shopping or watching telly!"*



**Eight out of ten people said they would try to continue the changes they had made after Beat the Street ended (81%).**

# Collecting data in two ways

RFID Card or Tag or Wrist Band. Branding is unique to each project.

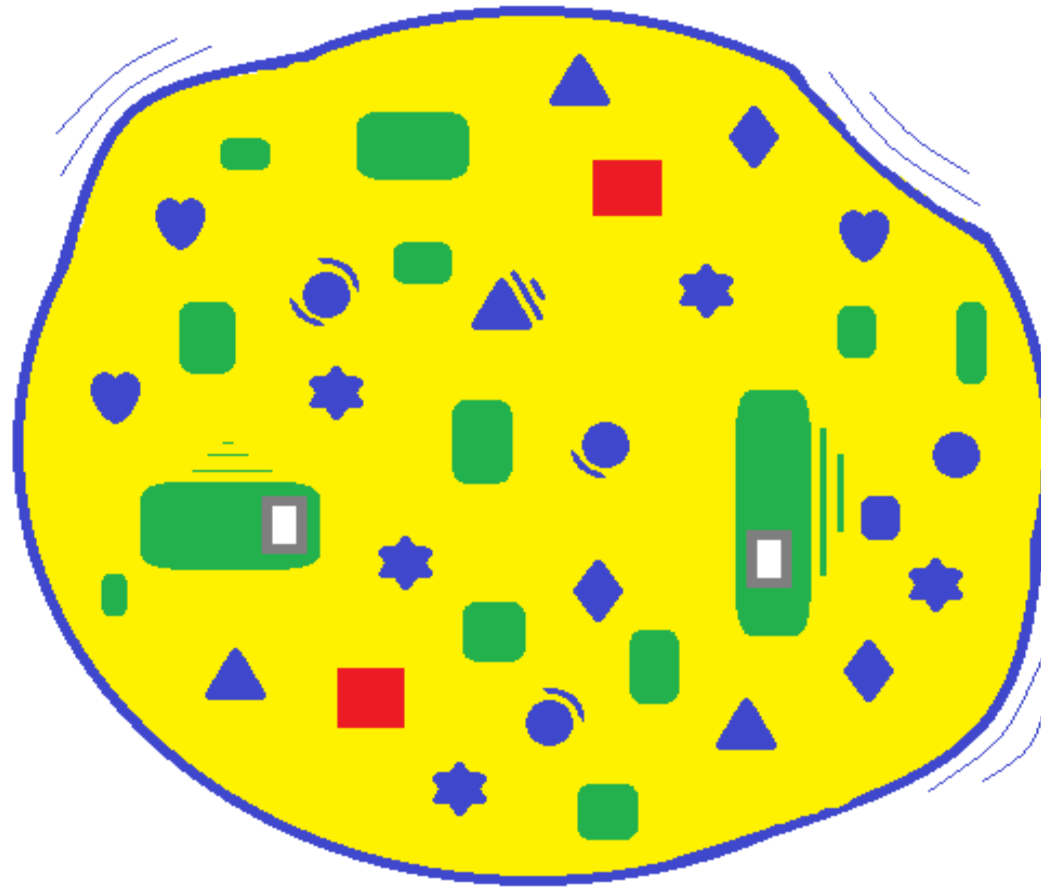


RFID Sensor placed anywhere



NFC Phone can be held by coach

# Activate the whole community!





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