Dear School,

Redcar and Cleveland is being transformed into a giant game and your school is invited to play!

Beat the Street is a free, fun, walking and cycling game which gets staff, pupils and their families out and about in the local area, having fun and keeping healthy. The Redcar and Cleveland game runs from 2nd March to 13th April 2022

Beat the Street is designed to get children and communities moving by helping people to make small changes, such as walking or cycling to school every day, to improve health and help embed physical activity into everyday life. So far 1.5 million people and 4,500 schools have taken part in games across the UK and beyond. Evidence shows that the programme really helps adults and children become more active. Participation in Beat the Street can also:

- Provide evidence on wellbeing which can be used in OFSTED inspections
- Act alongside, or as a support to: Active travel/Daily Mile/Daily Boost programmes
- Help the school and its pupils achieve the Department of Health's target of 60 minutes per day for young people
- Reduce traffic and air pollution around the school
- Help engage the wider school community

How does it work?

We will provide you with a complete **free** school game pack with all you need to play. This includes a school banner, game material and instructions for pupils, parents and teachers. We will safely deliver these materials to your school prior to the programme starting, so that you can distribute them to teachers, pupils and parents.

Your school will sit on school leaderboards that can be viewed by visiting www.beatthestreet.me. The leaderboards will be live once the game commences'. Top school teams will win hundreds of pounds worth of vouchers. The game is designed to work for large and small schools. Individuals can also win Lucky Spot prizes, including vouchers and Beat the Street goodies.

Game card readers called 'Beat Boxes' will be positioned around Redcar and Cleveland including one outside your school. Players use contactless game cards to hover over these Beat Boxes as they travel around scoring points which sit on their individual and school leaderboards.

We'll be in touch shortly to explain about your delivery and answer any questions.

If you would like to discuss anything please contact your Local Engagement Coordinator, Leah Johnstone at leah.johnstone@intelligenthealth.co.uk or visit www.beatthestreet.me and access our online Helpdesk.

How to play

Register your card online at beatthestreet.me/location.

- Explore your local area, finding Beat Boxes using the online or paper map.
- Hover your card at the contactless Beat Box until it beeps and flashes.
- Visit 2 Beat Boxes within an hour and collect 10 points for each Beat Box – this is 20 points for the journey.
- Carry on your journey. Score 10 points for each extra Box you visit.

It is COVID-19 Safe

- Beat the Street Beat Boxes are contactless so it's a perfect way to exercise and have fun with friends outdoors
- Don't touch cards belonging to others
- As always, wash your hands with soap and water for 20 seconds when you return home.

Beat the Street is created by Intelligent Health, led by Dr William Bird, a GP working on the NHS frontline. The game has been carefully planned alongside public health advisors.

We look forward to playing Beat the Street with you and your school soon!

Best Wishes,

The Beat the Street Team

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