



Dear School,

South Derbyshire is being transformed into a giant game from 15 May – 26 June 2024, and your school is invited to play!

Beat the Street is a free, fun, walking, cycling and wheeling game which gets staff, pupils, and their families out and about in the local area, having fun and keeping healthy.

It's designed to get children and communities moving by helping people to make small changes, such as walking or cycling to school every day, to improve physical and mental health and help embed physical activity into everyday life. Evidence shows that the programme really helps adults and children become more active. Participation in Beat the Street can also:

- Provide evidence on wellbeing which can be used in OFSTED inspections
- Act alongside, or as a support to: Active travel/Daily Mile programmes
- Help the school and its pupils achieve the Department of Health's target of 60 minutes exercise per day for young people
- Reduce traffic and air pollution around the school
- Help engage the wider school community

How does it work?

We will provide you with a **free** school game pack with all you need to play. This includes a school banner, posters, game material (cards and maps) and instructions for pupils, parents, and teachers. We will deliver these materials to your school prior to the programme starting, so that you can distribute them to teachers, pupils, and parents.

Game card readers called 'Beat Boxes' will be positioned around South Derbyshire including one outside your school. Players use contactless game cards to hover over these Beat Boxes as they travel around scoring points. These points will contribute to individual and school leaderboards that can be viewed by visiting www.beatthestreet.me once the game commences. Top school teams will be in with a chance to win hundreds of pounds worth of sport and book vouchers and the game is designed to work for large and small schools. As well as prizes, players can also complete fun in-game challenges to win awards. See what's on offer by visiting your dashboard.

We'll be in touch shortly to explain about your delivery and answer any questions.

If you would like to discuss anything, please contact your local engagement co-ordinator Sylvia Zagros at Sylvia.zagros@intelligenthealth.co.uk or visit www.beatthestreet.me and access our online Helpdesk.

How to play

Playing the game is easy. You can use a card, or play via the Beat the Street App (Age 13+).

1. Create your Beat the Street account on our website at beatthestreet.me/southderbyshire or by downloading our Beat the Street App via Google Play or the App Store.
2. Add family members, and register a card to player profiles. Set up a team or join an existing one.

3. Start your journey. Find your nearest Beat Box using a paper or digital map and hover your card at the contactless Beat Box until it beeps and flashes. If playing with the app, tap the Beat Box icon on your phone and swipe to collect points.
4. Visit 2 Beat Boxes within an hour and collect 10 points for each Beat Box – this is 20 points for the journey.
5. Carry on your journey. Score 10 points for each extra Box you visit.

By playing with our Beat the Street App you can get access to exclusive features – collect Gems, choose an avatar, and raise the competition with our team leaderboards. There is so much to discover!

We look forward to playing Beat the Street with you and your school soon!

Best Wishes, the Beat the Street Team