



The go-to App for fun and getting everyone in Cumbria physically active

On 3 January, 2024, Active Cumbria launched the expansion of the free Street Tag programme after a successful two-year scheme focusing on schools. The expansion allows workplaces, community organisations, sports clubs, and individual families to create teams for free with the aim of working collectively to become the most physically active team in Cumbria.

What is Street Tag and how will the initiative work?

Street Tag is a free physical activity App that incentivises you and your team to be physically active every day.

Points are gained by walking, running, cycling, and wheeling in addition to scanning virtual tags that have been scattered throughout the local area. Teams will compete against each other on a leader board to see who can get the highest average score per player.

Tags can be added to your favourite walking, cycling, running or rolling routes, so you get points whenever you're out and about.

There will be two leader boards in Cumbria, one for Cumberland and one for Westmorland and Furness. Three competitions will take place throughout 2024 which will run on the following dates:

Season 1 3 January to 13 March 2024

Season 2 17 April to 26 June 2024

Season 3 4 September to 13 November 2024

Be part of it! How To Create Your Street Tag Team

We are now seeking team captains from workplaces, community groups, sports clubs and families to help drive Street Tag forward. Team captains will be responsible for registering their team through the official Street Tag programme.

Active Cumbria will provide resources to help team captains recruit team members and provide on-going support and signposting to news and challenges set by Street Tag. All of which will help you and your team collect as many points as possible by travelling actively every day.

To set up a new team and become part of the Street Tag programme in Cumbria, reach out to the national team via email to: meenakshi@streettag.co.uk
Start your e-mail with: *Cumbria Street Tag*

You will be provided with your team captain login details, along with a comprehensive toolkit that contains all you need to know about being a team captain.

If you have any questions please contact Oliver Carswell, Active Cumbria Development Officer and Street Tag Programme Lead by e-mail to:

Oliver.Carswell@cumberland.gov.uk



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