

READING BOROUGH COUNCIL
REPORT BY MANAGING DIRECTOR

TO:	HEALTH & WELLBEING BOARD		
DATE:	30 th January 2015	AGENDA ITEM:	8
TITLE:	Beat The Street: Reading		
LEAD COUNCILLOR:	CLLR HOSKIN	PORTFOLIO:	HEALTH
SERVICE:	PUBLIC HEALTH	WARDS:	BOROUGHWIDE
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1. PURPOSE OF REPORT AND EXECUTIVE SUMMARY

1.1. Purpose of this report

The purpose of this report is to provide headline feedback on the 2014 Beat the Street programme, commissioned by the North & West and South CCGs, with independent evaluation funded by Public Health. The 2014 project was developed based on the positive reception of the 2013 Caversham Beat the Street project funded by RBC Transport service grant.

The report also sets out proposals to deliver Beat the Street in 2015 across Reading.

2. RECOMMENDED ACTION

- 2.1 That Health and Wellbeing Board note the background to the Beat the Street walking initiatives and the feedback and evaluation results for the 2014 Beat the Street Project as summarised
- 2.2 That the Health and Wellbeing Board support the delivery of Reading Beat the Street in 2015.

3. POLICY CONTEXT

- 3.1 The Reading Health and Wellbeing Strategy identifies promoting health-enabling behaviours and lifestyle tailored to the differing needs of communities as one of its four main goals within its Delivery Plan, making promotion of physical activity a key area of focus for prevention and behaviour change programmes.
- 3.2 Clinical Commissioning Groups have a responsibility to make efficiency savings and improve care for patients through a plan for 'Quality, Innovation, Productivity and Prevention' (QIPP) that has a budget attached to it. Beat the

Street is a preventative project aiming to change habits and behaviours, particularly by targeting certain groups.

4. THE PROPOSAL

4.1 Background

Intelligent Health is a company founded and directed by Dr William Bird, a local GP. The company focuses on promoting physical activity to improve health outcomes.

Intelligent Health's Beat the Street community initiative is designed to inspire people to walk more. People scan a card or key fob onto 'Beat Box' scanners located around the community in order to indicate that they have walked between the boxes, earning points that add up to win prizes for their team or school.

4.2: Beat the Street for Reading 2014 was commissioned by North and West and South NHS CCGS and supported by Reading Borough Council Public Health and Transport teams to increase physical activity levels and support sustainable travel. A focus was given to engaging people who had a long term conditions and who had low levels of physical activity.

15,074 people took part in Beat the Street 2014. Headline independent evaluation results after three months showed:

- 18% increase in people categorised as inactive to active (from 35-53% in Reading). This change is statistically significant.
- 12% of survey respondents had a long-term condition such as COPD, arthritis or diabetes.
- 82% said that Beat the Street helped them feel more active.
- 73% said they felt healthier.
- 78% of people said Beat the Street helped them to walk more than usual.
- 76% of people said they would try to continue the changes after the competition ended.
- The main reason given for taking part was 'having fun'.
- Many people reported that Beat the Street got them out of their cars for shorter journeys.

4.3 Beat the Street 2015. An 8 week Beat the Street competition for Reading CCGS and Reading Borough Council in 2015 would build on the project outcomes from last year. Lessons learned from previous Beat the Street projects will be applied including an enhanced user experience, updated website and more opportunities to play by providing beat boxes in more areas.

The project would retain a clear focus on narrowing the health gap - targeting people with long term conditions and those who are least active. Public Health would work in partnership with CCGs to ensure clear links between Beat the Street and other RBC programmes around workplace, sports and leisure and school travel initiatives, including the Reading schools expansion programme, and ensure strong linkages with RBC's Health Walks Programme Lead.

5 FINANCIAL IMPLICATIONS

5.1 The total cost to deliver the Beat the Street programme for 155,000 residents is £208k.

Following CCG Board meetings in January 2014 N&W Reading and South Reading CCG's have both confirmed their interest in running Beat the Street again in 2015 and propose to invest £70K each in Beat the Street for 2015 via their QIPP procedure.

Based on their QIPP criteria and on the outcomes from Beat the Street 2014, CCGs will be recommending that the project continues to represent worthwhile use of the QIPP budget.

It is proposed that Public Health funding of up to £70K is also made available to enable joint and overall resourcing and delivery of the programme in 2015.

The burden of disease and conditions attributable to inactivity in Reading is estimated at over £1.6million per year. Evidence from the report [Walking Works](#), endorsed by Public Health England, highlights that physical activity is becoming a public health problem comparable to smoking. An inactive person spends 37% more days in hospital and visits their doctor 5.5% more often. Promoting walking schemes is a "best buy" for both health and active travel. Schemes to promote local walking (and cycling) routes typically have benefit to cost ratios of 20:1; compared to road/rail schemes which typically have ratios of 3:1.

6. CONTRIBUTION TO STRATEGIC AIMS

6.1 This programme supports delivery of the Reading Health and Wellbeing Strategy strategic Goal 4: Promote health-enabling behaviours and lifestyle tailored to the differing needs of communities; and Goal 4 sub Objective 3 - Reduce the prevalence, social and health impacts of obesity in Reading including targeting key causes