

Report of the Strategic Director of Place to the meeting of Regeneration and Environment Overview and Scrutiny Committee to be held on 21 February 2023

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Subject:

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

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. In 2017 it was successful in its bid to become one of twelve Local Delivery Pilot in the country which has attracted over £11m over the period of the programme.

In March 2020 Active Bradford presented to the scrutiny committee giving an update on the early stages of the programme.

This report sets out the progress JU:MP has made since that time along with other strategic developments that Active Bradford are undertaking.

Additional information requested by the Committee at its meeting of 6 December 2022 can be found at **Appendix 1**.

EQUALITY & DIVERSITY: -

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

JU:MP has a major focus on reducing inequalities as our data shows that South Asian children have significantly lower levels of physical activity than white British children; only 6% of South Asian girls were active enough to benefit their health. JU:MP is funding a number of girls sports programmes and has trained over 70 local people to deliver children's physical activity over the last two years. More than half of those trained have been from BAME communities and at least 20 have been South Asian women.

There are also 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 is funding 8 new parks and greenspace developments working with BMDC to reduce inequalities. For example, Kashmir Park in Toller. Once a fenced off overgrown area, is now it is a highly valued local park. Co-designed with the local community it is well used for children's play and looked after by the local community

who do regular litter picks.

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. In 2017 it was successful in its bid to become one of twelve Local Delivery Pilot in the country which has attracted over £11m over the period of the programme.
- 1.2 In March 2020 Active Bradford presented to the scrutiny committee giving an update on the early stages of the programme.
- 1.3 This report sets out the progress JU:MP has made since that time along with other strategic developments that Active Bradford are undertaking.

2. BACKGROUND

- 2.1 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 around a 3% increase since the start of Covid in the number of adults being inactive across the District which is a similar pattern to the national picture. Activity rates remain below the West Yorkshire and England averages with over 130,000 adults doing less than 30 minutes whilst, on a positive note, over 234,000 are being active for over 150 minutes a week.
- 2.2 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 In 2017 Active Bradford was successful in applying to be one of Sport England's twelve "Local Delivery Pilots" with implementation commencing eighteen months later. At that time the programme became known as 'JU:MP' (Join Us:Move Play). In March 2020 we reported on the early stages of the programme at which time a request was made from the Committee to return to give regular updates.
- 2.4 There have been several phases to the national programme and we are now in the 'Accelerator' phase which aims to build upon the early learnings from previous phases. This will take us through to 2024, at which time over £11.5m of Sport England funding will have been invested in the area.

- 2.5 JU:MP aims to test and learn more about what helps children aged 5 – 14 years and their families to be active. It aims 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 whole systems approach has included working with families, communities, schools and organisations, and making improvements to the environment. JU:MP is also testing working in a neighbourhood approach which has included eight neighbourhoods at different stages of their development.
- 2.6 To be successful whole systems approaches also requires policies, strategies and ways of working across a wide range of areas to be lined up to create the conditions for people to be active. Over the last year Active Bradford have been bringing together senior leaders and operational managers to embed physical activity in ways of working across the District as far as possible.

3. REPORT ISSUES

- 3.1 JU:MP is taking a locality approach with 15 work streams delivered by a wide range of organisation across eight neighbourhoods. Funding has been provided to enable the delivery of the programme through taking a commissioning approach that aims to be equitable and flexible.
- 3.2 Highlights of the programme include:
- **Eight local JU:MP Action Groups** engaging over 120 partners including schools, council partners, and community and faith organisations have been established and these groups lie at the heart of the approach. Each has co-designed a local action plan that drives forward the work, with two of these led by JU:MP Coordinators in the Bradford West Area Neighbourhood team and six by the JU:MP core team.
 - **Creating Active Schools** is a key work stream and 36 schools are delivering the framework that helps them embed physical activity throughout the school system. This means working at a policy level, engaging all stakeholders and every aspect of the school day e.g. active breaks, active travel to school and active learning. www.creatingactiveschools.org/
 - **Eight greenspace developments** are underway as access to local parks or greenspace is vital in getting children outdoors and active. Three are already completed including the Peel Park Nature Play area. Previously a traditional play area suffering from repeated vandalism, it is now a valued, well used children's play area built of stone, metal and earth mounds. This is robust, low maintenance and our research shows children are more active in nature play areas than traditional play areas. This approach is now being taken across three of the other five new developments. These are well underway and due to be complete by next spring/summer
 - **JU:MP Fun Days** are designed to reach families who are less active and to raise the importance of being active and share simple, low cost ways

children and families can be active together. 25 JU:MP Fun Days have been delivered engaging over 8000 children and family members in 2022 so far. Crucially they are an effective way of encouraging families to join the JUMP Movement.

- **JU:MP's social marketing** is co-created with families and children and uses a 'people like me' approach to create social norms, capture attention, and spread awareness through creativity and emotion. It uses well established marketing techniques to educate families, raise awareness of the benefits of playing and being active, and shares local opportunities to be active. Over 8,770 family members have joined the JU:MP movement which means we are now reaching almost a third of all families in the JUMP area. The aim is to reach over 50% by next summer. joinusmoveplay.org/
- The **Sustainable Sports programme** is another area of investment and one example is the work with Greater Horton Church Cricket club, which was traditionally focussed on male participation but with JU:MP funding has developed a girl's cricket programme. They have over 70 girls engaged and female cricket coaches trained and leading the programme.
- **A JU:MP App** is being developed with BiB that is designed as our insight shows young people value their digital world and would be motivated to be active and get outdoors through an App. The App will use gamification to engage young people in active quests both at home and outdoors. It will also be a digital platform capturing data for research.
- **14 JU:MP Connectors** have been employed by commissioned voluntary and community sector organisations in the area. Mostly local people, they build the skills, confidence and motivation of less active families to be active together and independently. Low cost, no cost, simple ways to be active are being encouraged plus building family engagement in local greenspace.
- **JU:MP Leads** - We know that developing role models that reflect underrepresented groups is key and there is a lack of South Asian leaders in sports and physical activity. The JUMP Leads programme has trained ten 16-25 year olds from diverse backgrounds to become young leaders in sport and physical activity with a further 20 young people in training. This will ensure a strong and sustainable legacy from the programme.

Evidence shows that all of these programmes may increase children's physical activity somewhat but above all we are testing the impact of a joined up whole systems approach; the power of the connections between the work streams and across the neighbourhoods. JU:MP is committed to help children and families move and play more for the long term, leading to improved school attainment and better health and mental wellbeing for generations to come.

- 3.3** As a pilot there is an intensive **research** element to the programme, a factor that attracted Sport England investing in Bradford in the first place. As a result, there is genuinely world-leading research into children's physical activity taking place in the District that has included:

- working closely with the implementation team in order to constantly improve the programme.
- in depth process learning so we can understand not just *if* JU:MP has improved children health and wellbeing but also *how* it has achieved this.
- JU:MP/Born in Bradford researchers have completed the baseline data collection for a control trial involving 15 schools in the JU:MP area and 15 control schools outside of Bradford. This major study will follow up on over 1500 children again in autumn 2023 and again in 2024.
- our researchers preparing for the first wave of follow-up data using the Born in Bradford (BiB) cohort (in the BiB Age of Wonder study). Children in the cohort who wore accelerometers in the BiB 'Growing up' study (aged 7-11 years) will be asked to wear an accelerometer again. Over the next 3 years JU:MP and BiB researchers will collect data on these young people now aged 13 – 15 years old.

3.4 It is important that we are sharing the learning as we go along rather than only at the end. To that end JU:MP is hosting a series of Sharing the Learning events across the region that will focus on sharing learning on different elements of whole systems physical activity working and 'place-based' approaches. We are working in partnership with the three Local Delivery Pilots in South Yorkshire and West Yorkshire along with Yorkshire Sport Foundation.

3.5 At the same time we are developing the **Bradford Whole Systems Physical Activity Strategy and Action Plan**. There is a wide programme of work underway to tackle inactivity in Bradford through Living Well, JU:MP and wider partners. It was viewed as important to develop a whole systems physical activity strategy for the district to ensure physical activity is embedded in policy and in practice. Active Bradford and Living Well have worked collaboratively over the last year to develop the strategy through a series of workshops with over 90 officers and senior leaders to develop draft priorities for action. This was followed with a wider consultation with partners and the public, over the summer, including online and face to face engagement at the HAF events, with over 500 responses. On 13th September Active Bradford led a workshop with over 60 lead partners to further refine the strategy priorities and develop the detailed action plan which concludes the development phase. The aim is to produce the finished strategy and action plan over Autumn 22 and launch in early 2023, provided senior leaders and partners accept the timeframe.

4. FINANCIAL & RESOURCE APPRAISAL

The JU:MP programme is fully funded by the National Lottery through Sport England. The programme delivery is due to end in June 2024 (research phase in April 2025), discussions are already taking place with a view to extending the programme and sharing research and development learning as well as best practice with other local authorities regionally and nationally. The JU:MP team have developed new assets, resources and training packages which will allow the JU:MP programme to be sustainable once funding levels change.

Financial information provided in appendices:

Appendix 2: Actual Income & Expenditure 2018/19 – 2022/23 for Pathfinder and Accelerator phase including greenspace funding held by Bradford MDC

Appendix 3: Accelerator Phase Budget v Actual Expenditure

Appendix 4: Investments over £10K in Accelerator phase 2021 - 2023

5. RISK MANAGEMENT AND GOVERNANCE ISSUES

There are no significant risks arising out of the report

6. LEGAL APPRAISAL

There are no legal issues arising out of the report

7. OTHER IMPLICATIONS

7.1 SUSTAINABILITY IMPLICATIONS

This report highlights the significant social and cultural investment and supports the District Plan, wellbeing, health and wider sustainable development.

The Active Bradford JUMP is one of the key interventions at a community level to support practical ways people, families and communities can become more active, work together on more sustainable and healthy lifestyles. This work is a prime example of early intervention and prevention, addressing key issues in a positive way for the long-term future. As such it supports the priorities and ambitions of the District Plan 2021-2025 and the progress towards clean growth and district prosperity.

7.2 GREENHOUSE GAS EMISSIONS IMPACTS

Through the programme and 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’.

7.3 COMMUNITY SAFETY IMPLICATIONS

N/A

7.4 HUMAN RIGHTS ACT

N/A

7.5 TRADE UNION

N/A

7.6 WARD IMPLICATIONS

JU:MP is working closely with Bradford East and West Area Neighbourhood Teams and local councillors in both areas are regularly involved. The JU:MP programme is actually being led by the West Area Neighbourhood team in Girlington, Heaton and Frizinghall, with two JU:MP Coordinators funded by JU:MP. This approach is proving to be a successful and could provide a model for roll out and replication of JU:MP wider across the district

7.7 IMPLICATIONS FOR CHILDREN AND YOUNG PEOPLE

The JU:MP programme is entirely focussed on increasing physical activity levels in 5-15 year olds.

Officers from S&C work closely with officers from Children's Services and Public Health 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.

7.8 ISSUES ARISING FROM PRIVACY IMPACT ASSESMENT

The lead partner of JU:MP born in Bradford are responsible for all data protection and information security, they will undertake a Privacy Impact Assessment for the new activities that are taking place through the Local Delivery Pilot Project and request that the Active Bradford Partnership 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 the JU:MP programme

11. APPENDICES

Appendix 1: Additional information requested on 6 December 2022
Appendix 2: JUMP Actual Income & Expenditure
Appendix 3: Accelerator Phase Actual Vs Budget/Forecast
Appendix 4: JU:MP Accelerator Phase Investments 2021 - 2023

12. BACKGROUND DOCUMENTS

For more information on JU:MP

<https://www.activebradford.com/jump>

<https://joinusmoveplay.org/>