

WILTSHIRE COUNCIL

Devizes Area Board
18 May 2015

(Funding for Beat The Street)

1. Purpose of the Report

- 1.1. To inform the Area Board of the delegated decision to award £200 to provide prizes for Beat The Street being held in Devizes

2. Background

- 2.1. Beat The Street is a real-life walking and cycling game that is being played in Devizes and Calne from May 6th for 6 weeks. The purpose is to encourage people, particularly those of school age, to live healthier lives and not use the car as much. It also helps to address air quality which is a concern in Devizes
- 2.2. Thousands of people have registered to play with each one being asked to complete a short survey of their current physical activity. The same survey is taken at a later date so that behavioural change can be seen
- 2.3. Points are gained and prizes won by tapping special cards onto sensors known as Beat Boxes as you travel around
- 2.4. The cost of the game comes from external funding although it is being managed via the area board.

3. Main Considerations

- 3.1. Devizes Area Board was asked if they would consider donating £200 to provide a daily prize of a £5 book token to a participating school age person drawn at random.
- 3.2. As the game begun on the 6th May which is before the next Area Board meeting (18th May), the decision needed to be taken under delegated authority

4. Recommendation

It is recommended that:

1. The Area Board ratify the allocation of £200 granted between Area Board meetings to support Beat The Street.

Report Author: (Richard Rogers – Community Area Manager, Devizes)
E-Mail: Richard.rogers@wiltshire.gov.uk