



Beat the Street – Update Summary

Board members will recall giving authorisation to Cultural Projects to apply to Sport England's Families Fund – Supporting Families to be Active Together, for funding support towards the proposal to bring Beat the Street to Ashford.

A further meeting was held with Beat the Street representative Debbie Walters to prepare the expression of interest.

An online expression of interest form was duly submitted before the deadline of 31st August. This was a substantial submission which included in-depth information provided by Beat the Street themselves and also drew on the local data provided by recently completed Indoor and Outdoor Playing Pitch Strategies and known health statistics.

There are currently 7 million children aged 5 to 15 in England – and nearly 4 in 5 are not doing the recommended daily amount of exercise. The Families Fund is focusing on families with children aged 5-15, with a particular emphasis on low income families and families living in areas of high deprivation. As such the expression of interest emphasised the known statistics around Ashford which demonstrate obesity and inactivity levels above regional averages.

The anticipated size of funding for projects from the Families Fund will be from £50,000 up to £500,000. A figure was not required for the expression of interest but we would anticipate that should we be asked to develop a full application a sum of £50-75k would be appropriate. Beat the Street quoted £96,190.20 to bring the game to the Ashford Town urban area of 58,936 inhabitants. Were partners to favour the borough –wide option the quoted cost was £134,164 based on a population of 118,000.

Cultural Projects officers also visited Eastbourne to receive a presentation from the Beat the Street co-ordinator for East Sussex where a joint partnership between local authorities and health bodies across three districts has seen a population of 500,000 exposed to the scheme.

Next steps – We await the outcome of the Families Fund Expression of Interest. We are continuing to investigate the impact of Beat the Street in other areas, particularly in relation to behavioural change outcomes. Feedback and Engagement Overviews from Wolverhampton are available.