

WEST SWINDON PARISH COUNCIL**Beat The Street Update****1. Background**

- 1.1 The initiative, which is running for the second year running in Swindon, encourages people to get active outdoors and explore their area by turning whole towns and cities into a giant game. Players tap cards and fobs against sensors called Beat Boxes while walking or cycling to earn points towards their team in a bid to win hundreds of pounds worth of prizes.
- 1.2 Last year's event was a huge success with an unprecedented 32,000 local people taking part and walking and cycling a massive 313,000 miles in just six weeks, a record for any of the Beat the Street challenges so far.
- 1.3 This year's challenge begins on Wednesday, 25 September and runs for six weeks. A launch event will be taking place on the day from 4pm – 6pm at GWR Park on Faringdon Road where there will fun activities and double points available on beat boxes.
- 1.4 The game is organised by Intelligent Health and is funded by the National Lottery through Sport England and Swindon Borough Council.

2. Detail

- 2.1 Primary school pupils will be provided with a fob while other players are invited to collect cards and a map for free from distribution points across Swindon, including selected supermarkets, libraries and leisure centres e.g. Link Centre reception. A full list of distribution points can be found at www.beatthestreet.me/Swindon.
- 2.2 Players can choose to join a school or workplace team, set up their own community group. A team has been set up in the name of West Swindon Parish Council.

3. Recommendations:

- 3.1 That Councillors note the report for information.

Paula Harrison
Parish Manager