



<b>Subject:</b>	Beat the Street NI Initiative
<b>Date:</b>	9 <sup>th</sup> May 2017
<b>Reporting Officer:</b>	Nigel Girmshaw, Director City & Neighbourhood Services Department
<b>Contact Officer:</b>	Rose Crozier, Assistant Director City & Neighbourhood Services Department Andrew Steenson, Project Development Senior Officer, City & Neighbourhood Services Department

<b>Restricted Reports</b>	
<b>Is this report restricted?</b>	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
<b>If Yes, when will the report become unrestricted?</b>	
<b>After Committee Decision</b>	<input type="checkbox"/>
<b>After Council Decision</b>	<input type="checkbox"/>
<b>Some time in the future</b>	<input type="checkbox"/>
<b>Never</b>	<input type="checkbox"/>

<b>Call-in</b>	
<b>Is the decision eligible for Call-in?</b>	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>

<b>1.0</b>	<b>Purpose of Report or Summary of main Issues</b>
1.1	To update Committee on the Beat the Street NI Initiative (2016) and seek agreement to support the initiative in Autumn 2017.
<b>2.0</b>	<b>Recommendations</b>
2.1	The Committee is asked to; <ul style="list-style-type: none"><li>• Note the content of the report; and</li><li>• Agree to support the implementation of the Beat the Street Initiative during Autumn 2017.</li></ul>

<b>3.0</b>	<b>Main report</b>
3.1	<p data-bbox="272 226 421 255"><u>Key Issues</u></p> <p data-bbox="272 275 1453 405">Beat the Street NI is a mass participation programme of physical activity, using SMART technology in the form of Radio-Frequency identification (RFID) cards and ‘Beat Boxes’, to record and track physical activity levels, including walking and cycling journeys.</p>
3.2	<p data-bbox="272 479 1461 656">The initiative is one of six funded by the National Charity Partnership – a partnership between Diabetes UK, the British Heart Foundation and Tesco, as part of their commitment to helping support 40,000 families to get active and reduce their risk of type 2 diabetes and heart and circulatory disease. The initiative is delivered by Intelligent Health.</p>
3.3	<p data-bbox="272 736 1453 913">With support from Council, Beat the Street NI was delivered between 14 September and 2 November 2016 covering Belfast and the surrounding area. During this time 33,940 people took part, covering a total distance of 157,012 miles and recorded 797,201 activity recordings (taps).</p>
3.4	<p data-bbox="272 994 1437 1216">A key focus for the initiative was to engage schools and school children and encourage them to support their families and wider community to participate. This is reflected in the 117 schools and 21,336 school children who took part in the initiative, and also in the age profile of participants which was highest amongst children 11 years old and under and adults aged 30-49 years old.</p>
3.5	<p data-bbox="272 1296 1461 1568">The outcome of Beat the Street NI is to improve health and being for all, with a focus on the communities of highest deprivation, which are more likely to experience increased health inequalities. A total of 2% of the population living in the most deprived areas of the city participated, compared to 0.4% of those living in the least deprived. One in three people living with a long term condition and who took part in the initiative, reported that participating had helped with their health problems.</p>
3.6	<p data-bbox="272 1644 1437 1771">Beat the Street NI will return to Belfast and the surrounding area in September 2017, with the ambition of engaging and supporting over 40,000 people to be more physically active. To support this, Intelligent Health are requesting support from Council around two areas:</p> <ul data-bbox="320 1839 1430 1975" style="list-style-type: none"> <li data-bbox="320 1839 1430 1975">• Firstly, permission from Council, to place a number of the ‘Beat Boxes’ in Council owned parks and open spaces. The cost of installation and maintenance for Beat Boxes and associated insurance costs will be covered by Intelligent Health; and</li> </ul>

<p>3.7</p> <p>3.8</p>	<ul style="list-style-type: none"> <li>• Secondly, support from Council to promote the initiative through its social media and publication offerings.</li> </ul> <p><u>Financial &amp; Resource Implications</u></p> <p>There are no financial or human resource implications with this report.</p> <p><u>Equality or Good Relations Implications</u></p> <p>There are no equality or good relation implications with this report.</p>
<p><b>4.0</b></p>	<p><b>Appendices – Documents Attached</b></p>
	<p>Appendix 1 - Beat the Street Northern Ireland – Evidence, Feedback and Engagement</p>