Evaluation Summary: Street Tag in Gloucester

(Oct 2024 – Apr 2025)

Overview

The Street Tag initiative, run by Active Gloucestershire, aimed to increase physical activity across the city through a gamified walking and cycling app.

Over the two seasons of delivery, the project achieved meaningful outcomes in community engagement, inclusivity, and behaviour change, despite some technical and participation challenges.

This is a summary of the key insights from Seasons 1 and 2. Detailed reports for both seasons are available, featuring impacts, learnings, and case studies. Click on links below.

Street Tag Full Report (Season 1 & 2)
Street Tag Season 1 & 2 Comparison Report

Key Achievements

89.9 millions steps taken and **107,000+ miles** travelled, saving over 28,000kg of CO_2.

434 users participated, collecting over **157,000 tags** with 95% of unique tags created by users.

A **22% increase** in participants becoming "active" from previously being less or fairly active.

Engagement from over **20 partner organisations** supporting wider community buy-in.

55% of participants joined to improve their physical activity levels.

Demographics and Inclusion

- **60%** of users identified as female; **40%** as male.

- **18.1%** of participants reported disabilities or long-term health conditions – nearly half of whom had significant limitations but still engaged successfully.

- **Nearly half of all users (48%)** lived in the most deprived areas of Gloucester, where 56.2% of tags were collected – supporting reach into communities that are often hardest to engage.

- Representation from ethnically diverse groups grew from **1% to 5% between season 1 and season 2.**

Key Learnings

- **Limited reach in season 1:** Initial engagement primarily attracted local running groups, inner city residents and families.
- **Expanded reach in season 2:** By broadening tag areas and including more communities, participation noticeably improved, particularly in new locations such as Matson, White City, Podsmead and outside the city boundary.
- **Barriers to participation** included:
  - Confusing in-game scoring systems.
  - Technical issues, including app glitches and fast battery drain.
- **Reaching certain groups** proved challenging due to factors including motivation, technological literacy, and issues with accessibility.
- **Positive behaviour change** included:
  - Families becoming more active together.
  - Residents exploring new parts of the wider city.
  - Participants learning to cycle again with family members.
  - Formerly inactive individuals significantly increasing their physical activity.
- **Accessibility improvements** made the game more inclusive for those with health conditions, through better tag placement and support from community partners.

Recommendations

For Future Delivery:

- **Further engage schools**, potentially through a dedicated schools league, to boost uptake and early adoption.

- **Simplify app features** to reduce barriers caused by technical and gameplay confusion.

- **Continue deepening community connections**, especially in high-deprivation areas, through targeted outreach and partnership development.

Conclusion

- Despite lower-than-anticipated uptake in the early phases, Street Tag successfully met its core objectives:

1. **Increasing physical activity across Gloucester.**
2. **Mobilising over 20 partner organisations to be involved.**
3. **Deepening connections in under-served communities.**
4. **Generating fun, creative ways for residents to be active in their local surroundings.**

- The groundwork has been laid for more scalable, inclusive, and sustainable impact in future phases and complementary creative ways to move more together. Watch this space!

Highlights