

STREET TAG BASILDON / ESSEX PRIMARY SCHOOLS

By Seun Oshinaike & Meenakshi Jain



How many sides?
What shape are the sides?
How many edges?
How many vertices?
Is it a polyhedron?
Where might you see this shape?

- interested
- irritated
- thrilled
- contemptuous
- overjoyed
- disbelief
- excited
- cranky
- relaxed
- upset
- disgusted
- distracted
- bored
- angry

Street Tag is a mobile application that motivates inactive or sedentary families to be more active. The app targets the whole family, providing a motivating and family-inclusive experience for both children and parents.

Users of the Street Tag app collect points assigned to virtual tags once they are within 40-metre radius of virtual tags, steps can also be synced and converted into Street Tag points. These points add up in real time on the leaderboard, with prizes to be won at the end of each season.

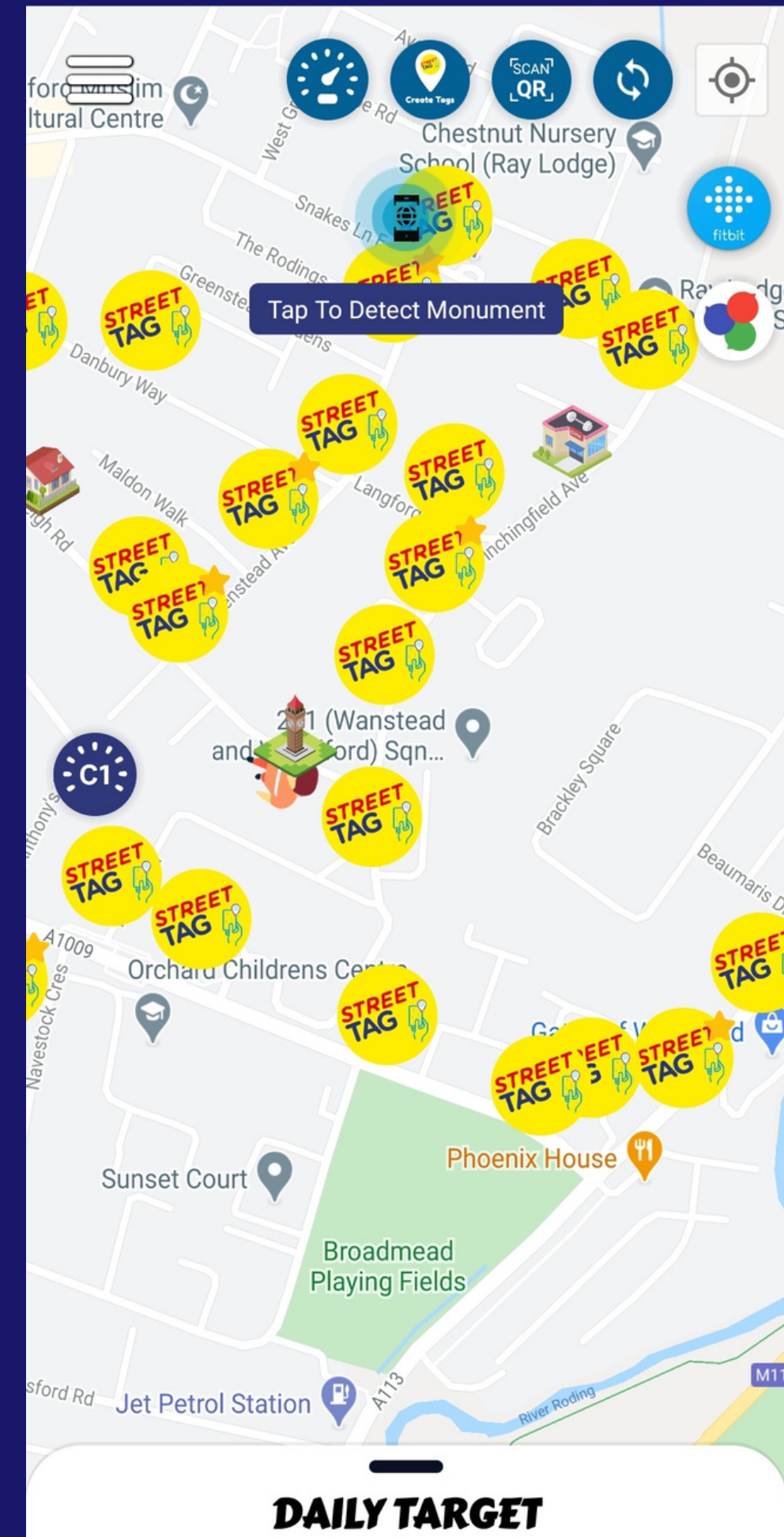


2. Explore. Collect virtual tags, sync your steps, try different experiences in the virtual playground and win prizes.

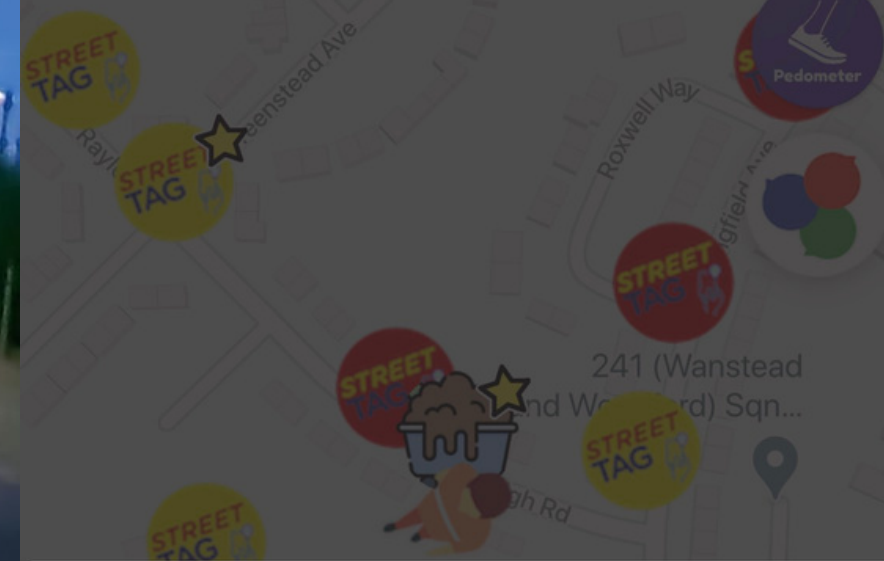
1. Sign up by joining your school on the school leaderboard using your school's UNIQUE QR CODE.



On the Street Tag app you collect points assigned to virtual tags once you are within 40-metre radius of any virtual tags, steps can also be synced and converted into Street Tag points. These points add up in real-time on the leaderboard, with prizes to be won at the end of each school leaderboard season (approx 14 weeks).

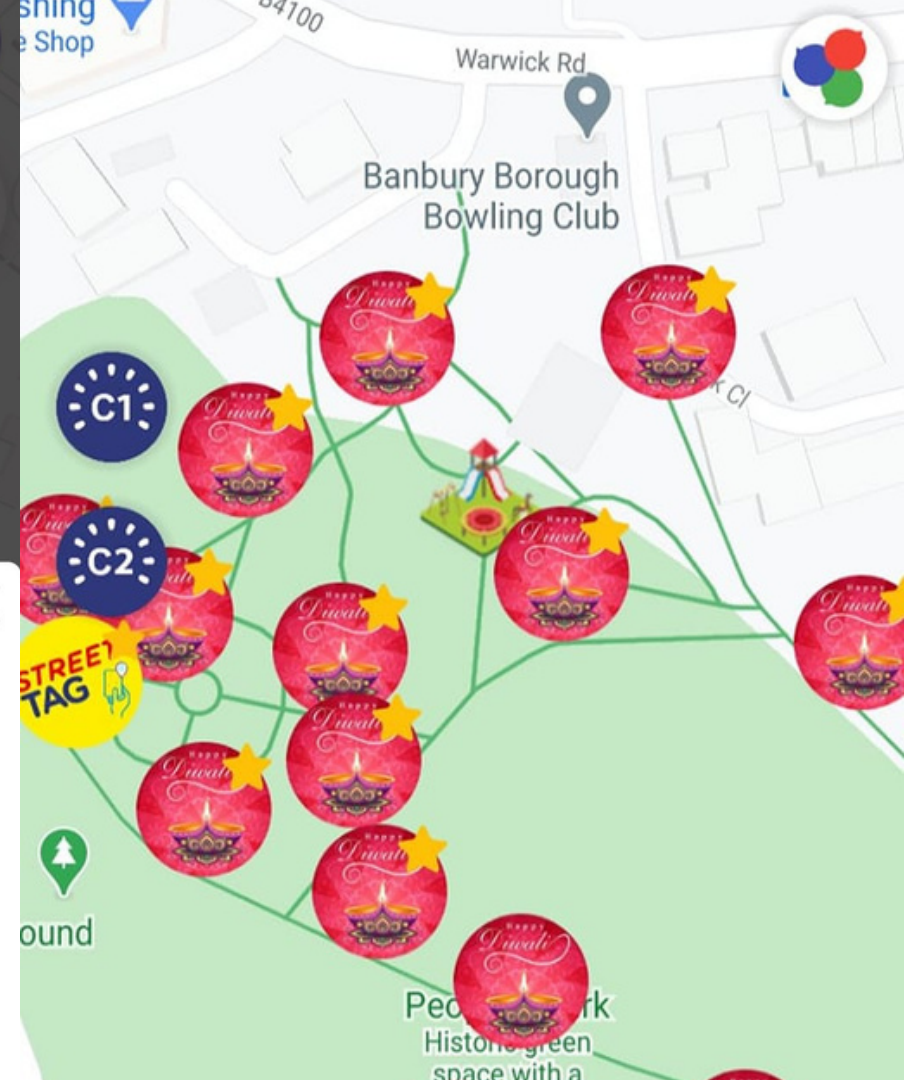


Street Tag is transforming fitness and outdoor experiences for families, just as YouTube has transformed video content and decentralised opportunities for creators.



Community Authenticators

The Community needs your help to authenticate that this Over-flowing bins Broadcast is true and valid. If you are among the residents that approve or disapprove this broadcast accurately, your account will be credited with 100 participation points. All authenticated broadcast will instantly be shared with the local authority to act



Relish
Barking Learning Centre

Round: 0

1 2 3 4 5 20%

Café Abbey Leisure Centre
Abbey Leisure Centre

Round: 0

1 2 3 4 5 20%

Café Jolly Jungle
Jolly Jungle Becontree Leisure Centre

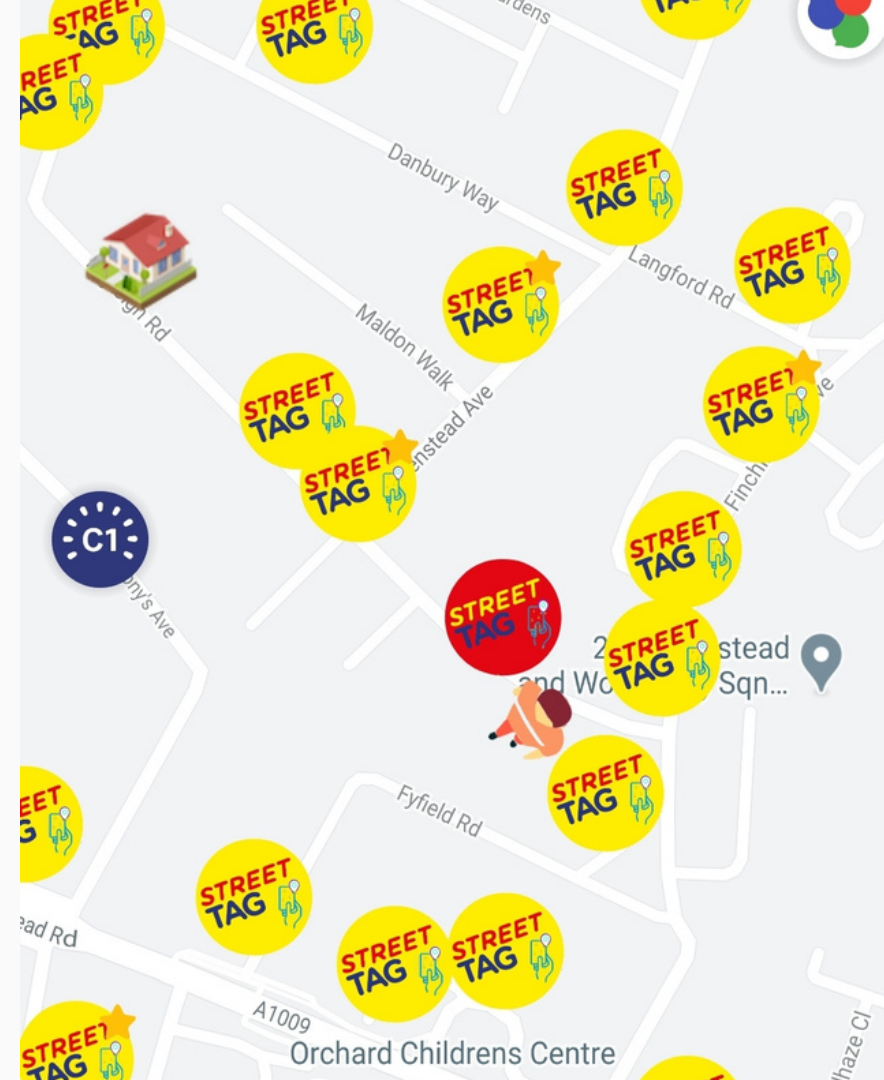
Round: 0

1 2 3 4 5 20%

ParkPlay Basildon Saturdays 10am (From 5th Dec)
Vange Primary School & Nursery London Rd, Basildon SS16 4QA

Round: 0

1 2 3 4 5 100%



Leaderboard start 2nd Nov, 2020 - resets 11th Jan, 2021

Rank	Score	Team Name
1.	1,713,255	(6) happy days
2.	1,121,630	(4) Fitforever
3.	902,825	(2) secret squirrel
4.	890,155	(6) Haidons plus 1
5.	795,490	(4) succulents
6.	538,825	(5) HappyFeet

Daily on Street Tag families average...

15,000,000+ STEPS DAILY.

10,000+ MILES DAILY

100,000+ VIRTUAL TAGS COLLECTED DAILY

150+ PRIMARY SCHOOLS USING STREET TAG



Street Tag will provide explainer videos to be shared with parents and the children.

Monthly virtual drop-in sessions for schools on a weekday after school.

Bi-weekly virtual drop-in sessions for families on Saturdays.

Podcasts are available on our website for inspiration.

FAQs support is available on our website.



It's FREE for schools to join Street Tag, including all the support that you will receive.

The Street Tag app supports an adult to have an additional two children on their smartphone.

250 participants in a team per school, once a school team is full, the school can have a second team. Schools with a smaller population size are supported to merge and team up with another smaller population size school.



Schools participating in Basildon currently.

Lee Chapel Primary School

Cherry Tree Primary School

Bardfield Academy

St. Anne Line RC Junior School

Children's Support Service

4 new schools in Basildon expected to join this March
2021



Process

- Sign up from presentation or through email contact.
- Phone calls arranged to answer any questions that you may have.
- Unique QR code created for your school.
- Your school captain login details created and share with you.
- Newsletter/SMS/Email template will be provided to you
- Flyer/poster provided to you.
- Street Tag Guide shared with you.
- Your School Poly Tag will be generated for you.
- The first batch of PEcodes provided for your school.



Primary Schools Leaderboard Prizes

£ 150 1st Prize towards School PTA

£100 2nd Prize towards School PTA

£ 50 3rd Prize towards School PTA

Monthly Prize Draw £10 x8 Shopping vouchers (For parents)



Featured on BBC NEWS as part of Covid recovery programme with Sport for Confidence in Basildon.

Featured on BBC Oxford Radio



A screenshot of a BBC Radio Oxford player interface. At the top left is a circular profile picture of Adam Ball. To its right, the text reads "BBC RADIO OXFORD", "Afternoons on BBC Radio Oxford", and "Adam Ball (24/02/2021)". Below this is a progress bar with an orange indicator. A control bar contains a speaker icon, a "START" button, a "20" button, a pause button, another "20" button, and a "LIVE" button. The main video area shows a woman with short brown hair wearing a red patterned shirt, speaking. The BBC logo is visible in the top left corner of the video frame.

"We are delighted with the pupil participation in the Basildon Street Tag Season One and are happy that staff and parents have even joined in!

We always actively encourage a healthy lifestyle and participation in sports at Lee Chapel and, once again, our school community has risen to this challenge of being active - even during a very difficult time for all. We cannot wait to participate in Season 2 and hopefully even more of our school community will participate this time around.

Thank-you for our £150 prize money - this will be put to good use for the pupils of Lee Chapel.

Thanks again for the prize money, Meenakshi. The children will be very happy with this reward for their efforts."

Adam Toomer

Deputy Headteacher, Lee Chapel Primary School



"We at Bayards Hill Primary School are so pleased with our recent Street Tag success, coming second on our Leader Board, and getting our whole school community involved. Pupils, parents, caretakers, cleaning staff, caterers, office staff, teachers and TAs have all been taking part, getting out and being more active, and improving our fitness and wellbeing."

Paul Waite

Y5 Teacher and Personal Development Lead



"We have really enjoyed participating in the first season of Street Tag. Children, parents and teachers all come into school talking about how many tags they have collected and the walks they have gone on with their families. It has really helped to motivate children to participate in more physical activity."

Thomas Williams

Eynsham Community Primary School



With covid-19 continuing to affect how we all work and how children study from home and commute to school when schools resume. It's becoming more important to keep a positive mental health and stay motivated to maintain a daily hour of exercise.

This year in 2021, Street Tag is very useful for supporting:

- 1. A positive mental health in these difficult times.**
- 2. Keeping engaged and active at home by converting your steps into points.**
- 3. Supporting your active travel plans for walking and cycling to local shops, school run, work, etc.**
- 4. Supporting your hour of exercise plan a day, especially using Street Tag's Power Hour.**

Now more than ever the children, the family and organisations need exciting new ways of supporting and keeping physically active. Families will also continue to have the opportunity to help us design and shape all the exciting plans and updates that we have for 2021 at Street Tag.

Basildon Schools Leaderboard Season Dates

Season 2 - 24th February 2021 TO 30th April 2021

Season 3 - 30th April 2021 TO 12th July 2021

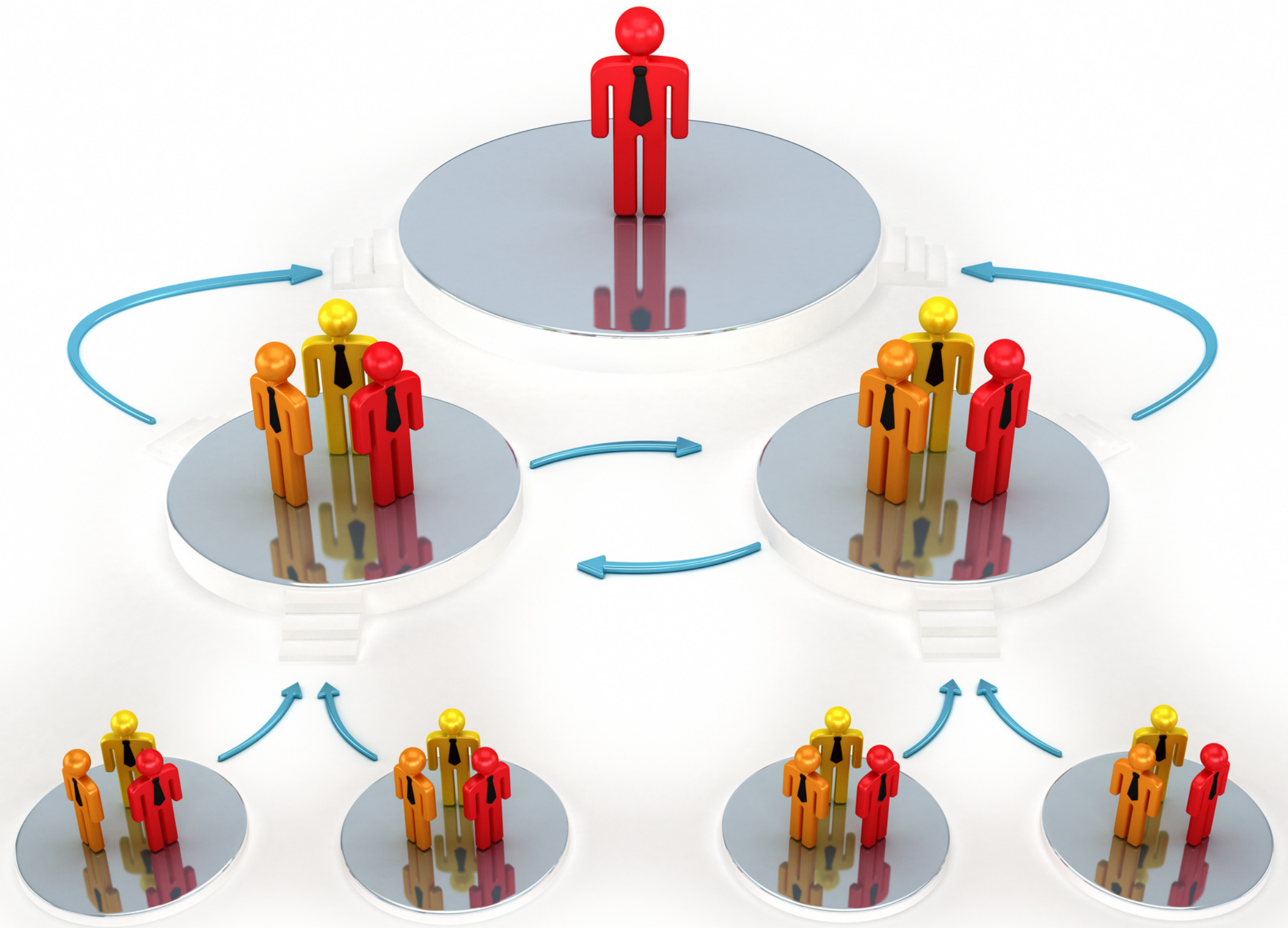
Season 4 - 12th July 2021 TO 22nd October 2021

Further Essex school dates will be announced this March and you will be notified through our email exchange after receiving your expression of interest.



We want your school to become a stakeholder in Street Tag.

We are open to ideas and suggestions of how we can collaborate better together.



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