



Beat the Street Evidence of Sustainability

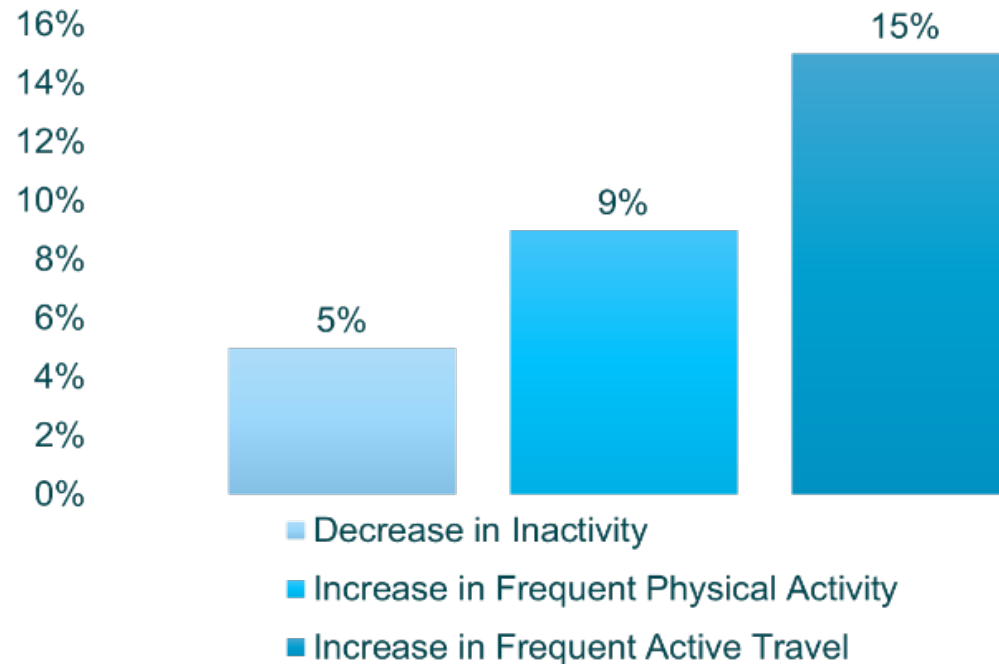
Intelligent Health

@Intelligent_Hlt



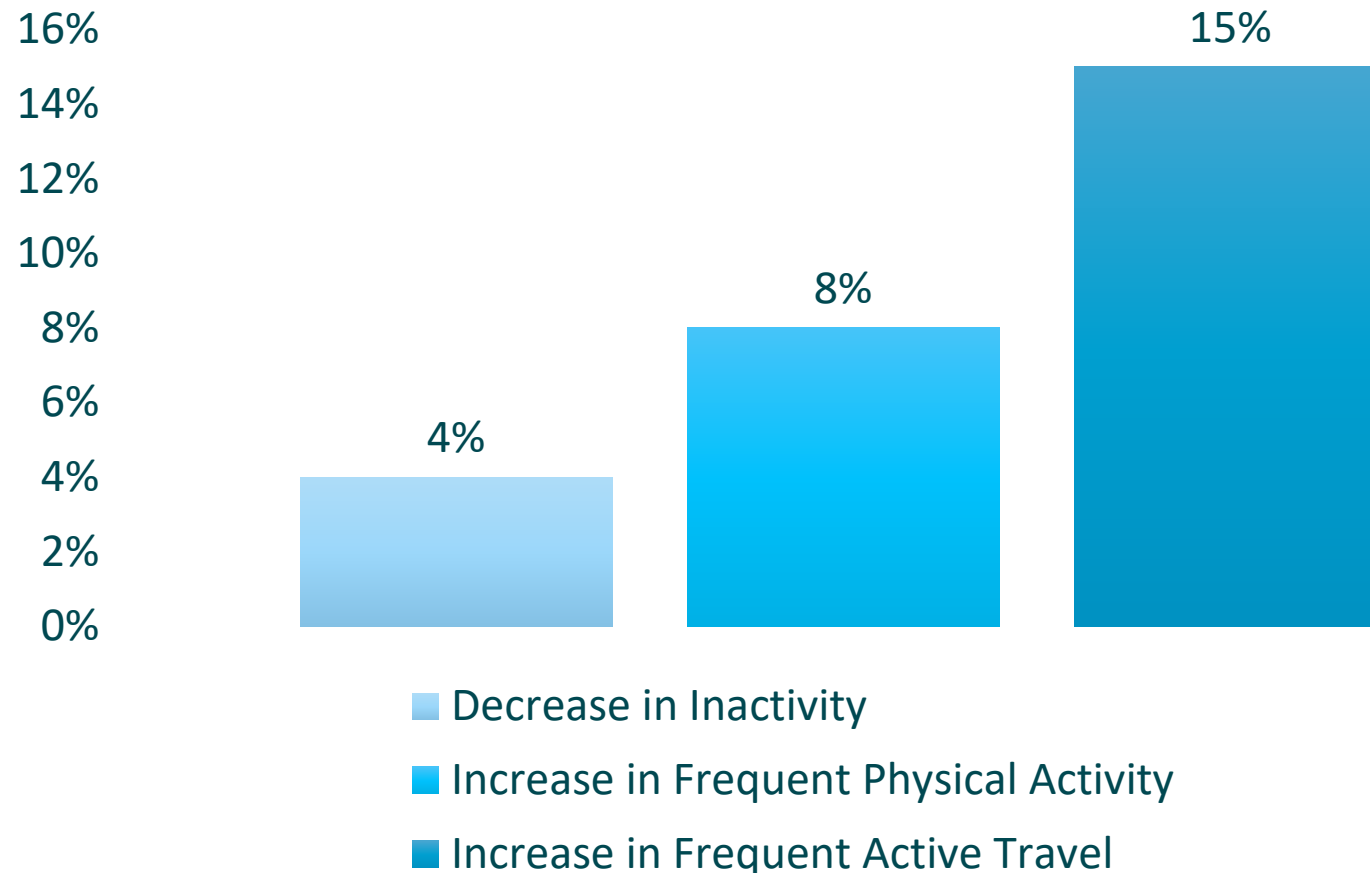
Beat the Street in 2016 – Post-game

18 Interventions delivered across the UK



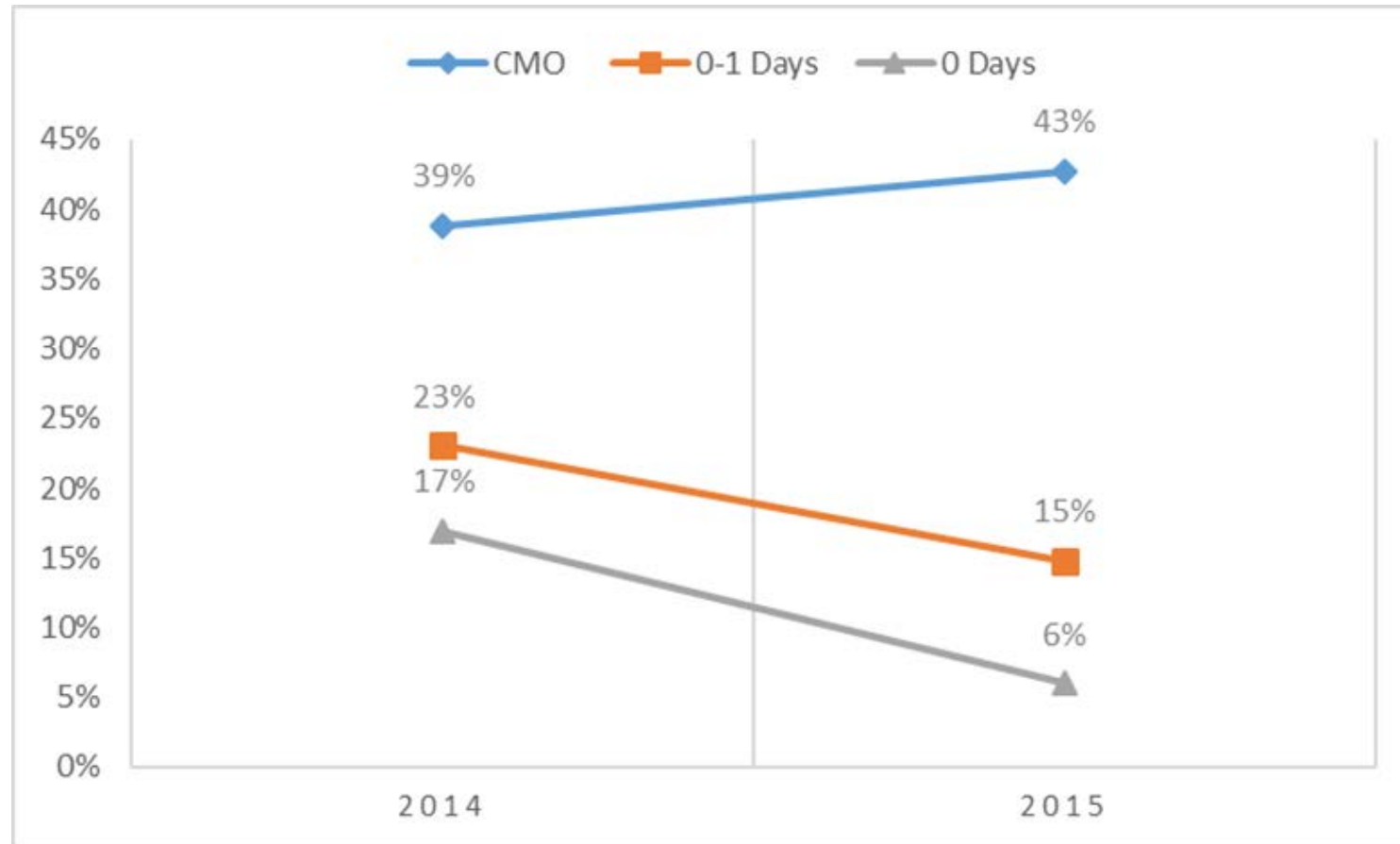
Beat the Street in 2016 – 6 Months after the Beat the Street game

18 Interventions delivered across the UK



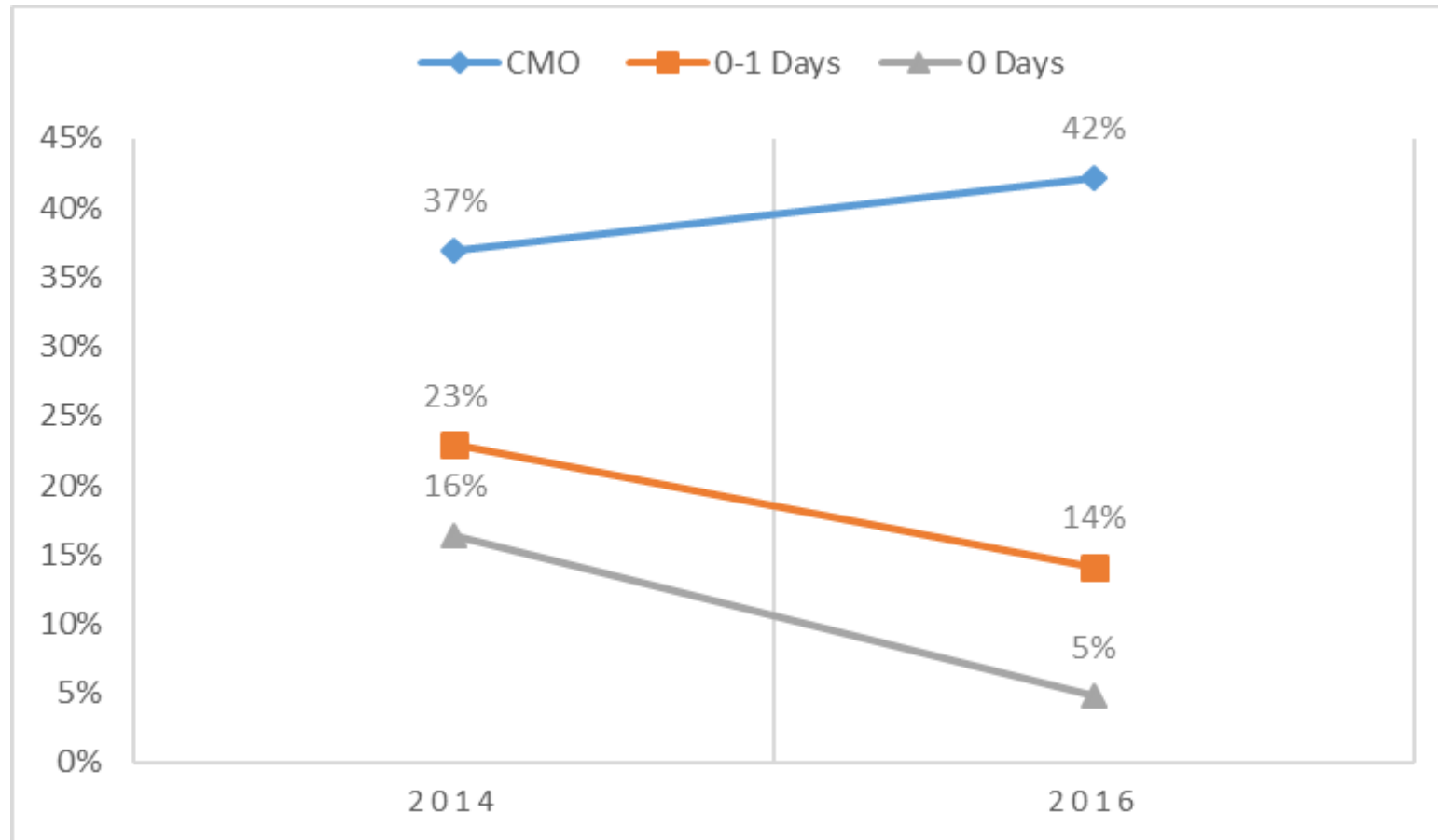
What about after 6 months in one area?

- Beat the Street in Reading
- Based on 1336 matched pairs (29.68%)



What about after 1 Year?

- Beat the Street in Reading
- Based on 834 people (matched pairs) (18.52%)



Return on Investment (NICE)

- 6 months following Beat the Street in Northern Ireland
- Based on 13,000 adults participating

	For Every £1 spent	ROI over 2 years	ROI over 5 years
Productivity		£11.99	£28.43
Transport		£2.75	£6.52
Healthcare		£10.97	£11.07

	For Programme	Total ROI	Total ROI
Productivity		£1.2m	£2.9m
Transport		£185,682	£585,933
Healthcare		£1.1m	£1.1m



Anecdotal Evidence

Healthy Started Walking Routes Happy
Beat the Street Bus Walked Further
Outside Exercise New Places Fun
Walking and Cycling School Motivated
Encouraged Weight Active Instead
Kids Child Family Beat Boxes Children Saw Tap
Local Area Bike

