

Report on the Sport England Local Delivery Pilot to the meeting of Bradford East Area Committee to be held on Thursday 17 October 2019

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Subject:

**Sport England Local Delivery Pilot - An Introduction to the programme of work
For information only**

Summary statement:

In December 2017 Bradford was selected to become a local delivery pilot for Sport England; one of 12 places nationally tasked to try and better understand what helps people to be active in communities across the country.

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Overview & Scrutiny Area:

Health and Social Care

1. SUMMARY

- 1.1 Research has shown that low levels of physical activity during childhood and adolescence can have a negative impact on children and young people's academic achievement, social and life skills as well as their health. The Bradford pilot is funded by Sport England and aims to make a step change in children's physical activity levels to improve their health and social outcomes. The programme will focus on children aged 5 – 14 and their families and will work with local communities and organisations to increase opportunities for children to be active and support families to enjoy being active for life.
- 1.2 The Bradford Local Delivery Pilot (LDP) will evaluate the impact of taking a 'whole systems approach' to physical activity working closely with a host of local organisations including schools, madrassas, community organisations and local residents. The programme aims to improve the health and social outcomes of children aged 5 – 14 and their families and will take place in a defined area of North Bradford.
- 1.3 Born in Bradford, a research programme hosted at Bradford Teaching Hospitals NHS Foundation Trust, are leading the pilot and the research element of the programme on behalf of Active Bradford

2. BACKGROUND

- 2.1 Physical inactivity is linked to serious problems in the city:

- Born in Bradford data has shown that 77% of 5-11 year olds don't do the recommended 60 minutes of moderate to vigorous activity each day
- 38% leave primary school overweight or obese
- 10% fewer Bradford children leave school with 5 GCSEs A*-C grade
- One in ten children need support for mental health issues

- 2.2 **Our Place**

Research is at the heart of the programme and defined the decisions around 'our place'. A range of factors were taken into account including demographic data, the ability to compare impact on different communities, ability to use Born in Bradford research data and not covering the same area as the Better Start programme.

- 2.3 The areas selected on this basis cover some of the wards across the Bradford East and West areas including Allerton, Fairweather Green, Toller, Heaton, Manningham, City, Bolton and Undercliffe, Windhill and Eccleshill. The learning from the LDP will be shared across the district and nationally and will inform future policy and practice.

2.4 The LDP has research embedded throughout and will test innovative approaches in order to learn more about what works, sharing its discoveries widely. For example, Our Voice is an initiative that empowers communities to drive change in their local environment. People take photos of their area, feedback their views and from this data, analysed by the team, then decide what changes they would like to see. This is a citizen science model that has been successfully tested with a number of groups locally.

2.5 **Where are we?**

Over the last year researchers from Born in Bradford have spoken with over 1,000 children, their parents and carers to find out what's important to them in life. This invaluable insight has shown that children enjoy fun, informal sports and activities and would like to be playing out more. An in-depth review of the evidence on children's physical activity has also been completed. These are shaping the design of the programme which will be developed around four themes; community, environment, organisations and families.

2.6 **The neighbourhood approach**

We are scoping out how to work within natural 'neighbourhoods' to deliver a whole system approach to tackling inactivity. We hope to test working in a series of small geographical areas bringing local partners together to deliver the aims may be an effective way of working across the North Bradford area. We will be identifying our initial neighbourhoods shortly.

2.7 We are currently in the planning phase working with partners to mobilise the programme. We will shortly have a new name for our programme, be on social media, and have a dedicated website to communicate with those who want to support our campaign more regularly.

2.8 In Bradford East in June 2019 a Fun Festival was held at Peel Park with a range of exciting activities taking place. Hundreds of local people came and enjoyed the park, learned more about the pilot and took part in a broad range of health and active activities. The aim is to inspire families to be active. Going forward we aim to establish a range of activities on a regular basis which may include sports, dance, play, walking and cycling.

JU:MP is committed to engaging those most in need in the hard to reach neighbourhoods as they are often less active too. To achieve this we are working closely with the neighbourhood teams and with valued VCS organisations who have strong relationships with those most in need. We will work to build the confidence and skills of parents to engage in low cost or no cost activities with their children such as simple ball games, taking a walk together or playing in the park. Our team will engage local children and families targeting those most in need to get involved, have their say and co design the project so it has the best chance of meeting their needs.

Strategic working

The JU:MP Programme Director has built strong links with key Bradford MDC partners including those working around public health, planning and active travel and sits on the Living Well Board and the Active Travel group. We are working together to strengthen policies around physical activity such as guidance on street closures for play streets. Bradford has many policies in place to encourage physical activity and the challenge is often actually implementing these at a local level. We aim to implement some exemplar models of good practice in the LDP area over the next 4 years. We are currently working to influence around children's play in parks and active travel.

2.9 Awards programme

We are finalising our Awards programme which will be open for applications in the summer. This is for constituted organisations to apply for up to £5000 to explore new ideas and set up physical activity projects that help get less active children and young people more active. More information will be shared once the programme has been launched.

3. OTHER CONSIDERATIONS

3.1 Further information on developments

Our Community Engagement Managers are building relationships with local people who are key to making the pilot a success. They are working with local sport and physical activity providers to map out what is available to the public at this point in time and find out how many people attend the different sessions. This data will also be used as part of the research element of the pilot.

3.2 In May we held 4 'taster' sessions within schools in the area: St Cuthbert and the First Martyrs' Catholic Primary in Manningham, Fagley Primary, Westminster CE Primary Academy and The Academy at St James in Allerton. The purpose of this was to introduce children to different types of physical activity, some of which they may not have been exposed to before now. It allowed them to explore and find out what interests them, hopefully providing them with the motivation to want to do more.

3.3 We are looking to join up with other campaigns and initiatives that are happening in the area to strengthen key messages and encourage as many people as possible to come together and support children and young people to be more active.

3.5 During July 2019 we held several events for partners to learn more about the pilot and meet the team across the areas across the areas of focus.

4. FINANCIAL & RESOURCE APPRAISAL

4.1.1 The programme has been successful in getting agreement for £3 million from Sport England to deliver the Pathfinder phase plan which runs until March 2021. Further funding may be available if the Pathfinder phase shows potential.

5. RISK MANAGEMENT AND GOVERNANCE ISSUES

There are no direct risk management and governance issues.

6. LEGAL APPRAISAL

There are no legal appraisal issues arising from this report.

7. OTHER IMPLICATIONS

7.1 EQUALITY & DIVERSITY

The programme aims to reduce inequalities in physical activity for children from BAME communities and disabled children who are more at risk of being inactive. The programme will seek to engage with those most in need through the lifetime of the project through a mix of outreach, commissioning and co-production and co-delivery particular in difficult reach neighbourhood e.g. Fagley and Swaine House estate.

7.2 SUSTAINABILITY IMPLICATIONS

There are no sustainability implications arising from this report.

7.3 GREENHOUSE GAS EMISSIONS IMPACTS

Active travel to school initiatives will be developed which aim to reduce car usage and could have a positive effect on greenhouse gas emissions.

7.4 COMMUNITY SAFETY IMPLICATIONS

We will be considering issues of safety of parks and green spaces as part of encouraging children and families to play and be active outdoors.

7.5 HUMAN RIGHTS ACT

There are no Human Rights issues arising from this report.

7.6 TRADE UNION

There are no trade union implications.

7.7 WARD IMPLICATIONS

The programme will cover the following ward areas in Bradford East and Community Engagement Managers will be working in sync with the Area Coordinators offices to deliver on the programme and local priorities:

- Eccleshill
- Bolton and Undercliffe

7.8 AREA COMMITTEE ACTION PLAN IMPLICATIONS

The programme will contribute to the priorities within the Area Committee's Action Plan and will impact priorities around obesity and health wellbeing in local communities.

7.9 IMPLICATIONS FOR CORPORATE PARENTING

There are no implications for corporate parenting.

7.10 ISSUES ARISING FROM PRIVACY IMPACT ASSESMENT

There are no issues arising from privacy and impact assessment.

8. NOT FOR PUBLICATION DOCUMENTS

There are no not for publication documents.

9. OPTIONS

9.1 That the Bradford East Area Committee adopts the recommendations outlined in this report.

9.2 That the Bradford East Area Committee adopts the recommendations outlined in this report, with amendments.

9.3 That the Bradford East Area Committee decides not to accept the recommendations outlined in this report.

10. RECOMMENDATIONS

10.1 That the Bradford East Area Committee notes and welcomes the information in this report.

10.2 That the Bradford East Area Committee asks that where appropriate the Ward Plans and the LDP delivery plan reflect joint priorities.

11. APPENDICES

There are no appendices.

12. BACKGROUND DOCUMENTS

There are no background documents.