

# Transport & Health in Thurrock

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# Thurrock



# Transport Context

- Increasing vehicles trips on local network
- Air quality issues – 15 AQMAs
- 7.6% travel to work on foot or bike – half the regional average – but nearly a third living within 5km from their workplace
- 50% of pupils living within walking threshold of their school walk and over 1,500 of those within walking threshold are driven to school by car
- Travel Thurrock (LSTF)

# Local Health Issues

- 70.8% of people aged 16 years and older are overweight or obese (national average = 63.8%)
- 22% of children age 4 -5 years
- 38.5% of children age 10-11 years
  
- Only 53.5% of people do the recommended levels of physical activity per week
  
- Healthy Weight Strategy (2014).

# Cost of Inactivity

	Number	Number reduced if 100% of population becomes active	Cost due to inactivity
Deaths	546	100	
Diabetes (prevalence)	5,762	793	£460,670
CHD (Emergency admissions)	317	36	£1,920,620
Breast Cancer (New cases)	89	19	£144,819
Bowel Cancer	64	13	£128,333
Stroke			£334,909
Cost (total for Thurrock UA for 1 year)			£2,989,000
Cost (per 100,000)			£1,900,000

# Why Beat the Street?

**Health & Wellbeing Strategy**

**Priority to “...improve health and well-being”**

**Travel Thurrock: encourage modal shift, cut emissions**

**Interactive initiative to encourage walking**

**Only 53.5% of residents do the recommended levels of physical activity per week**

**70.8% of residents aged 16 years and older are overweight or obese (average = 63.8%)**

**Walking often understated mode of travel**

**Physical inactivity is 4th leading cause of death**

**Inactivity costs Thurrock £2.9 million a year**

**Getting people who are inactive to doing some activity has the greatest benefits**

## Beat The Street Thurrock

# What is Beat the Street?



- Real life walking game
- Recorded on a live website

## When and Who

- 6 weeks between 11 June – 22 July 2014
- Challenge to walk the distance of around the world – a combined total of 25,000 miles
- Specific focus on primary school children and those who are the most inactive

# Working in Partnership

Partners



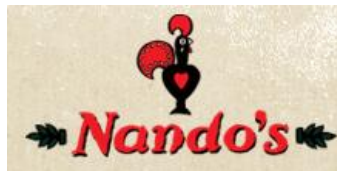
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# Media Coverage



## Top effort

A WALKING game that encourages people to be more active has smashed records in Thurrock.

And children from Treetops School in Grays are among those leading the way as the event approaches its climax.

Beat the Street Thurrock was launched in June by Diversity duo Perri Kiely and Jordan Banjo. The original target was to get local people walking a combined total of 25,000 miles in seven weeks - the distance around the world. Walkers totted up that figure in 10 days and crashed through the next target of 50,000 within a week.

Youngsters and supporters from Treetops, pictured left, are in the top

Continued on P3.

## Dance stars join the street beat



THERE were lots of smiling faces in Grays town centre on Saturday when Diversity stars, Jordan Banjo and Perri Kiely turned up to show their support for

Thurrock's

Beat the Street promotion. The dance troupe duo left their fast moves behind to sign around 200 Beat Box cards and maps for waiting fans.

Beat the Street Thurrock aims to get local people

Cllr Steve Liddiard (left), joined the enthusiastic crowd.

He said: "I'm really proud that local people have taken Beat the Street to their hearts. Activity is crucial to good health and this game is

# And the beat goes on

26 June 2014 Enquirer

## Ava, six, beats the record to earn big cookie prize



Drums! - Ava Mitchell in her biscuit reward

A SIX-YEAR-OLD girl has won a giant biscuit in a health challenge.

Ava Mitchell, a pupil at Shaw Primary Academy, South Ockendon, won the Millie's Cookies treat in Thurrock Council's Beat the Street challenge, in which residents score points and win prizes by walking or cycling and tapping cards on sensors on 104 lamp-posts.

Since June 11, players have clocked up more than 50,000 miles - twice the original target - and still have almost two weeks before the game ends to continue their healthy lifestyle and win prizes.

Tomorrow (Friday), this figure will be given a boost when Trevor Rawson, of Tai Chi for Health (Essex), in Silverlocke

Road, Grays, begin challenge at midnight.

He will be tapping for in the borough; by walking, cycling a distance of raise money for

Riding in Chac Other week, walked Gambler Body S learnin Lakeric vouche

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# Mayor joins team on the beat

MAYOR of Thurrock Cllr Steve Liddiard met staff from Procter & Gamble on Monday to thank them for helping make Beat the Street Thurrock a huge success.

A team of 55 staff at the Purfleet based company have regularly walked into the top 10 of the game's leader board.

The company also donated over £2,000 worth of hampers containing



Beat the Street at Procter & Gamble with Kate Pettit, Lab Leader; Helen Garner, HR Intern; Paul Wilson, Community Matters Leader; Thurrock Mayor Steve Liddiard; Helen Minor, Employee Relation Leader and Jackie Johns, Export Planning Leader.

July. For the final tally of miles Prize winners will be announced walked go to [www.thurrock.beatthestreet.me](http://www.thurrock.beatthestreet.me) at The Big Lunch, Grays Town Park, on 30 July.

LOCAL people playing Beat the Street have walked around the world in record time.

The aim of the borough-wide game was to walk a collective distance of 25,000 miles in around seven weeks. The target was smashed within ten days of the start of the game and now the challenge is on to circle the globe again.

Cllr Barbara Rice, portfolio holder for health, said: "I feel so proud of Thurrock. This is such an amazing achievement and we still have another four weeks to go. I urge anyone who hasn't taken part to get a card today and join in the game. It's great fun and great for your health."

Around 20,000 people already registered and competing as teams in school community groups, work and as individuals.

The top five teams who the most points by walking furthest will share a cash prize their chosen charity or cause. There are also spot prizes, donated by local businesses.

There are more than 100 Beat Boxes in Thurrock to tap and collect points. This week there will be an extra tap at Horndon-on-the-Hill Feas Fayre.

To find out more about



Cllr Barbara Rice taps into



From left, with Cllr Tony Fish and Sue Bradish: Ross Livingstone, Laila Wilson, Aryaan Ramkumar, Lauren Raheal and Pablo Pessenda-Crinclow.

## Kids taking to the beat

CHILDREN from Warren School, Chafford Hundred took a walk with Thurrock's Mayor, Cllr Tony Fish and Mayoress Sue Bradish at intu Lakeside on Monday.

They were getting in their stride for the start of Beat the Street Thurrock which officially began on Wednesday.

The walking game challenges everyone in the Borough to walk a collective total of 25,000 miles in seven weeks - the distance around the world. As the children regularly walk to school they have been chosen as 'walk to school champions' for the game.

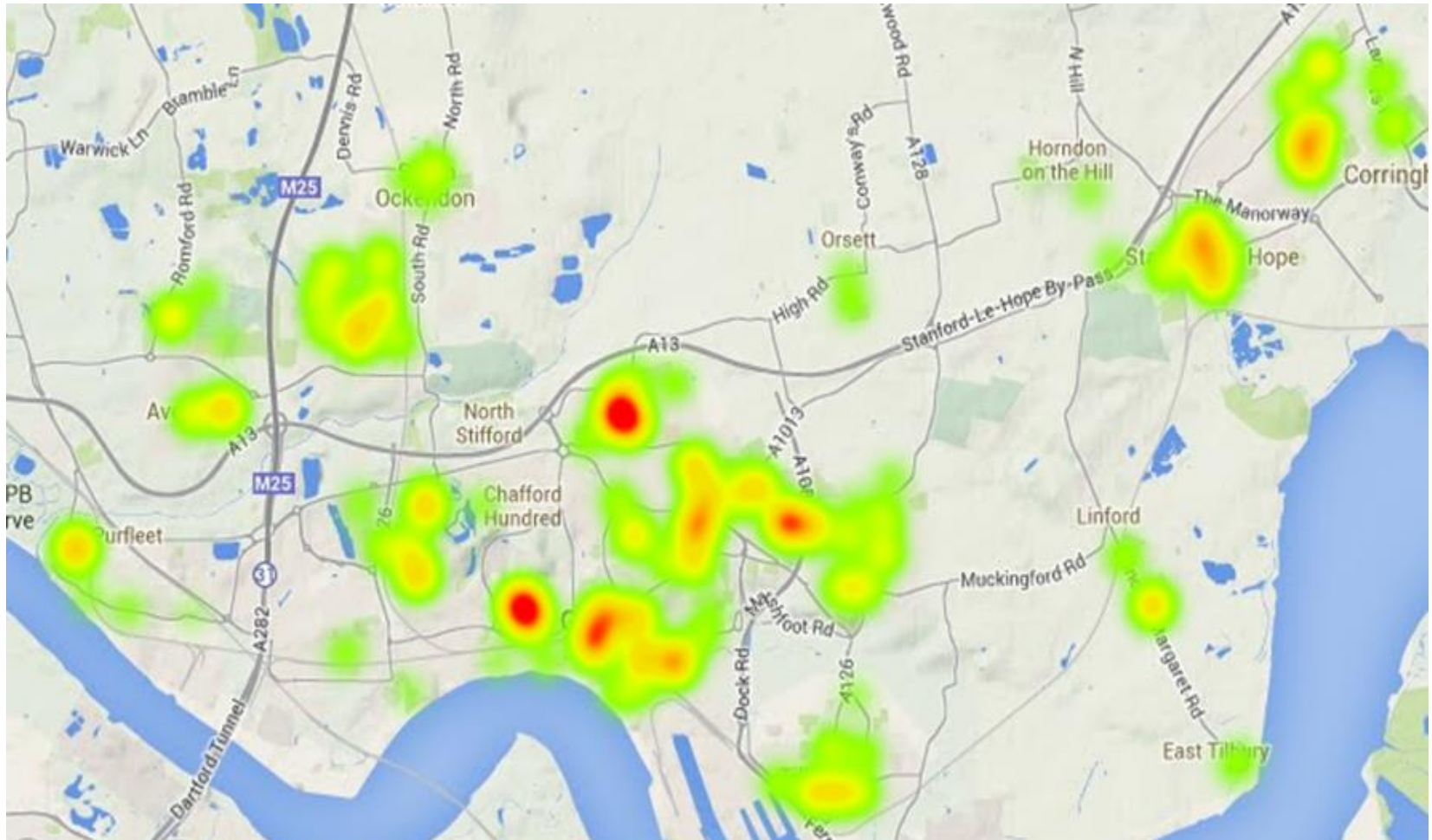
Everyone in Thurrock is invited to take part in Beat the Street Thurrock. Players tap special cards or key rings as they walk different routes between over 100 Beat Boxes across the Borough. Players and teams who get the most points will win cash prizes for their chosen charity. There are also spot prizes donated by local businesses like intu Lakeside.

To find out how to take part in Beat the Street Thurrock and see where the Beat Boxes are go to [www.thurrock.beatthestreet.me](http://www.thurrock.beatthestreet.me). The walking game ended on 22

# What did the project achieve

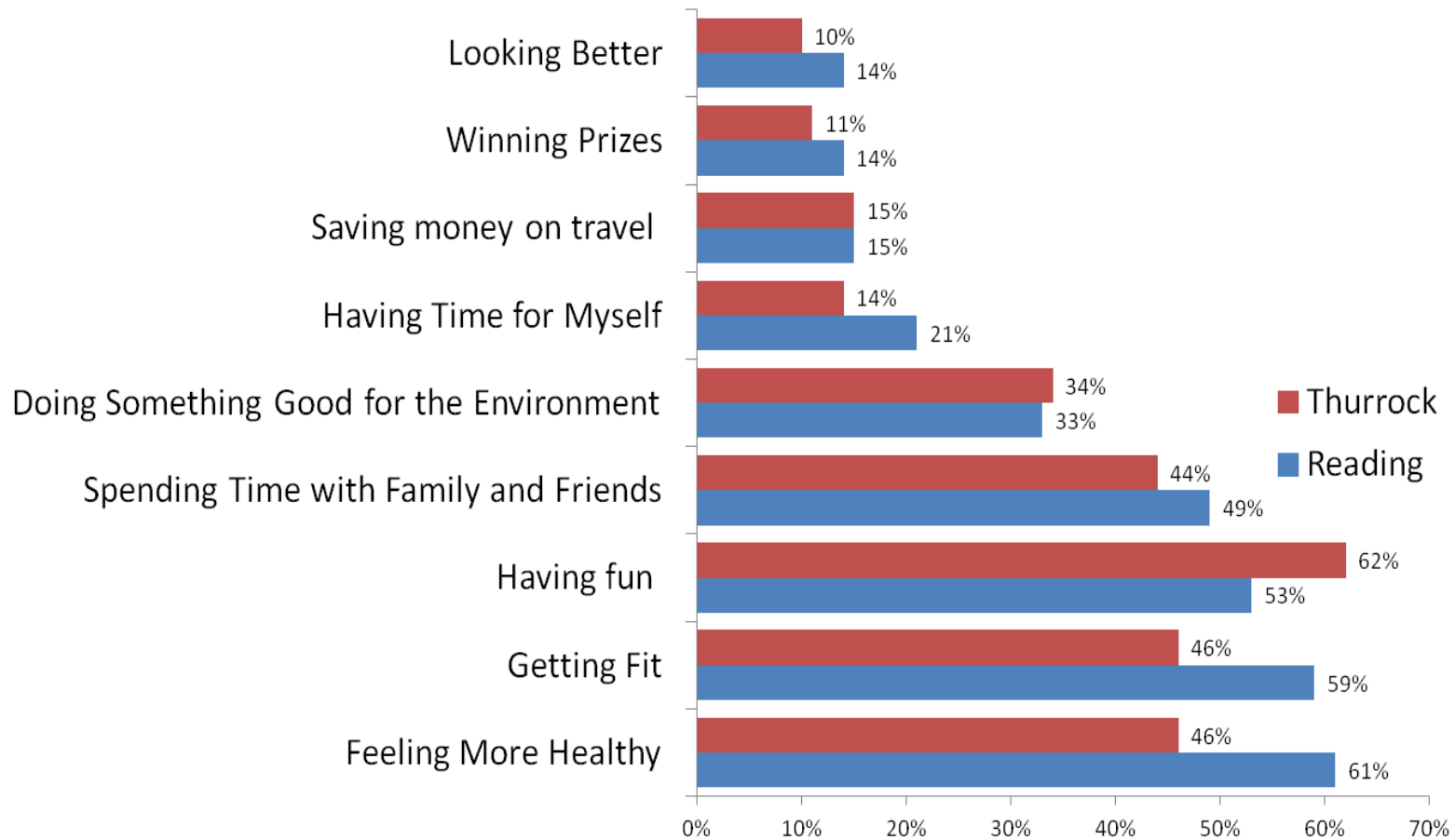
- 70,126 miles were covered, almost three times the original goal
- The 25,000 mile goal was achieved within two weeks
- 10% of the population actively engaged with BTS
- 14,602 people took part
- 8,500 of these were school children and 6,102 were adults
- 373,832 unique taps on the beat boxes
- Most journeys were undertaken on the way to school or work, although the beat boxes were also used at weekends and in the evenings by people walking with their families and friends

# Heat map of beat box usage

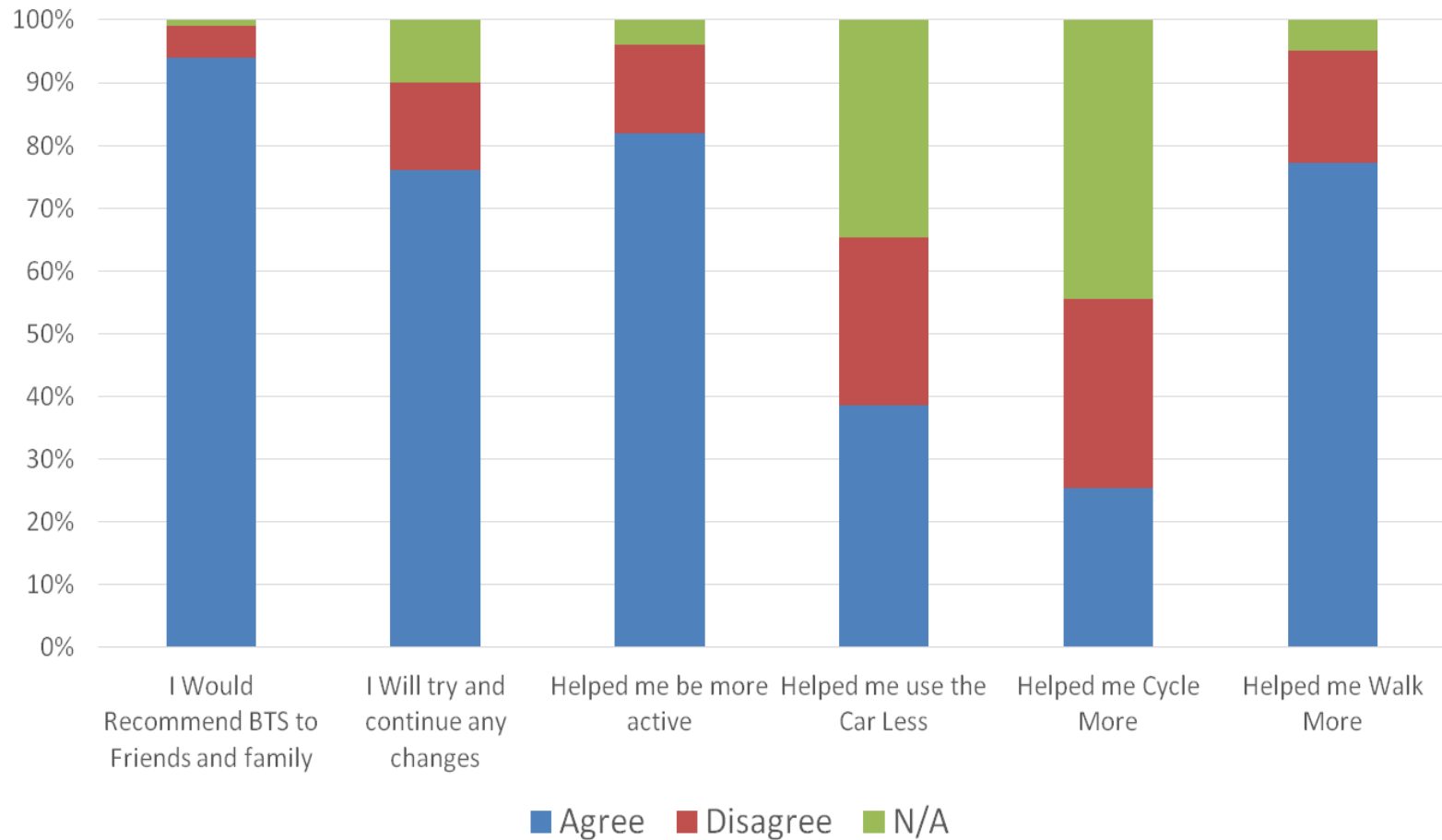


# Participants Survey

95% of people said they would recommend Beat the Street



# Attitudinal survey

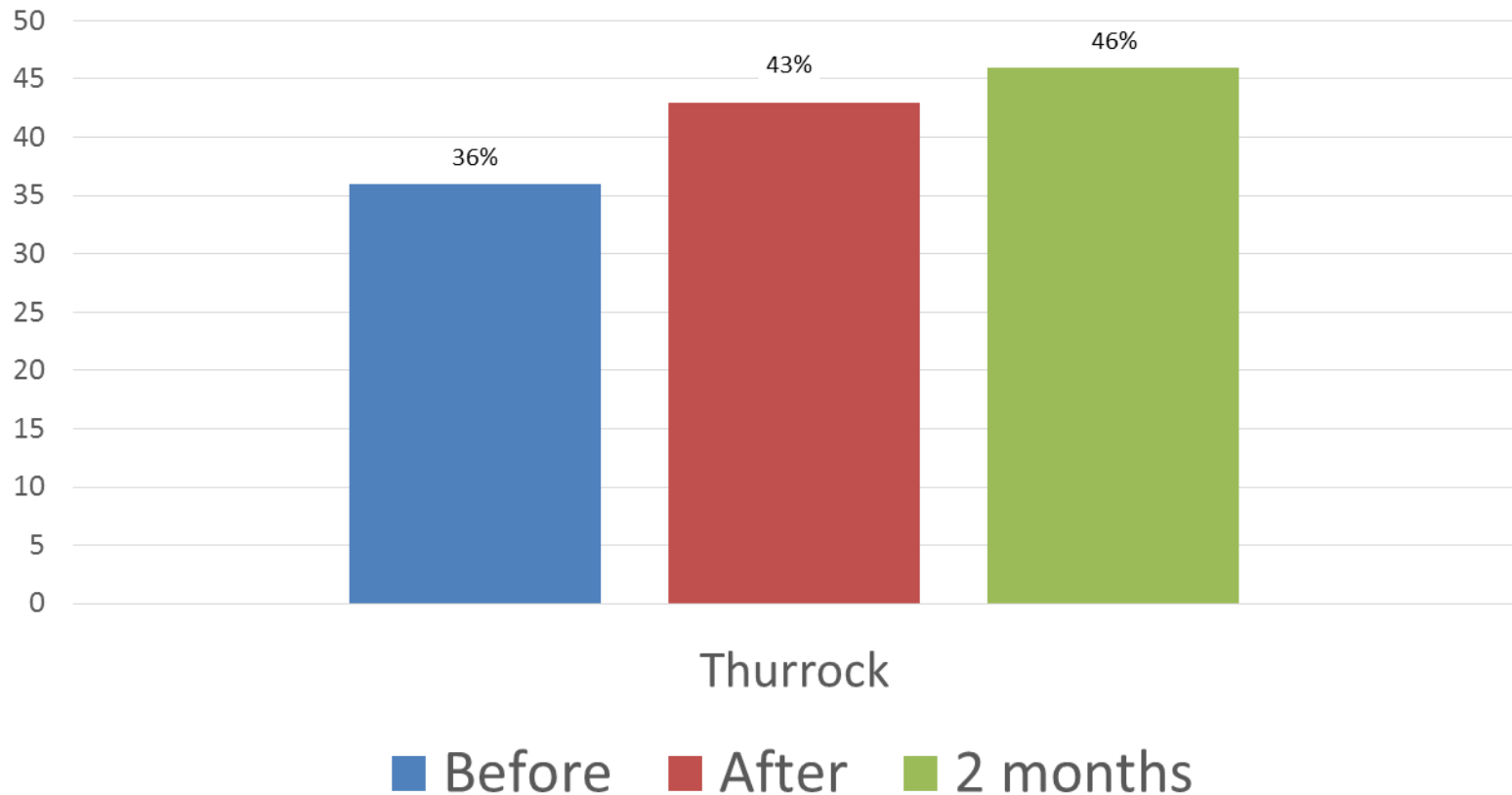


# Outcomes

- 85% stated BTS helped them walk more than usual and 74% sustained this change, showing the campaign was effective at embedding a change of travel behaviour.
- 51% stated BTS helped them use the car less than usual and 47% sustained this change.
- Prior to the intervention 36% met the DoH physical activity guidelines. This increased to 43% post intervention and 46% two months later.
- 61% of participants stated that BTS made them feel healthier and 55% indicated the campaign helped them explore the local area.

# Changes in Physical Activity

Achieving 30 minutes of activity 5 days a week



# Return on Investment

For every £1 spent on the campaign, within two years...

- £19.63 will be recouped in health benefits
- £4.76 in transport cost saving.
- Adult productivity increased as a result of reduced sick days.
- By 2016 this will contribute £2.8m to the local economy.
- Overall, 101 QALY's have been calculated to be gained.



# Lessons Learned

- Innovative and interactive campaigns effective (in Thurrock)
- Transport projects can help support health priorities / health projects can help support transport priorities
- Cost effective and tackles issues directly
- Partnership and media collaboration
  - Raise agenda politically and locally
  - New groups established and promoted
  - Stakeholder engagement
  - Harnessed community involvement

A group of approximately 15 children and two adults are standing on a grassy hill overlooking the sea. They are holding various colorful flags on poles. The flags feature different designs, including a sailboat, a clown, and the year '1887'. The children are dressed in casual clothing, and the adults are wearing jackets and sunglasses. The background shows a clear blue sky and the ocean.

What next?

Thurrock 100

School Challenges

Sports & PA Strategy

Community Walks

Thurrock Transport Strategy



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