



Beat the Street  
Shrewsbury  
12-month  
report



## EXECUTIVE SUMMARY

Beat the Street is run by Intelligent Health. Founded by Dr William Bird MBE, our mission is to create resilience and improve health by connecting people to each other, their communities and their environment. We engage communities, share knowledge of the foundations of good health and provide data analysis for actionable insight.

In summer 2022, over 10% of the population of Shrewsbury (7,674 people) took part in Beat the Street, travelling a distance of 68,933 miles over the six weeks. The data collected during registration for the game, showed that the game was successful in reaching people living in the most deprived areas of Shrewsbury, with 11.6% of participants living in the top 20% most deprived areas. Registration data also showed that 35% of all adults and 41% of children reported being inactive at the start of the game.

Further surveys were sent out to participants immediately after and six months after the game. These surveys captured information on people's physical activity levels, active travel behaviours, and mental wellbeing. These findings demonstrated that there was an increase in levels of walking for travel and a shift from inactive to active.

This report will summarise the data gathered from participants 12 months after the start of the game phase. The findings show that 12 months following Beat the Street, 89% of adults and 83% of children have continued to be active. Adult participants also reported that they had walked more for travel since the game ended. There was also an increased awareness of local opportunities to be physically active and increased confidence around taking part in physical activity.



*"It made us go outside together and increased our fitness."*

Girl, 12-18

# THE IMPACT



7674  
Total  
participants



89%  
of adults felt that  
they had  
remained active



23%  
increase in the  
proportion of  
active children

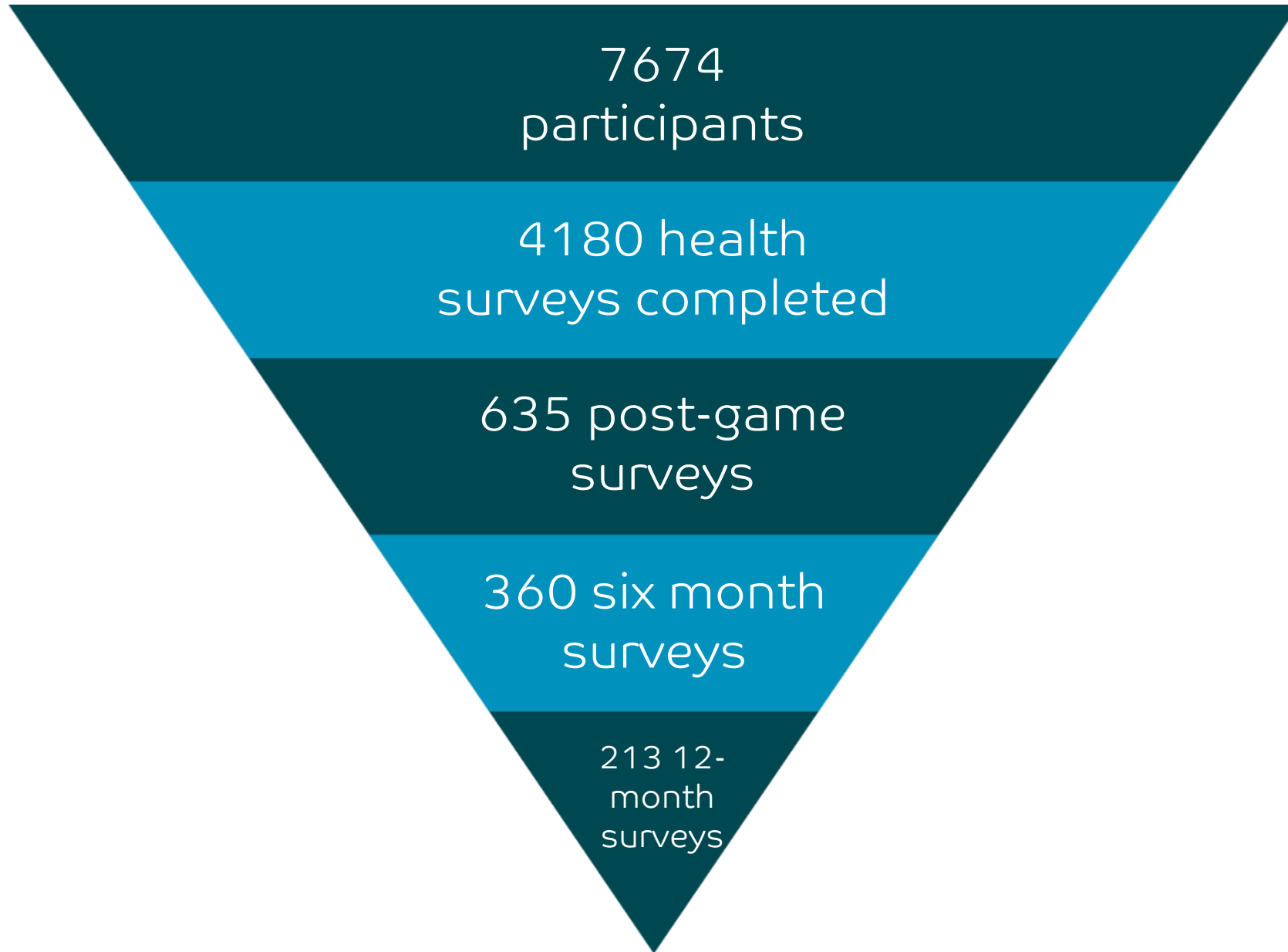


Increase in  
people visiting  
the town centre



Improved  
mental  
wellbeing

## CAPTURING DATA



# STAYING ACTIVE

Beat the Street encourages people to become more active by enabling them to make small changes to their lifestyle.

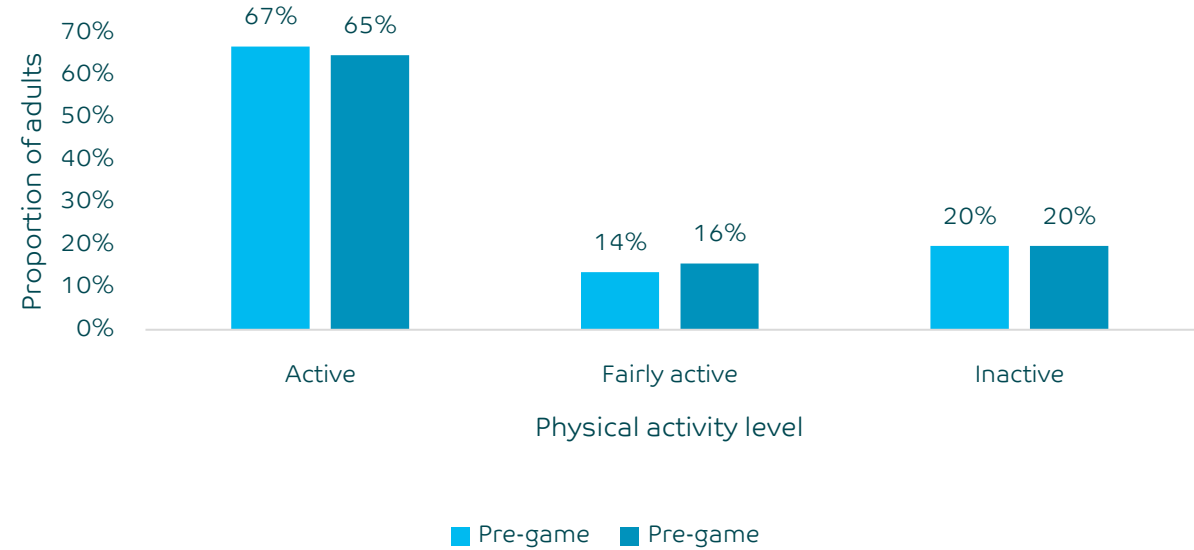
Twelve months after Beat the Street had ended, 89% of adults (n=150) and 83% of children (n=41) reported that they felt they had remained active.

Twelve months following Beat the Street, 55% of adults who were inactive when they registered had become more active (n=29 matched pairs). Overall, there was a 2% increase in the proportion reporting being fairly active, from 14% to 16%. Further, the proportion reporting being inactive remained at 20% (n=147 matched pairs).

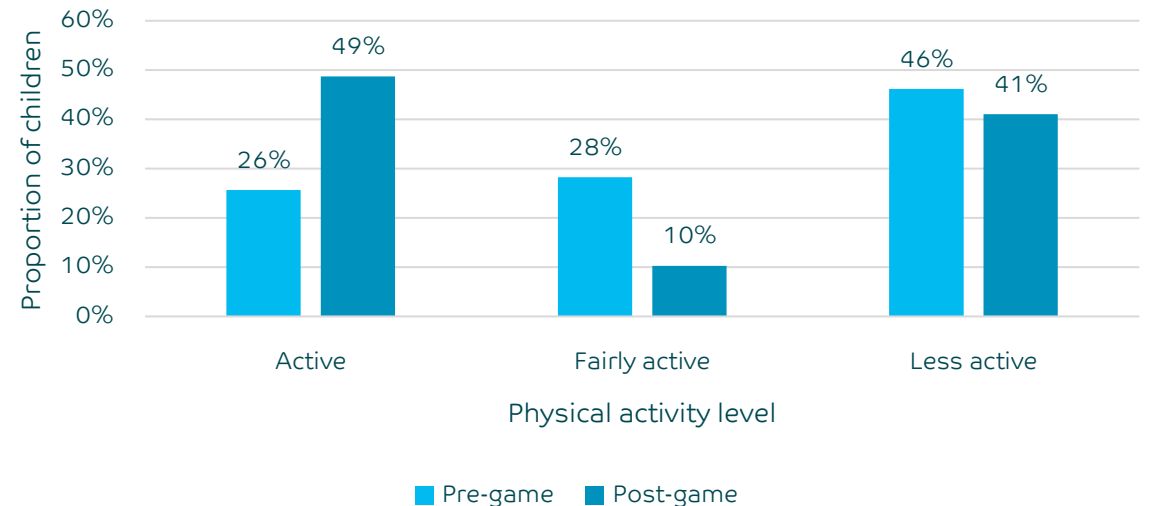
For children, 45% who were less active when they registered had become more active (n=18 matched pairs). Overall, the proportion of less active children decreased by 5%, from 46% to 41%. Further, the proportion achieving 60+ minutes of activity per day increased by 23%, from 26% to 49% (n=39 matched pairs).

*“Didn't realise how far we had walked. It was fun looking for the markers!”*  
Girl, 11 and under

### Adult behaviour change



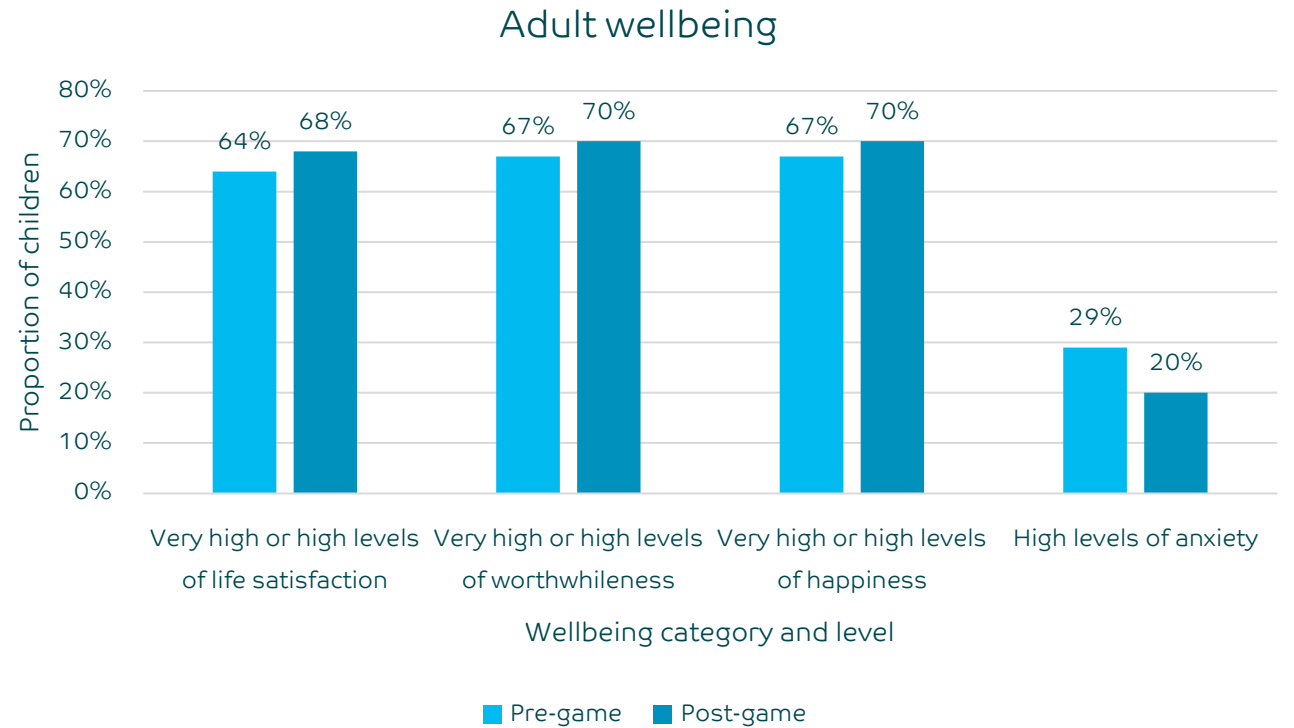
### Child behaviour change



## IMPROVING MENTAL WELLBEING

Twelve months following Beat the Street, the proportion of adults experiencing very high or high levels of life satisfaction increased by 4%, from 64% to 68%. Further, the proportion experiencing very high or high levels of worthwhileness and happiness increased by 3%, from 67% to 70%. There was a 9% decrease in the proportion of adults experiencing high levels of anxiety (n=132 matched pairs).

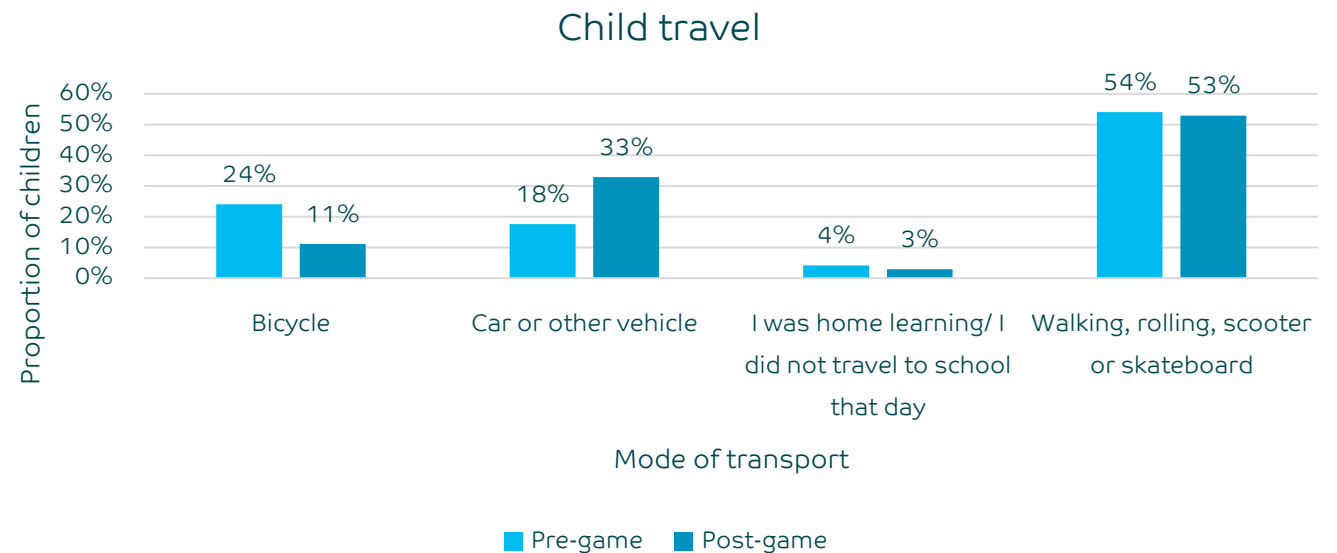
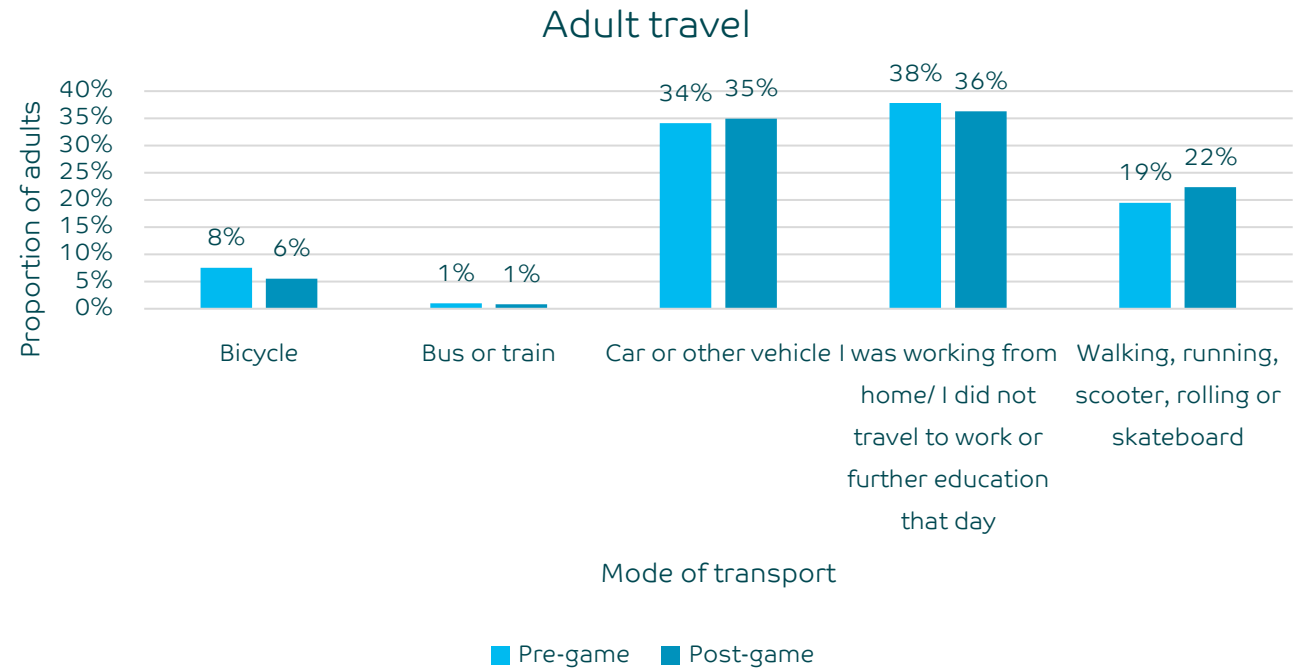
The positive change in life satisfaction was even stronger for women. The proportion of women experiencing high or very high levels of life satisfaction increased by 9%, from 60% to 69% (n = 95 matched pairs)



## ACTIVE TRAVEL

The programme aimed to increase levels of active travel amongst children and adults. Active travel findings 12 months after the game were mixed. Whilst there was an increase in the proportion of adults walking to work from 19% to 22% (n=119 matched pairs), there was a decline in bike use and a slight increase in car use.

For children, there was a significant increase in the number of children being driven to school and a sharp decrease in the proportion of children cycling to school (n=34 matched pairs). It is worth noting that this is based on a small sample size, although gathering further insights into whether this increase is part of a wider trend could be useful in planning future initiatives.



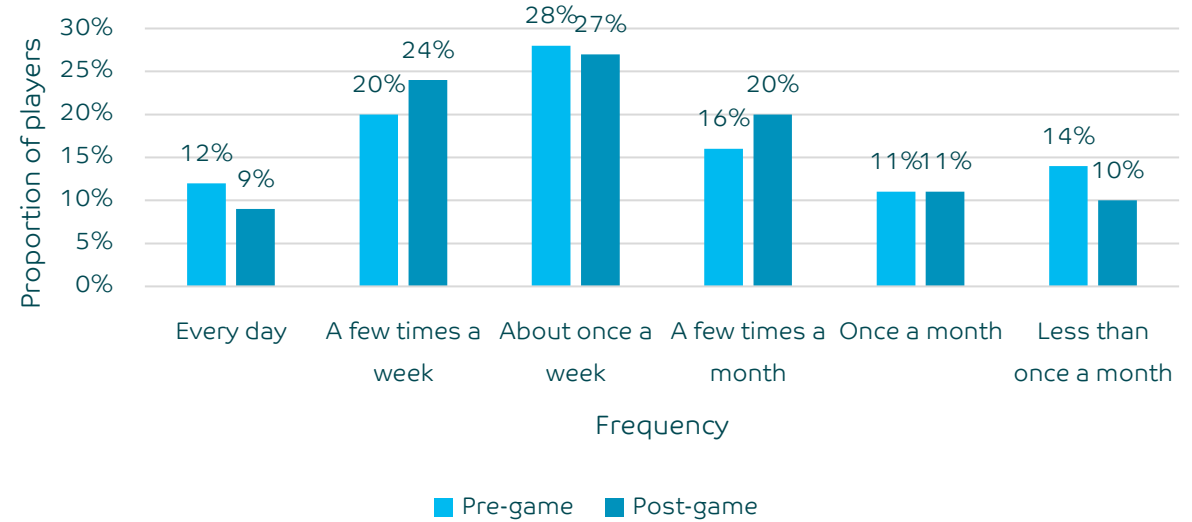
## LOCAL CONNECTIONS

We asked participants how often they visited Shrewsbury town centre and discovered that twelve months after the game, the proportion of people visiting the town centre a few times a week and a few times a month increased from 20% to 24% and from 16% to 20%, respectively. Further, the proportion of people visiting the town centre less than once a month decreased by 3%, from 14% to 11% (n=147 matched pairs).

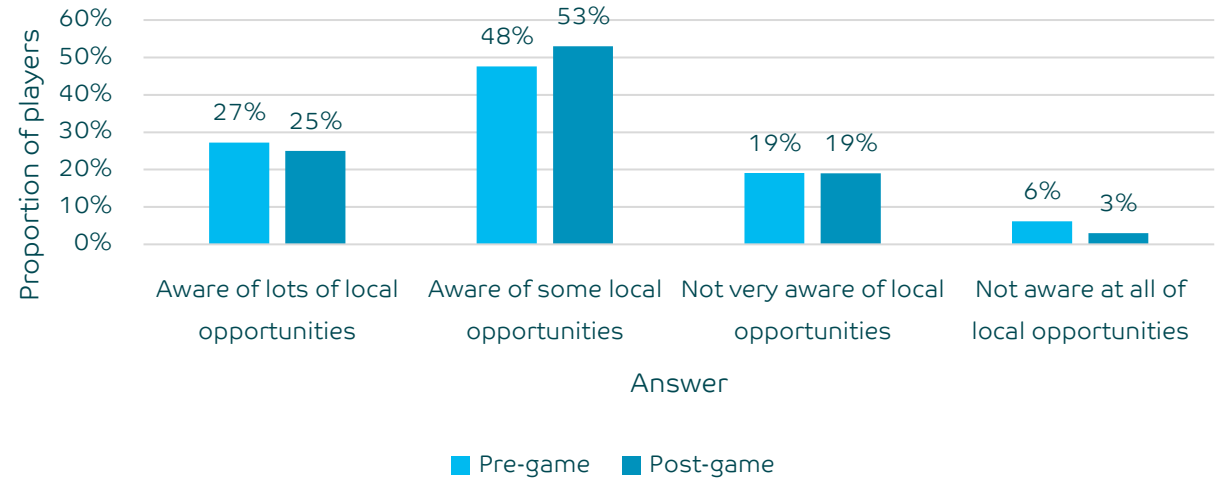
Through Beat the Street we aim to increase awareness of local physical activity provision (such as local running groups or leisure facilities). A year after playing Beat the Street, only 3% of respondents were not at all aware of local opportunities (n=149 matched pairs).

Additionally, we asked people about their confidence levels when it comes to participating in physical activity. The data showed that the proportion of people feeling very confident in joining a local physical activity opportunity increased from 29% to 30% (n=149 matched pairs)

### How often do you visit Shrewsbury Town Centre?



### How aware are you of local opportunities to be physically active?





## FEEDBACK - ADULTS

*"It gave a challenge, it gave a reward for my young son. If it were done again it would be motivating for his learning to ride a bike."* Male, 50s

*"We've discovered parts and routes around Shrewsbury that we've continued to use for walks and cycling."* Male, 30s

*"I enjoy a walk every day. I thought Beat the Street was excellent and I discovered different localities in the Town and surrounding areas."* Male, 70s

*"Learning of different streets we had never been to ! Please bring it back !"*  
Female, 30s

*"Finding new running routes and discovering the town with a purpose was great. I really miss the game!"* Female, 40s

*"We walk around looking for different things each time we go somewhere eg telephone boxes, old water fountains, BT painted boxes."* Female, 40s

*"Getting to know local area and making friends."* Female, 30s

*"It still has a positive effect on my mental health because I really enjoyed seeing different parts of Shrewsbury. I would be happy to do it every year."*  
Female, 60s

## FEEDBACK - CHILDREN

*"Losing weight. Feeling fitter."* Boy, 11 and under

*"We found different streets."* Boy, 11 and under

*"Didn't realise how far we had walked. It was fun looking for the markers!"*  
Girl, 11 and under

*"Family walks and bike rides."* Boy, 11 and under

*"It made us go outside together and increased our fitness."* Girl, 12-18

*"Fun exercise gets you out of the house and is a great bit of fun for the kids too."* Boy, 12-18

*"I like walking now."* Girl, 11 and under

*"Walking and finding new places."* Boy, 11 and under

