

Herefordshire – Street Tag Report

A summary report on the active lives survey and physical activity of participants on the Herefordshire – Street Tag project.

Season 1 and 2 (3rd June 2024 to 30th November 2024) physical activity intervention targeted at families and residents of Herefordshire is covered in the report and the cooling period.



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Produced by: Street Tag Team for Herefordshire – January 2025.

1. Key Highlights from 3rd June to 30th November, 2024

Activity Metrics



148,489,578
steps were taken



213,917
tags collected



127,380.64 miles
were travelled



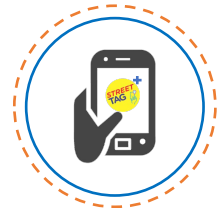
718 users
signed up



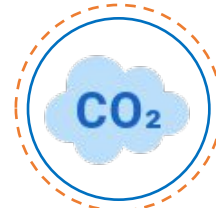
28 teams
participated in
season 1 & 2



78 users
joined through
referrals



99% of unique tags
collected were
created by users



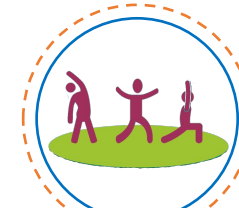
33,722.4kg of CO2
emissions saved



Child accounts: 19.8%
Parent accounts: 80.2%



89% played online
11% played offline



51% joined Street Tag
to increase their
physical activity levels

Disability & Long-term Health Conditions



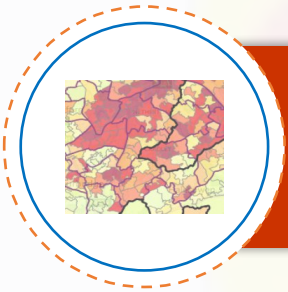
17.28% of persons with disabilities or long-term health conditions were identified, among them, **50%** experience significant limitations.



2. Demographics



School, Word of Mouth & Invite Link were the top 3 conversion media



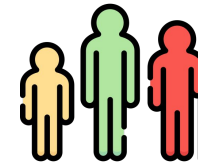
58% of users were from areas with high deprivation (IMD 1-5)



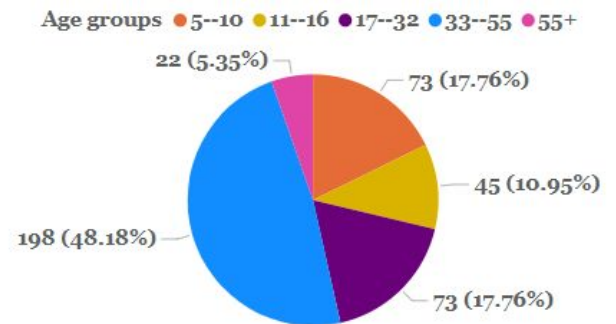
50.1% of tags collected were from areas with high deprivation (IMD 1-5)



61% (223) of registered users were females, 39% (141) were males.



Age Groups



411 users shared their ages, of which majority were adults aged between **33 and 55 years**. This is followed by **young people** with a participation rate of **28.71% (118)**.

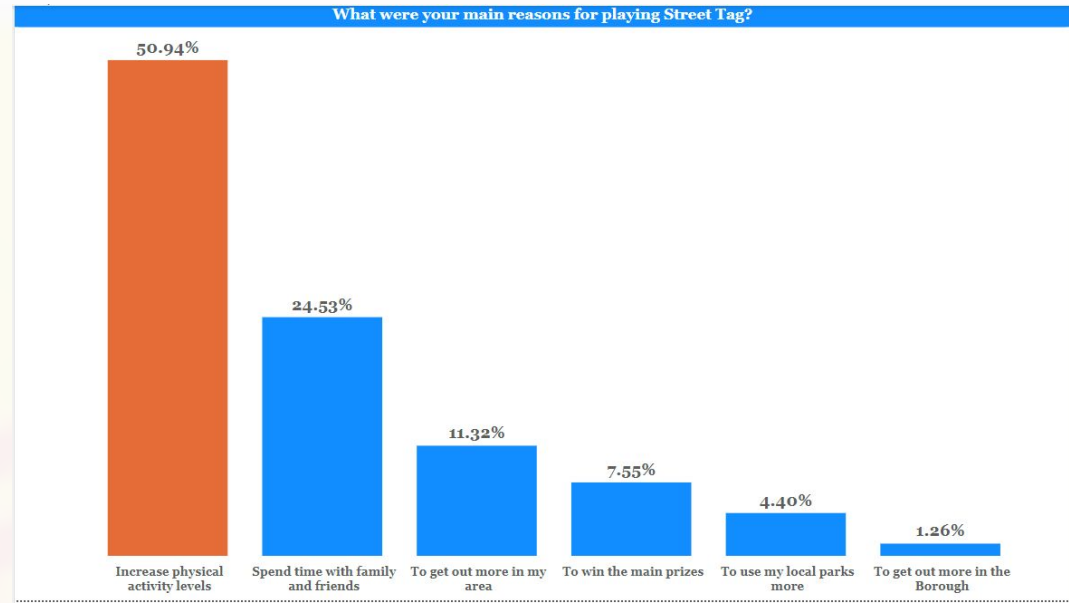
(NB: 22 additional accounts registered as child accounts without a specified age, these can also be classified under the children and young ones.)

3. Motivation for Using Street Tag App

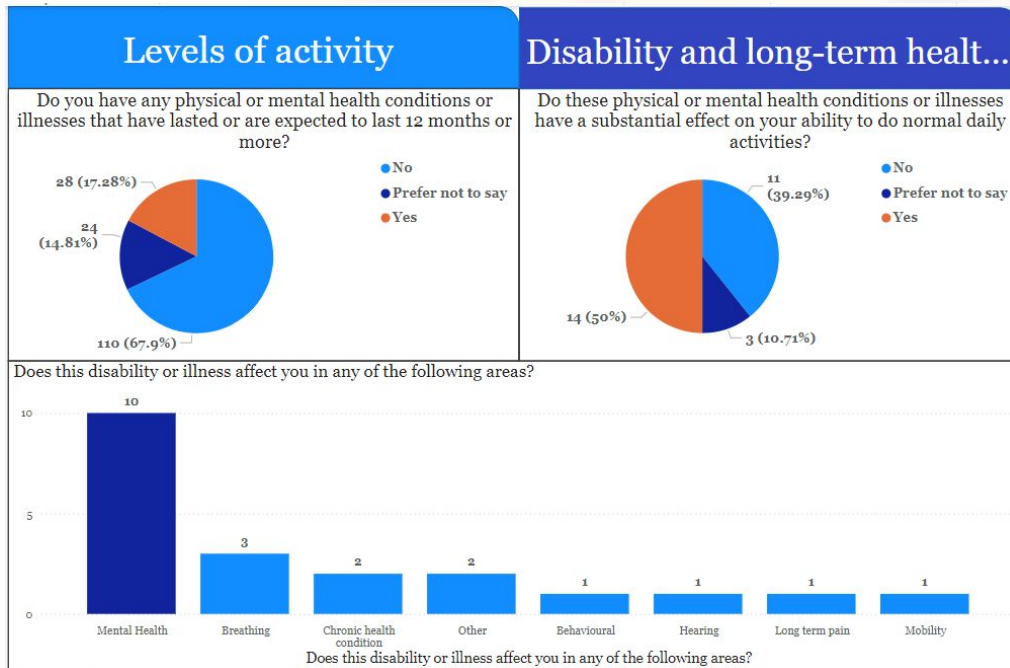
In seasons 1 and 2, majority of the participants (50.94%) used Street Tag app to increase their physical activity levels. This was closely followed by participants who use the app to spend time with family and friends..

These findings substantiate Street Tag's efficacy in achieving our primary goal, amongst others, namely, encouraging families to embrace outdoor activities, community interaction, and the nurturing of positive mental well-being.

The success of the app in encouraging participants to lead healthier and more active lives is clearly demonstrated by this data.



4. Long Term Health Conditions



The chart reveals how long-term health conditions affects the normal daily activities of users. **17.28% (28)** respondents revealed having a long-term disability or health conditions. Of these, **50% (14)** respondents indicated that their conditions have a substantial effect on their ability to do normal daily activities.

The major areas affected are: **Mental Health, Breathing and Chronic Health Condition.**



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5. Conversion Media

Generally, the key conversion media identified during the Season 1 & 2 of this project from respondents who registered were **School**, **Word of Mouth**, and **Invite Link**. It's worth noting that schools played a significant role, **utilizing various engagement strategies like newsletter, assembly and emails**.

Additionally, other conversion channels such as **Flyers/Posters**, **Friends/Family**, **Facebook** also contributed to the success of this project.

The referral system proved effective, with **78 users** joining through referral links/codes.



6. Travel Mode Participation

Users participate in physical activities by engaging in **Walking**, **Cycling**, or **Running**, with walking being the most popular activity amongst users. Below is the breakdown of users engagement in the different travel modes:

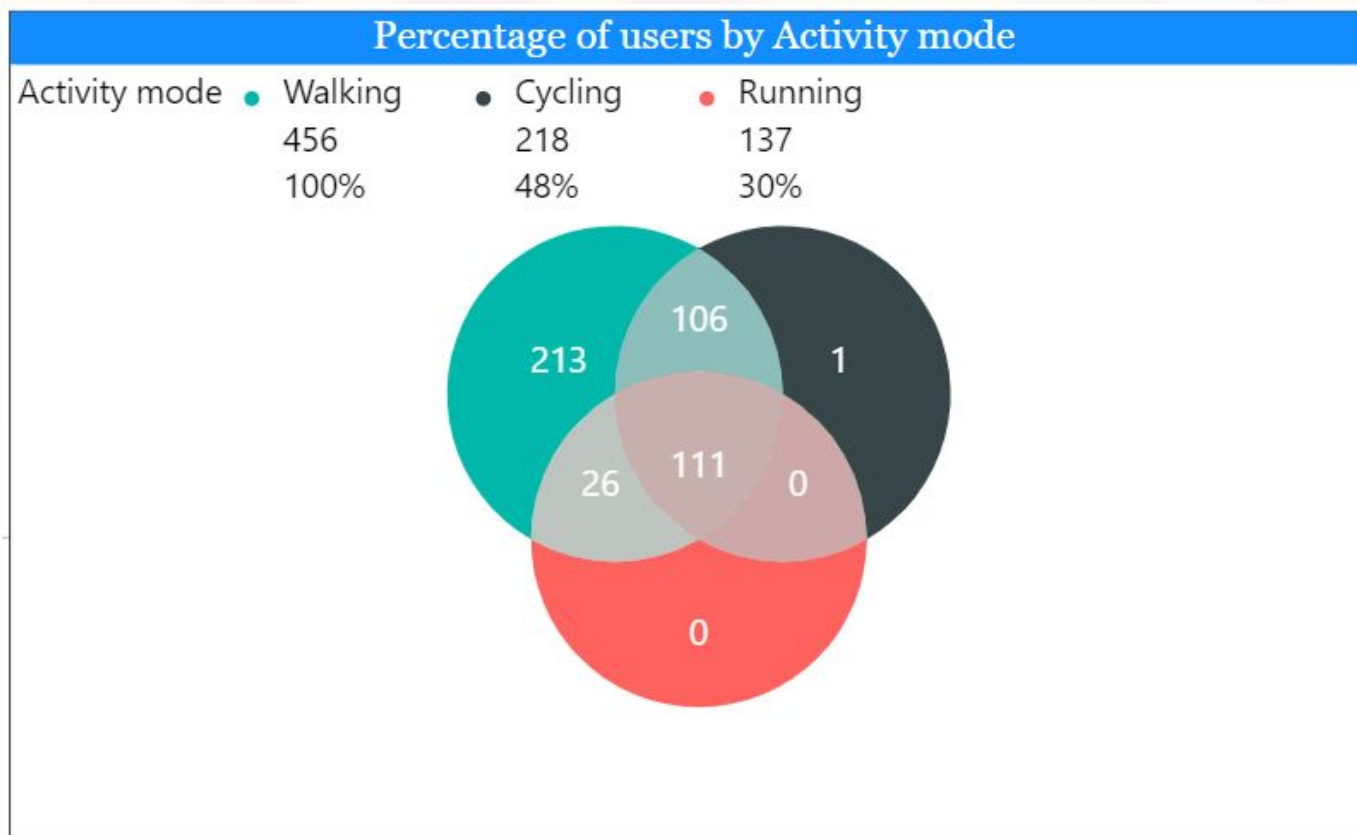
 A total of **456 users** were involved in walking.

 A total of **218 users** engaged in cycling.

 A total of **137 users** engaged in running.

Drilling down to users who participated in more than one travel mode:

- **23% of users combined walking and cycling.**
- **6% of users combined walking and running.**
- **24% of users engaged in all three modes of travel.**



7. Power Hour Activity

Power Hour Activity							
Hour	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1							
3					2		
4	3	5			3	4	
5			6	4	4	3	5
6	3					5	8
7							5
8							7
9							
10							
11		4					
12				7			
13							
14							
15							
16							
17							
18							
19							
20							
21	5	2		7			7
22		4	2		2		
23	4						2

In season 1 and 2, **136 participants** utilized the **Power Hour** feature on the Street Tag app **to earn triple points**.

Participants typically utilized the power hour feature between **7am and 8pm** on weekdays to earn triple points, which can be associated with **active travel to and from schools/workplaces**.

On weekends, users earned triple points by utilising power hour between **8 AM and 8 PM**.

The app successfully encouraged participants to engage more frequently, thereby increasing their physical activity levels and promoting a healthy lifestyle.



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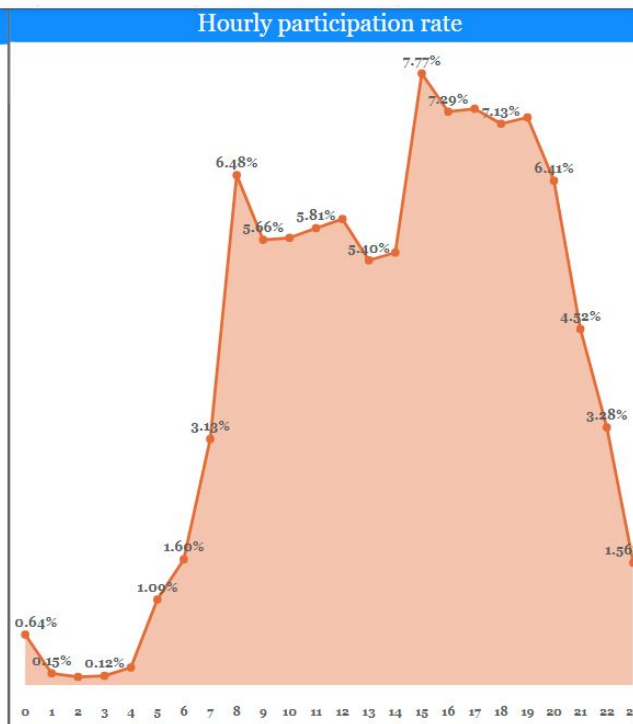
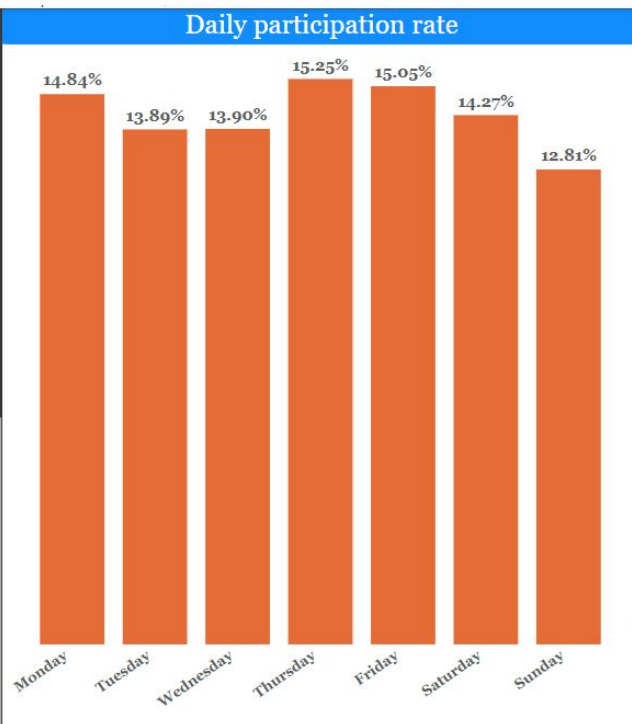
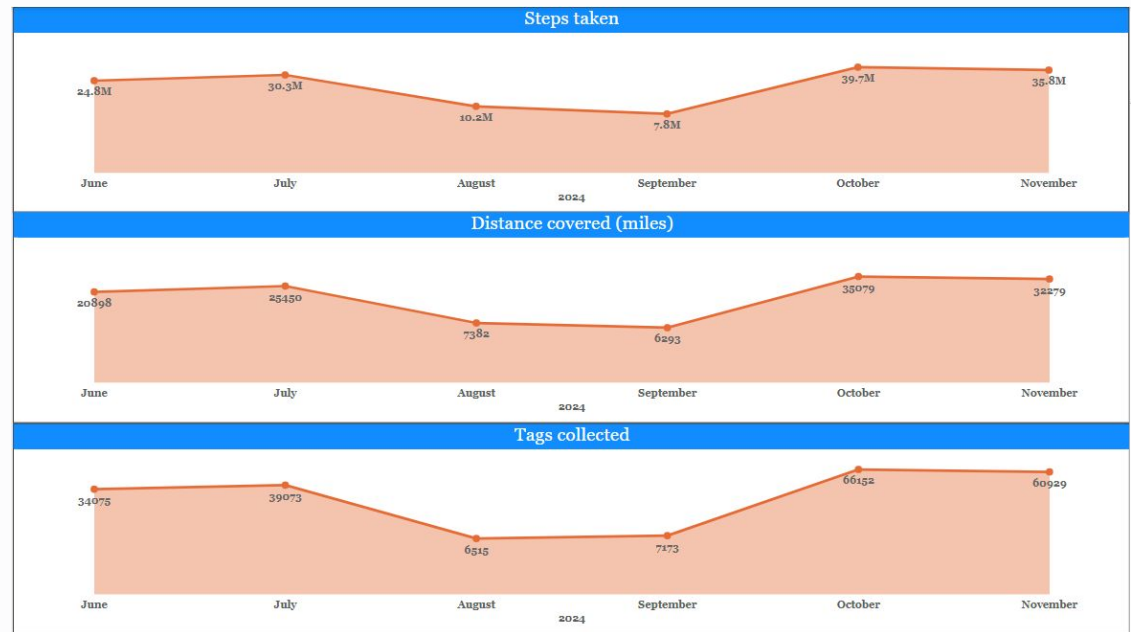


8. Monthly Physical Activity Achievements and Participation rates

The chart on the right highlights the monthly activity of participants in Herefordshire, tracking **steps, distance, and tags collected**.

Seasons 1 and 2 ran from July 3 to November 25, 2024, with a break from July 27 to October 2.

Participation peaked in October, marking the start of Season 2, while a slight dip in August and September aligned with the cooling-off period. Despite this, **212 users** continued to engage during the break, maintaining enthusiasm and commitment.



Thursday, closely followed by **Friday** had the highest participation rates, while **Sunday** showed the lowest.

Street Tag activity typically begins early in the day, intensifying around 8 a.m., coinciding with school commutes. Engagement continues throughout the afternoon, peaking slightly at **noon** and again around **3 p.m.**, aligning with school dismissal and the subsequent travel home.

This pattern highlights the app's effective integration into users' daily routines, especially during school commutes.

9. Breakdown of Activity Metrics by School

Schools	Steps	Distance	No. of Paarticipants
Withington Primary School	34,427,056	30,937.32	30
Trinity Primary School	20,694,285	17,830.48	44
Kingstone and Thruxton Primary School	18,710,334	14,089.88	43
Ewyas Harold Primary School	18,496,824	16,499.56	76
Ledbury Primary School	13,675,496	15,684.65	20
Leintwardine Nursery and Primary School	11,634,786	10,032.19	58
Riverside Primary School	9,527,396	6,154.66	51
Ashfield Park Primary School	7,107,753	5,391.27	61
Little-Dewchurch C of E Primary School	6,439,470	4,814.34	38
St Michael's C E Primary School, Bodenham	1,757,786	967.78	12
St Thomas Cantilupe Primary School	1,107,391	796.63	15
Peterchurch Primary School	929,659	599.27	29
Ledbury Primary School KS2	822,479	834.37	7
St Pauls CE Primary School KS2	785,633	506.49	21
Burley Gate	709,409	649.17	13
Broadlands Primary	509,545	287.53	1
GEM School	363,248	357.21	11
Trinity Primary School KS2	277,676	220.84	3
Much Marcle C E Primary School	240,305	514.43	2
The Brookfield SEND	204,507	167.68	2
Shobdon Primary School	35,128	26.90	2
Burghill Community Academy	14,022	7.01	2
Leominster Primary School	9,375	4.69	3
Herefordshire Staff Face-off-Testing	6,844	4.53	5
Weobley Primary School	2,007	1.00	1
Sutton Primary Academy	1,005	0.67	3
Walford Nursery & Primary School	159	0.08	1
Westfield School, Leominster		0.00	1
Total	148,489,578	127,380.64	548

10. Participants' Behavioural Change - Based on Survey Responses.

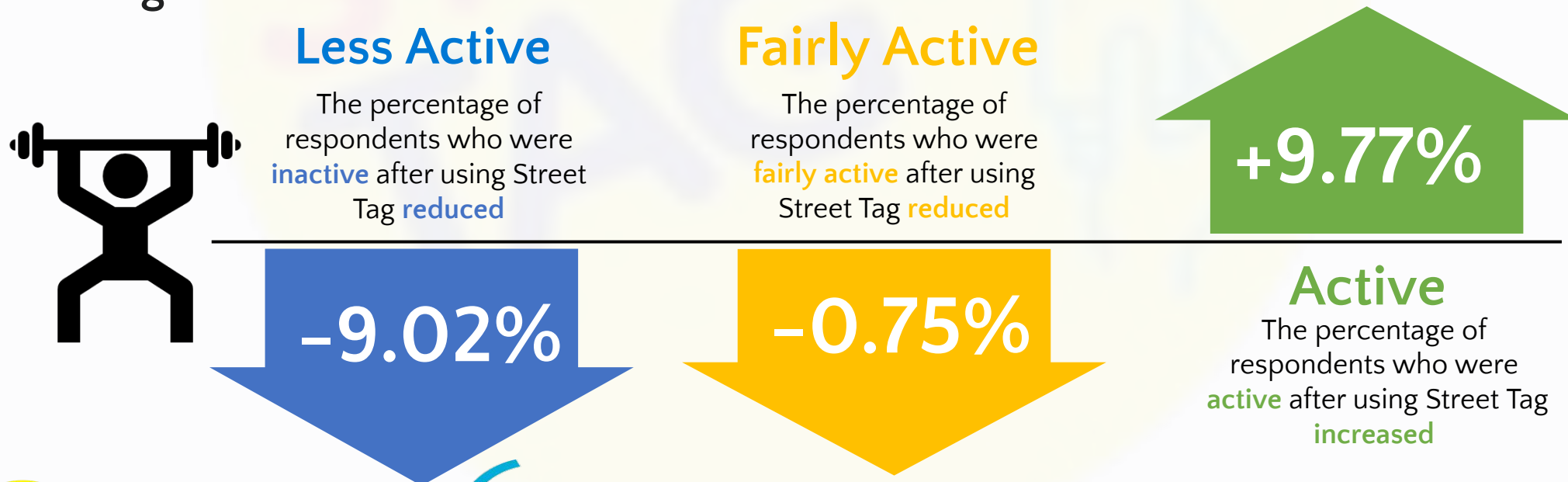
A total of **417** respondents took the pre-health survey, out of which **133 respondents** successfully completed the post-health survey.

To measure users' behavioral change, the **Sport England Scoring tool** was applied to the responses in both the initial and follow-up surveys. In the initial survey, **42** respondents were classified as less active; this group decreased by **9.02%** in the follow-up as many **transitioned to the actively engaged category**.

Similarly, **24** respondents were categorized as fairly active in the initial survey, this group decreased by **0.75%** in the follow-up.

Meanwhile, **67** respondents were initially classified as active in the pre-health survey. This number increased by **9.77%** in the follow-up survey, with **80** respondents **maintaining or improving their active status, marked by an increase in physical activity and breathing rates**.

Physical Activity Levels Using Sport England Short Active Lives Survey Scoring Tool



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11. Participants' Behavioural Change - Based on Survey Responses.

Walking



94% of users now engage in walking as a means of active travel

8% increase in users who walked for 7 days in a week.



15% increase in users that experienced a rise in breathing rate during walks (now **80%** in total)

Cycling



14% increase in users who adopted cycling as a means of active travel

16% increase in users that cycled for more 7 days in a week



90% of users experienced increased breathing rate during cycling.

Sport/Fitness



34% of users now engage in sport/fitness activity.

8% increase in users who engaged in sport/fitness for 60-120 minutes daily



2% increase in users that experienced increased breathing rate (now **93%** in total)

Walking was the most frequently adopted mode of travel, with users engaging daily, ultimately leading to substantial increase in breathing rates.

Cycling was significantly adopted as a mode of travel, with users increasingly engaging daily and experiencing increased breathing rates.

Sport/fitness activities were regularly adopted by users, with daily engagement increasing and users experiencing higher breathing rates.

12. Mental health Impact on Participants

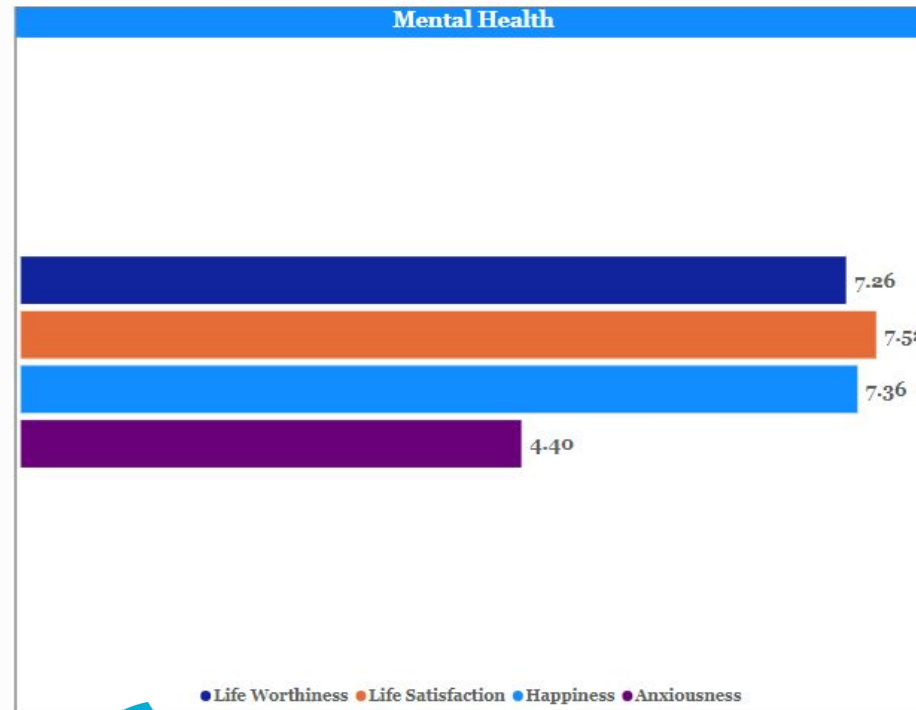
The participants were presented with the following questions from the monthly surveys conducted during the review period;

- On a scale of 0-10, where 0 is not at all worthwhile and 10 is completely worthwhile, overall, to what extent do you feel the things you do in your life are worthwhile?
- On a scale of 0-10, where 0 is not at all satisfied and 10 is completely satisfied, overall, how satisfied are you with your life nowadays?
- On a scale of 0-10, where 0 is not at all anxious and 10 is completely anxious, overall, how anxious did you feel yesterday?
- On a scale of 0-10, where 0 is not at all happy and 10 is completely happy, overall, how happy did you feel yesterday?

The chart below shows the average mental status of participants using responses from the last post health survey of participants for the period under review. It is widely known that people who engage in physical activities regularly tend to experience better mental health and emotional well-being, thereby lowering their risk of anxiety and depression.

Street tag has contributed significantly to helping participants maintain a robust average score of 7 across Life worthiness, Life satisfaction, and Happiness indicating a strong state of mental and emotional well-being. . On the other hand, participants had an average score of 4 on anxiety levels indicating a reduced risk of mental health conditions.

Nonetheless, there is room for improvement, while there is increase in the physical health of participants, additional efforts should be made to enhance users' mental and emotional well-being as well as reduce anxiety levels significantly.



13. Top 10 Location of the Tags Collected

-  Newton Farm Playing Fields, Hereford, HR2 7DG, United Kingdom
-  Withington CP, Southbank, Hereford, United Kingdom, HR1 3SA
-  Withington CP, The Green, Hereford, United Kingdom, HR1 3QE
-  Broomy Hill, United Kingdom, HR4 7PF
-  Withington CP, Vine Tree Close, Hereford, United Kingdom, HR1 3QW
-  Bacton, Hereford, United Kingdom, HR2
-  Widemarsh Street, United Kingdom, HR4 9EP
-  Commercial Road, United Kingdom, HR1 2DJ
-  Ross-on-Wye CP, Gloucester Road, Ross-On-Wye, United Kingdom, HR9 5BS
-  High Street, United Kingdom, HR4 9AA

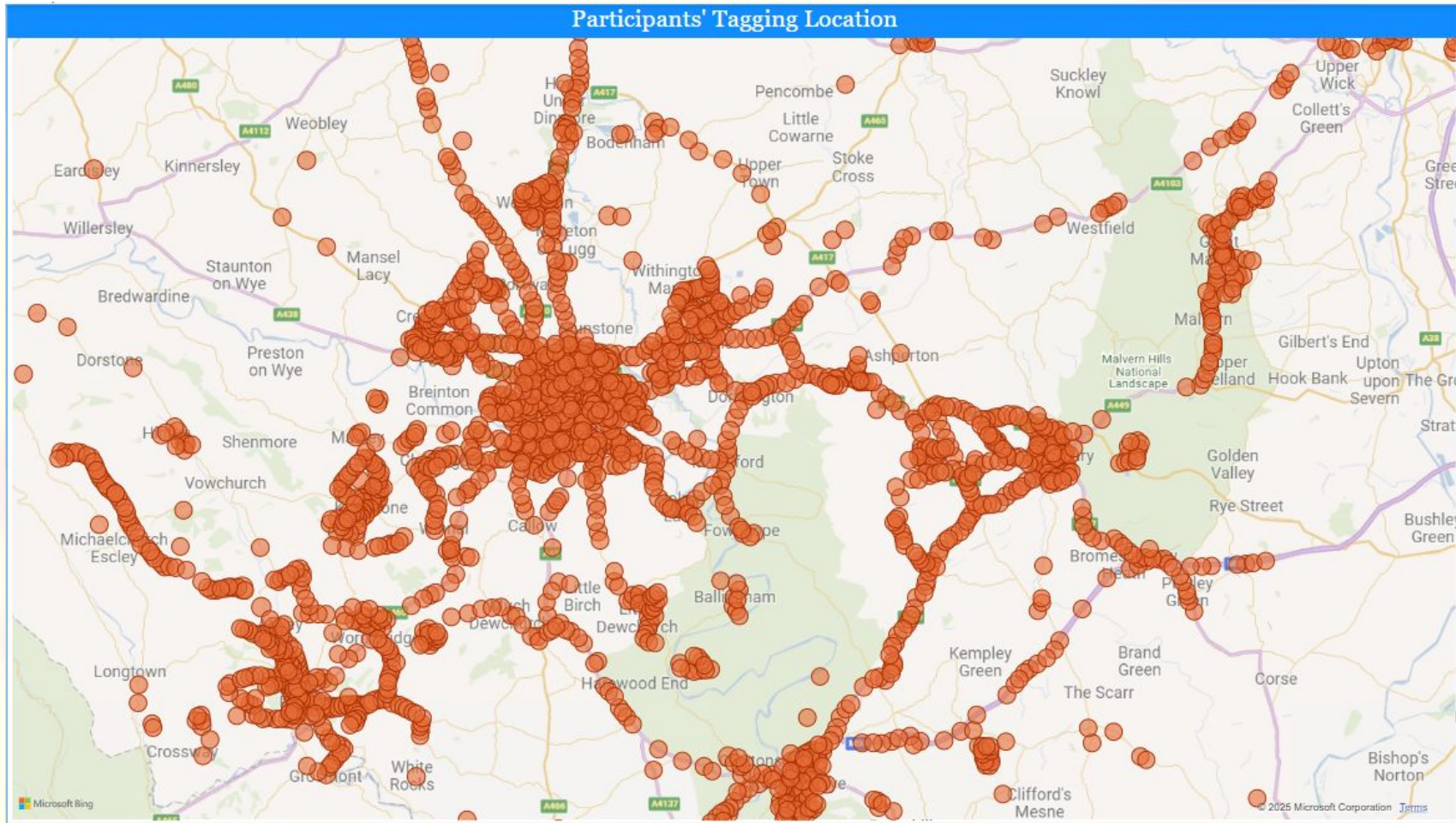


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14. Geographical Tagging Locations

The map below is a snapshot of the tagging locations for the entire Street Tag players in Herefordshire on the app for the period under review. A detailed map showing the entire locations where tagging activities are done and the number of times the tags have been collected by players. Detailed maps can be viewed on [page 1](#). Also, see [page 3-4](#) for tagging locations disaggregated by areas of deprivation (IMD 1-10)



15. Distribution of Users and Tags collected by Wards

The tables below present the demographic distribution of residents across the wards of Herefordshire, alongside the number of collected tags. **Golden Valley South** boast the largest resident population during this period, followed by **Mortimer**, then **Wormside**. Conversely, **Hagley** ward records the highest count of collected tags for this period, followed by **Golden Valley South**, then **Central**. Follow this link [page 2](#) to view the complete wards covered by Street Tag users and tags.

Note: This analysis is based on users that shared their postcodes and tags that could be identified using postcodes.

Ward	No. of Residing users	% No. of Residing users	Ward	No. of Tags collected	%No. of Tags collected
Golden Valley South	35	11.29%	Hagley	15649	14.64%
Mortimer	30	9.68%	Golden Valley South	11178	10.46%
Wormside	24	7.74%	Central	7348	6.87%
Hagley	20	6.45%	Ledbury West	5643	5.28%
Dinedor Hill	18	5.81%	Widemarsh	5425	5.07%
Belmont Rural	14	4.52%	Mortimer	5419	5.07%
Ross East	12	3.87%	Wormside	5001	4.68%
Ross West	12	3.87%	Kings Acre	3905	3.65%
Golden Valley North	11	3.55%	Dinedor Hill	3758	3.52%
Kings Acre	11	3.55%	Ledbury South	3494	3.27%
Newton Farm	11	3.55%	Credenhill	3106	2.91%
Ross North	9	2.90%	Ross West	2901	2.71%
Stoney Street	9	2.90%	Greyfriars	2832	2.65%
Ledbury West	8	2.58%	Hinton & Hunderton	2321	2.17%
Aylestone Hill	7	2.26%	Whitecross	1959	1.83%
Tupsley	7	2.26%	Ross East	1945	1.82%
Hinton & Hunderton	6	1.94%	Backbury	1819	1.70%
Ledbury South	6	1.94%	Queenswood	1796	1.68%
Bobblestock	5	1.61%	Belmont Rural	1765	1.65%
Saxon Gate	5	1.61%	Red Hill	1637	1.53%
Whitecross	5	1.61%	Llangarron	1608	1.50%
Credenhill	4	1.29%	Ledbury North	1531	1.43%
Three Crosses	4	1.29%	Newton Farm	1501	1.40%
Hampton	3	0.97%	Holmer	1400	1.31%
Queenswood	3	0.97%	Old Gore	1263	1.18%
Widemarsh	3	0.97%	Bobblestock	1251	1.17%
Total	310	100.00%	Three Crosses	1217	1.14%
			Saxon Gate	1194	1.12%
			Total	106911	100.00%



16. User Participation by Areas of Deprivation

This analysis examines user participation with Herefordshire – Street Tag, focusing on areas identified as deprived based on the **Indices of Deprivation (IoD)** and the **Index of Multiple Deprivation (IMD)**, where deciles range from 1 (most deprived) to 10 (least deprived).

Key findings:

- **Employment Deprivation:** 34.1% of participants and 30.3% of tags are in the 50% most deprived areas.
- **Barriers to Housing and Services:** 61.5% of participants and 58.4% of tags are in the 50% most deprived areas.
- **Income Deprivation:** 32.4% of participants and 33.5% of tags are in the 50% most deprived areas.
- **Multiple Deprivation (IMD):** 58% of participants and 50.1% of tags are in the 50% most deprived areas.

Note: these are based on participants who shared their postcodes and tags collected identifiable by postcodes.

Area of Deprivation											
Employment Decile			Barriers to Housing & Services Decile			Income Decile			IMD Decile		
Decile	No. of users	%No. of users	Decile	No. of users	%No. of users	Decile	No. of users	%No. of users	Decile	No. of users	%No. of users
1	3	1.00%	1	54	18.06%	1	2	0.67%	1	2	0.67%
2	14	4.68%	2	57	19.06%	2	9	3.01%	2	15	5.02%
3	16	5.35%	3	31	10.37%	3	15	5.02%	3	9	3.01%
4	27	9.03%	4	31	10.37%	4	48	16.05%	4	44	14.72%
5	42	14.05%	5	11	3.68%	5	23	7.69%	5	102	34.11%
6	73	24.41%	6	12	4.01%	6	96	32.11%	6	58	19.40%
7	55	18.39%	7	28	9.36%	7	49	16.39%	7	22	7.36%
8	43	14.38%	8	18	6.02%	8	40	13.38%	8	26	8.70%
9	17	5.69%	9	37	12.37%	9	14	4.68%	9	8	2.68%
10	9	3.01%	10	20	6.69%	10	3	1.00%	10	13	4.35%
Total	299	100.00%	Total	299	100.00%	Total	299	100.00%	Total	299	100.00%
Employment Decile			Barriers to Housing & Services Decile			Income Decile			IMD Decile		
Decile	No of tags collected	% No of tags collected	Decile	No of tags collected	% No of tags collected	Decile	No of tags collected	% No of tags collected	Decile	No of tags collected	% No of tags collected
1	830	0.78%	1	17054	16.00%	1	795	0.75%	1	780	0.73%
2	3517	3.30%	2	26730	25.07%	2	1124	1.05%	2	3521	3.30%
3	9617	9.02%	3	10029	9.41%	3	13823	12.97%	3	9516	8.93%
4	7516	7.05%	4	7261	6.81%	4	12173	11.42%	4	12942	12.14%
5	10776	10.11%	5	1214	1.14%	5	7794	7.31%	5	26666	25.01%
6	28887	27.10%	6	3354	3.15%	6	20103	18.86%	6	26726	25.07%
7	21251	19.93%	7	8168	7.66%	7	30523	28.63%	7	11392	10.69%
8	14815	13.90%	8	7715	7.24%	8	11824	11.09%	8	7689	7.21%
9	6505	6.10%	9	18296	17.16%	9	8280	7.77%	9	3972	3.73%
10	2895	2.72%	10	6788	6.37%	10	170	0.16%	10	3405	3.19%
Total	106609	100.00%	Total	106609	100.00%	Total	106609	100.00%	Total	106609	100.00%



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17. Activity Photos

Seasons 1 & 2 of the Herefordshire - Street Tag initiative provided avenues for fun as residents were able to explore parks, recreation centres, and their local communities, fostering bonds and creating social cohesion among them.

Some participants who participated in the [#ParkBonusSelfie](#) activities shared their pictures while engaged in these events.



Activity Photos



18. Feedback



Participants gave feedback on what they liked about the Street Tag activity.

- ❖ It gets me out more and collecting the tags -

Brendak

- ❖ It got the parents and children out walking more and being active. It was good for some of our parents that are struggling with their mental health. It made me go out for walk at the end of the day - *shouchen11*

Participants have also expressed their excitement and engagement by reaching out to us on Facebook, eagerly inquiring about the start of the next season. This highlights the significant impact Street Tag has had on Herefordshire residents, inspiring active lifestyles and fostering enthusiasm. Below are some screenshots.

Good morning,
I was wondering if you could please tell me when the **Herefordshire** leader board re starts. I have looked but can't find the answer.

Thank you,

30 DEC 2024 AT 21:53

Thanks for that. Is there any date for our next **leaderboard/competition** to begin? **Herefordshire** ?



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19. Conclusion.

The Herefordshire - Street Tag Project in Season 1 and 2 has achieved remarkable success, with **718** registered users, inspiring a shift in lifestyle habits. Survey responses revealed an increase **(9.77%)** of users that transitioned from being “less active” or “fairly active” to being “active”. Beyond enhancing physical well-being, **the initiative also contributed positively to the environment by reducing carbon emissions**, as participants opted for walking, cycling, or running instead of car travel, driven by their engagement with the project.

At a cost per user of only **£13.23** for the entire year, **the Street Tag Programme offers an exceptional value for money**, especially when compared to the average monthly gym membership cost in Herefordshire, which typically ranges from **£19.99** to **£32.50** per month.. This demonstrates that the project is not only cost-effective but also a sustainable model for promoting health and environmental benefits.

Street Tag has successfully motivated participants to embed physical activity into their daily lives, a success further evidenced by the **212 users** who remained engaged with the app during the season break without any reward incentives, demonstrating a genuine commitment to staying active.

However, to ensure inclusivity and community cohesion in future seasons, it is essential to focus outreach and promotional efforts on underrepresented demographics, such as minority ethnic groups. Currently, 98% of participants who disclosed their ethnicity identified as White or White British. Addressing this imbalance will foster a more inclusive and diverse community of users.

Street Tag is a free child and family-friendly mobile application that uses virtual tags to incentivize communities and families to become more physically active and boost mental health. We transform communities into a fun virtual playground to accelerate Physical Activities.



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For more information, visit streettag.co.uk