

Report of the Strategic Director of Place to the Regeneration and Economy Overview and Scrutiny Committee to be held on 10 April 2018

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Subject:

AN UPDATE ON THE PROGRESS OF ACTIVE BRADFORD IN 2017

Summary statement:

Active Bradford is a partnership of agencies from across the District that are committed to working together to increase the number of people being active and playing sport across the Bradford District.

Last year Active Bradford presented to the scrutiny committee the agreed physical activity strategy framework that it would be using to promote and develop physical activity across the District.

This report sets out the progress that Active Bradford has made over the last year.

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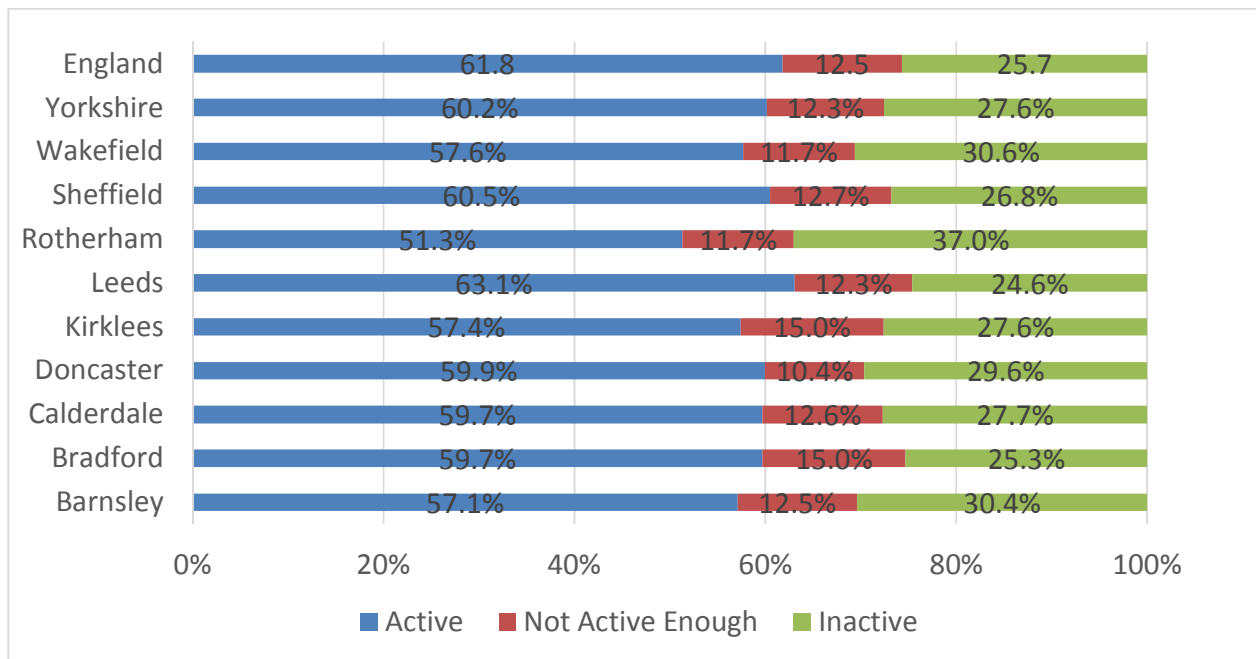
Regeneration and Economy

1. SUMMARY

- 1.1 Active Bradford is a partnership of agencies from across the District that are committed to working together to increase the number of people being active and playing sport across the Bradford District.
- 1.2 Last year Active Bradford presented to the scrutiny committee the agreed physical activity strategy framework that it would be using to promote and develop physical activity across the District.
- 1.3 In common with many other areas physical activity levels across the District are too low which is causing harm to people's health, wellness and prosperity. Whilst partners have been creating many opportunities through events, activity programmes and facility developments Active Bradford this year has been laying the foundations for a whole system approach to tackle inactivity. The highlight of this has been the successful bid to become one of only 12 Sport England Local Delivery Pilots across the country that will bring a significant investment and focus on physical activity across to part of the District.

2. BACKGROUND

- 2.1 It is now widely recognised that being inactive is the fourth biggest cause of early mortality in this country. It is estimated that 363 deaths would be preventable each year if everyone in the District were to become active. The health cost of physical inactivity relating to cancer, diabetes, coronary heart disease and cerebrovascular disease are to the Bradford District is estimated to be £9.94m per year. But it is more than that. Along with better physical health evidence is pointing to physical activity contributing to an improved sense of well-being leading to better mental health; improvements in attainment in young people; improved sense of self-esteem and confidence; and an improved sense of belonging to the community.
- 2.2 The most recent Sport England Active Lives research published relating to 2017 suggests Bradford has lower levels of inactivity (undertaking less than 30 minutes of moderate activity per week) than most other districts across West Yorkshire and South Yorkshire and is similar to the national average. This is a much improved picture from previous results and is good news. Whilst we should be cautious in interpreting the specific results due to the sample size, it does appear that over the last year there are less people that are inactive. However, it is too soon to say whether any long term pattern is emerging.



2.4 When the data is broken down into subsets, such as age groups, at a District level it loses some accuracy, however, it again can be surmised that men are more active than women, those on higher incomes are more active than those on lower incomes and the older a person is the less likely they are to be active.

2.5 We have more specific data relating to young people (6 to 10 year olds) from Born in Bradford research work:

- 77% of children were not meeting physical activity guidelines of (≥60 min of moderate-to-vigorous physical activity; MVPA), average daily MVPA was 48±20 minutes.
- 60% of the children’s waking time was spent sedentary (7.4 hours).
- Girls spent on average 8 minutes less time per day engaged in MVPA than boys although levels of sedentary time were similar between the sexes.
- South Asian children spent of average 9.5 minutes less time per day in MVPA than white British children, and only 15% of South Asian children met guidelines for physical activity.
- During autumn and winter the percentage of children meeting guidelines was low, 20 and 11% respectively, during spring and summer this increased to 51 and 70% respectively (all data collected during school-term).

2.6 No single initiative or promotion will make a step change in activity levels across the District. It will take a systematic, committed and joint effort and focus across the District from everyone if we are to make a difference. Similar and connected to the approach to tackling obesity our “Whole Systems Approach” needs to embrace social, environmental and policy changes to support individuals to become active.

3. OTHER CONSIDERATIONS

Active Bradford Work in 2017

- 3.1 As a partnership of agencies Active Bradford's role is to influence policy, support organisations, develop new opportunities to be active and promote the benefits of activity. In doing so its ambition is to create a working environment between partners that ensures a collective, co-ordinated effort is taking place.
- 3.2 We are not yet in a position of having an overall performance framework that collates the outputs and outcomes of each of the partners' work. This will be a major piece of work in establishing a system that includes data from a very wide range of public, private and voluntary organisations including schools, clubs and other small organisations. Notwithstanding that we are able to report on some of the highlights of our partners' work over the last year in relation to our strategic framework.

Provision of Activity Programmes and Events

- Organisation of mass participation events with 2,400 people taking part in the city centre cycling event whilst 1,300 people ran in the City Runs event
- An extensive schools competition programme culminating in over 1,500 children attending the Bradford School Games event
- A throughput in the council's leisure facilities of over 1.8m people representing a 4% increase from previous years
- Development of Park Runs in Lister Park (average 250 runners) and Horton Park (average 100 runners) and a Junior Park Run in Roberts Park with over 50 runners.
- A new "Get Out and Get Active" programme introduced by Bradford Disability Sports Association attracting over 750 disabled participants in the Keighley, Manningham and Holmewood area
- Incredible success in the Special Olympics with Bradford taking the largest contingent of 50 athletes winning a combined total of 51 medals
- Promotion of Daily Mile in schools where each pupil will run for 15 minutes a day. To date 29 primary schools have signed up with many more showing interest in introducing the scheme
- Delivery of the Bikeability programme to over 2,200 children improving their skills and safety awareness
- Organisation of the Active Bradford Sports Awards that attracted over 500 people attending celebrating the best of sport in the district over the year. In particular recognition was made to the successful Carlton Bolling Girls Cricket team which were national runners up and The Bradford Bulls Women's Rugby League Team which were triple champions over the year.
- One in a Million Sports Charity delivering a range of sports courses to over 2,000 young people from our most low income areas, including 120 people receiving sports qualifications
- The Dance for Life project delivering to almost 800 people of all ages resulting in seven new clubs being created

- As part of the Satellite Club programme 42 new clubs have been established on school sites involving over 1,200 young people in a range of sports and activities.

Improved places to be active and play sport

- Progress has been made on the Cycling City Connect programme with the completion of the phase 1 superhighway between Bradford and Leeds
- Phase 1 Bradford Park Cricket Ground completed opening up opportunities to take part in cricket for the local community. In addition, we have been successful in applying for over £133k funding for cricket revenue programmes to increase the number of local players and coaches
- Opening of a refurbished Sports Park at the University of Bradford including a new 3G playing pitch alongside improvements to the sports pavilion and tennis courts
- Progress being made on the new council leisure facility at Sedburgh which will be complete in 2019

A skilled and committed paid and volunteer workforce

- A programme of teacher training has taken place on the back of the Primary School Premium investment. Over 100 teachers and head teachers attended the annual Bradford PE and School Sport Conference

Influencing Strategy

The major strategy advances have related to the work carried out with the council's public health team on developing the Healthy Active Plan which includes the Healthy Bradford Charter which both make commitments to reducing inactivity amongst our population. Active Bradford will be a major driving force in implementing this strand of the plan and a close working relationship has been established with health colleagues from the Council and the CCG becoming major players in the Active Bradford partnership.

Linked to this has been Active Bradford's contribution to the Obesity Whole System Approach programme that commenced this year and will make clear links to a similar approach we are undertaking regarding physical activity.

If we are to be successful in implementing the Whole Systems Approach we need to be better at including reference to physical activity accompanying actions in a broader range of strategies and plans across the District. To this end we have been speaking to transport and land planners about their approach to physical activity. With the former major strides have been taken, for example, with the development of the Bradford Cycle Strategy that is starting to be implemented through projects such as the City Connect Programme, led rides, mass participation rides, cycle awareness training and the availability of bike loan libraries.

- 3.3 As for Active Bradford itself the year's priorities have related to a major bid to Sport England and building the foundations of the Partnership.

- 3.4 The most recent government and Sport England strategies included an announcement of an investment of £130m in ten local areas to test approaches to getting people active. The selection process was a highly competitive one with 113 applications being received to become a “Local Delivery Pilot” (LDP). Following a six month process it was announced in December that Active Bradford’s bid, led by Born in Bradford, was successful in becoming one of twelve areas that ended up being selected. The focus of the Pilot is on children and their families in the low income areas to the north of the city between Allerton to Windhill. This is a major coup for the District that will result in a significant investment of funding and focus into the District. Active Bradford is currently working with Sport England to make the necessary preparations including the planning of extensive community engagement into the project. The project will accelerate our progress by a number of years.
- 3.5 Active Bradford has also been working on getting its own governance arrangements in place and became incorporated as a Company Limited by Guarantee with six initial members (Bradford Council, University of Bradford, Bradford Teaching Hospital Trust, One in a Million, Bradford College and Yorkshire Sport Foundation). Other organisations involved include Bradford City, Bradford Bulls, Bradford Disability Sports Association, the Clinical Commissioning Group and Bradford Young Lives along with numerous schools, sports and voluntary organisations.
- 3.6 Joint planning and delivery groups have also been established in the life-course groups (Early Years, Children and Young People, Adults and Older People) aligned to the strategy.

4. FINANCIAL & RESOURCE APPRAISAL

There are no financial implications.

5. RISK MANAGEMENT AND GOVERNANCE ISSUES

There are no significant risks arising out of the framework

6. LEGAL APPRAISAL

There are no legal issues in this report.

7. OTHER IMPLICATIONS

7.1 EQUALITY & DIVERSITY

The actions plans arising from the work of Active Bradford will have a large focus on those who are currently inactive or low participation groups in sport. These tend to be those on low incomes, disabled people, some women and girls and some ethnic minority groups.

7.2 SUSTAINABILITY IMPLICATIONS

N/A

7.3 GREENHOUSE GAS EMISSIONS IMPACTS

Through the strategy implementation Active Bradford will be looking to influence local transport and planning strategic plans to increase the number of people making journeys by walking and cycling across the city. This should contribute to lower emissions’.

7.4 COMMUNITY SAFETY IMPLICATIONS

N/A

7.5 HUMAN RIGHTS ACT

N/A

7.6 TRADE UNION

N/A

7.7 WARD IMPLICATIONS

The framework is District wide so there are no specific ward implications.

8. NOT FOR PUBLICATION DOCUMENTS

None

9. OPTIONS

N/A

10. RECOMMENDATIONS

Those Members of the Committee note the current progress of Active Bradford

11. APPENDICES

None

12. BACKGROUND DOCUMENTS

Active Bradford Strategic Framework

<http://www.yorkshiresport.org/wp-content/uploads/2017/01/Active-Bradford-PA-and-Sport-Strategic-Framework-Jan-2017.pdf>