

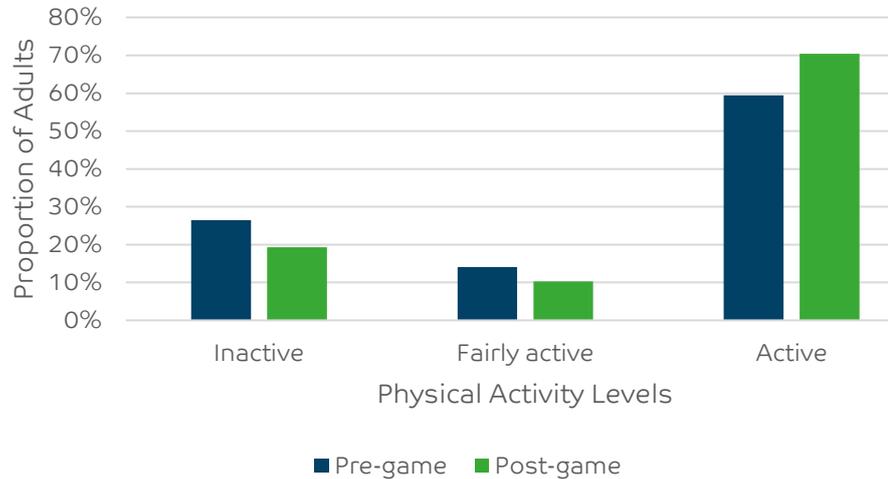


# Beat the Street Yeovil



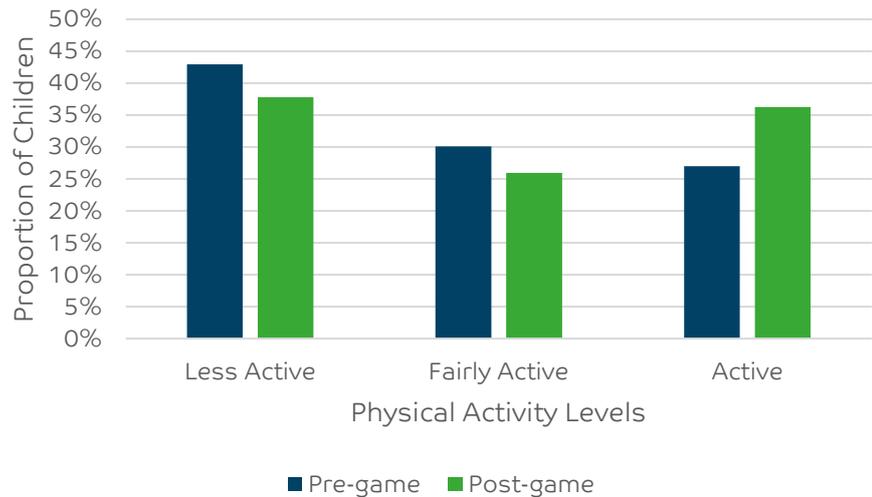
## Adult Behaviour Change

The proportion of adults reporting being inactive decreased from 26% to 19%, whereas the proportion reporting undertaking 150+mins per week increased from 59% to 70% (based on 585 adults).



## Child Behaviour Change

The proportion of children reporting being less active (<30 mins per day) decreased from 43% to 38%, whereas the proportion reporting undertaking 60+mins per day increased from 27% to 36% (based on 582 children).



## Qualitative Feedback from Adults

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

“It helped me raise my heartbeat which doesn’t usually happen having quite a sedentary life” – Female, aged 30-39

“It helped the whole family to exercise together and have fun whilst doing it. Family time is precious, and we all enjoyed joining in together.” – Female, aged 30-39

“It got me walking again rather than driving and started a good walking habit” – Female, aged 40-49

“It encouraged us to walk as a family. Addictive to get the points and go that little bit further or do it again.” – Female, aged 40-49