Beat the Street in Reading

Health and Wellbeing Board
21st March 2014
Hannah Budnitz

Local Sustainable Transport Fund

- £4.9m awarded July 2011
- £20.69m awarded June 2012
- 25+ individual projects
- Health sub-objective; partnership with health
- Active Travel theme revenue projects
- Incentives and Applications project
Intelligent Health

- Founded by Dr William Bird, local GP
- Promote walking for health and physical activity
- GP training in benefits of fitness as treatment
- Walking challenges using on-street readers and RFID to record trips

Primary School Pilot

- June/July 2012
- Whitley Primaries:
  - Christ the King
  - Geoffrey Field
  - George Palmer
- 1035 key fobs
- Over 50% participated in first week
My son was really excited about this. He’s talked about it all weekend. He loves the keyring!

I have 2 sons at the school who would always come in the car with me but now I drop them off by the Blandford Road unit and they walk in every day. They love it! They drop into their Gran on the way. And they walk back too.

Global Schools Competition

- October 2012
- Secondary Schools:
  - Blessed Hugh Faringdon
  - Highdown
  - Reading Girls
- 528 participants
- Half said they walked more afterwards – and spent more time with friends!

“I walked to school much more because it was fun to go with my friends to swipe my card and hear beeps.”
Caversham Beat the Street

- June-September 2013
- Community-wide
- 5,650 participants split adults & children
- Walked twice round the world
- Increased walking during challenge & people said intended to change behaviour long term
- Positive feedback from schools, GPs, press, local businesses

Caversham Beat the Street

- Fun
- Exercise
- Support community
Caversham Beat the Street

- The final primary school leaderboard:

<table>
<thead>
<tr>
<th>School Name</th>
<th>Average number of points per student</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st Caversham Park Primary School</td>
<td>656</td>
</tr>
<tr>
<td>2nd Micklands Primary School</td>
<td>540</td>
</tr>
<tr>
<td>3rd The Hill Primary School</td>
<td>484</td>
</tr>
<tr>
<td>4th St Martin's Catholic Primary School</td>
<td>396</td>
</tr>
<tr>
<td>5th Thameside Primary School</td>
<td>381</td>
</tr>
<tr>
<td>6th Emmer Green Primary School</td>
<td>320</td>
</tr>
<tr>
<td>7th St. Anne’s Catholic Primary School</td>
<td>301</td>
</tr>
<tr>
<td>8th Caversham Primary School</td>
<td>276</td>
</tr>
</tbody>
</table>

This encouraged my daughter to start to walk to school more and she now walks every day.

The whole family got caught up in the excitement and it brought out a somewhat dormant competitive spirit in all of us, but particularly the adults.

Realising that shops are just a walk away will help in changing attitudes and improving choices concerning environmentally friendly travel.

[A benefit was] being part of a community project that was accessible to all and had a healthy initiative that didn’t cost anything.

It certainly encouraged me to take more exercise and made me think about whether or not I needed to take the car.

We would go cycling and plan our route around the Beatboxes.

Beat the street really changed our habits around walking to school.
Caversham to Reading-Wide

- North & West and South Reading Clinical Commissioning Groups decide to fund Reading-wide challenge thru ‘Quality, Innovation, Productivity and Prevention’ (QIPP) stream

- 180,000 people, target to engage 20%
- Focus on children and ‘at-risk’ patients