

Appendix 1: Additional Information Requested

- 1. The main request is for additional detail on the activity and outcomes to be provided by the JU:MP Connectors including how the allocated funding is being spent. To include info on the relationship between Connectors and the smaller local organisations they are working with, currently and going forward.***

JU:MP Connector programmes:

As a test and learn programme Sport England were keen that the LDPs tried different approaches to tackle inactivity and the JU:MP Connector programme was developed to innovate and learn about different ways of working. Previous “Sport Activator” funded programmes tended to “parachute” sports coaches into deprived neighbourhoods where they would deliver sports activity but once the funding ended they would leave and activity tended not to be sustained. The JU:MP Connector programme has been designed to encourage long term behaviour change in children and families to be active. The JU:MP Connector’s role aims to empower children and families to be active independently and for themselves wherever possible, rather than just leading activity sessions as this will be more sustainable.

The programmes aims to embed physical activity in the local community; working directly with local children who are less physically active, supporting them to be active in the local community including parks and green spaces in low cost sustainable ways such as playing outdoors and at home, informal sports activity and taking family walks. Encouraging and empowering young people and family members, particularly South Asian women, to become local physical activity ‘leaders’ to create inspiring and relatable role models for children is also a key part of the model that can create long term change.

In commissioning the JU:MP Connector programme JU:MP has invested approximately £50,000 per year for two years in each of the eight JU:MP neighbourhoods to test and learn around this innovative approach (£30,000 for staffing costs and £20,000 for activities, venue hire, equipment). A key requirement was organisations needed to demonstrate they had strong relationships with the local community and a long-term commitment to improving the health and wellbeing local children and families. Partnerships proposals were also encouraged as this approach has the potential to build local collaboration, key to systems working. The JUMP Connector Programme is commissioned as per the details given below on page 5 and is monitored and evaluated by the process outlined on page 5 of this document.

The programme aims to build strong relationships with children and families engaging them through schools, faith and community settings and strengthening these links and connections for families across the neighbourhood. This includes working with local community organisations in the local area and groups that can help engage children in being active. One of the LDPs requirements is to test different approaches and engage wider partners in tackling inactivity, such as housing, social care and advice organisations. A number of the JU:MP Connector programmes are involving these sectors and we are testing and learning about this approach.

All of the eight JU:MP Connector programmes are currently being delivered by VCS organisations and the evaluation shows the model has promise to achieve positive change. Across the first 3 reporting periods,

the data received shows that the Connector programme has delivered sessions equivalent to at least 1081 hours of contact time. Across this delivery, a total of ~18,500 attendances have been recorded from 2,320 children registered, plus an additional ~13,300 attendances recorded as headcounts (registration details not captured). Many of these children are regular attenders. There were also 1,136 attendances from adults. Of the children attending at least one session over the previous reporting period, 45% were female, and 50% were of South Asian heritage.

Community engagement has included consultations on green space development, door knocking, setting up walking groups, fun days in green spaces, assemblies in schools and Islamic Religious Settings, social media accounts and WhatsApp groups to provide motivation and promote physical activity opportunities, and health-based educational sessions to promote the importance of physical activity.

A variety of activities have been delivered which include Bhangracise, online discos (during lockdown), assault courses, family 'Olympics' day, playing games and using exercise equipment in parks, pebble hunts, water play, and team sports including dodgeball, Rounders, Football, Basketball and Cricket. Children with physical or learning disabilities have been supported to participate through ensuring sessions are designed to be inclusive and adapting within sessions where needed, and communication of needs between parents and coaches/staff.

The Covid-19 restrictions were addressed through online provision, however concern among the community did affect some people's return to attending face to face delivery. Trying to manage timings of physical activity delivery around families' busy lifestyles, and availability of staff and spaces within community venues has been challenging. These are being addressed by delivering within local schools to reduce travel time, and adapting delivery around religious festivals. Engagement is often negatively impacted due to cold and wet weather and darkness after school. Some organisations have managed to locate indoor venues which can be accessed where wet weather impacts delivery.

There has been much positive feedback from children and parents, and Connectors have reported a wide range of impacts. Children and families have gained confidence to be more active and access other services, have increased their social network in the community, have discovered new green spaces and are using them independently of the Connector activities, and some parents have started volunteering at sessions. Parents have also reported benefits to their mental wellbeing and weight loss. Staff within some of the Connector organisations have also recognised the importance of physical activity, and are changing their behaviour and engaging in some of the activities.

There have been challenges and a few of the commissioned organisations have struggled to recruit JU:MP Connectors with the skills and experience to deliver the programme. There is certainly anecdotal evidence that the pandemic reduced the number of sports coaches who may have found other jobs during the lockdowns. JU:MP is working closely with these organisations to understand the issues and address the performance of these programmes. JU:MP uses a combination of regular planning meetings, formal reporting and interviews to evaluate the effectiveness. As much of the JU:MP Connector's work is relationship building and informal engagement to support families to do things for themselves rather than purely delivering sports and activity sessions, it is more challenging to monitor and evaluate than traditional sport programmes.

Learning is still underway and we are awaiting results of the research findings in 2024, but there may be more cost effective ways to deliver the programme in future. There is significant investment in funding two

half time JU:MP Connectors as well as programme budgets, venue and management costs. If an opportunity to roll out of the JU:MP programme in future arises we will potentially adapt the model based on the learning from this pilot.

JUMP Action Groups (JAG)

In each neighbourhood there is a JUMP Action Group (JAG). The purpose of the JAG is to bring local partners together to link up the whole system, support the co-design of local green space and to create and delivery against a local action plan. The JAG and the action plan are formed over an initial 3 workshop process, led by a JUMP Community Engagement Manager, (the group is open so that one can join at any time) JUMP Connectors are a member of the JAG as are local schools, community organisations, neighbourhood teams, police etc. The action plan is appraised against a framework called APPEASE which helps to make context-based decision on intervention content and delivery based on: affordability, practicability, effectiveness and cost-effectiveness, acceptability side-effects/safety and equity. Some of the actions in the action plan will be delivered with funding from other workstreams (e.g. the green space development) and there is an additional 20K to delivery against other actions. This 20K sits with one of the organisations in the JAG (it is detailed in their SLA), and the decision making process includes all JAG members. Suppliers are invited to apply to the JAG neighbourhood fund 5-6 times a year, the amount of funding they can apply for is £300-£2000. The opportunity is advertised on the Active Bradford website. The JAG appraise the applications against the action plan and vote on which applications to approve (anyone with a conflict of interest is not permitted in the room for the appraisal or vote. The JAG work steam is monitored and evaluated using the balance score card approach detailed on page 5.

2. Additional information and clarification on Magpie including the profile of those targeted and numbers etc

What is social marketing? Social marketing is marketing designed to create social change, not to directly benefit a brand or product. Using traditional marketing techniques, it raises awareness of a given problem or cause, and aims to motivate an audience to change their behaviours. JU:MP's social marketing work stream is designed to influence physical activity levels in children and young people and their families by educating families on the benefits of moving more, and modelling or 'showing' families 'like me' moving, playing and having fun together. This approach conveys the behaviours we want to see for the benefit of individuals and communities and for the greater social good. The JU:MP social marketing specifically aims to deliver marketing in a way that is effective, efficient, equitable and above all sustainable. Ref: Jay Leanord 'What is Social Marketing? (With 7 Stellar Examples)'

Why social marketing? There is solid evidence that social marketing has a positive impact on a range of health interventions across various conditions, including ethnic minority and low socio-economic groups (Jeff French, 2017). For population level changes in physical activity, social marketing has been highlighted as one of the 8 investments that we know works (International Society of Physical activity and Health, 2020). As a discipline, it also draws upon social and behavioural sciences as well as social policy, along with an understanding of the environmental determinants which affect the ways in which people behave. Social marketing is commonly used for causes like smoking prevention, gambling awareness, safe driving and promoting exercise and healthy eating.

Social marketing is a key JU:MP workstream that is ‘the glue’ that links up ‘the whole system’, through consistent messages delivered and amplified by all partners. The themes of the campaigns underpin the whole JU:MP programme approach. The aim of the LDPs is to test and learn and then roll out and replicate successful interventions more widely. JU:MP is investing significantly in social marketing with this in mind as Join Us.Move.Play can provide an effective campaign for wider use across the district and nationally. Dependent on the scale of the roll out the campaign could reach hundreds of thousands of children and families and educate, encourage and inspire them to be more physically active. This would require minimal additional cost making it one of the best value for money interventions and can provide a universal offer to sit alongside the JU:MP neighbourhood work which will be focussed on the most disadvantaged areas.

About Magpie: Magpie is a specialist creative behaviour change agency. They create social marketing campaigns and interventions that create healthier and happier communities, one person, one campaign at a time. Working with the NHS, Public Health, local authorities, government, community and charity organisations they use their skills and experience to drive meaningful change in society. Their team of experts include public health and academic behaviour change specialists, community engagers, and creative designers.

Joining the JU:MP movement

At the time of writing, we have over 9,260 family members in Bradford, who are choosing to move and play more by joining the JU:MP movement. The 9,269 total is calculated by the number of parents who have joined the movement (5010) x the average number of children per household(1.85).

There are three distinct types of communities in the Local Delivery Pilot area that have joined the movement and co-created JU:MP’s campaigns and interventions. They are linked by deprivation but different in ethnicity (White British, South Asian and mixed ethnicities), more specifically a mix of Asian or Asian British, Pakistani, White British, British Indian and Mixed White and Asian.

Parents join the movement though JU:MP Community and School Fun Days and the JU:MP website, which sets them up to receive a monthly JU:MP newsletter, that promotes an annual, seasonal programme of meticulously co-created unique campaigns and interventions - inspiring Bradford families to move and play everyday, whatever the weather, away from their screens.

Since October 2019, through 5 campaigns co created with Bradford families, we have reached, supported and inspired families to move and play ...

- In schools and the community (JU:MP Fun Days in across the year)
- In their homes (JU:MP@Home during lockdown and indoors at winter)
- On their streets (JU:MP Outdoors leaving lockdown and embracing winter)
- As a family (Find your Fun in spring time)
- And away from their phones and technology (Screen Off Life On in summer time)

Through regular communication, and evaluation, our families receive tailored updates with activities, what’s on in their area, top tips, and challenges they can do as a family, with friends, or alone, in any space, place or environment. Families also get automatic entry to seasonal free prize draws to win a GoKart,

Scooter or other incentive for joining the movement and helping to support others to move and play more everyday. This annual series of interventions, events and activities, underpinned by workforce training, has been carefully crafted with robust insight and continuous improvement, to create the 'JU:MP family'.

In recent research, we see that those campaigns engaging a threshold of 3.5% of the target population, have never failed to bring about change. We have more than surpassed this in the JU:MP area and over the next 12 months, we aim to double our current reach, to get another 5000 join ups to the movement, by empowering the JU:MP family to own and promote the JU:MP movement themselves, through sustainable training, resources and toolkits. The recourses and campaigns produced by Magpie for the JUMP Programme can be replicated at a very low cost (e.g. printing costs etc) to be used to benefit children and Young people across the District and beyond during the planned scale-up of the JUMP programme.

3. Information on the accountable body role etc and how VFM across the programme will be appraised

Accountable body:

JU:MP is an Active Bradford programme delivered by Born in Bradford, Bradford Teaching Hospital Foundation Trust on behalf of Active Bradford (BTHFT). BTHFT are the accountable body and meet the Sport England Tier 3 code of governance.

Tendering Process:

Tenders are advertised on the Active Bradford website. Once potential suppliers have applied for a tender a Tender Team from within the core JUMP team (consisting of 3 reviewers) is convened. The Tender team each independently score the application against the criteria that was set out in the tender. Those suppliers who meet the minimum requirement score are invited to an interview to expand on their application. The Tender team undertake the interview, independently score the suppliers and agree on their recommended supplier.

The JUMP Exec Board receive all of the information about all of the suppliers who applied for the tender, their application score, interview scores and the Tender teams recommendation. It is then the decision of the Exec Board to approve or decline the Tender teams recommended supplier. Once this process is complete, the suppliers relevant documents are check and an SLA signed off by the JUMP Director and the Director of Born in Bradford.

Monitoring and evaluation process:

Monitoring and evaluation of contracted delivery formally occurs every 6 months. A meeting between the supplier and the Contract Manager takes place to discuss progress of the project against the SLA, activities completed, barriers and facilitators of the project delivery using a standardised process called the Balance Score Card. JUMP Connectors and suppliers delivering against the Sustainable Sports workstream also complete a monitoring proforma which collects data on the number of activities delivered and not delivered (and why) the reach of the project (i.e. number of children engaged across activities and where possible demographic data of the engaged children, including the neighbourhood in which they live, their age, sex and ethnicity; this is so that we can examine how well the project is tackling inequalities in physical

activity). The data collated is feedback to suppliers in a useful format so they can understand their progress and their reach and where they could improve their reach. The Contract Manger (these are either JUMP Community Engagement Managers, the JUMP Programme Manager or the JUMP Implementation Director) holds a discussion with the supplier to identify where practice and delivery can be improved. A financial audit of the tender occurs to ensure suppliers are spending according to the contract. All of this information is fed back into the JUMP core team (research and implementation) to discuss and agree on whether and how Programme improvements can be made. As such, JUMP is utilising a learning system approach to Programme implementation and improvement.

Appraisal of Value for Money:

JU:MP has been funded by Sport England to test and learn about what works in tackling inactivity to and to design a programme model that if effective can be scaled up and rolled out locally and/or nationally. Our investment plan outlined that we would test the effectiveness of whole systems working by delivering 15 workstreams across 8 neighbourhoods in a defined area of Bradford. The JU:MP workstreams are built on existing evidence of effective interventions and local insight so as such should be worth investing in. The commissioning approach was to fund programmes to a level that would allow organisations to deliver the workstreams effectively, with funding provided to all the key parts of the system where evidence shows they could have impact. That includes schools, faith and community settings and workforce training, communications, marketing and greenspace development. Evaluating value for money is not included in this stage of the research but once this robust study is complete we will have gathered insights about the components of JUMP that have had the biggest impact and this will allow us to assess value for money going forward. This will inform wider practice and potential future roll out and replication of the JU:MP model.

The evaluation approach is laid out below:

The JUMP whole-system approach to changing physical activity within Bradford is being evaluated to determine the effect of the programme and to understand the process by which the programme has been implemented across the LDP area. Effectiveness in younger children will be determined using a control-trial with children in the primary school years. Effectiveness in the older age groups will be assessed using the Born in Bradford cohort data. Both packages of research are currently underway with post data collection taking place over the next 18 months. For further details on the evaluation approach, you can read a pre-print of our research protocol that is in press (Bingham et al., In Press)

The process evaluation has three different components, the strategic level, neighbourhood level and child and family. While this element of the research will pick up further programme effects, it is designed to investigate the mechanisms of effect; what works for who, why, when and in what context. This evaluation has been ongoing since the start of JUMP and has influenced programme delivery through an iterative development process. The full research protocol for the process evaluation can be found in our published research protocol by Hall et al., (2022). The family evaluation is working with children and families from across the LDP area to understand what works and why it works. Through this we will gather insights about the components of JUMP that have had the biggest impact. The full details for the evaluation approach can be found in our article that is currently under review.

Frazer MT, Seims AL, Tatterton MJ, Lockyer B , Bingham DD, Barber S, **Daly-Smith A***, Hall J* (under review) Child and family experiences of a whole-system approach to physical activity in a multi-ethnic UK city: a citizen science evaluation protocol. *BMJ Open*.

Bingham, D.D. **Daly-Smith A.**, Semis, A., Hall, J., Eddy, L., Helme, Z., Barber, S.E. (In Press) A study protocol for evaluating the effectiveness of a whole-system intervention (Join Us: Move Play, JUMP) implemented at

the neighbourhood level, to increase children's (aged 5-11 years) accelerometer measured physical activity: a quasi-experimental trial *Journal of Medical Internet Research*.

Hall, J., Bingham, D.D., Seims, A., Dogra, S.A., Burkhardt, J., Nobles, J., McKenna, J., Bryant, M., Barber, S.E., **Daly-Smith, A.** (2021) A whole system approach to increasing children's physical activity in a multi-ethnic UK city: a process evaluation protocol. *BMC Public Health*. 21:2296 <https://doi.org/10.1186/s12889-021-12255-w>

4. Information on communication with Councillors past, current, future

The communication structure for JU:MP as a whole system programme is as follows:

District wide communication: All Councillors receive:

- Quarterly Strategic Updates via email.
- They can also access social media posts, blogs, news items and information on Active Bradford and JU:MP websites.

Strategic and policy communication - Jan Burkhardt is Strategy lead and communication is primarily with Cllr Duffy as portfolio holder for Living Well and Children and as needed with portfolio holders including Cllr Ferriby. This is through Physical activity strategy meetings and workshops and one to one meetings as required.

JU:MP Neighbourhood communication

Commissioned leadership neighbourhoods Heaton/Frizinghall and Girdlington

Communication via JU:MP Coordinators and Ward Officers located in Area West Neighbourhood Team:

Kamrun Haq – JUMP Coordinator Heaton/Frizinghall – Kamrun.haq@bradford.gov.uk, 07582 107053

Sanaa Jafry – JUMP Coordinator Girdlington – Sanaa.jafry@bradford.gov.uk, 07929 780303

Current

- Local councillors invited to JU:MP Action Groups as of 2021 - following feedback asking for more involvement
- Email updates from JU:MP Action Groups every six/eight weeks.
- Council Social Media platforms
- WhatsApp group for local Cllrs as and when needed
- Meetings regarding specific projects as needed

Future

- Area Leadership Team Meetings (Commencing 2023)
- Ward Leadership Team Meetings (Commencing 2023)
- Bradford West Newsletter (Commencing 2023)

Communication via Community Engagement Managers for other 6 neighbourhoods:

Caroline Swain - Community Engagement Manager JU:MP for Thorpe Edge, Fagley, Ravenscliffe, Bolton Woods, Greengates, Undercliffe - caroline.swain@bthft.nhs.uk, 07855115060

Kammy Siddique - Community Engagement Manager JU:MP for Allerton, Fairweather Green, Daisy Hill, Windhill, Frizinghall - kammy.siddique@bthft.nhs.uk, 07970313520

Sonia Fayyaz - Community Engagement Manager JU:MP for Manningham, Girlington, Heaton - sonia.fayyaz@bthft.nhs.uk, 07855115063

Abida Rafiq - Community Engagement Manager JU:MP for Active Faith Settings, abida.rafiq@bthft.nhs.uk, 07966303060

Past

- Quarterly Strategic updates
- WhatsApp group for local Cllrs from 2020

Current

- Local councillors invited to JU:MP Action Groups as of 2021 - following feedback asking for more involvement
- Email with updates from JU:MP Action Groups every six weeks.
- WhatsApp group for local Cllrs as and when required
- Meetings regarding greenspace and specific projects as required

Future – as above but open to discussion if a different approach is appropriate

JUMP and our ambitions

We are immensely proud that JUMP is the largest evidence-based, co-produced and evaluated, whole systems approach to improving children and young peoples physical activity, globally. It is unique in its research and practice collaborative approach. Furthermore, out of the 12 Local Delivery Pilots JUMP is the only LDP which has an in-depth robust process evaluation and effectiveness trial built-in, so that we can continuously learn, evolve the Programme and measure it's effect. Our learning from JUMP has already influence local and national policy, strategy and decision making and we are working hard to continue the spread of this learning (refer to appendix 6). We are excited to be able to work closely with Sport England as they develop up the next phase of place-based work and are in a very strong position to apply to become one of their Place-based Partnership, to upscale JUMP across the Bradford District and beyond so that more children, young people and families can benefit from a whole systems approach to making physical activity an everyday part of life.

Appendix 2

Actual Income & Expenditure 2018/19 – 2022/23

Phase	Financial Years	Actual Income	C/F	Actual Spend (up to 30th Sep 22)		C/F
				Research	Implementation	
Development & Pathfinder	18/19	£368,700	NIL	£94,430	£33,126	£241,144
	19/20	£1,616,043	£241,144	£210,811	£657,089	£989,288
	20/21	£0	£989,288	£216,924	£880,581	-£108,217
	21/22	£904,140	-£108,217	£51,159	£672,945	£71,819
	22/23	£0	£71,819	£11,251	£70,380	-£9,812
Capacity & Evaluation and Accelerator	21/22	£354,507	NIL	£213,259	£629,839	-£488,591
	22/23	£0	-£488,591	£121,688	£873,484	-£1,483,763
Total		£3,243,390		£919,522	£3,817,443	£4,736,965

Note: Claim submitted to Sport England for £1,483,763

Greenspace Investment – Held by Bradford MDC Parks

Pioneer phase - £370,000 – invested in 3 greenspace developments

Accelerator phase - £954,500 – committed on a further 5 developments (not yet spent)

Total: £1,324,500

Appendix 3

Accelerator Phase Budget Vs Actual Expenditure									
Funder		Sports England							
Cost Type	Phase	Scrutiny Report	Budget - 21/22	Total - 21/22	Variance - 21/22	YTD Budget including carry forwards	Actual - Apr 22 to Sep 22	Forecast - Oct 22 to Mar 23	Total - 22/23
			New Budget - 21/22	Total - 21/22	Variance - 21/22	Budget - FY 22/23 (£)	Actual Apr 22 - Sep 22	Forecast Oct 22 - Mar 23	Sum of Total 22/23
Non Pay	Phase 3 - Capacity and Evaluation	Overheads	110,952	110,952	0	113,990	56,995	56,995	113,990
		Research	30,000	0	30,000	60,900	0	0	0
		Active Faith Commissions	14,375	0	14,375	114,375	143,953	42,500	186,453
	Phase 4 - Accelerator	Active Travel Commission	0	0	0	50,000	0	50,000	50,000
		Commissions	316,862	19,347	297,516	1,080,739	210,676	828,812	1,039,488
		Contingency	0	0	0	15,153	0	15,153	15,153
		Creating Active Schools	123,845	127,718	(3,873)	672,891	120,300	553,161	673,460
		Overheads	10,520	10,520	0	17,802	8,901	8,901	17,802
		Research	95,000	0	95,000	175,000	0	175,000	175,000
		Research Other costs	5,000	0	5,000	25,000	0	25,000	25,000
		Digital Resources / Marketing & Social Marketing	85,000	156,483	(71,483)	286,017	169,860	115,212	285,072
		Travel, Venue, Equipment Hire, Conferences, Publications and Admin Support	55,000	17,709	37,291	111,291	34,085	111,855	145,940
Pay	Phase 3 - Capacity and Evaluation	Implementation & Research staff costs	594,762	483,305	111,456	722,608	259,783	313,407	573,190
	Phase 4 - Accelerator	Implementation & Research staff costs	34,208	32,092	2,116	149,254	56,515	101,431	157,946
Grand Total			1,475,523	958,126	517,398	3,595,020	1,061,068	2,397,426	3,458,495

Note: Budget and forecast upto March 23 Only

Appendix 4

JU:MP Accelerator Phase Investments 2021 - 2023

Updated to September 2022		
Investments over £10k		
Programme	Name of Organisation	Investment (£)
Creating Active Schools	Atlas Community Primary School	£10,000
Creating Active Schools	Beckfoot Heaton Primary School	£10,000
JUMP Neighbourhood Leadership (Heaton & Frizinghall)	Bradford West Area	£84,644
JUMP Neighbourhood Leadership (Girlington)	Bradford West Area	£84,644
JU:MP Leads	Bradford Youth Development Partnership	£93,000
JU:MP Connectors	BYDP: Jump Connector	£95,000
Creating Active Schools	Cavendish Primary School	£10,000
Creating Active Schools	Christ Church Church of England Academy	£10,000
Creating Active Schools	Dixons Allerton	£10,000
Creating Active Schools	Dixons Manningham Academy	£10,000
JU:MP Digital App	DUBIT	£118,740
JU:MP Connectors	Eccleshill Play Partnership	£99,125
Creating Active Schools	Fagley Primary School	£10,000
Active Faith Settings	Faith in Communities	£19,999
Active Faith Settings	Faith in Communities	£19,999
Active Faith Settings	Faith in Communities	£109,304
Creating Active Schools	Frizinghall Primary	£10,000
JU:MP Connectors	Girlington Centre: JUMP Connector	£95,439
Creating Active Schools	Girlington Primary School	£10,000
Sustainable Sports & PA	Great Horton Church Cricket Club	£34,350
Creating Active Schools	Green Lane Primary School	£10,000
Creating Active Schools	High Craggs Primary Leadership Academy	£10,000
Creating Active Schools	Holybrook Primary School	£10,000
Creating Active Schools	IQRA Academy	£10,000
Creating Active Schools	Leeds Beckett University	£40,000
Creating Active Schools	Low Ash Primary School	£10,000
Social Marketing	Magpie	£19,999
Social Marketing	Magpie	£165,636
JU:MP Connectors	Manningham Housing Association	£99,373
Creating Active Schools	Miriam Lord Primary School	£10,000
Creating Active Schools	Our Lady and St Brendan's Catholic Primary	£10,000
Sustainable Sports & PA	PingPong4u	£33,750
JU:MP Connectors	Play Bradford	£99,813
JU:MP Connectors	Play Bradford	£20,000

Creating Active Schools	Poplars Farm Primary School	£10,000
Sustainable Sports & PA	Ravenscliffe Community Association	£20,000
Creating Active Schools	Saint Francis	£10,000
Creating Active Schools	St Anthony's Catholic Primary School, Shipley	£10,000
Creating Active Schools	St Clare's Catholic primary	£10,000
Creating Active Schools	Swain House Primary School	£10,000
Sustainable Sports & PA	Tasif Khan Community Boxing	£37,827
Creating Active Schools	Thorpe Primary School	£10,000
Creating Active Schools	Westbourne Primary School	£10,000
Creating Active Schools	Whetley Academy	£10,000

Appendix 5: Case Studies: Green space development and Active Faith Settings

Kashmir Park

There are stark inequalities in access to greenspace for some multi-ethnic communities in inner city areas of Bradford and evidence shows this can lead to poorer mental and physical health. JU:MP, the Bradford Local Delivery Pilot is working with Bradford Council to deliver eight greenspace developments by 2024, as access to local parks or greenspace is vital in getting children outdoors and active.

Kashmir Park in Toller was once a fenced off overgrown area surrounded by terraced houses with little or no gardens and with fly tipping issues. Building on years of work by local Councillors and the neighbourhood team, JU:MP worked together with the CBMDC Landscape Design team to engage children and families in the local community to co-design the park and invested over £200K in the development. The JU:MP Community Engagement Manager and BMDC Landscape Design team worked with four local schools to involve children in co-designing the park. They also engaged the local community both through door to door visits and invites to local meetings. JU:MP had established a local action group in the area with 24 partners including the Ward Officer, Police, schools and community sports organisations and this meant everyone was on board and the park development was part of their local JU:MP action plan.



Two designs were developed with the children and these were shared widely with the local community and through the schools for a community vote. Over 2000 people voted and the winning design was then developed. The park was completed in 2021 and is now a highly valued greenspace and well used for children's play and looked after by the local community who do regular litter picks. The children's play areas have been built using a nature play approach with stone, wood and earth mounds. This is robust, low maintenance approach was important in managing parks maintenance budget effectively. There is also some evidence that shows children are more active in nature play areas than traditional play areas. As part of whole systems working the Highways team also committed to street improvements including safer crossings from the school to the park and bollards to restrict pavement parking. JU:MP designed colourful signage in the park to encourage active play and brightly painted electricity boxes and lamppost banners to create an attractive street environment around the park.

JU:MP also committed to supporting and funding ongoing activation in Kashmir Park to ensure the park

established a positive, active culture that felt safe to local children and families. This has included regular mobile adventure play activity delivered by Play Bradford, sports activity delivered by the JU:MP Connector from Manningham Mills Sports Association and JU:MP fun days all of which have successfully engage the local community. Schools also use the park for forest schools activity which introduces the children to the local greenspace. The presence of a Play Worker as a familiar face and someone to encourage active adventurous play has been particularly valued and parents are now informally leading play activities themselves.



Active Faith Settings

The Bradford Obesity Trailblazer Toolkit has been co-produced with Bradford Metropolitan District Council and local Islamic Religious Settings for delivery in Madrassah. The development of the toolkit followed on from Born in Bradford research that demonstrated that this approach shows promise to be feasible and acceptable. The toolkit aims to support healthy eating and physical activity of children and families, and facilitate organisational change within Madrassah to make them healthy places for people to spend time in. This intervention is currently being implemented and evaluated in 17 settings across the Bradford District over the next 2 years and is also delivered as part of the Join Us Move Play (JU:MP) programme.

JU:MP recognise that faith settings can play a very significant role in increasing the opportunity for children to be more active, especially those that attend Madrassa on a regular basis throughout the week. Abida, one of JUMP's Community Engagement Manager for Active Faith Settings, has developed hyper-local place based groups within faith settings who are tasked with creating an action plan for their setting, to support children and families to be more active. Abida has worked closely with Sonia, a JU:MP Community Engagement Manager in the Manningham area, to run three Fun Days in various Madassah' across Manningham. The fun days are a great way for Madrassahs to kick start their journey to embedding physical active in their everyday practice. The purpose of fun days is to engage families with the new idea that the setting is going to be delivering and promoting physical activity. The fun days are child led and give families ideas on how they can be active together plus they receive an active prize for taking part. It also helps the settings to realise that they have the capability to deliver on the physical activity agenda. Abida said: *"It was such an amazing opportunity to see intergenerational activity taking place with mums, grandma's aunties and children coming together in a space they felt comfortable and relaxed to play and*

enjoy themselves. I want to personally thank each and every one of the faith settings I am working with in Manningham for their incredible work within their setting and for creating more opportunities for children to get active whilst attending madrassa to learn sacred knowledge”.

The Active Faith Settings work is part of the JUMP whole systems approach, Madrassahs staff have linked up with local community centres to utilise these spaces to deliver physical activities. They have drawn on different JU:MP activity providers to train staff and deliver different physical activities for children. For example, several settings have received training on table tennis, they have purchased tables for their setting and now it's proving to be a very popular and regular activity for the children at these Madrassahs. The Madrassahs have also been integral in reaching children and young people, particularly girls, to feed into the co-design of local green spaces. These spaces are often located nearby Madrassah and once built, will provide Madrassahs and their students with opportunities to play and be active outside in their local neighbourhoods. Sonia said: *“We have some really exciting plans underway this year and can't wait to work with more local children and their families in the Manningham area. We're currently in the middle of developing a brand new Drummond Road field play area and working on the St Michael's recreational ground development on White Abbey Road. From school, to Madrassah, to the new play area developments, we want to make physical activity available to everyone.”*





Appendix 6: Policy Recommendations for children and young people's physical activity

1. Levels of physical activity are inadequate across all age groups. **Support children in all age groups (from early years up) to engage in moderate-to-vigorous physical activity.** During childhood 1-5 year olds, 6-8 year olds and 9-11 year olds and adolescents are likely to need differing support and provision.
2. There are some groups who are at greater risk of inactivity; these include girls and children of ethnic minority heritage. South Asian heritage girls have the greatest risk of being inactive. **Target greater resource towards higher risk groups who are most in need.**
3. Physical activity behaviour is influenced by complex political, environmental and social systems rather than just an individual 'intention' to be active. **Take a multi-faceted approach across various 'levels' (e.g. children and families, communities, organisations, environment and policy and strategy) and link up the system.**
4. Interventions need to be designed and implemented appropriately for different groups of children in order for them to be acceptable and effective. **Involve appropriate stakeholders, including children and particularly those who suffer the greatest inequalities (girls, ethnic minority groups, South Asian girls), in co-design and co-production to develop and tailor interventions to have the greatest chance of success.**

5. Families need to have the knowledge, skills and motivation to be physically active. **Provide families with easy to access information about physical activity opportunities, educate and motive them via mass media campaigns (e.g. marketing, social media.)**
6. Organisations and their workforce need to have the knowledge, skills and motivation to support children and families to be active. **Provide physical activity behaviour change training for all people who work with children, young people and families and support organisations to provide physical activity opportunities. Increase the diversity of the workforce so that it reflects the diversity of the children it serves. Provide training for leaders on writing and implementing physical activity policy and strategy.**
7. Working at the community/neighbourhood level (with local organisations, local community activists and local assets) can kick-start the process of whole systems change. **Support local communities (organisations and people) to work collaboratively by creating a local action group and co-producing a local action plan that aims to tackle inactivity across different 'local' domains (e.g. green space, active travel, the built environment).**
8. Environments need to be conducive to play and physical activity. **Ensure that homes, streets, green spaces and parks are: safe, clean, attractive, accessible, engaging and fun for children to play and be active in. Ensure neighbourhoods are suitable and safe for active travel. Support and encourage children and families to use spaces by providing fun activities in these environments.**
9. Local and national policy and strategy is needed to create positive changes across the physical activity system. **Commit to long term investments at scale. Provide training and support to policy makers and strategic leads to ensure they value and priorities children's physical activity. Establish collaborative ways of working across the system to delivery on whole system physical activity. Ensure that children and young people can influence any policy and strategy that affects their ability to be physically active.**
10. Monitoring and evaluating interventions and systems change means that what is working and not working for who and why, can be identified and modified, and learning can be shared; interventions can evolve over time with the evolution of the system. **Invest in a 'learning system' which affects change through iterative learning cycles based on generating and learning from data, and formulating and testing service changes. For this to happen effectively, invest in and embed research into the system and routinely collect physical activity data.**