



Dear Blaby District school,

I am contacting you regarding a fun, free walking and cycling game which is coming to Blaby District called Beat the Street. This game takes place between **27 February and 10 April 2019**.

Beat the Street is a fantastic opportunity to bring together your school and get staff, pupils and their families involved – there will be hundreds of pounds worth of prizes and the chance to see which school can climb to the top of the leaderboard and be crowned winner of the competition - get in touch and confirm your participation by emailing [ben.taylor@intelligenthealth.co.uk](mailto:ben.taylor@intelligenthealth.co.uk).

Beat the Street Blaby is being funded by Blaby District Council supported by additional funding from DEFRA.

To find out more about how Beat the Street works please view our short video below:

[Beat the Street how to play](#)

### **Designed to get children and communities moving**

Beat the Street is designed to inspire people to make small changes, such as walking or cycling to school every day, to improve health and help re-set the way in which we embed physical activity into everyday life. So far over 900,000 people have taken part in Beat the Street games across the UK and Ireland. Participation in Beat the Street not only supports children's physical activity participation, but may also:

- Add impact to the Primary Sports Premium funding.
- Provide evidence for Healthy School applications.
- Provide evidence which can be used as supporting evidence in the Wellbeing aspect of school inspections.
- Act alongside or as a precursor to the Daily Mile/Daily Boost programme.
- Help the school and its pupils to achieve the Department of Health's physical activity target of 60 minutes per day for young people.
- Reduce traffic around the school.

### **How does it work?**

'Beat Boxes' will be positioned around Blaby, including one outside your school. Players receive a card or fob which they tap on the Beat Boxes as they walk, cycle, or scoot around the area, earning points for themselves and their team. Players can view their progress online, which will be live closer to the start of the game.

There will be prizes for winning schools and teams, as well as plenty of lucky tap prizes, which could be won by any registered player taking part in the game.

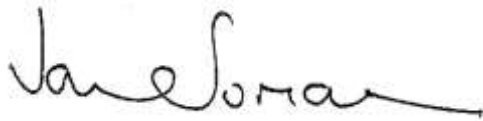
### **What will taking part mean for your school?**

Beat the Street will be providing your school with all the materials you will need to play the game including fobs for all pupils, cards for parents/staff and maps detailing where boxes can be found. They will drop these materials off prior to the project starting on the 27<sup>th</sup> February.

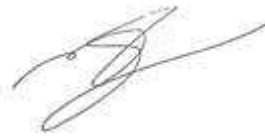
As well as this they will also provide detailed instructions on what to do with the materials you have been provided as well as hints and tips to give your school the best chance of coming out on top of the leaderboards come the end of the project.

**Beat would be happy to visit your school to discuss this programme further or to provide an interactive assembly to help inspire your whole school to get involved.**

Kind regards,



Jane Toman  
Chief Executive  
Blaby District Council



Mike Sandys FFPH  
Director of Public Health  
Leicestershire County Council