

Ref: Beatthestreet26/BAP

Date: 13.02.2026



**Bloxwich Academy**  
'Be The Best You Can Be'

Dear Parents and Carers,

Bloxwich is being transformed into a giant game, and your school is invited to play!

Beat the Street is a free, fun, walking, cycling and wheeling game which gets staff, pupils, and their families out and about in the local area, having fun and keeping healthy.

It's designed to get children and communities moving by helping people to make small changes, such as walking or cycling to school every day, to improve physical and mental health and help embed physical activity into everyday life.

Evidence shows that the programme really helps adults and children become more active. Participation in Beat the Street can also:

- Provide evidence on wellbeing which can be used in OFSTED inspections
- Act alongside, or as a support to: Active travel/Daily Mile programmes
- Help the school and its pupils achieve the Department of Health's target of 60 minutes exercise per day for young people
- Reduce traffic and air pollution around the school
- Help engage the wider school community

### How does it work?

We will provide you with a complete **free** school game pack with all you need to play. This includes a school banner, posters, game material (cards and maps) and instructions for pupils, parents, and teachers. We will safely deliver these materials to your school prior to the programme starting, so that you can distribute them to teachers, pupils, and parents. Your school will sit on school leaderboards that can be viewed by visiting [www.beatthestreet.me](http://www.beatthestreet.me).

The leaderboards will be live once the game commences. The game is designed to work for large and small schools with leaderboards for total and average points. Individuals can also win Lucky Tap prizes.



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Bloxwich Academy



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Game card readers called 'Beat Boxes' will be positioned around **Bloxwich** including one outside your school. Players use contactless game cards to hover over these Beat Boxes as they travel around scoring points which sit on their individual and school leaderboards. Schools will also be able to monitor how each year group is performing and pupils can see how they're faring against others in their year.

We'll be in touch shortly to explain about your delivery and answer any questions. If you would like to discuss anything, please contact one of your local engagement co-ordinators;

**Richard Forrester** at [Richard.Forrester@walsall.gov.uk](mailto:Richard.Forrester@walsall.gov.uk)

**Richard McVittie** at [Richard.McVittie@walsall.gov.uk](mailto:Richard.McVittie@walsall.gov.uk)

**Lee Hardwick** at [Lee.Hardwick@walsall.gov.uk](mailto:Lee.Hardwick@walsall.gov.uk)

Alternatively you can visit [www.beatthestreet.me](http://www.beatthestreet.me) and access our online Helpdesk

Warm regards,

Yours sincerely,



Ms. S. Shepherd  
Headteacher



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