



# CUMBRIA STREET TAG

# PLAYER NEWSLETTER



## Season 6 Recap



Contained within are all the highlights from a sensational Season 6! There is a quick snap shot below:

- Season 6 locality and county champions
- Season 6 top taggers and most improved teams
- ITV Border news report
- Season 7 dates and information

## The story so far...



**120 schools signed up**



**4,300 players registered**



**2.79 million tags scanned**



**1.71 million miles travelled**



[Have Your Say! - Player survey link here](#)

## Previous Issues

Previous issues of the newsletter can be found on our website located [here](#).

### Topics include:

- How to add your child to your account
- Sync fitness watches to your account
- Bonus points - #CouchToPB app function
- Explanation of Poly Tags
- Weekly Top Taggers

## Useful Links

[Active Cumbria Street Tag Webpage](#)

[Street Tag Website](#)

[Active Cumbria Facebook Page](#)

[Street Tag Facebook Page](#)

[Active Cumbria Twitter Page](#)

[Street Tag Twitter Page](#)



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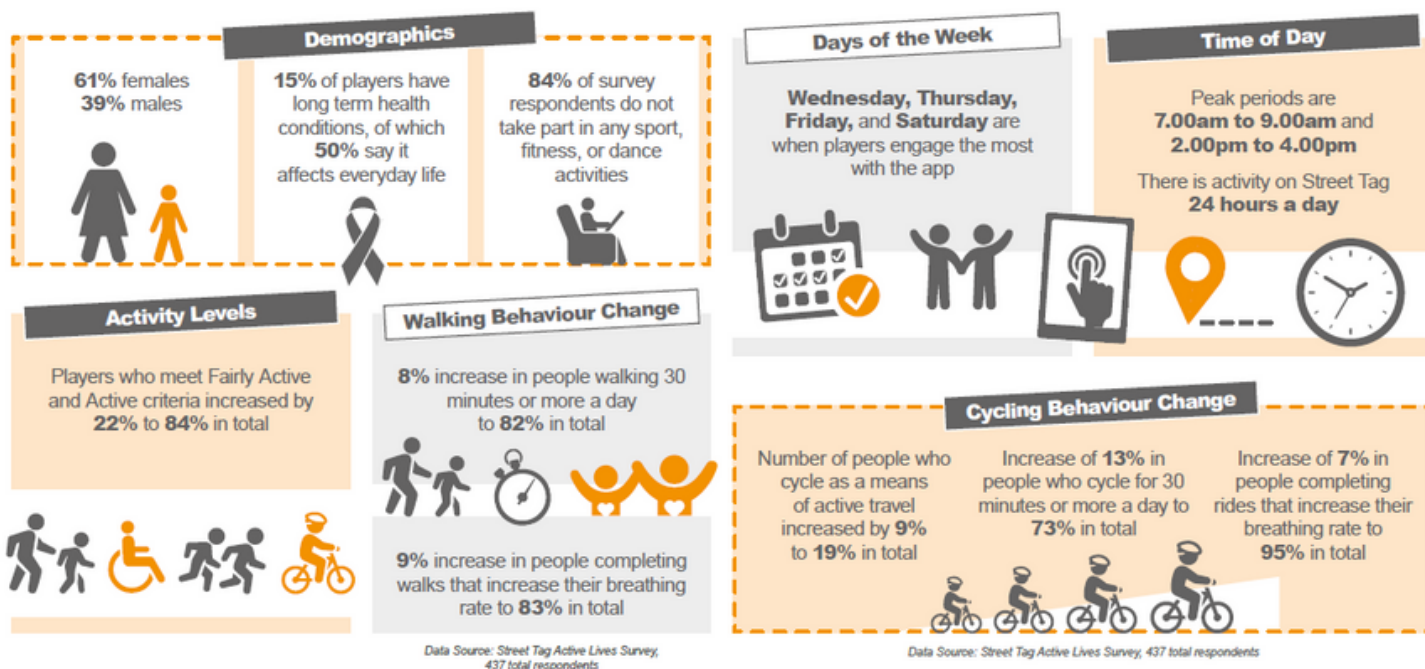




# CUMBRIA STREET TAG PLAYER NEWSLETTER



## Street Tag 2022 Stats



## Key Findings

- 84% of Street Tag players don't take part in any other organised sport or physical activity
- Players who meet fairly active and active criteria increased 22%
- The 50+ age category has the highest percentage of players who meet the criteria to be classed as active
- Cycling as a means of active travel increased by 9%
- People are walking and cycling for longer periods of time, more often in a week, and at a higher intensity

We hope to build on these amazing figures in Year 2 of the Street Tag programme, but what an achievement so far!





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## Season 6 Results



As part of our prizes for the winning schools, we now have these amazing trophies, which will be presented to the whole school in an assembly.



As always we award the top small school and large school from each locality leader board. This season however, we will also announce the winners of our Premier Finals Leader Board.

Leader Board	Top Small School	Top Large School
Allerdale	St. Matthew's CE School	Maryport CofE Primary School
Carlisle	-	Pennine Way Primary School
Copeland	Moor Row Community Primary	St. Gregory & St. Patrick Catholic Inf
Furness	Church Walk CE Primary School	Dane Ghyll Community Primary
South Lakes	Ambleside CofE Primary School	Staveley CE Primary School
Premier Finals	St. Oswald's CofE Primary	Yarlside Academy





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## Top Taggers from Season 6



We are excited to announce the Street Tag players who scanned the most tags in a 7 day window during Season 6. The top 10 from this season are below:

<b>1368</b>	<b>1284</b>	<b>990</b>	<b>875</b>	<b>853</b>
Jimbo23 Netherton Infants 20.4.23	Luctay1 Yarlside Academy 27.4.23	Mike58 Valley Primary 11.5.23	EmmaWPT Netherton Infants 6.4.23	Crystallis Valley Primary 6.4.23
<b>821</b>	<b>718</b>	<b>695</b>	<b>625</b>	<b>612</b>
Holtay1 Yarlside Academy 27.4.23	ZP1947 Yarlside Academy 11.5.23	Grose Frizington Primary 11.5.23	Lauralidd Yarlside Academy 11.5.23	Gajones Cummersdale School 11.5.23

## Hall of Fame

Amazingly, we had 4 new entries on to our Top Taggers Hall of Fame in Season 6. These players have been putting in some serious effort. It will take 876 tags scanned in a 7 day window to break our top 10! Check them out below:





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## The Most Improved Teams



Improvement is worthy of highlighting no matter how big or small, below are the schools who beat their previous best scores. Well done to all the teams:

School	↑	School	↑	School	↑
Grasslot Infants	1,692,910	Frizington Community	1,000,530	Penny Bridge CE Academy	3,264,375
Cummersdale School	7,805,205	Seascale Primary	75,400	Yarlside Academy	25,708,175
St. James' Cath Primary	300,855	Monkway Juniors	450	Lindal & Marton Primary	24,410
Gosforth CofE Primary	27,930	Moresby Primary	4,420	St. Mary's Catholic Primary	89,040
Moor Row Community	25,625	Broughton CE Primary	332,990	Vickerstown School	95,580
Patterdale CofE Primary	137,550	Culgaith CofE Primary	161,565	Pennington CE School	610
St. Catherine's Catholic Primary	3,300	Chetwynde School	31,180	South Walney Infants	120,745
		St. Oswald's CE Primary	14,591,355		



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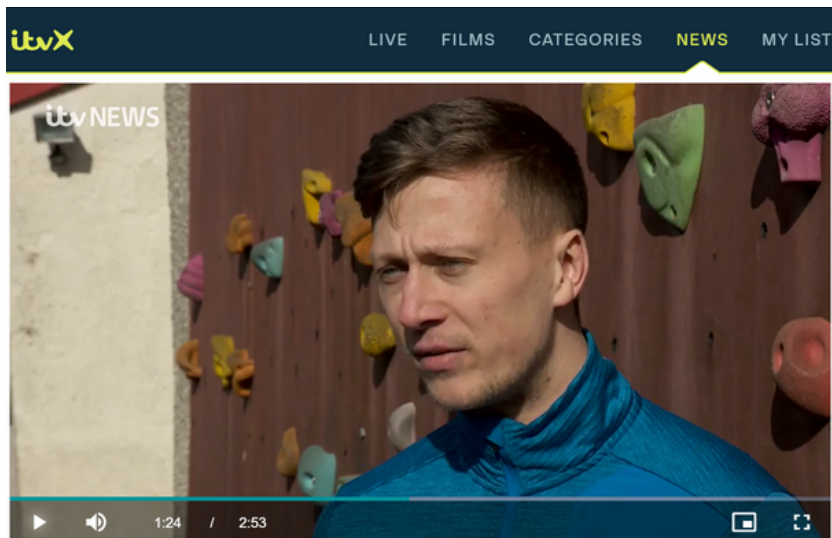
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## ITV Border News Report



Due to the success of the first 12 months of our Street Tag programme ITV Border News wanted to find out a little bit more about what Street Tag is, how it works, and the impact it has made in a school in Cumbria. Access the link [here](#) to view the report.

"We thought it was a wonderful opportunity for those children who don't want to join clubs but love being active."



Mrs White, Headteacher at St. Oswald's



"We've been out playing Street Tag in all weathers. It all sounds a bit crazy really but, we've persevered, probably down to the competitive spirit we've got."

Parent and pupil at St. Oswald's





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## Season 7 Information



We will have our usual 4 week cool off period at the end of Season 6, which will last from:

31st May until 28th June

During this time all the schools from the Premier Leader Board will transfer back to their locality leaderboards, competing in a longer Season 7, with the dates being:

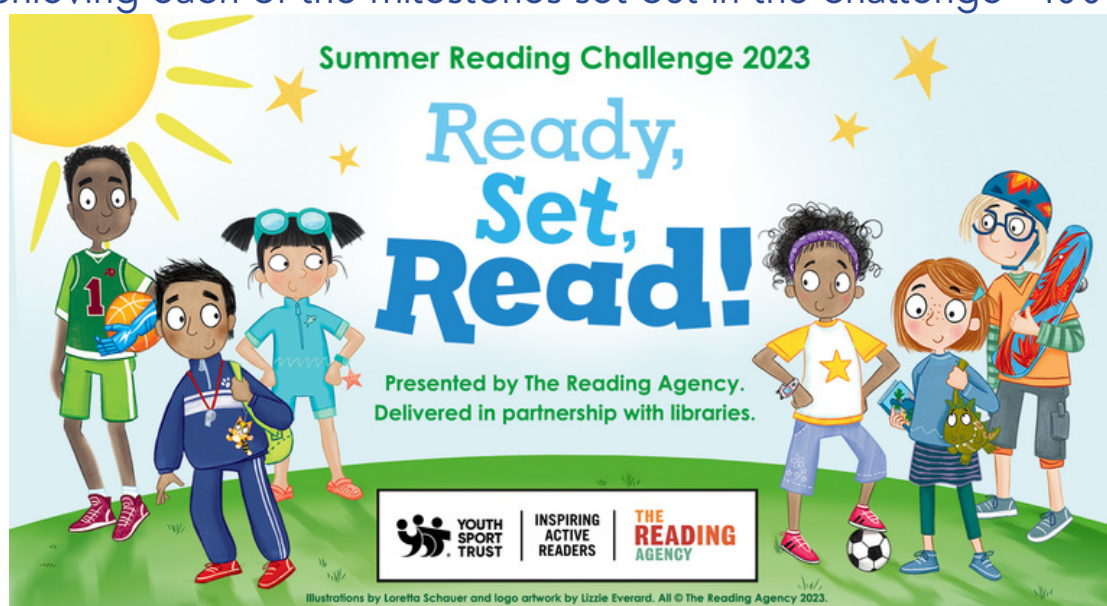
28th June until 13th September

Some new and exciting changes will be happening for Season 8 but, more on that closer to the time.

## Summer Reading Challenge

To coincide with Season 7, the Cumbrian libraries will be running a Summer Reading Challenge. We have teamed up Street Tag with this initiative so that Street Tag players who take part in the challenge can earn bonus points to help their school team's score. Points can be earned:

- Every time you go to a library - 500 points!
- Every time you take out a book - 500 points!
- By achieving each of the milestones set out in the challenge - 1000 points!



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