

# Report of the Strategic Director Place and Director of Public Health to the meeting of Wellbeing Board to be held on 13<sup>th</sup> June

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## Subject: Physical Activity Strategy for Bradford District

### Summary statement:

This report presents a summary of the newly developed Physical Activity Strategy for Bradford District and makes recommendations to the Wellbeing Board.

### EQUALITY & DIVERSITY:

The delivery of the Physical Activity Strategy for Bradford District will have a major focus on supporting those people who are currently not active enough to benefit their health. These include people on low incomes, disabled people, some women and girls and some ethnic minority groups. JU:MP/Born in Bradford's 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. The strategy identifies children and young people's physical activity as a priority encouraging schools and early years settings to be active places that embed physical activity throughout their setting.

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 so improving access to high quality greenspace is a priority for action in the strategy.

The strategy aims to challenge the inequalities that prevent or discourage people from leading active lives and enjoying the benefits of being active as participants, volunteers, coaches, working with or cheering from the touchline. In addition, the strategy includes a prominent focus of wanting to stand with our communities in a commitment to being anti-racist and commit to stamping out discrimination at every opportunity. As part of the

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#### David Shepherd

Strategic Director Place

#### Sarah Muckle

Director of Public Health

#### Portfolio:

Healthy People and Places Portfolio

#### Report Contact: Zuby Hamard/Rose

Dunlop

Phone: (01274) 432671

E-mail: [zuby.hamard@bradford.gov.uk](mailto:zuby.hamard@bradford.gov.uk)

[Rose.Dunlop@bradford.gov.uk](mailto:Rose.Dunlop@bradford.gov.uk)

#### Overview & Scrutiny Area:

Regeneration and Environment Overview and Scrutiny Committee

commitment to Equity, Diversity and Belonging we will ensure that we are considering the role that intersectionality (an analytical framework for understanding how a person's various social and political identities combine to create different modes of discrimination and privilege) plays with participation in physical activity, and we will aim to better understand the complex processes of multiple interlocking systems of oppression and privilege shaped by intersections of individuals' social categories such as race, gender or other protected characteristics.

We have performed an Equality Impact Assessment for the strategy to ensure that we are considering all aspects of Equality, Diversity and Inclusion. We have worked closely with the council's equality lead in the development of the strategy. All associated projects which will be enacted as a result of the strategy will include further Equality Impact Assessments.

The co-production of the strategy and its associated community engagement was performed with a diverse subset of key partners and organisations from across the district.

## 1. SUMMARY

- This report presents a summary of the newly developed Physical Activity Strategy for Bradford District. The Strategy is led by Active Bradford and has been developed with support from its member organisations including City of Bradford Metropolitan District Council, Bradford District and Craven Health and Care Partnership, Born in Bradford and Yorkshire Sport Foundation.
- 2 The strategy has also gone through substantial co-development with over 100 key stakeholders, partners and organisations across the district, as well as senior leaders and over 1,000 residents in local communities.
- The strategy will report on progress to the Active Bradford Board and Members, the District's Health and Wellbeing Board and the Living Well steering group. Its implementation will be driven through a new 'Physical Activity Strategy Implementation' group.
- 3 The report also makes recommendations to the Health and Wellbeing Board members to help advocate and further embed the strategy and its outcomes across the district.

## 2. BACKGROUND

This report presents a summary of the Physical Activity Strategy for Bradford District. The full report is attached as an appendix.

### **Bradford Physical Activity Strategy 2023 – 2028**

*Bradford: The Active District: creating a place where it's easier for everyone to move and be active every day*

Active Bradford is Bradford District's physical activity partnership. We're united by a shared passion and commitment to creating a culture across the district where physical activity is an everyday part of everyone's lives. This physical activity strategy builds on existing achievements and reinforces our commitment to creating an active District for everyone.

### **A systems approach**

The role of systems thinking and accompanying tools such as system mapping in helping to frame responses to complex public health challenges has grown in the past decade. This strategy reflects the evidence which has led to a shift in thinking that acknowledges that physical activity behaviour is influenced by complex political, environmental and social systems rather than just an individual 'intention' to be active; and that multi-faceted approaches at various 'levels' are required. We are therefore taking a whole systems approach which means working with individuals, communities, organisations and policy makers, making improvements to the environment and better connecting up across the system.

The strategy has been developed through extensive co-production with partners, including senior leaders, officers, stakeholder organisations and consultation with over 500 residents from across the district.

### **Why does it matter?**

- Low levels of physical activity are a major public health challenge, contributing to demand on health and social care services.

- Data shows people in Bradford District have on average significantly lower levels of physical activity than nationally.
- Being active brings a wide range of mental and physical health benefits for people.
- Being active also benefits communities, the economy and the environment, in fact the strategy will help contribute towards achieving net-zero and in our ongoing work on the climate emergency.
- The strategy also includes a focus on reducing sedentary behaviours, such as sitting in a chair while reading or working, or a child sitting in a car seat or buggy which also negatively affect our health.

## **Governance**

A new Physical Activity Strategy implementation group will coordinate the delivery of this strategy and report on progress to the Active Bradford Board and Members, to the District's Health and Wellbeing Board and to the Living Well steering group.

## **The nine priorities for action**

### **Priority one: Active schools, children and young people**

The benefits of physical activity on children and young people's health are vast and we can see from the data on physical activity levels and childhood obesity that we still have more work to do. Our aspirations are for schools and early years settings to be active places where leaders and staff recognise that value of physical activity to improve health and attainment. Creating active spaces where physical activity is embedded throughout the day is key and the work of Living Well Schools and the Creating Active Schools framework is trailblazing this priority for action.

### **Priority two: Neighbourhoods and Communities**

Our ambition is to create safe, clean active neighbourhoods that are attractive and foster a sense of community, bringing people together to enjoy being active. In order to achieve this, it's important we ensure that physical activity is embedded in local plans. How we communicate to local communities around physical activity should be bespoke to that community and experience has shown that sharing through local "trusted people" is an effective approach.

### **Priority three: Sport & active recreation**

The consultation shone a light on the strong sporting heritage in Bradford District. We have great links with sports clubs and sporting organisations and people are proud of these long-standing partnerships. Our ambition is to increase community access to local spaces to play sport including schools, sports centres and parks. Promoting informal active recreation such as walking, dance or yoga in addition to sport alone will also to engage those who may be less active, such as women and girls. Bradford's vibrant and appealing mass participation events will continue and new opportunities will be actively sought out.

### **Priority four: Health and social care**

We will work with our key health anchor organisations to integrate physical activity into

health and care pathways to support people to better self-manage long term conditions and prepare for medical interventions. We will also support our frontline health and social care staff to ensure that they consistently include physical activity in care plans and consultations and have good access to training on how to advise and motivate patients at every opportunity.

### **Priority five: Workplaces and workforce**

People spend roughly a third of their time at work so we aim to raise awareness across all workplaces of the importance of encouraging people to move more in the workplace. The Living Well Workplaces programme will support employers to create workplaces where physical activity is part of the working day, such as through walking meetings, active lunchtimes or using the stairs. Building links between businesses, fitness centres and public facilities will be strengthened further.

This priority also looks at creating and supporting a representative and diverse voluntary and paid workforce that helps establish, deliver and enable community sport and physical activity.

### **Priority six: Greenspace**

Our ambition is that all communities have access to high-quality, well-maintained parks or greenspace within walking distance of they live and Bradford has developed several new green space in urban areas in the last three years. We recognise the importance of addressing issues of safety and anti-social behaviour in parks and will also continue to promote positive, social activities in parks where our diverse communities can come together and enjoy being active outdoors.

### **Priority seven: Built environment**

Our surroundings play an important factor in our health; people exposed to poor quality environments are more likely to experience poorer health outcomes than those who enjoy good quality environments. Bradford is leading the way in strengthening policy and guidance on housing, streets and neighbourhood design so we create can liveable spaces that enable healthy lives. The ambition is to develop a number of active neighbourhoods where communities can live within easy walking distance of where they work, learn and play.

### **Priority eight: Active travel**

Active travel means cycling, walking or wheeling as a means of transport in order to get to a particular destination such as school, work, the shops or to visit friends. The ambition in Bradford District is to develop a network of high-quality walking and cycling infrastructure across the district, working alongside initiatives to improve safety of cyclists and walkers more broadly. The development of a number of exemplar neighbourhoods that are attractive, liveable places that encourage active travel will help to lead the way.

### **Priority nine: Communications & campaigns**

We will work with our partners to ensure that our communications deliver a strong message to support people of all ages to move more and be active every day. Living Well and JU:MP deliver inspiring messages and campaigns to promote physical activity such as the 20 minute movement campaign and they will work with partners to ensure these are communicated consistently.

## **Underpinning principles**

Bradford district partners have committed to four key underlying principles which will be embedded in the delivery of the plan:

1. We will tackle inequalities so that it is easier for everyone to be active.
2. We will take an evidence led approach using data, insight and research.
3. We will be inclusive and embrace diversity.
4. We will take a behaviour change approach to create sustainable change

## **3. OTHER CONSIDERATIONS**

3.1 N/A

## **4. FINANCIAL & RESOURCE APPRAISAL**

- Due to the complexity and multiple components that come together that can contribute to physical activity, funding comes from a range of sources often building on or shaping existing investment plans to simultaneously support transformation of the food system.
- Following the significant investment by Sport England in JU:MP, the Bradford Local Delivery Pilot, there may be further opportunities for funding from Sport England around Place-Based Physical Activity. However, Sport England have indicated that given the already significant investment that has been made in Bradford they would want to see a wider commitment of resources across the system to support future work. This could include commitment of staff resource to embed physical activity in health and social care pathways, wider funding leveraged around active travel or greenspace improvements or commitment by public sector employers to enabling physical activity in the workplace.
- The Active Bradford partnership will continue to work with its broad stakeholder network to prioritise and direct funding towards the key outcomes of the strategy. It will also continue to be pro-active with its application to external funders and local/regional/national partners to help leverage further funding to deliver on the nine outcomes.

## **5. RISK MANAGEMENT AND GOVERNANCE ISSUES**

- There are no significant risks arising out of the report. A new Physical Activity Strategy implementation group will coordinate the delivery of this strategy and report on progress to the Active Bradford Board and Members, to the District's Health and Wellbeing Board and to the Living Well steering group.

## **6. LEGAL APPRAISAL**

6.1 There are no legal issues arising from the issues contained in this report

## **7. OTHER IMPLICATIONS**

### **7.1 SUSTAINABILITY IMPLICATIONS**

Delivery of the strategy will support the District Plan, wellbeing, health and wider sustainable development. This strategy shows a commitment to 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 strategy implementation partners will aim to influence local transport and planning strategic plans to increase the number of people making journeys by walking and cycling across the city.

### **7.3 COMMUNITY SAFETY IMPLICATIONS**

N/A

### **7.4 HUMAN RIGHTS ACT**

N/A

### **7.5 TRADE UNION**

N/A

### **7.6 WARD IMPLICATIONS**

Our ambition is to create safe, clean active neighbourhoods that are attractive and foster a sense of community, bringing people together to enjoy being active. In order to achieve this, it's important we ensure that physical activity is embedded in local plans

### **7.7 AREA COMMITTEE ACTION PLAN IMPLICATIONS**

N/A

### **7.8 IMPLICATIONS FOR CHILDREN AND YOUNG PEOPLE**

The strategy has a major focus on increasing physical activity levels of children and young people.

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.

## **7.9 ISSUES ARISING FROM PRIVACY IMPACT ASSESMENT**

None

## **8. NOT FOR PUBLICATION DOCUMENTS**

N/A

## **9. OPTIONS**

- This strategy for the district sets out a clear vision which aims to unite people with a shared purpose. Its success will depend on people and organisations from across the district working together. The return on investment in physical activity is well evidenced and so its delivery will also help reduce avoidable costs as well as leading to happier, healthier lives for people in Bradford. Everyone has a role to play in making Bradford a place where it's easier for everyone to move and be active every day. It is envisaged that the strategy will be supported by the council in the follow way:
- Senior level commitment to embed physical activity into policy as an enabler, meeting multiple outcomes
- Share and discuss this strategy with colleagues. The Physical Activity Strategy implementation group are available to present on the strategy at relevant committees.
- Support staff capacity to collaborate across the system to deliver a co-ordinated whole system approach.
- Employers take steps to encourage a more active workplace for employees.

## **10. RECOMMENDATIONS**

- The board members are asked to adopt the strategy as detailed in appendix 1 of this report.

## **11. APPENDICES**

