



Beat the Street Milton Keynes Newsletter

24 February 2017



Players	Registered Players	Number of Teams Playing	Miles Travelled	Facebook Likes	Twitter Follows
10,309	5,708	56 (over 25 players only)	35,330	1,723	267

Engagement has gone exceptionally well within the preparation phase and Chloe was extremely busy a couple of weeks before the start of the game out and about in Milton Keynes, meeting community groups, businesses and delivering fun assemblies to the schools. Milton Keynes saw an impressive number of team entries and Chloe posted and handed over the new welcome packs to the team leaders of the teams.



Chloe has met with Decathlon and they have supplied some fun equipment for events and are in full support of the main prizes! Chloe was informed two days after the start of the game that the Libraries and MK Play Association needed more cards and maps! 3 weeks in to the game saw almost all of the venues run out of cards and maps.

Chloe has built up a very good relationship with MK Lightning who are a Division 1 Ice Hockey team based at Planet Ice in Milton Keynes. We organised a Mascot walk on a drizzly Saturday morning where players who attended the walk also received a wrist band which gave them a discounted price to watch the MK Lightnings game that same evening. Although we only promoted this event for just under a week, there was a good turn out!



Chloe also attended the MK Lightning's Business Club Launch event where Nathan Robertson, an Olympic medallist in Badminton, was the guest speaker and said he was going to play Beat the Street with his daughter! Gail Emms who was Nathan Robertson's Badminton partner in the Olympics has tweeted her support of Beat the Street this week too!



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Chloe organised with the full support of The Parks Trust a nature walk around Furzton Lake led by Nicky, who is a very informative Parks Trust walk leader and who pointed out signs of spring in the fauna, some woodpecker markings, and led us to spot a hidden Heron in the reeds! The walk saw over 60 people attending of all ages which must be a record!

One local lady told Chloe that she was really impressed with Beat the Street because she has tried to get her 5 year old son to walk with her around the lake but he has never wanted too. But she said he wanted to come on this walk because it was Beat the Street and he took his scooter around and really enjoyed it! The lady said thank you!

Chloe organised a wild photo challenge to bring people to green space within Milton Keynes. The event took place at The Parks Trusts Walton lakes and although there wasn't much wildlife around on the day, saw the attendee's still enjoying being in an area they have never visited before and it was a good opportunity to have a chat about wildlife and photography. The winners were picked this week and they will receive one of the locally sourced prizes. Chloe would like to develop this idea further in the sustain phase and provide Beat the Street Wildlife Photography workshops and other events to support the #50dayswild scheme.

As Milton Keynes is celebrating its 50th year as a city, Chloe and the client created a 50 Box Challenge event. The event lasted for 5 days and the winners were a family of 5! And they will receive a locally sourced prize of Aerial Extreme High Ropes experience vouchers! Chloe was also approached by MK Scout Radio this week and carried out a live interview about Beat the Street!

