



Beat the Street  
Reading

Engagement  
Overview 2015

# Headlines

306,640 miles were travelled

23,992 players (11% of the population) from Reading, Burghfield, Mortimer, Pangbourne and Theale

13,161 adults (6,658 in 2014)

10,831 children (8,416 in 2014)



202 Beat Boxes across Reading town and the surrounding villages

84 teams signed up to the challenge

The Department of Health wants everyone to be active for at least five days each week. In Reading running Beat the Street for two years in a row helped 20% more people reach the target

Eight out of ten people said that Beat the Street helped them be more active and walk more



## Overview

Beat the Street Reading 2015 ran between 29 April and 24 June 2015.

Beat the Street supports people to become healthier through activity by changing their daily habits to include more walking and cycling.

The Beat the Street campaign was funded by the NHS North and West Reading and NHS South Reading Clinical Commissioning Groups and Reading Borough Council. The campaign aims to promote healthier lifestyles for people of all ages. Together, the communities of Reading, Burghfield, Mortimer, Pangbourne and Theale travelled over 300,000 miles in eight weeks.

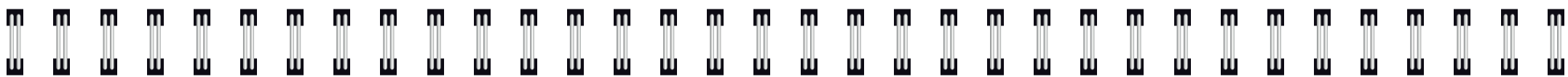
The Department of Health's target is for everyone to be active for at least five days each week. Beat the Street ran in Reading in 2014 and again in 2015. This helped more than half of people reach the target.



"Thanks to all those involved in this great scheme. Not only has it encouraged loads of children to walk more, but adults have played a key part too. I am a 67 year old grandfather and have never walked as much as I've done in the past few weeks. I will miss the Beat Boxes and some of the detours I have made to gain extra points for my grandson's school, I fully intend to keep beating the streets of Caversham and Reading."

Colin Pike

These benefits were mentioned by half of people who provided feedback at the end of the competition.



The competition ended at midnight on Wednesday 24 June. 23,992 players (11% of the population) travelled a grand total of 306,599.2 miles. This is a 63% increase in participants from 2014, when 15,074 people took part.

Feedback from over 800 people who completed the post Beat the Street survey included benefits of having fun, feeling healthier and getting fit, exploring the local area, feeling part of the community and spending time with friends and family.

Players and teams in Reading led the way in innovative ways to get moving: a school holding an outdoor learning week, a walking bus or evening walks for teams.

"Just wanted to say I think this scheme is a brilliant initiative, I walk a fair amount anyway (due to owning a dog!) but have really noticed a massive difference in the amount of people I've seen out walking over the last few days.

So lovely to see school children queuing to use a Beat Box and to see adults out walking, cycling or jogging to scan Beat Boxes of an evening! An excellent idea to get us all that little bit more active and to stop being so reliant on our cars! Well done."

Sally Fennemore

## Winners

First place – Highest Total Points

**The Hill Primary**

First place – Highest Average Points

**Yoga Reading**

Second place – Highest Total Points

**Theale Primary School**

Second place – Highest Average Points

**Reading College of Estate Management**

Third place - Highest Total Points

**Micklunds Primary**

Third place – Highest Average Points

**Mortimer St Mary Junior School**



## Beat the Street Board

A Beat the Street Board comprising representatives of NHS North and West and South CCGS, Reading Borough Council Public Health, Transport and Sport and Leisure and Intelligent Health oversaw the creation of communication, engagement and delivery plans for the 2015 programme.

The aim was to engage 22,500 players and the target was reached with 23,992 taking part.

## NHS Clinical Commissioning Groups

NHS issued letters to GP practices for distribution to patients with Long Term Conditions and provided weekly communication support included key quotes and driving the promotion forward.

All GP practices were sent marketing material promotional material including maps, posters, flyers and cards and the NHS Central Communications Team posted digital material on the GP screens in surgeries. Presentations were made to patient groups and GP practices to ensure awareness of the competition before it began.

Almost 20% of adults who played (2,538 people) joined through their GP surgery.

NHS also created a video from Dr Rupert Woolley explaining why it's important for patients to get active: [www.youtube.com/watch?v=U-ZcDbYF5RM&list=PLiv\\_04Je-DSoem3t\\_QVHEDdK1OrOING\\_](http://www.youtube.com/watch?v=U-ZcDbYF5RM&list=PLiv_04Je-DSoem3t_QVHEDdK1OrOING_)

## Reading Borough Council

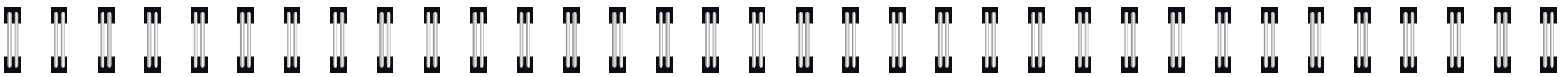
Reading Borough Council Communications Team supported by distributing materials to all council venues and promoting via internal and external media.

The mayor attended key events and lead councillors provided quotes of support throughout the campaign. Beat the Street attended or hosted double points Beat Boxes at key Reading Borough Council events throughout the competition.



Beat the Street worked with Readybike to encourage people to take up the cycle initiative.

Reading Museum hosted a Bonus Box during half term, the figures for all visitors over May half term week 2013 was: 2,673, in 2014: 3,976 and 2015: 3,498 so again a 50% increase in visitors which they attribute to Beat the Street.



## Sponsors

### Decathlon

Decathlon became the sponsor for adult prizes and provided daily 'lucky tap' prizes for residents of Reading, Burghfield, Mortimer, Pangbourne, Theale and Woodley during the 8 week challenge. Every day one player won a Decathlon voucher worth £25. The Beat the Street emailed the winner and they collected the voucher in store.

A Beat Box was positioned near the Decathlon shop and their role was promoted via our media partner the Reading Chronicle and via Facebook. Decathlon attended the launch event and were invited to the prize giving.



### LEGO®UK

LEGO® Friends, LEGO® Elves, LEGO® City, LEGO® Chima and LEGO® Bionicle prizes were all on offer for the thousands of children taking part in the walking and cycling challenge.

The top two winning schools in each leader board received a share of £500 of LEGO® goodies. LEGO® also provided prizes for 'lucky taps' throughout the competition and support local events such as the Children's Meadow Madness.



“LEGO®UK is delighted to once again be partnering with Beat the Street. The initiative sends such a positive message to children of the importance of teamwork and community spirit, goal setting and a sense of pride at achieving those goals – all of which are values shared by the LEGO® Group.”  
LEGO® Group spokesperson



## Businesses

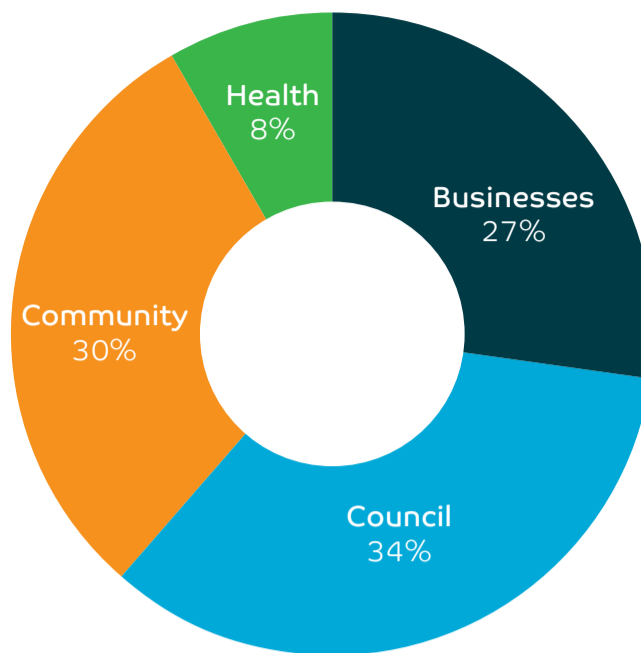
Reading UK CIC, the economic and development company for Reading, promoted the challenge to all its business members. It hosted the launch of Beat the Street and the final ceremony and gave permission for the signage throughout the town centre.

“Beat the Street is a very worthwhile initiative between the NHS and Reading Borough Council that engages a whole community.”  
**Bobby Lonergan, Reading BID Manager**

Of 90 businesses contacted 11 created teams of 25 or more people. This represents a 12% take up or conversion rate.

Thames Valley Park held their own fund-raising initiative to support the Royal Berks Charity and promoted the initiative to staff via their Thames Valley Park Travel Plan programme.

## Non-School Teams

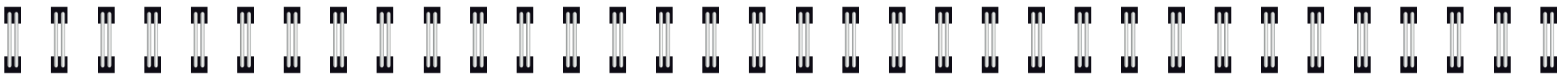


## Voluntary Organisations

Voluntary Organisations were invited to take part and were contacted directly and via the Reading Voluntary Association.

Teams included Reading Swing Jam a non-for-profit dance organisation and Jelly Arts.

Beat the Street promoted local community events via Facebook to encourage players to take a trip by walking or cycling to different areas.



## Schools

Fifty three schools took part including two secondary schools.

Schools received a comprehensive pack including banners, posters, flyers, cards, maps, parent packs, a DVD on how to play and certificates for every participating child. Parent packs were given to every primary school pupil and of the 14,000 distributed 6,680 (48%) were used.

Weekly newsletters were sent out to encourage schools to continue and get parents involved. Many schools reported arranging running/walking clubs and including Beat the Street in the curriculum.

Weekly LEGO® prizes were presented at assemblies to pupils each week along with a school newsletter. The prizes were awarded for a lucky tap so every child was eligible.

“We set up a teachers walking group and took pupils for walks which was a great way to spend quality time with them. Our Year 5 teacher used Beat the Street in maths, literacy and geography lessons to keep children engaged. This has been one of the best initiatives we have ever been involved in.”  
**Jo McArthur, Head of Mortimer St Marys**



## Events

Beat the Street operated with a complete calendar of over 50 events to support local initiatives and partners and keep people moving throughout the competition.

This included Reading Borough Council Children’s festivals, Reading Town Centre events and local festivals. Bonus boxes were also arranged throughout the competition to support people to visit new areas and ‘enjoy Reading’ and the villages. Bonus boxes were sited in all parks during the final weekend to encourage people into Reading and the villages’ green spaces. Reading Borough Council Health Walk leaders organised a walking bus and a GP practice walk during the competition.

Beat the Street worked closely with Open for Art event on 4 July to promote the weekend festival of art to the Beat the Street participants. A Beat Box trail was established next to art events to encourage people to visit the events. Finally the Beat the Street Prize presentation was held on the Saturday on a Creative People stage to encourage people to come down and celebrate.



## Marketing material

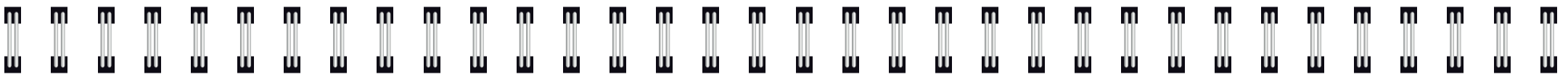
A suite of marketing material was created using a 'race to space' theme.

This included the production of 60,000 RFID cards, 42,000 flyers and 110,000 maps.

Intelligent Health produced 14,000 parent packs for every pupil in primary schools. 6,680 (48%) of these cards were used. These contained an envelope, a letter on handy hints, a flyer and one RFID card.



This initiative is run by Intelligent Health on behalf of the NHS Clinical Commissioning Groups in Reading and Reading Borough Council Public Health. The game will take place in Reading, Burghfield, Mortimer, Pangbourne and Theale.



## Media

The Reading Chronicle were the media partner for Beat the Street 2015 and produced 13 articles before, during and after the competition. The editor assigned a journalist for the project and provided a photographer and articles throughout.

LEGO® placed a children's competition in the Reading Chronicle during the programme.

Get Reading also produced 11 online stories and were very supportive of the project.

BBC Radio Berks covered Beat the Street in 3 media reports and BBC South Today reported on the positive impact the programme was having on business in Reading, including the NHS staff team, with an article on 23 June 2015.



Last year walkers reached the moon, this year before it was the distance of twice around the world. With the innovative walking project, Beat the Street, set to return to Reading this

### Social Media

A social media plan was established and updated weekly with NHS, RBC and Beat the Street posting, sharing and retweeting messages in an agreed format.

The Twitter feed had 733 followers by the end of the competition with daily tweets posted according to the Social Media plan. Funders messages were retweeted as appropriate and local events promoted.

Facebook had 3,118 likes and over 100 proactive posts throughout the competition. The Beat the Street team worked 7 days a week to support players, keeping them engaged and dealing with any issues as they arose.

The NHS produced a video showing Dr Woolley explaining the benefits of regular exercise. This is available on Youtube: [www.youtube.com/watch?v=U-ZcDbYF5RM&list=PLiv\\_04Je-DSoem3t\\_QVHEDdK1OrOING](http://www.youtube.com/watch?v=U-ZcDbYF5RM&list=PLiv_04Je-DSoem3t_QVHEDdK1OrOING) and was posted on Facebook, Twitter and sent to local media.

### Beat the Street Reading Articles

- Reading Chronicle: 13 newspaper articles
- Get Reading: 11 online articles

AVE (advertising value equivalent) is number of ad rate x columns:  
**£95,097.60**





4 The Reading Chronicle

Players all set for a new round of Beat the Street  
16 April 2015

Players all set for a new round of Beat The Street



Fit kids: All Saints Junior School children were among those who got involved last year; below, Herbie and Hettie Sykes; right, Samuel Knight taking part in the challenge



BEAT THE Street will be rewarding participants with daily and overall prizes throughout the campaign beginning at the end of this month. To encourage players to take part in the walking and cycling challenge, LEGO and Decathlon will be donating prizes. From April 29 to June 24, players will earn points by tapping Beat Boxes as they travel round the town. LEGO will provide prizes for 'lucky taps' throughout the competition and also support events including the Children's Meadow Madness. The top two winning schools in each leader board will receive a share of \$500 of LEGO goodies. A spokesman for the LEGO Group said: "LEGO UK is delighted to once again be partnering with Beat the Street. The initiative sends such a positive message to children of the importance of teamwork and community spirit, goal setting and a sense of pride at achieving those goals - all of which are values shared by the LEGO Group." The sports retailer Decathlon will also be donating daily spot prizes during the eight-week challenge. Every day one player will win a Decathlon voucher worth £25 and the



five players that have travelled the furthest will win a \$175 voucher. Katherine Knight, marketing director at Intelligent Health, said: "I think it is really wonderful that Lego and Decathlon are coming along to support such a big community initiative. It sends a very strong message out that this is a fun event and the prizes will encourage people to keep going." Thames Valley Park has already signed up to the scheme. Laura Jacklin, travel coordinator, said: "We encourage a lot of people to look for alternative methods of transport to and from the park. When Beat the Street approached us and said it was a walking campaign, we jumped at the chance to get involved because it's one of the aims of our travel plan. "There will be several beat boxes in the park to help encourage lunchtime walkers to get involved." The scheme is being funded by NHS CCG North and West and CCG South in partnership with Reading Borough Council. This year the initiative hopes that participants will be able to walk, run or cycle 300,000 miles, so it can donate \$2,000 to The Royal Berkshire Cancer Centre.

5 Get Reading

Beat the Street Reading: one week until blast off  
23 April 2015

[www.getreading.co.uk/news/reading-berkshire-news/beat-street-reading-one-week-9097414](http://www.getreading.co.uk/news/reading-berkshire-news/beat-street-reading-one-week-9097414)

Beat the Street Reading: one week until blast off

The race to space returns to Reading from April 29 to June 24

11 Shares | Share | Tweet | +1 | LinkedIn



This year challenge will be played across Reading, Baginbald, Mortimer, Pangbourne and Theale.

Each walk is recorded using specially designed walking sensors, known as 'Beat Boxes', which attach to lampposts and other street furniture across the town.

Players can also win prizes from Decathlon for themselves and their community team.

To play residents can pick up a Beat the Street card from a local GP practice, Reading Museum, local library or council leisure centre from Friday. Students can also collect cards from the University of Reading Students Union.

Players can monitor their progress at [reading.beatthestreet.me](http://reading.beatthestreet.me)



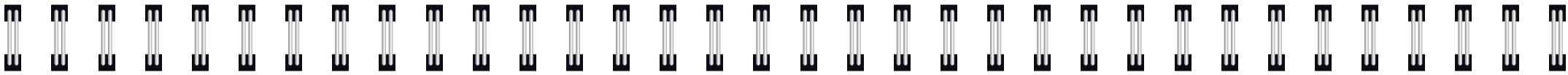
Representatives from the whole community turned out to kick start Reading's race to space.

Beat the Street - run by Intelligent Health - will return to Reading from April 29 to June 24 with the support of Reading Borough Council, and the town's two Clinical Commissioning Groups (CCGs).

The unique challenge is aimed at getting the whole community more active and launched in Reading town centre on Wednesday, April 22.



This year's target is to travel as a town for eight weeks into space. If the town reaches 300,000 miles a £4,000 donation will be made to The Royal Berkshire Cancer Centre. More than 15,000 people across Reading took part in Beat the Street 2014 and walked an impressive 244,537 miles in eight weeks - more than 6,300 miles past the moon.



6 The Reading Chronicle

GP actively behind the Beat the Street campaign  
30 April 2015

Chronicle, Thursday, April 30, 2015 [www.readingchronicle.co.uk](http://www.readingchronicle.co.uk)

### GP actively behind Beat The Street campaign

... 4-5 A GP is championing healthy living in Reading following the official launch of Beat The Street last week. Dr Rupert Woolley, the Clinical Commissioning Group's lead GP for the Beat the Street Campaign, is urging residents to sign up. He said: "Our bodies are designed to be active and we know that physical activity is now known to improve 23 long-term conditions. Medical evidence shows that exercise is a more important contributor to good health than, for example, a person's weight, as it reduces risk across a range of conditions including diabetes, hypertension, certain cancers and dementia." With the aim of developing long-term healthy lifestyles, Beat the Street is jointly funded by the NHS North and West Reading and NHS South Reading Clinical Commissioning Groups, and Reading Borough Council's Public Health Team. He said: "According to government statistics, 40 per cent of the UK population is getting less than 30 minutes' physical activity per week and I urge people in Reading and the surrounding area to avoid being part of that statistic.

"As a GP, I like to encourage my patients to take greater control over managing their own health - and Beat the Street helps them do exactly that." Dr Woolley added: "Exercise doesn't have to be onerous - it means walking to the shops instead of driving, or going out for lunch - on foot - rather than eating at our desk. It simply means moving around more - and this initiative makes exercise as fun as possible." Sign ups for the walking campaign went live on Wednesday last week, and walking cards have already been distributed throughout the town. There are multiple walking routes which will enable participants to log the distance covered by tapping their Beat the Street card on the Beat Boxes on the route. The card activates when tapped against a Beat Box from April 29, tapping another within an hour records the journey. During the eight-week campaign it is hoped participants will walk or cycle more than 300,000 miles in order to donate £2,000 to the Royal Berkshire Cancer Centre. For more information visit <http://reading.beatthestreet.me/>

**'I like to encourage my patients to take greater control over their own health'**

**Healthy options:** Dr Rupert Woolley is urging residents to sign up for Beat the Street

7 The Reading Chronicle

Reading Children's Festival  
30 April 2015

## Your handy guide to what's happening

Reading Children's Festival

Saturday 16 May - Sunday 31 May 2015

**FREE**

### Beat The Street

Join the whole town in a race to space and take part in a fun walking and cycling game. Everyone is invited. Reading needs you to help walk or cycle together 300,000 miles into space to release money for the Royal Berkshire Cancer Centre!

Win LEGO spot prizes for kids and Decathlon prizes for adults, have fun and get moving.

One small step for you, one giant leap for Reading!

This initiative is run by the NHS North and West and South Reading Clinical Commissioning Groups and Reading Borough Council

### How To Play

Pick up a Beat the Street card from your local GP practice, library, museum or Reading Borough Council Leisure Centre from end of April. You can register there as well as online for yourself or as part of a team in order to be in with a chance to win a whole host of prizes. Swipe your card against a Beat Box fitted to 200 lamp posts across Reading, find another and repeat! The Beat Boxes will be across Reading, Woodley, Burghfield, Mortimer, Pangbourne and Theale. Go between Beat Boxes by walking or cycling, swipe your card and each journey takes Reading closer to the target. Registered cards can win a spot prize with a lucky swipe.

You can carry on swiping your Beat The Street cards after Children's Festival is over, right up until the competition finishes on June 24th

Any queries email: [team@beatthestreet.me](mailto:team@beatthestreet.me)  
@BeattheStreet1

For further info or to follow your progress visit [www.reading.beatthestreet.me](http://www.reading.beatthestreet.me) alternatively see coverage in the Reading Chronicle.





Chronicle, Thursday, May 14, 2015 www.readingchronicle.co.uk

# Cheat the streets!

## Outrage as parents beat the system in their cars

**Georgina Campbell**

A COMPETITION has spiralled out of control as cheaters try and scam the Beat the Street challenge in order to win the monetary prize. Outraged parents have come forward, calling out players who drive up to the Beat boxes across the town so that their children can hop out and swipe their cards, defeating the object of the healthy lifestyle campaign.

Kristian Gustavsson, had just finished visiting the Beat box at Blessed Hugh Farrington with his family when he saw a car drive up to the box.

The father-of-three said on social media: "The young daughter got out of the car, hit the box, then got back into the car and drove off. Not quite in the spirit of the game, on the surface of it."

A Caversham mum of two primary school aged children said she found it "outrageous" that adults would stoop to cheating.

She said: "I was out one day with

the girls and just saw somebody swipe several cards all together at the same time and they were on their own.

"My children questioned that and know about cheating."

"I think there will always be cheating involved when there is money and prizes to be won and I think it's a shame."

The school with the most points will win a prize at the end of the eight-week competition.

Katherine Knight, marketing director of Intelligent Health, said: "The prize is improving your health, so the people who are cheating are cheating themselves. They are a minority, but we will ensure that they do not spoil the competition for those who are playing properly."

She added: "We will be wiping their cards, so that it will have an impact on their team. We will be writing to schools to remind people that the challenge is about the community coming together and about getting active."

Nearly 20,000 players have signed up to the competition, and there will be another opportunity to sign up to the challenge at Meadows Madness on Saturday from 11am to 4pm.

At the Children's Festival at Forbury Gardens, there will be a Beat the Street stand and a Beat box which will earn players double points and LEGO prizes. For concerns about the cheaters, contact team@beatthestreet.me



News Local News Caversham

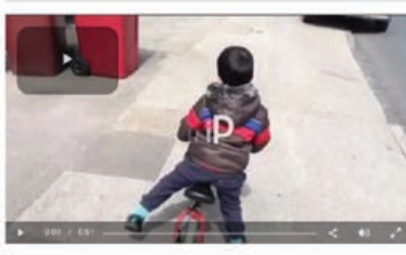
## Watch: brother and sister's video promotes Beat the Street campaign

2304 04 MAY 2015 BY RACHEL YOUNG

The video made by the nine-year-old has been viewed more than 1,300 times.

148 Shares

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A brother and sister have made a video to encourage others to walk and cycle to school as part of the Beat the Street campaign.

The short film made by nine-year-old Tara Singh, has been watched more than 1,300 times.


The Thameside Primary pupil edited the footage of her three-year-old brother Neel as part of her school's involvement in the campaign.

The footage shows Neel, who goes to New Bridge Nursery, riding his balance bike along the footpath in Caversham, promoting the campaign which encourages walking and cycling as healthier means of getting around.

Her mother Suniti Singh, of Greenock Road, posted the video on community Facebook group [Caversham Girls](#), where it has racked up more than 1,000 views in the first two days.

She said: "Since the video my husband and I have both been trying to use our cars less. We used to drive the kids to school each morning but now we walk. It's so lovely what with all the sunshine we've had lately."

"It's amazing how much time you save, you just don't realise it. Especially with the level of traffic you see in rush hour, I really can't see any downsides to walking."



Tara and Neel Singh are taking part in the Beat the Street campaign.

Chronicle, Thursday, May 21, 2015

# Beating diabetes with Beat the Street

A DIABETIC found the extra encouragement she needed to live a healthier lifestyle when she took part in Beat the Street.

Ellis Baty was diagnosed with Type 2 diabetes and found that making small changes her lifestyle were a real help in managing her condition.

The 54-year-old said: "Type 2 diabetes runs in my family. My lifestyle before the diagnosis wasn't very good. For example, I would 'binge exercise' - I would do next to no activity for the whole year and then spend a few weeks training for a half marathon."

She added: "Up until a year ago I was overweight, however, the Beat the Street initiative has been great for me and has really motivated me to make lasting changes to my lifestyle."

Ellis, from Pangbourne, works for Reading Citizens Advice Bureau, and is taking part in the eight-week walking campaign, after speaking with Dr Rupert Woolley, the lead GP for the project.

She added: "I was also quite stressed. Driving to work meant that I would spend a lot of time stuck in traffic and I would get flustered and stressed even before I got there. I now rarely use the car - I either cycle or use public transport."

**Streetwise:** diabetic Ellis Baty who has found inspiration to maintain a healthier lifestyle through Beat the Street

"I'm now more relaxed, less stressed and generally happier in myself. By making sustainable adjustments to my diet and by increasing my exercise levels, I have managed to bring my diabetes under control."

Dr Woolley said: "For someone with Type 2 diabetes, it is particularly important that they are careful about the foods they eat and take regular exercise to maintain a sensible weight.

In up to 80 per cent of cases, the condition can be delayed or prevented. It is important that everyone understands the risks,

so they can reduce their chances of developing the condition."

He added: "By picking up a card and taking part in Beat the Street you, too, can take the first step in maintaining good life habits."

Beat the Street is funded by the Reading Clinical Commissioning Groups and Reading Borough Council.

To take part, residents swipe their cards against a Beat Box in the town, points turn into prizes, including daily spot prizes and overall community team prizes.

For more information, visit <http://reading.beatthestreet.me/>



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READING MUSEUM TOWN HALL

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## Beat the Street - Double Points this May Half Term at Reading Museum

Join us to 'Beat the Street' this half term at Reading Museum - we will have a special double points beat box arriving this Friday ready for you to collect even more points!

The Beat the Street challenge is taking place between 29th April - 24th June 2015 and we have cards and maps that you can also pick up from the Museum.

A fun challenge for the community of Reading, Burghfield, Mofmer, Pangbourne and Theale to see how far they can travel around the town and surrounding villages and onwards into space!

Beat the Street has been commissioned by the NHS and Reading Borough Council. Fifteen thousand played in Reading in 2014 and 60,000 in the past 3 years.

To play just use a card like an Oyster card, which is tapped against special Beat Boxes positioned on lampposts throughout the town. Tapping more than one Beat Box records a journey and every journey a player makes adds to their total and the overall team and town total.

**How far can you go?**

Date updated: 22 May 2015



Related Websites:

Beat the Street website: <http://reading.beatthestreet.me/>

Reading Borough Council does not necessarily endorse or recommend any of the links or services above. Please note, when you follow these links you will leave this site.

Reading

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## 12 Get Reading

Beat the Street: Almost 10% of Reading's population taking part in challenge

25 May 2015

[www.getreading.co.uk/news/reading-berkshire-news/beat-street-10-per-cent-9326407](http://www.getreading.co.uk/news/reading-berkshire-news/beat-street-10-per-cent-9326407)

**Beat the Street: Almost 10 per cent of Reading's population taking part in challenge**

25 MAY 2015 | UPDATED 07:25, 24 MAY 2015 | BY NATASHA ADAMS

Competitors walk, cycle and run around town, accumulating points for a more active lifestyle

195 Shares

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Nearly 22,000 people – virtually 10 per cent of Reading's population – are taking part in the Beat the Street challenge around the town and villages.

The competition aims to help people raise their activity levels, while reaping the benefits of a healthy lifestyle.

Participants have already travelled over 150,000 miles in three and a half weeks by walking, cycling and running around the area.

Dr Rupert Woolley, GP lead for the project on behalf of the Reading CCGs (Clinical Commissioning Groups) said: "We know that people who do more than 150 minutes of activity a week dramatically reduce their risk of developing certain health conditions, including diabetes, heart disease, cancer and dementia.

"We also know there is a positive link between doing light exercise and good mental health.

"I would urge all participants to keep on going and remember that it's never too late to develop good exercise habits."

To encourage people to continue getting out and about during half term there will be a Bonus Beat Box worth double points installed in Reading Museum from Saturday, May 23 until Sunday, May 31.

There will also be four extra Beat Boxes around Black Swan Lake in Clifton Features, Wootton Bassett.

To watch the town travel into space, visit [readingbeatthestreet.com](#). To pick up a card visit libraries, leisure centres or a local GP. There are 202 boxes all over the villages and Reading.



### Clamping down

Beat the Street have been cracking down on cheating by investigating any instances and wiping cards of those who have been found cheating.

Any instances of suspicious activity will also now receive a 100 point deduction.

Beat the Street has written to all schools and Beat the Street staff will be visiting Beat Boxes around the town to encourage people to embrace the fun and spirit of Beat the Street, play fairly and benefit from being more active.

Get Reading Like Page Follow @getreadinguk

## 13 Get Reading

Beat the Street Reading: bag double points at weekend events

12 June 2015

[www.getreading.co.uk/news/reading-berkshire-news/beat-street-reading-bag-double-9423104](http://www.getreading.co.uk/news/reading-berkshire-news/beat-street-reading-bag-double-9423104)

**Beat the Street Reading: bag double points at weekend events**

12 JUN 2015 | BY NATASHA ADAMS

Reading Water Fest, Wootton Carnival and East Reading Festival are just some of the events involved

75 Shares

Enter your e-mail for our daily newsletter

People have the opportunity to earn double Beat the Street points at free community events in Reading this weekend.

Saturday and Sunday's jam-packed itinerary of fun and free activities has been made even more exciting by the prospect of earning extra points for the innovative walking challenge.

More than 25,000 people in Reading, Burghfield, Mortimer, Pangbourne and Theale are playing Beat the Street and together they have already walked 210,000 miles.

The Mayor of Reading, Councillor Sarah Jackson said: "There are many great free events on over the summer and Beat the Street can help support a few by encouraging residents to walk and cycle and enjoy the variety of activities on offer.

"I am a huge fan Beat the Street and will have my card with me when I attend some of these events."

Reading Water Fest, Wootton Carnival and East Reading Festival are just some of the events where players can earn double points.

Dr Rupert Woolley, GP lead for the project on behalf of the Reading CCGs said: "The double points weekend is a great incentive for people to continue with the health gains they've already made.

"I would encourage everyone to keep on going and to take practical steps to make exercise a daily habit.

"So why not get out in the sunshine and take the dog for an extra walk, or perhaps get off the bus or train a stop early. It really is as easy as missing a single TV show."

Double points bonus boxes will be at the following locations:

- Reading Water Fest at the Duck Race stand in Chestnut Walk
- Wootton Carnival, tent box 156 by the lake
- Reading Amateur Regatta, tent box 399 by the playground near Riverside Sports Centre
- East Reading Community Festival, tent box 80 in Pleasure Park
- Wootton Carnival, in Woodford Park

To redeem the extra points one other box must be tagged first.

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## 14 Get Reading

Beat the Street Reading: enjoy local parks and earn extra points

19 June 2015

[www.getreading.co.uk/news/reading-berkshire-news/beat-street-reading-enjoy-local-9487325](http://www.getreading.co.uk/news/reading-berkshire-news/beat-street-reading-enjoy-local-9487325)

**Beat the Street Reading: enjoy local parks and earn extra points**

19 JUN 2015 | BY NATASHA ADAMS

From Friday until Sunday there will be 10 Beat Boxes converted to double points in parks throughout Reading and surrounding villages

39 Shares

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Reading Beat the Street 2015 launch

With five days to go and 25,000 miles to travel, Beat the Street is encouraging residents to enjoy local parks this weekend to earn double points.

From Friday, June 19, until Sunday, June 21, there will be 10 Beat Boxes converted to double points in parks throughout Reading and surrounding villages.

The special Beat Boxes are:

- 80 (Pleasure Park)
- 95 (Prospect Park)
- 177 (Albion Park)
- 28 (Pangbourne)
- 175 (Burghfield)
- 12 (Mortimer)
- 38 (Theale)
- 111 (McIlroy Park, West Reading)
- 22 (Christchurch Meadows)
- 145 (Clayfield Copse, Emsay Green)

More than 25,000 residents of Reading, Burghfield, Mortimer, Pangbourne and Theale are now playing Beat the Street and together they have walked over 274,138 miles.

Councillor Graeme Hoskin, lead member for health at Reading Borough Council, said: "It is fantastic to see the Beat the Street doing so well again this year and only 25,000 miles away from reaching the 300,000 mile target.

"Reading's parks and open spaces remains popular and I'd encourage as many people as possible to get out this weekend and take advantage of the double points on offer."

Dr Rupert Woolley, lead GP for the project on behalf of the NHS Reading Clinical Commissioning Groups (CCGs) is urging all those taking part in this year's scheme to carry on with their efforts.

He said: "As a society we pay a lot of attention to weight – but did you know that exercise has an even wider positive effect on good health?

"Research shows that on average, an inactive person spends 37 per cent more days in hospital and visits their doctor 1.5 per cent more often compared with someone who exercises regularly.

"Exercise helps everyone – and it doesn't need to be difficult. Just half an hour walking or other aerobic exercise makes all the difference."

The competition will end at midnight on Wednesday, June 24, so there's still time to get out and about, to get past the 300,000 mile target.

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## 15 Get Reading

Beat the Street Reading: Competition completes its race to space

27 June 2015

[www.getreading.co.uk/news/reading-berkshire-news/beat-street-reading-competition-completes-9537503](http://www.getreading.co.uk/news/reading-berkshire-news/beat-street-reading-competition-completes-9537503)

**Beat the Street Reading: Competition completes its race to space**

27 JUN 2015 | BY NATASHA ADAMS

Together, the communities of Reading, Burghfield, Mortimer, Pangbourne and Theale travelled a grand total of 306,599 miles

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Beat the Street 2015

Reading has succeeded in its out of this world mission to walk 300,000 miles – the distance from the town to space.

Together, the communities of Reading, Burghfield, Mortimer, Pangbourne and Theale travelled a grand total of 306,599 miles in eight weeks playing the innovative walking and cycling challenge.

Beat the Street – run by Healthier Health – ran from April 29 to June 24 with the support of Reading Borough Council and the town's two Clinical Commissioning Groups (CCGs).

The unique challenge is aimed at getting the whole community more active.

Dr Rupert Woolley, lead GP for the campaign on behalf of the Reading clinical commissioning groups said: "I'd like to congratulate everybody who's taken part in Beat the Street this year, making Reading and the surrounding villages healthier places.

"Whatever your reason for taking part, I would like to thank everyone for contributing to reaching the target.

"The trick now is to make regular exercise a daily habit and to weave it into our daily routines.

"Exercise helps everyone – and it doesn't need to be difficult. Just half an hour walking or other aerobic exercise each day makes all the difference."

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**Prizes:**

By reaching the target, £4,000 will be donated to The Royal Berkshire Charity – the Royal Berkshire Oxfelds will donate £2,000 to the Berkshire Cancer Centre, while £2000 will go to support children's cancer services at the hospital.

Mark Goff, who is the director of fundraising at Royal Berkshire Charity said: "We're extremely grateful to everyone who has helped raise £4,000 for our cancer and children's services.

"It will enable us to buy the latest equipment for these services, which will make a big difference to our patients."

Local people are invited to attend an official Beat the Street prize presentation on Saturday, July 4, from 12.30pm outside the Town Hall, in Bagrove Street.

The donation to The Royal Berkshire Charity will be presented, as well as awards to the six winning teams in Beat the Street 2015.

The six winning teams will share prizes totalling £5,000 between them.

The top two winning schools – The Hill Primary School, in Caversham, and Mortimer St Mary's Junior School – will receive a share of £500 worth of LEGO goodies.

Tim Beavan, deputy head of The Hill Primary School said: "We are absolutely thrilled and delighted to win the Beat the Street competition.

"It is an initiative that the whole school community has embraced with enthusiasm and great spirit and one that has gathered pace for each of the past three years since the competition's inception."

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# Town's fitness bid reaches continent

Georgina Campbell

A CAMPAIGN to get people fit and healthy that started in Reading has been so successful that it is now rolling out across the country — and even overseas.

More than 100,000 people have taken part since Beat the Street was founded in Reading last year, and 1.5 million miles have been walked.

Now campaigns have been set up in Wiltshire, Hampshire, Hertfordshire and Italy.

Katherine Knight, marketing director of Intelligent Health, said she hopes the scheme will also be rolled out in Scotland this autumn.

She said: "Enthusiasm for Beat the Street has been overwhelming this year. There has been a 63 per cent increase in participants from 2014.

The competition was launched in Reading but is now being rolled out over the UK and Europe with people walking 1.5 million miles this year alone."

The campaign's scheme, in Stevenage, Hertfordshire, saw a sixth of the population joining.

The competition, which ended in Reading last Wednesday, saw 11 per cent of the town travel 300,000 miles in eight weeks.

The highest points winners for Reading this year were, The Hill Primary, on Peppard Road, Theale C.E. Primary, on Church Street and



Top: some of the team from winning group Yoga Reading who achieved the highest average

Micklands Primary, on Micklands Road. Tim Bevan, deputy headteacher at The Hill Primary, said: "We are thrilled! I always do gate duty before school, and I would even have parents coming up to me saying: 'How are we doing Mr Bevan? Where are we on the leaderboard?' The whole school embraced the campaign."

Yoga Reading topped the highest average chart, with the College of Estate Management at Reading University and Mortimer St Mary's Junior School, on The Street, coming second and third.

A jackpot of \$3,000 will be shared between the six winning teams and the top two winning schools in each leader board will also receive a share of \$500 of LEGO goodies.

The campaign will also donate \$4,000 to The Royal Berkshire Charity, with the Berkshire Oddfellows donating \$2,000 to the Berkshire Cancer Centre, while \$2,000 will support children's cancer services at the Royal Berkshire Hospital NHS Foundation Trust.

Mark Goff, director of fundraising at Royal Berkshire Charity, said: "We're extremely grateful to everyone who has helped raise \$4,000 for our cancer and children's services. It will enable us to buy the latest equipment for these services, which will make a big difference to our patients."

A prize-giving ceremony will be held in the Town Hall Square this Saturday, where visitors will be able to make party streamers at Jacksons Corner before the ceremony at 12.30pm.

## Beat the Street Reading: Participants presented with prizes at commemorative ceremony

Prizes were presented to Beat the Street challengers at Town Square in Blagrove Street after collectively covering 306,599 miles in eight weeks

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The Beat the Street prize presentation celebrated the efforts of the 23,962 residents who took part in Beat the Street

Challengers who had walked hundreds of thousands of miles across Reading in just eight weeks celebrated their efforts at a prize presentation on Saturday.

A total of 23,962 people from Reading, Blagrove, Mortimer, Peppard and Theale walked and cycled 306,599 miles when they took part in the Beat the Street challenge.

Many of the tireless travellers attended the prize presentation for the challenge at Town Square in Blagrove Street, Reading on Saturday, July 4 to commemorate their outstanding achievement.

Children made willow streamers at Jacksons Corner with the help of charity jills, before The Royal Berkshire Charity was presented with two generous donations and the six winning teams that surpassed the most miles during the challenge were handed prizes.



After participants surpassed the initial target of 300,000 miles, £4,000 was donated to The Royal Berkshire Charity.

Loyal Royal Berkshire Oddfellows donated a further £2,000 to the Berkshire Cancer Centre, and £2,000 was given to support children's cancer services at the hospital.



The six winning teams shared prizes totalling £3,000 between them.

Councillor Graeme Meakin, Reading's lead councillor for health, said: "I'd like to congratulate everyone who took part in this year's Beat the Street campaign, especially to the overall winners at The Hill Primary School.

"I'm delighted it proved to be such a popular scheme with an amazing 63 per cent increase in the number of participants this year.

"Not only has the campaign raised a fantastic amount of money for The Royal Berkshire Charity, it has also encouraged people to walk, cycle and run more which I hope will continue long after the scheme has finished."

The Hill Primary School, in Caversham, and Mortimer St Mary's Junior School were named the top two winning schools and received a share of £500 worth of LEGO goodies.

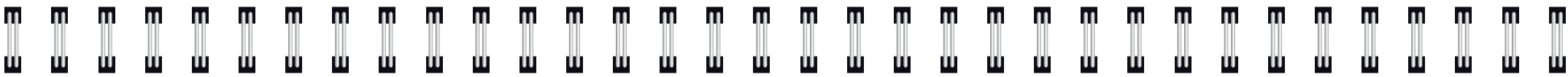
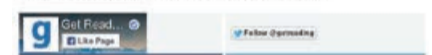
Beat the Street ran between April 20 to June 24. The project was jointly funded by the NHS North and West Reading, NHS South Reading Clinical Commissioning Groups and Reading Borough Council's Public Health team.

It used technology developed by Reading-based health IT company, Intelligent Health, and was designed to get residents more active and reap the benefits of a healthier lifestyle.

Dr Rupert Woolley, lead GP for the campaign on behalf of the Reading clinical commissioning groups said: "I'd like to congratulate everybody who took part in Beat the Street this year, making Reading and the surrounding villages healthier places.

"Whatever your reason for taking part, I would like to thank everyone for contributing to reaching the target.

"The trick now is to make regular exercise a daily habit and to weave it into our daily routines. Exercise helps everyone and it doesn't need to be difficult. Just half an hour walking or other aerobic exercise each day makes all the difference."



# Beat the Street stars celebrate



Winners: children from The Hill Primary School in Caversham Park Way, who scored the most collective points

## Top teams receive walking prizes

Georgina Campbell

AFTER walking the equivalent of a trip to the moon and back, Beat the Street participants celebrated their successful efforts last weekend.

Participants gathered in the town square to cheer on the prize-winners of the eight-week walking campaign.

Tommy was named the rain-bow streamer they had made as part of the council's Open Art week, as the presentations were made.

More than 25,000 residents answered the call to get active, passing the combined total target of 300,000 miles.

As many as 80 per cent were children, and even a dog was out pounding the streets.

In total, 84 teams were involved, and 10 per cent of the participants came through GP surgeries.

Dr Rupert Woolley, lead GP for the project on behalf of the NHS Reading Clinical Commissioning Groups, said that the scheme has already benefited many patients.

"He said: "This year we are delighted that so many adults took part in the competition, because they are most at risk of developing diabetes and heart disease."

"At my surgery in Pangbourne we send letters out to our patients to encourage them to get involved in the scheme and I've been flooded with messages from them."

"The main has even lost two kilos since he started Beat the Street. I really hope we will be able to do it again next year."

Founder Dr William Bird said the origin of the campaign was the "Sounding Walk" he organised in 1996.

He said: "I was so pleased that after all this time the campaign has really taken off. Although our focus is to get

people physically active, studies have shown that loneliness is one of the causes of heart disease, so the campaign is also about getting people out and about in their communities, and meeting new people."

Presenting the awards on Saturday was Mayor of Reading Chris Huhns.

She said: "I've been out beating the streets to and from work and I've been out with my two young sons. It encourages you to explore the area where you live."

As a result of passing the target distance, the Royal Berkshire Cancer Charity received £4,000.

Berkshire Oddfellows donated £2,000 to the Berkshire Cancer Centre, while £2,000 will go to support children's cancer services at the Royal Berkshire Hospital.

Ian Thompson, who received the donation, said: "Thank you so much for your generosity. You are our local heroes."



Second place: children from Theale Primary School



Third: children from Micklands Primary School



Highest average: Yoga Reading topped the leaderboard as a team



Runners-up: College of Estate Management, with the dog, arranged the second best score per person



Walkies: Chis, who took part in Beat the Street

