

Report of the Strategic Director of Place to the meeting of the Regeneration and Environment Overview and Scrutiny Committee to be held on 4th March 2020

BS

Subject:

AN UPDATE ON THE PROGRESS OF ACTIVE BRADFORD'S JU:MP PROGRAMME IN 2019

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 an update on the planning and development phase of JU:MP the Bradford Local Delivery Pilot.

This report sets out the progress JU:MP has made since June 2019 and the strategic developments that Active Bradford are undertaking.

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Portfolio:

Healthy People & Places

Overview & Scrutiny Area:

Regeneration & Environment

1. SUMMARY

- 1.1 Active Bradford is a partnership of agencies from across the District that are committed to working together to its vision of everyone being active and playing sport across the Bradford District. It promotes and influences on behalf of physical activity and sport across the District leading to a wide range of work by its partners and others. The most recent Sport England Active Lives survey has shown a 5.2% reduction in the number of inactive adults (those doing less than 30 minutes a week) over the last three years which is pleasing to note. However, there remain around 160,000 adults in the District whose health would be significantly improved by becoming more active.
- 1.2 Two years ago Active Bradford was successful in applying to be one of Sport England's twelve "Local Delivery Pilots" and last year the early planning and development phase was reported to Scrutiny Committee. This report sets out the progress JU:MP (the new branding for the Local Delivery Pilot) has made since June 2019 and the strategic developments that Active Bradford are undertaking.
- 1.3 JU:MP aims to test and learn more about what helps children aged 5 – 14 years and their families to be active. Sport England are investing up to £8 million of Lottery Investment in the JU:MP programme over the next five years to evaluate the impact of taking a whole systems approach to physical activity in a defined area of North Bradford. Born in Bradford, a research programme hosted at Bradford Teaching Hospitals NHS Foundation Trust, are leading the pilot on behalf of Active Bradford. The Pathfinder Phase is underway with £3 million investment to test taking a whole systems approach to increasing children's physical activity levels by working with families, communities, schools and organisations, and by making improvements to the environment. JU:MP is testing working at a neighbourhood level in three Pioneer Neighbourhoods; Peel Park area, Scotchman Road/Toller and Allerton/Lower Grange before rolling out across the whole LDP area. Planning for the wider LDP area starts in March 2020.
- 1.4 If we are to reach a population level change in activity levels then it is vital that physical activity is embedded as far and as wide as possible. To that end, this year Active Bradford brought key strategic leaders from across Bradford together to explore joint working and ensure that physical activity is in all relevant policies. The workshops connected senior stakeholders within Bradford and they reported having increased understanding of the importance of physical activity and the current position in Bradford regarding policy and practice. The workshops identified the need to foster more collaboration and to identify projects that could be undertaken in the JU:MP area as exemplar whole systems working across planning, transport, environment and communities. The next step for Active Bradford is to collate key policies and action plans and working together with Living Well, bring leaders together across the whole system to co-produce plans to strengthen physical activity in policy and its implementation in practice.

2. BACKGROUND

2.1 JU:MP, the Bradford Local Delivery Pilot, is one of 12 across the country, funded by Sport England aiming to better understand what helps people to be active in their communities. Sport England are investing up to £8 million of Lottery Investment in the JU:MP programme over the next five years to evaluate the impact of taking a whole systems approach to physical activity. Born in Bradford, a research programme hosted at Bradford Teaching Hospitals NHS Foundation Trust, are leading the pilot on behalf of Active Bradford. JU:MP aims to test and learn more about what helps children aged 5 – 14 years and their families to be active.

2.2 Why it matters

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 achievements, social abilities and life skills, as well as their health. 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 and 38% leave primary school overweight or obese. Being active doesn't only improve children's physical health, but also their emotional wellbeing, meaning that active children are more confident and happier. It is now widely recognised that being inactive is the fourth biggest cause of early mortality in the UK and physical activity patterns are established in childhood. 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.

2.3 The JU:MP Area

Research is at the heart of the programme and defined the decisions around the JU:MP area. 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. The areas selected on this basis are Allerton, Fairweather Green, Toller, Heaton, Manningham, City, Bolton/Undercliffe, Windhill and Eccleshill. The learning from JU:MP will be shared across the district and nationally, and will inform future policy and practice.

3 JU:MP Implementation Plan and Progress to Date

3.1 The aim during the current Pathfinder Phase is to test the hypothesis that a whole systems approach to increasing children's physical activity levels is acceptable, feasible and shows potential to increase physical activity levels in children aged 5 – 14 years. The pilot aims to increase children's physical activity levels by working across four themes; family, community, organisations and environment. A Theory of Change approach was taken to identify all the changes that need to take place in order to reach the programmes outcomes. This informed the development of the implementation plan. Some examples of work being implemented are included in this section.

3.2 Families

JU:MP is the public-facing name of the Bradford Local Delivery Pilot. Join Us: Move. Play is the campaign behind the programme to inspire, energise and support our children, families and communities to be active. Join Us: Move. Play will be at the heart of the whole system approach; connecting partners and communities and linking the programme, thus strengthening the key messages. JU:MP Fun Days are taking place in schools, parks and community settings to engage less active children and families and encourage sign up to Join Us: Move Play. We aim to recruit thousands of families to the JU:MP movement. We will motivate and support them to be more active through inspiring messages and images, ideas to be active and letting them know about what activities are happening in their local area. From our insight, we know that 97% of families would like to receive this sort of information. <https://joinusmoveplay.org/>

3.3 Creating Active Schools

JU:MP schools have an ethos and a drive to increase movement, play and activity for all of their pupils. Using the Creating Active Schools (CAS) Framework to guide their work, they embed physical activity at the heart of their ethos and strategy, aiming to get the entire school community including teachers, parents and other external stakeholders to consider physical activity in everything they do. All levels and systems have a crucial role to play; from policy, to teacher training, to pupils and their families, the framework aims to improve how physical activity is positioned and valued in schools. <https://www.yorkshiresport.org/what-we-do/in-education/creating-active-schools/>

3.4 Faith Organisations

We will encourage and influence faith settings to increase physical activity opportunities in their programmes. A major area for innovation for the programme is to work with the Mosques to embed physical activity in the Madrassas. In our predominantly South Asian areas, 92% of children who are of Muslim faith attend Mosque/Madrassa most days after school, so these children are particularly at risk of inactivity. For this reason, this is an area of innovation that we are testing and learning from. Extensive work undertaken in the consultation phase has shown a willingness of local Islamic religious leaders to incorporate physical activity in their settings. We are taking a range of approaches including co-designing plans with Madrassas, training staff and volunteers who work in the Madrassas to deliver physical activity, active travel to and from Madrassa, active breaks and active learning.

3.5 Community

The JU:MP Awards are open to constituted organisations to apply for to test and learn ideas to get inactive children active in the JU:MP area. Awards of £500 - £5000 are available for community and voluntary organisations to apply for. We have completed two rounds of the JUMP awards. All applications are scored by an assessment panel made up of local representatives. The decisions are then sent to Sport England who make the final decision taking into consideration the recommendations of the assessment panel. 15 projects have been successful over the two rounds, £66,266 of awards have been distributed. The range of projects has been wide and diverse, these have varied from football and cricket to roller derby sessions, dance clubs and reintroducing old street games. The awarded projects

include projects which are specifically working with children with disabilities, those on the autistic spectrum and BME girls providing opportunities for them to partake in sporting activities in madrassah's. A third round of the JUMP awards will be opening on 9th March 2020 and closing on 20th April 2020.

3.6 **Environment - Active Playful Parks**

For families where green space is not within easy reach, we will be developing green space with active play areas. We will work to improve safety, quality, accessibility, provision and uptake of activities. Outdoor adventurous play will be explored, as there is some evidence that shows it can build children's resilience and increase physical activity. We aim to test how effective outdoor adventurous play workers are in engaging less active children in parks and green space and establishing a positive culture in a park or green space.

3.7 **Born in Bradford evidence and insight**

Distinctive to Bradford is the Born in Bradford (BiB) Study, a world class birth cohort which provides epidemiological research following the lives of 13,500 children and their parents (30,000 participants in total) as they grow up in the city. Evidence from the BiB cohort, including accelerometer data collected from over 1400 children over the last year, has guided the development of the JU:MP implementation plan alongside international literature and consultation with over 1000 children and families. The cohort study will also be used to evaluate the JU:MP programme and our research team will conduct neighbourhood and project level evaluations to capture more evidence on what works. The JU:MP applied research programme is a world leading study and we will share the results widely and use the findings to help inform future policy and practice at a local, national and global level.

3.8 **Progress in 2019**

The JU:MP research and implementation teams has been established and the programme mobilised with action now taking place. This included an intensive period of planning and mapping of the area, research design development, partnership building and co-designing local neighbourhood plans with partners. The programme is now in the rapid test and learn phase and the following activity has taken place:

- Overall, 83 organisations, groups and schools have been involved in JU:MP and over 5,000 children and families have taken up the opportunity to be active near to where they live
- £130k has been invested in a new nature play area in Peel Park with work starting on 2nd of March with it planned to be open to the public by June 2020
- JU:MP has commissioned over £400k of programmes with local organisations, successfully awarded tenders to deliver activity in the Pioneer Neighbourhoods including:
 - Outdoor Adventurous Play - The Big Swing
 - Three JU:MP Connector programmes – Community Works, Lower Grange Community Association and Manningham Mills Sports Association,

- Cricket and football - Greater Horton Cricket Club.
- All 13 schools identified in the Pioneer Neighbourhoods have committed to being part of JU:MP and have developed and are implementing individual action plans using the Creating Active Schools Framework with funding provided to cover staff and resources to implement plans
- The research team has collected data from over 1,000 children in our 13 Pioneer Neighbourhood schools including accelerometer and fitness tests. This data is being analysed to provide us with a baseline from which to evaluate the impact of our approach
- The JU:MP Awards Programme has funded 15 projects over two rounds and £66,266 of awards have been distributed to community and VCS organisations
- 301 sessions of sports and active recreation were delivered over summer 2019, led by 16 organisations, with 2,880 children and family groups taking part.
- Pioneer Neighbourhood programmes are launching soon with 18 JU:MP Fun days in schools and communities, aiming to engage 3,000 children and families and to sign up over 1,000 families to the Join Us: Move. Play campaign by March 2020
- Plans have been drawn up for developments at Pity Beck and the Scotchman Road disused allotment site following extensive consultation with children, families and local residents. Plans are due to be submitted to Sport England in February 2020 with work estimated to start summer 2020. Consultation is underway from April regarding ideas for green space development in the wider LDP area.

Next Steps

- February – April 2020: Pioneer Neighbourhood programmes launch with 16 JU:MP Fun days in schools and communities, aiming to engage 3,000 children and families and to sign up over 1,000 families to the Join Us: Move. Play campaign.
- Mobilising five recently commissioned ABCD physical activity programmes, four to be delivered by local VCS organisations and the JU:MP Leads young leaders programme to be delivered by BMDC Youth Services (5 x approx £100K investment)
- March – June 2020: Planning and development for the wider LDP area engaging partners and local communities, to inform plans for the Accelerator Phase which will start in 2021.
- July 2020: Play Symposium *Children's Active Play in a Digital World* in City Square to explore innovative approaches to encouraging outdoor play and inform LDP plans.

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

N/A

7.8 IMPLICATIONS FOR CORPORATE PARENTING

4th March

Officers from S&C work closely with officers from Children’s Services and Health and Wellbeing to consider and develop joint and complementary policies regarding sport, health improvement and physical activity and link with partners to ensure these are considered in the development of services across the district with all partners.

7.9 ISSUES ARISING FROM PRIVACY IMPACT ASSESMENT

Sport and Culture do consider the implications of data protection and information security matters arising from their work and working with partner agencies on annual basis. We will undertake a Privacy Impact Assessment for the new activities that are taking place through the Local Delivery Pilot and request the Active Bradford Partnership to undertake a similar assessment in the coming year with all partner agencies.

8. NOT FOR PUBLICATION DOCUMENTS

None

9. OPTIONS

N/A

10. RECOMMENDATIONS

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

11. APPENDICES

Appendix 1 - Active Bradford Ltd. Governance

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>

Creating Active Schools Framework

<https://www.yorkshiresport.org/what-we-do/in-education/creating-active-schools/>

JU:MP website

<https://joinusmoveplay.org/>

JU:MP the Bradford Local Delivery Pilot defined area

www.activebradford.com/ldp/

Active Bradford Ltd

Active Bradford is made up of six member organisations from across the district who are committed to working together to increase the number of people being active and playing sport in Bradford.

These six members are the University of Bradford, Bradford Metropolitan District Council, Bradford College, Bradford Teaching Hospitals Foundation Trust (Born in Bradford), Yorkshire Sport Foundation and One In A Million.

Many other partners will be involved in Active Bradford as part of the life course sub-groups that make up the structure of the company. It will be at these life course groups that the strategy comes to life and is delivered. The structure for the company is outlined below:

<p>Active Bradford Members Strategic Leadership – Appointed Senior Executives with decision making powers Meets 3 x per year</p> <p>Kersten England (CEO of BMDC), Professor John Wright (Born in Bradford), Nigel Harrison (CEO of Yorkshire Sport Foundation), Mark Garratt (University of Bradford, Director of External Affairs), Wayne Jacobs (Founder and CEO of One In A Million)</p>
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<p>Active Bradford Board of Directors Accountable for delivery of strategy Meets 6 x per year</p> <p>Wayne Jacobs (Chair), Nigel Harrison (YSF), Mark Garratt (University of Bradford), Hayley Lomas (Bradford College), Collette Connolly (Bradford CCG), Phil Barker (BMDC), Dr Sally Barber (Born in Bradford), Chris Schofield (Schofield Sweeny Solicitors), Jas Athwal (Deputy Lieutenant)</p>
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<p>Active Early Years</p>	<p>Active Children & Young People - Education Group - Local Delivery Pilot group</p>	<p>Active Adults</p>	<p>Active Older Adults</p>
<p>Engagement of partners across the district</p>			

We believe physical activity and sport has a huge role to play in the Bradford district and are driven by our vision for;

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