



Dear School,

I am contacting you regarding a fun, free walking and cycling game which is launching in Trowbridge called Beat the Street. This game will be taking place between **7th October – 4th November 2020** and you're invited to play!

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.

Beat the Street is being delivered by Intelligent Health and is funded by Sport England, coordinated by Wiltshire and Swindon Sport and Trowbridge Town Council and supported by Wiltshire Council

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 1,000,000 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:

- 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 Trowbridge including one outside your school. Players receive a card or fob which they hover 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 at www.beatthestreet.me/trowbridge, which will be live closer to start of the game.

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

How What measure are in place to make Beat the Street Covid-19 safe?

Beat the Street is low-risk, contactless and easy to play whilst maintaining social distancing. It is created by Intelligent Health, a team of physical health experts led by Dr William Bird, a GP working on the NHS frontline against Covid-19.

We are operating strict safety measures including:

Our Beat Boxes are now extra sensitive, so they are now 'contactless' - there is no need to touch the Boxes with your card or fob.

You'll notice signs and 2 metre markers to remind players to keep their distance. We ask that you wait patiently for your turn at the Beat Box and give players space if there are others waiting for their turn at the Box.

We will not be holding events that encourage big groups to gather - no more than six should gather together and they should stay socially distanced.

Do not share or touch each other's cards or fobs.

As always, wash your hands with soap and water for 20 seconds when you return home.

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 7th October.

The local Beat the Street Engagement Coordinator Hayley Bell (Hayley.Bell@trowbridge.gov.uk) 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.

Please email stuart@wiltssport.org to confirm your school's participation.

Kind regards,

Steve Boocock
Chief Executive
Wiltshire and Swindon Sport