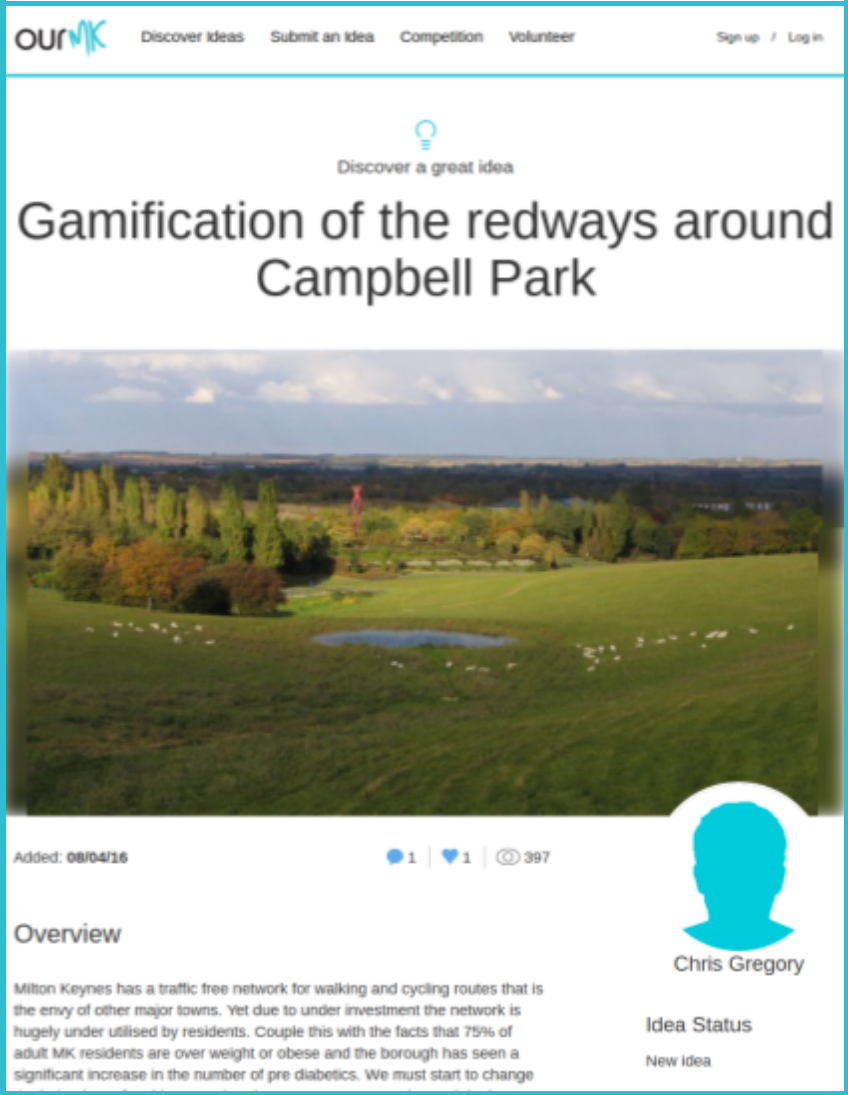


Impact Case Study: Get on the Redway Geofencing Game

How did MK Physical Activity Alliance get involved?

The Milton Keynes Physical Activity Alliance (MKPAA) is a group made up of various organisations which are concerned about the promotion of physical activity amongst Milton Keynes citizens. Organisations within the alliance include; MK Council, Leap, The Parks Trust, Age UK Milton Keynes and Community Action: MK. This group first heard about this funding in May 2015 and felt this could provide an opportunity to develop an app which would encourage people to use the redway network in Milton Keynes as part of their Sport & Active Communities Strategy. The Our MK team **attended numerous meetings** with the group to share information about the competition and support them to develop their idea.

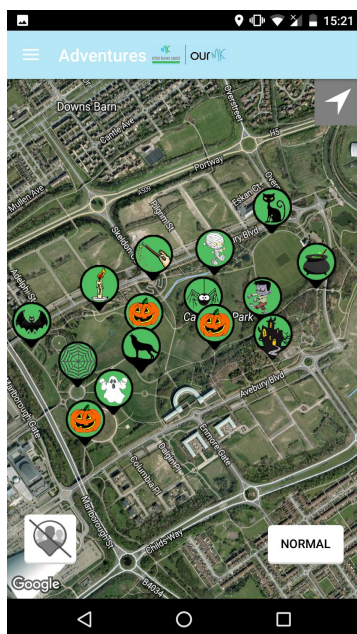
The group then submitted their initial idea to the Our MK platform in April 2016, and applied for funding in the same month.



What did the project do?

Chris Gregory on behalf of the Milton Keynes Physical Activity Alliance applied for **£3,750** which was match funded by the group. The total budget covered the cost of App Design, which was completed by Mobile Adventures, Marketing & Communications, and Staff time.

The project developed an App which was a game designed to encourage people to use the Redway system in Milton Keynes, and get more active in the process. The game involved **15 geofenced hotspots** which, as you moved through those areas unlocked clues, games and questions. Points were gained by teams who visited more spots and did more challenges. The project was launched ahead of October 2016 half term with a halloween theme and was played until 30th November by around 130 people across approximately 40 teams.



What added value did Our MK bring to the project?

- **Community Engagement** - We provided links to groups and events which we are already working with in some of the target communities in order to reach more people.
- **Legal Advice** - The Open University's team were able to offer advice and guidance on issues involving data sharing and children's engagement with the game. This helped shape the registration process and determined the way in which children would be involved in the game.

How will the project continue?

This project has great potential. Having been a part of the MK Physical Activity Alliance's delivery framework, this project has been supported by important stakeholders including various MK Council departments; public health, sports development and transport. This trial has proven a useful first step in providing a local solution that can be delivered by local people. Following the Beat the Streets game, which has been bought by MK Council Transport Dept. and is coming to MK in February 2017, the partners intend on using this game as a follow on using the data collected during Beat the Streets to engage even more people in 'Get on the Redways'. The Geofencing hotspots on this game can be moved around to other places in the city dependant on the upcoming game. The theme can also be changed each time to suit the time of year or theme of the game. It has already been suggested that the MKPAA run the next game during Easter 2017. Further ideas have involved placing the hotspots at points of interest or outside different leisure centres or activities, the possibilities are endless.