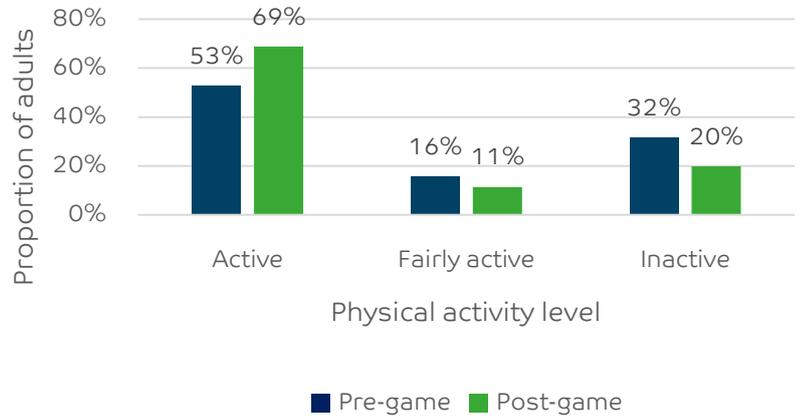


Beat the Street Shepton Mallet and Wells



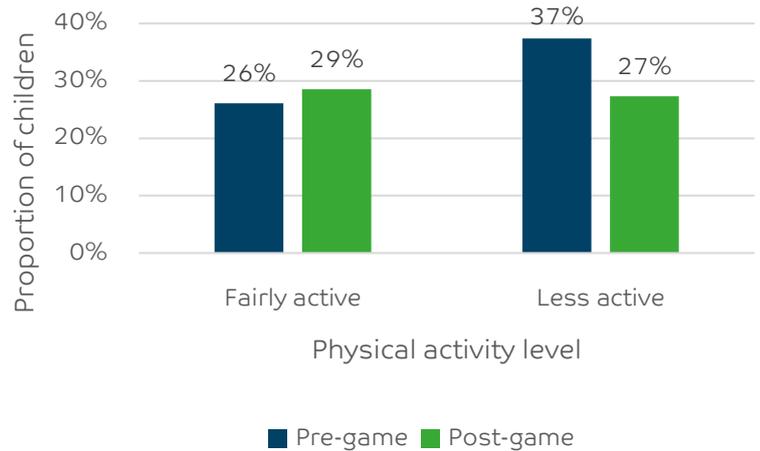
Adult Behaviour Change

56% of inactive adults became more active (n = 97 matched pairs). The proportion of adults reporting being inactive decreased from 32% to 20%, whereas the proportion reporting undertaking 150+ mins per week increased from 53% to 69% (n = 307 matched pairs).



Child Behaviour Change

55% of less active children became more active (n = 93 matched pairs). The proportion of children reporting being inactive (< 30 mins of activity per day) decreased from 37% to 27%, whereas the proportion reporting undertaking 60+ mins of activity per day increased from 26% to 29% (n = 249 matched pairs).



Qualitative Feedback from Adults

Open question feedback from adults post-game suggested the game brought families together and increased physical activity, especially walking.

“It helped me to spend fun times with my children taking part and making memories with them. We would cycle the Strawberry line at Dulcote and admire the view from the bench.” – Female, 30s

“Got the family out of the house and gave us the excuse to walk around our home town. Time together was also great. It helped me as it encouraged me to walk out with my young daughter.” – Female, 40s

“Trying to encourage a 10 year old to get out walking is hard. Beat the Street gave us a reason to walk out together which we really enjoyed.” – Female, 40s

“We enjoyed the collective effort and experience with our young family. They were keen with the local exploration” – Male, 40s