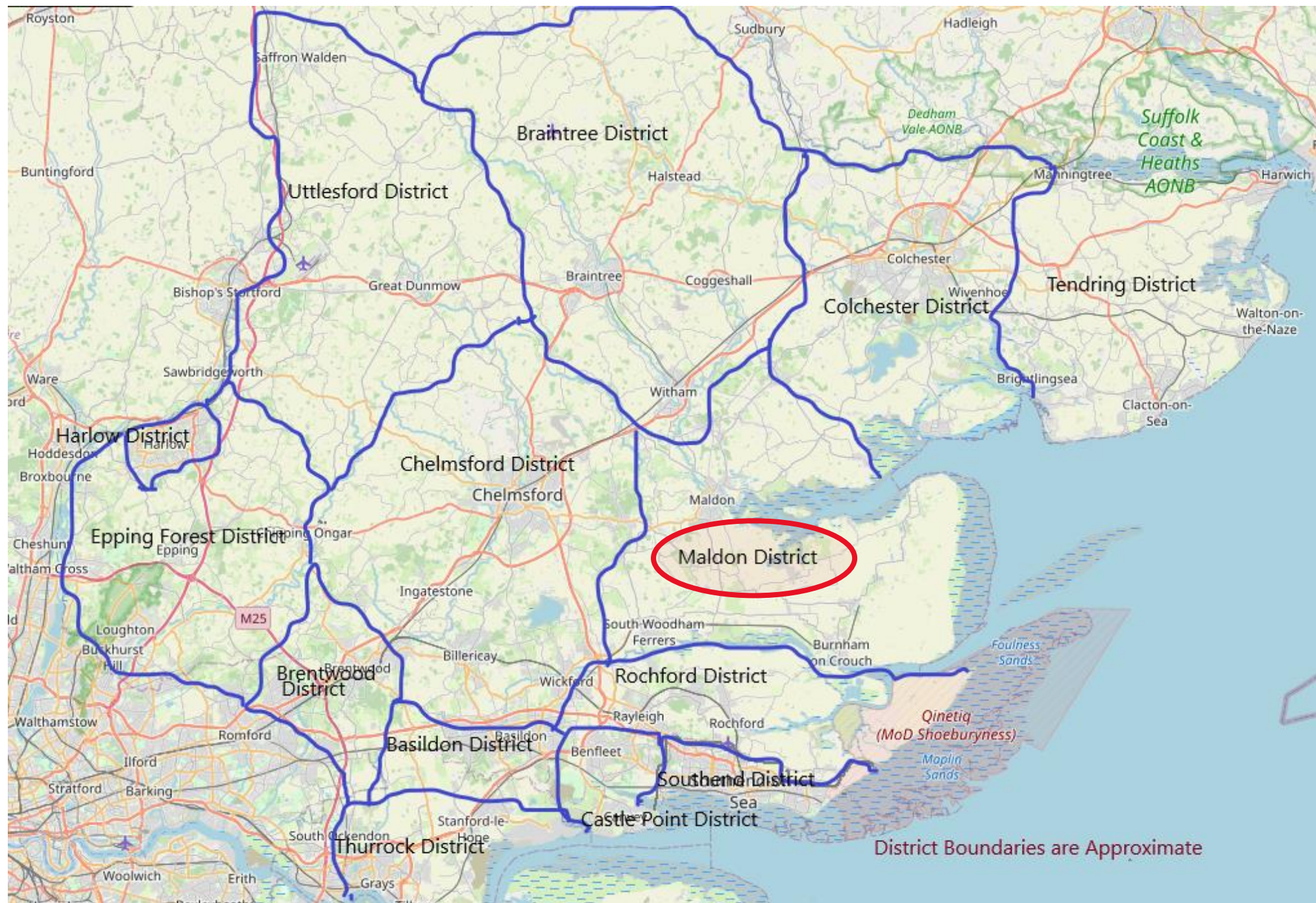


# Beat the Street Maldon

## Increasing physical activity

Alexandra Card – Senior Wellbeing and Public Health Officer

Matt Turner – Communities and Health Integration Manager





# Introduction to Maldon

- Rural District
- 3<sup>rd</sup> largest area
- Smallest population (over 68,000)
- 2<sup>nd</sup> smallest population density
- Challenges including:
  - Physical activity levels
    - 69.5% active adults
    - 48.8% active children
- Social isolation
- Mental health
- Rurality
- Transport Infrastructure
- Outdoor spaces



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# Improving community health and wellbeing

- Choosing Beat The Street
  - Data
  - Previous success
  - More than just physical health
- Planning Beat The Street
  - Community Engagement Officers
  - Putting the boxes in as many areas of the district as possible
  - How to promote and get schools, community groups, local organisations on board







## Increasing physical activity and enhancing community engagement

- The game begins ...
- Launch event
- Engagement
- Connecting players to their community
- Celebration event

# The report

5225 players  
travelling 38,650  
miles

Economic benefit  
of £300 per  
person

Inactivity rate  
reduced by 6% in  
adults and 1% in  
children

Increase life  
satisfaction and  
resilience and  
child  
independence

20 schools and 38  
community  
groups engaged



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It gave us all a common reason to get out, plus tapping the cards was really fun

Beat the Street helped me to get me and my family out more for walks that were for fun, rather than to go somewhere

It got me out and about, before school, during lunchtimes and of the evening the walks, cycling and jogging was lovely

Made walking, scooting and cycling around town extra fun with the children. They especially liked hunting for gems

It was a great bonding exercise for me and my son. It motivated him to want to go out and play which in turn motivated me

Made it more fun as we had to find some boxes that were hard plus we walked in places we hadn't before and used different parks. We are doing more still

It's an amazing project, motivated lots more walking, cycling, jogging ... I love Beat the Street I hope in future will be more projects

# Fostering community spirit, bringing residents together and reducing social isolation

- Legacy work and beyond
- Linking the community with community assets
- Promoting free or low cost opportunities
- Newsletter
- Social value
- Wider determinants of health
- Leisure and community
- Social prescriber



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Thank you