



24 SEPTEMBER 2015



SCHOOL NEWSLETTER

Dear Pupil, Parent and Carer,

Welcome to Beat the Street – a new walking initiative for kids and adults. It's delivered on behalf of the National Charity Partnership, which sees Diabetes UK, the British Heart Foundation (BHF) and Tesco working together to help millions of people to be healthier.

The four boroughs of Hackney, Tower Hamlets, Newham and Waltham Forest have been turned into a real-life game – and you are all invited to walk as far as possible in the race to space!

Beat the Street is fun, free and simple to play! Each child has already received a Beat the Street card and a map. And you should have received an envelope called 'Invitation to Play' through your school – this includes a Beat the Street card for an additional family member to sign up and join the school team.

So how does it work? It's easy. Players earn points and win prizes by tapping special cards onto sensors known as Beat Boxes as you walk, cycle or scoot around. The Beat Boxes are placed on lamp posts around the area. And when you tap a Beat Box, it will flash and beep to let you know your card has registered. Tapping two Beat Boxes within an hour records your journey.

For more information, check out the 'handy hints' letter or visit www.eastlondon.beatthestreet.me. Additional cards are available from your school, but please note only one card can be used per person.

Get Active!

By taking part in Beat the Street you and your family are getting active, and supporting your community. Every step counts, and every tap increases your points – and the chances of winning prizes.

Prizes

There will be loads of prizes distributed between teams and individuals. There will be daily lucky tap prizes for adults (to the value of £50) and children (to the value of £10). Adults and children will be selected at random every week via a lucky tap on a Beat Box – so any pupil can win. Your school will let the winning children know.

Team prizes will be awarded at the end of the competition, with £1,000 awarded to the team with the most points from each borough, and £1,000 awarded to the team with the highest average points per borough. There will be runner up prizes of £500 for each category in each borough. You can track the progress of your team via our leader boards which can be found on our website

www.eastlondon.beatthestreet.me. We can't wait to see how far you travel in your first week!

Road Safety

Do be safe at all times and take care on the roads. Remember to cross safely at pedestrian crossings and remember to keep your eyes open and look around! As the evenings begin to get darker, remember to think about what you'll wear while taking part in Beat the Street – high visibility gear, reflective, bright and light coloured clothing will help you all to be seen. And don't forget the family dog!

We encourage every cyclist to please wear a cycle helmet and any scooter enthusiasts wear protective gear. See www.bikeability.org.uk and <http://www.roadwise.co.uk/children/road-safety/green-cross-code>):

1. Find a safe place to cross.
2. Stop just before you get to the kerb.
3. Look all around for traffic and listen.
4. If the traffic is coming, let it pass.
5. When it is safe, go straight across the road – do not run!

Good luck as you play Beat the Street!

Beat the Street

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| Web | www.eastlondon.beatthestreet.me for more |
| Twitter | @btseastlondon #beatthestreet |
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