

CAMDEN'S TOOL KIT



INTRODUCTION INTRODUCTION INTRODUCTION



Street Tag is a free child and family-friendly mobile application that uses virtual tags to incentivise communities and families to become more physically active and boost their mental health.

On the Street Tag app, you collect points assigned to virtual tags all around your community, including green spaces, by walking, running, cycling and rolling in your wheelchair. Once you are within a 40-meter radius of any virtual tag, your app will automatically collect the points.

Steps can also be synced and converted into Street Tag points. These points are shown on your school's leaderboard in real-time, with prizes to be won at the end of each season.

It's lightning-fast and easy to create new tags on your preferred walking, running, or cycling route on Street Tag; anyone can create virtual tags around them using the app.



Use the Street Tag 'Power Hour' to commit to an hour of exercise at least 15 mins in advance and have all your tag points collected during that hour tripled. Maintain a daily streak of physical activity for even more bonuses.



Start using Street Tag to explore and boost your daily physical activity and mental health. Collect virtual tags, sync your steps, try different experiences in the virtual playground and WIN PRIZES.

[Join your school team today](#)



GET IT ON
Google Play

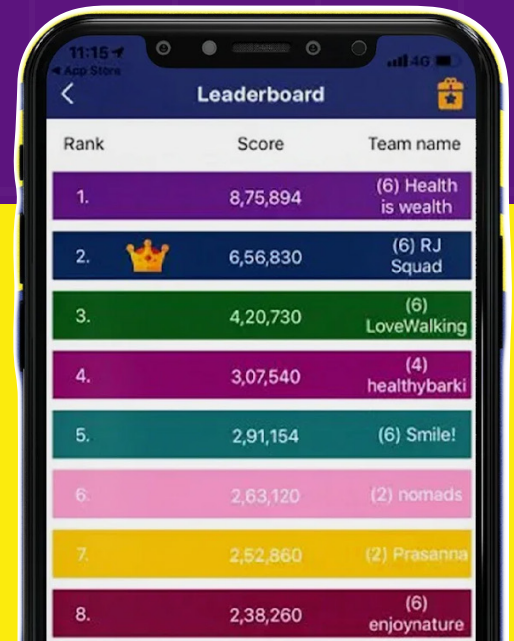
Download on the
App Store



CAMDEN SCHOOLS LEADERBOARD

Camden's Early Years Schools and Families Team are delighted to introduce an exciting new opportunity for all Camden Primary and Secondary Schools aiming to ramp up the physical activity levels of your pupils and their families. Are you ready to be part of something incredible?

After 10 successful years of our local race to Health physical activity challenge, we're moving on to Street Tag.



| Rank | Score | Team name |
|------|----------|----------------------|
| 1. | 8,75,894 | (6) Health is wealth |
| 2. | 6,56,830 | (6) RJ Squad |
| 3. | 4,20,730 | (6) LoveWalking |
| 4. | 3,07,540 | (4) healthybarki |
| 5. | 2,91,154 | (6) Smile! |
| 6. | 2,63,120 | (2) nomads |
| 7. | 2,52,860 | (2) Prasanna |
| 8. | 2,38,260 | (6) enjoynature |

With Street Tag, participants record the distance they walk, run, cycle or roll with their wheelchair by collecting virtual tags with their smartphones at various locations, watching their total distance accumulate to climb up the School's leaderboard. Steps are converted into points by syncing their steps into the Street Tag app. This is designed to encourage families to walk and cycle to school, to be physically active, to connect with green spaces, and is an opportunity to rediscover their local area as well as earn rewards for their school.

Schools can decide how to set up their individual teams as they see fit - for example, teams could be set up based on individual years (i.e. Years 1-11) or key stages (i.e. Key Stages 1-4). Average scores will be applied on the Leaderboard scoring for fairness.



STREET TAG CAMDEN LEADERBOARD

- **Season 1:** May 17th to July 15th, 2024
- **PRIZES (To the winning school PTAs)**
- **1st place:** £200 ● **2nd place:** £150
- **3rd place:** £100 ● **4th place:** £50



STEPS TO JOIN A SCHOOL TEAM



1

Install the app from Play Store/ App Store, open it and click on sign up.

2

Enter the valid details to sign up - full name, username, email address, and password, then click continue.

3

Select the School Leaderboard from the leaderboard options, and click continue.

4

Select the Camden Schools Leaderboard from the given list , then pick your school team from the list, and click continue.

5

Enter your preferred gender, you can fill in the other optional details if you want, then click on sign up.

6

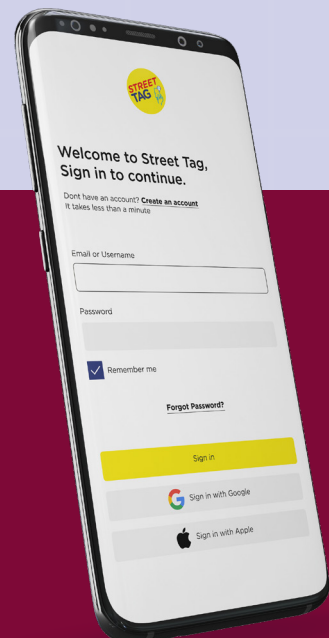
Verify with your email/phone number.

7

After the verification step, please answer the questionnaire.

8

Congratulations! Your account is ready for use.





TIPS FOR PARENTS/GUARDIANS/ CARERS TO ADD A CHILD TO A PARENT ACCOUNT

- * A parent can add a maximum of 2 children, as players C1 and C2.
- * Make sure each child has an email address.

STEPS FOR PARENTS/GUARDIANS/CARERS TO ADD A CHILD TO A PARENT ACCOUNT

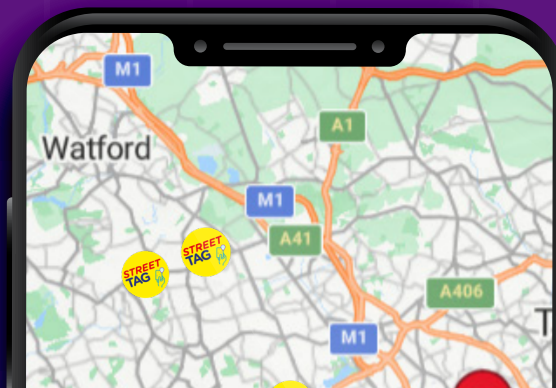
1. Go to the App, click on the three horizontal lines on the top left.
2. Go to settings, scroll down, and select the 'Add a Child' option.
3. Fill in all the details to add a player.
4. Go to the main menu on the Street Tag app, click on 'Settings', and then go to the 'Profile' section.
5. Select the 'Add C1 and C2' option.

Once a child is added as a player, you will see the C1/C2 option on the main screen. When tagging with your children, please click on C1/C2 to scan a tag for them.

STEPS TO CREATE NEW TAGS IF THERE AREN'T ANY TAGS

1. Please stand at the location where you want to create new tags.
2. From the app's main screen with the map, click on the 'Create Tags' button at the top of the screen.
3. Click the "I'm awesome, give me tags" button.
4. The app will create new tags for you if there aren't enough existing tags around.

FEATURES OF THE APP



LEADERBOARD: The average scoring leaderboard displays your rank, school team name, and the number of points your school has. For more information visit <https://streettag.co.uk/blog/faqs-for-proportionate-points-average-system>



MESSAGE BOARD: This is your message board where you can view regular updates from Street Tag HQ and important announcements or opportunities. You will receive a notification when a new message has been shared, and we recommend you check this board regularly.



DASHBOARD: You can see your team's and individual players' scores in miles/distance covered.



PLAYGROUND: All the App's features, like Power Hour, the Health Tag Challenge, CouchToPB, and others are listed here.



POWER HOUR: is a flexible hour during the day for you to collect TRIPLE POINTS by walking, cycling, running, and rolling in your wheelchair to collect virtual tags. When you tag during your power hour, you earn triple the points per virtual tag you successfully collect. You can pick your 'Power Hour' time slot of choice at least 15 minutes in advance, and you can select up to 7 days of Power Hour slots in advance. When your Power Hour starts, there will be a countdown for that hour, and all the 'tags' (not steps) that you collect during that hour will be awarded triple points; except for Saturdays between 9:15 AM and 11 AM, when Power Hour will not be available for selection.

Also, you do not have to exercise for the whole hour; you can exercise for the whole hour or do as much as you wish. Each tag's standard points will remain outside your selected power hour.

MORE ABOUT THE TAGS



1

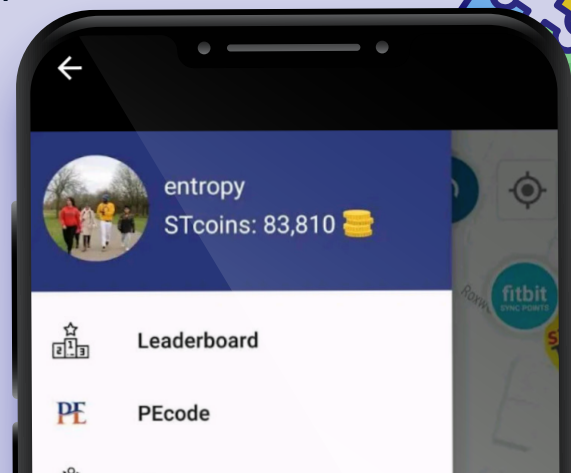
Tags can be seen on the main screen map. The tags are yellow; once they are collected, they turn green. A tag cannot be re-collected within an hour.

2

Tags with a star are more than 50 points in value.

3

A set of 18 tags will earn a bonus of 200 points.



Steps collected from indoor and outdoor activities can be converted into Street Tag points through the app with Fitbit, Apple Watch, Garmin, inbuilt pedometer, or by uploading screenshots of your steps.

The steps to do this are on our website's FAQ page: <https://streettag.co.uk/faq>

SUPPORT

If you ever face any issues with the app, don't hesitate to contact us by raising a support ticket through the app settings, or our website at www.streettag.co.uk. You can also email us at support@streettag.co.uk or message us through our social media channels. Alternatively, you can call us directly on our online support number: 02081566681; the line is open from 10 AM to 6 PM, Monday to Friday, 10 AM to 2 PM on Saturday.

