

READING BOROUGH COUNCIL  
REPORT BY MANAGING DIRECTOR

TO:	Health and Wellbeing Board		
DATE:	18 <sup>th</sup> March 2016	AGENDA ITEM:	7
TITLE:	Beat the Street: Reading 2015		
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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 2015 Beat the Street project, commissioned by Reading Borough Council Public Health and North & West and South Reading CCGs. The 2015 project was developed based on the positive reception of the 2014 Beat the Street project.

The report also provides an update on arrangements for the 2016 Beat the Street project.

- Appendix 1 - Beat the Street Reading Engagement Overview 2015
- Appendix 2 - Beat the Street Reading 2015 feedback - What do people get out of Beat the Street?

## 2. RECOMMENDED ACTION

- 2.1 That the Health and Wellbeing Board note the background to the Beat the Street walking initiative and the feedback and evaluation results for the 2015 Beat The Street project as summarised.
- 2.2 That the Health and Wellbeing Board note current arrangements for the 2016 project.

## 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.

Beat the Street for Reading 2015 was commissioned by Reading Borough Council Public Health and North & West and South Reading CCGs to increase physical activity levels. A focus was given to engaging people who had long term conditions and who had low levels of physical activity.

23,992 people took part in the Beat the Street project between 29 April and 24 June 2015 (15,074 in 2014/15). 10,831 participants (8,416 in 2014/15) were school children and 13,161 (6,658 in 2014/15) were adults, the project succeeded in engaging 11% of the population of Reading, 12% of participants had a long term condition such as COPD, arthritis or diabetes.

306,640 miles were walked (244,537 in 2014/15). At the beginning of the project 40% of people reported meeting the Department of Health's guidelines for levels of activity (30 minutes of physical activity for five or more days per week). By the end of the project, this had increased to 48%. 78% said they would try to continue the changes they had made after Beat the Street had ended. The full evaluation of the 2015/16 Beat the Street project are attached as Annex A and B.

### 4.2 2016 Project

Public Health and North & West Reading and South Reading CCGs, in order to build on these project outcomes, will commission further projects over the next 2 years that will have higher participation rates, especially from GP practices engaging patients.

The 2016 project will run from 15 April - 27 May 2016, the expected benefits/outcomes are:

- 15% of the population to participate (31,650)
- 25% of adults participating to have been referred by their GP and for 18% of adults participating to have a Long Term Condition
- 8% of participants to be referred through business workplaces
- 95% of primary schools participate
- 50% of secondary schools participate
- 10% increase in activity levels

As required last year, monitoring of the BTS system and database will take place before, during and after the competition. Progress analysis and evaluation will be undertaken at inception, end of live project and after six months and 12 months follow up.

### **4.3 Finance Implications**

4.3.1 The total cost to deliver the Beat the Street programme in 2016 is £127,650. 50% of the cost will be funded by Public Health with the remaining 50% funded equally across both North & West and South Reading CCGs.

### **5. CONTRIBUTION TO STRATEGIC AIMS**

5.1 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.