



Physical Activity and Sport Strategic Framework for the Bradford District

We are proud that Bradford is a brilliant place to be active and play sport. We have some of the best countryside in England within the district and on our doorsteps. We have a wide range of sports facilities that have recently been modernised through the building of new schools. This range will soon be enhanced even further by the forthcoming Bradford Metropolitan District Council programme of building new swimming pools and sports centres. We have a strong voluntary sports framework with a higher proportion of sports volunteers than in other parts of the country and we are also lucky to have professional sports clubs flying the flag for the Bradford district on the national and international stage.

Through the lifetime of the previous “Active, Healthy and Successful” Sport and Physical Activity Strategy a great deal of work has taken place to increase opportunities to be active. The Olympics and Tour de France created a lot of enthusiasm and vibrancy around sports participation which resulted, initially at least, in an increase in activity levels. We have regular mass participation events across the district encouraging many people to take part in physical activity and sport for the first time. In our schools increased competitive and recreational opportunities, such as outdoor adventure, have been created alongside an increased focus on primary school physical activity provision.

Yet, despite the huge amount of project work that has taken place, it remains the case that not enough people in our communities choose to be physically active on a regular basis. Only around half of our adult population have activity levels within the government’s minimum guidelines and, worryingly, over one in three people are inactive, taking part in less than 30 minutes of activity each week. There is a similar picture for our children and young people. Not enough of our children are active in their Early Years and by the time they reach 9-10 years old around two thirds of our children don’t meet the current guidelines for levels of activity. Put starkly Bradford remains one of the most inactive places in the country.

This is having massive implications for our district’s health as physical inactivity is now widely acknowledged as the fourth biggest cause of early deaths in this country. The links between physical activity and obesity are commonly known, and we know we have higher obesity rates in Bradford than the England average, but being inactive also contributes to cardiovascular disease, risk of stroke, type 2 diabetes, certain cancers and mental health issues.

We know that physical activity and sport also has an impact on the vibrancy of communities, our economy and our personal safety. We believe that more people being active and playing sport will contribute massively to Bradford being a more healthy and prosperous place to live and work.

In 2015 the Government set out its “Sporting Future: A Strategy for an Active Nation” which was followed up months later by Sport England’s “Towards an Active Nation”. Both documents clearly set out a change in direction in national policy where the focus is on the impact physical activity and sport has on individuals and communities rather than only raising the numbers of people taking part. In doing so there has been a shift towards reducing inactivity levels through local planning and implementation. We will make sure our framework and actions are aligned to these national strategies.

We can't make people become active, but we can support them to make that lifestyle choice for themselves. Often that choice is easier and more enjoyable for certain sectors of our communities than others. We know that for many women and girls, disabled people, those on low incomes, for example, often the choice has been a difficult one and as a result we see large differences in activity rates across the district.

It is our ambition and passion, as Active Bradford, that everyone in the district can make this choice to be active on a regular basis. This will require a real focus on the needs and aspirations of individuals; initially supporting people throughout their life to have the physical and mental attributes to be active and play sport, followed by ensuring that accessible and enjoyable opportunities are available and promoted to all. This requires a collective effort by all those involved to create the right environment and opportunities to enable people to be active.

Active Bradford

Active Bradford is a partnership of organisations from across the district who are committed to working together to increase the number of people being active and playing sport in Bradford. This includes the University of Bradford, Bradford Metropolitan District Council, Bradford College, the health sector, Born in Bradford, Bradford City FC, Bradford Bulls RLFC, Bradford Disability Sport and Leisure, Yorkshire Sport Foundation, Sport England and other representatives of community sport.

All of the partners help to develop and deliver a wide range of opportunities to be active. They work together, through Active Bradford, to collectively influence strategic plans, give support to each other and other bodies and develop and collectively promote opportunities through ongoing campaigns and events.

We believe physical activity and sport has a huge role to play in the Bradford district and our vision reflects this;

“A healthy and prosperous Bradford where everyone chooses to make physical activity and sport an everyday part of their lives”

Strategic Framework and Implementation

The following sets out the framework that will help us shape our plans as we move forward to increase activity levels across the district. We will use it to;

- Guide us in our future work through regular development, implementation and monitoring of action plans
- Enable partners and other organisations to set out their own plans and strategies to promote a unified sense of direction for those working, paid and unpaid, across the physical activity and sport sector
- Act as an advocacy tool to outside bodies so that we are able to clearly present our vision and ambitions

- Provide a “check and challenge” for current and future work

In drawing up the framework we have considered other national and local strategies related to health, physical activity and sport and we are confident that we are able to both compliment and contribute to shared outcomes across our region.

The framework sets out our vision and aims alongside six activity areas that we will be working on. We will be taking a life-course approach to our planning, setting out clearly defined actions that Active Bradford will be collectively focusing on. Those that will be worked on in the first instance are set out in the tables within this document.

Alongside the framework we will be developing a range of measures that we will be using to gauge the levels of activity across the district which will also enable us to assess physical activity and sport’s contribution to the district’s Health, Economy and Wellbeing.

Our role is

To influence decision makers on the role that physical activity and sport can play, support those planning and delivering opportunities, develop new opportunities through strategic plans and programmes, and promote opportunities through campaigns and other communications

To pursue our vision of

A healthy and prosperous Bradford where everyone chooses to make physical activity and sport an everyday part of their lives

And aims for more people to

Start to be active

Stay active

Achieve their ambitions

By focussing on individual needs across the life course

Active Early Years

Active Children & Young People

Active Adults

Active Older Adults

Through

A skilled and committed paid and volunteer workforce

Improved places to be active and play sport

Provision of activity programmes and events

Promotion of opportunities

Using the latest knowledge and research

Adhering to our principles and beliefs

- We will place the individual at the heart of our decision making
- We will target resources to most need
- We will include all people
- We will promote a spirit of collaboration across the district
- We will create an environment which enables rather than inhibits people to be physically active
- We will support opportunities that are easy to access and enjoyable so that people can and do make the choice to be active
- We will make the most of Bradford's widespread resources to be active

Leading to

Improved Mental and Physical Health

Increased sense of belonging to communities

Improved Education and Skills

Improved local economy

Early Years

	Action	Enabler	Related to Aims
EY1	Support awareness raising and education for the Early Years workforce, including Health Workers, mothers and families on the guidelines and importance of physical activity	Workforce / Research	Starting to be Active
EY2	Safeguard the provision of safe places to play in community settings, including nurseries, playgrounds and outdoor spaces by influencing decision makers and ensure play areas are accessible to all	Places	Starting to be Active
EY3	Influence decision makers to ensure physical activity is embedded in related interventions of local programmes such as 'Better Start'	Programmes and Events	Starting to be Active
EY4	Promote opportunities and programmes available through campaigns and communications so that children have a high exposure to many different physical activity opportunities	Opportunities	Starting to be Active
EY5	Develop tailored interventions and programmes so that every mother and family has access to a culturally appropriate offer	Research	Starting to be Active

Children and Young People

	Action	Enabler	Related to Aims
CYP1	Support schools to get the most out of the Primary School Premium and evidence its impact by providing advice, guidance and examples of good practice	Workforce	Starting to be Active / Staying Active
CYP2	Promote Active Travel, specifically to schools, through providing advice on alternative routes and travel plans	Places / Opportunities	Starting to be Active
CYP3	Influence decision makers in schools to understand the value of physical education/activity and its positive impact on learning and make changes to support provision of physical activity in their schools	Research / Places	Starting to be Active / Staying Active / Achieving Ambitions
CYP4	Promote and support community access to school sports facilities and target full use of built facilities	Opportunities / Programmes and Events	Starting to be Active / Staying Active / Achieving Ambitions
CYP5	Provide support to voluntary sports clubs in recruiting and retaining young members during key 'transition periods'	Workforce / Programmes and Events	Starting to be Active / Staying Active / Achieving Ambitions
CYP6	Develop a physical literacy programme	Opportunities / Workforce	Starting to be Active
CYP7	Support the development of player pathways to enable young people to succeed in their sport including; competition, talent identification and talent support	Opportunities / Workforce	Achieving Ambitions

CYP8	Support non-sporting community groups to promote and develop opportunities for children and young people	Opportunities / Workforce	Starting to be Active / Staying Active
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Adults and Families

	Action	Enabler	Related to Aims
AD1	Support communication between the health sector and physical activity opportunities so that pathways for adults to start and stay active are clear	Workforce	Starting to be Active / Staying Active
AD2	Promote opportunities to be physically active in the workplace through campaigns and provision of events	Programmes and Events	Starting to be Active / Staying Active
AD3	Promote through campaigns the use and access of the countryside and urban green space to families for the purposes of physical activity	Programmes and Events / Opportunities	Starting to be Active / Staying Active
AD4	Work with National Governing Bodies and others to support adults to play and access sport	Programmes and Events / Opportunities	Starting to be Active / Staying Active
AD5	Use customer data and insight to develop and implement appropriate programmes and opportunities	Research	Starting to be Active / Staying Active

Older Adults

	Action	Enabler	Related to Aims
OA1	Support health and social care providers to work with older people to develop personalised physical activity programmes	Workforce	Starting to be Active / Staying Active
OA2	Support organisations and individuals to build physical activity into retirement planning	Programmes and Events	Staying Active
OA3	Support providers in ensuring sporting opportunities are accessible to older adults	Opportunities / Programmes and Events	Staying Active
OA4	Support ongoing and develop new provision of walking and low impact sport and physical activities targeted at older adults	Opportunities / Programmes and Events / Research	Staying Active
OA5	Support awareness raising and education for the Older Adults workforce, including Health Workers, social care providers and families on the importance of physical activity	Workforce / Research	Staying Active

All Ages

	Action	Enabler	Related to Aims
AA1	Support stakeholders to ensure up to date Built Facilities and Playing Pitch Strategies are in place, adopted and used as a basis for strategic decision making	Places	Starting to be Active / Staying Active / Achieving Ambitions
AA2	Promote through campaigns the use and access of the countryside and urban green space for the purposes of physical activity to all	Places / Opportunities	Starting to be Active / Staying Active / Achieving Ambitions
AA3	Influence senior decision makers across multiple sectors and act as the representative body for physical activity and sport in Bradford	Research	Starting to be Active / Staying Active / Achieving Ambitions
AA4	Organise and promote an annual programme of mass participation sports events accessible to all, promoted under a seasonal events branding	Programmes and Events	Starting to be Active / Staying Active / Achieving Ambitions
AA5	Develop an evaluation measure to evidence the impact physical activity and sport has on wider strategic priorities and plans for Bradford	Research	Starting to be Active / Staying Active / Achieving Ambitions
AA6	Organise and promote an annual Bradford Sports Awards, Bradford PE Conference and workforce education seminars to celebrate and promote physical activity and sport across the district	Programmes and Events	Starting to be Active / Staying Active / Achieving Ambitions
AA7	Support the physical activity and sport sector through the recruitment, training and retention of a skilled and motivated paid and volunteer workforce	Workforce	Starting to be Active / Staying Active / Achieving Ambitions
AA8	Promote the use of the physical activity and sport sector to build individual's transferable skills that will contribute to the wider Bradford economy	Workforce	Starting to be Active / Staying Active / Achieving Ambitions
AA9	Influence relevant wider strategies and plans to include the use of Active Travel as a major consideration	Places	Starting to be Active / Staying Active
AA10	Influence land planning and other strategies to consider the impact of built and environmental developments on physical activity and sport for communities	Places	Starting to be Active / Staying Active