

Report of the Strategic Director of Place to the meeting of Regeneration and Environment Overview and Scrutiny Committee to be held on 13th February 2024

AD

Subject:

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

Summary statement:

Active Bradford is the strategic partnership for physical activity and involves agencies from across the District working together to make it easier for everyone to move more and be active every day. 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 2018 - 2025. JU:MP is currently delivered by Born in Bradford on behalf of Active Bradford.

In February 2023 Active Bradford presented to the scrutiny committee giving an update on the JU:MP programme.

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

EQUALITY & DIVERSITY: -

The *Every Move Counts!* Physical Activity Strategy (Appendix 1) and action plan arising from Active Bradford's partnership working has a major focus on those who are currently less active. These tend to be those on low income, disabled people, some women and girls and some ethnic minority groups.

Contd.:

EQUALITY & DIVERSITY cont.:

The JU:MP programme 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 successfully engaging South Asian girls. The Active Faith Settings programme works with over 17 Madrassas enabling children to be more active.

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 has developed 12 parks and greenspaces in disadvantaged areas, working closely with CBMDC to reduce inequalities.

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Portfolio:

Healthy People & Places

Overview & Scrutiny Area:

Regeneration & Environment

1. SUMMARY

- 1.1 Active Bradford is the strategic partnership for physical activity and involves agencies from across the District working together to make it easier for everyone to move more and be active every day. 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 2018 - 2025. The JU:MP programme is currently delivered by Born in Bradford on behalf of Active Bradford.
- 1.2 The Every Move Counts! Physical Activity Strategy (Appendix 1) and action plan has been codesigned through Active Bradford's partnership working and has been signed off by the Health and Wellbeing Board and governance agreed. A Physical Activity strategy implementation group now facilitate the strategy and report on progress to two key groups; The 'Living Well Steering Group' which reports up to the District's Health and Wellbeing Board and to 'Active Bradford', the district's physical activity partnership.
- 1.3 Active Bradford is strengthening its governance and has applied for charitable status so it can build capacity and draw in resources for sports and physical activity to the district. A new phase of whole systems physical activity working funded by Sport England called Place Partnerships is emerging that will hopefully allow opportunities to deepen the work of JU:MP across the wider district and strengthen the delivery of the *Every Move Counts!* Physical Activity Strategy.

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

2. BACKGROUND

- 2.1 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. The whole systems approach has included working with families, communities, schools and organisations, and making improvements to the environment as well as embedding physical activity in strategy. JU:MP is also testing working in a neighbourhood approach which has included eight neighbourhoods at different stages of their development.
- 2.2. JU:MP is in the final intensive 'Accelerator' phase of the Local Delivery Pilot. In 2024 it will focus on embedding and sustaining work in the current defined JU:MP area, developing a next phase in the wider district and sharing learning and nationally.

2.3 Why does it matter?

Low levels of physical activity are a major public health challenge, contributing to demand on health and social care services. The health cost of physical inactivity relating to cancer, diabetes, coronary heart disease and cerebrovascular disease to the Bradford District is estimated to be £9.94m per year. Being active brings a wide range of mental and physical health benefits for people. Being active also benefits communities, the economy and the environment, and will help contribute towards achieving net-zero and in our ongoing work on the climate emergency.

3. REPORT ISSUES

3.1 Development of Active Bradford

Active Bradford is a recognised strategic partnership and aims to work with partners to ensure that physical activity is embedded in all relevant policies/strategies and is aligned with the other key strategies to achieve joint outcomes.

The JU:MP Programme provides an exemplar element of Bradford's physical activity strategy and action plan which, as the youngest city in the UK, will ensure children are at the heart of Bradford's sports and physical activity working.

Supporting the development of Active Bradford to be an effective place-based partnership to drive forward whole systems physical activity in the district is a priority in 2024. This includes strengthening Active Bradford's governance to meet Sport England's requirements to receive funding directly. Active Bradford is in the process of becoming a charitable trust which will allow it to draw down charitable funds to help reduce health inequalities and make it easier for people to move more.

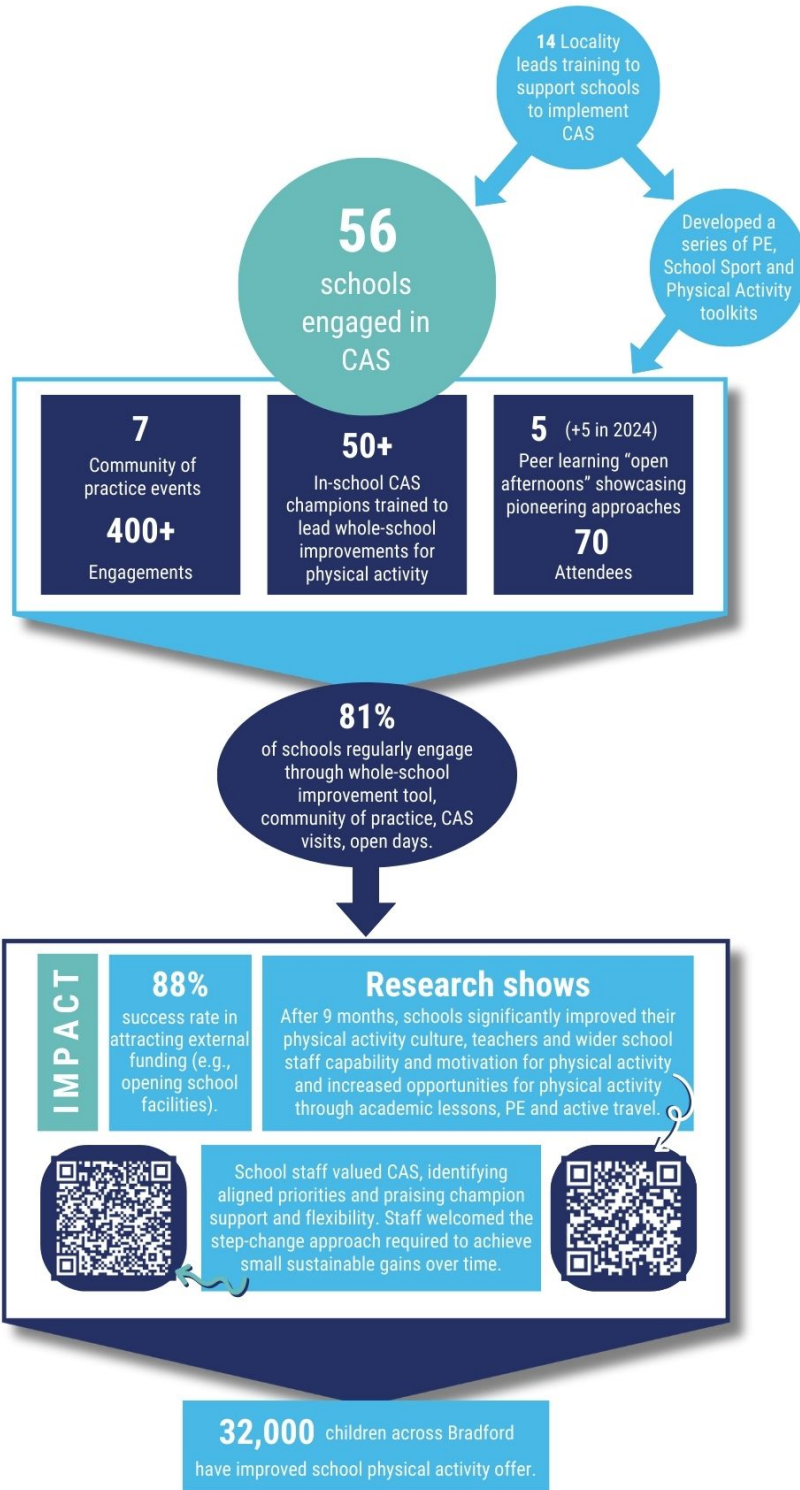
JU:MP is taking a locality approach with 15 work streams delivered by a wide range of organisation across eight neighbourhoods. Funding has been provided to enable the delivery of the programme through taking a commissioning approach that aims to be equitable and flexible. JU:MP has funded community, faith and sports organisations, schools and BDMC youth services and neighbourhood teams (Appendix 4).

3.2 Headlines of the programme are below:

Eight local JU:MP Action Groups engaging over 120 partners including schools, council partners, and community and faith organisations have been established and running for two to three years. Each has co-designed and delivered a local action plan that has successfully driven 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 56 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

CREATING ACTIVE SCHOOLS



day e.g. active breaks, active travel to school and active learning. Headline are below:

12 greenspace developments are complete or underway as access to local parks or greenspace is vital in getting children outdoors and active. All developments have been led by in depth community engagement and codesign so communities really feel involved and value the their greenspaces. Traditional play areas suffering from repeated vandalism, have been replaced by nature play areas built of stone, metal and earth mounds These play areas have proven popular with children and families. Robust and low maintenance, our research also shows children are more active in nature play areas than traditional play areas. Headline below:

GREENSPACE



Community engagement involved in the codesign of parks



JU:MP has invested in an **Active Faith Settings workstream** investing in five Community Engagement Managers to facilitate physical activity in Islamic religious settings. We have worked in partnership with CBMDC on developing the Healthy Madrassa Toolkit. The **Sustainable Sports programme** has developed a wide range of physical activity much of which will sustain beyond the current funding. Headlines below:

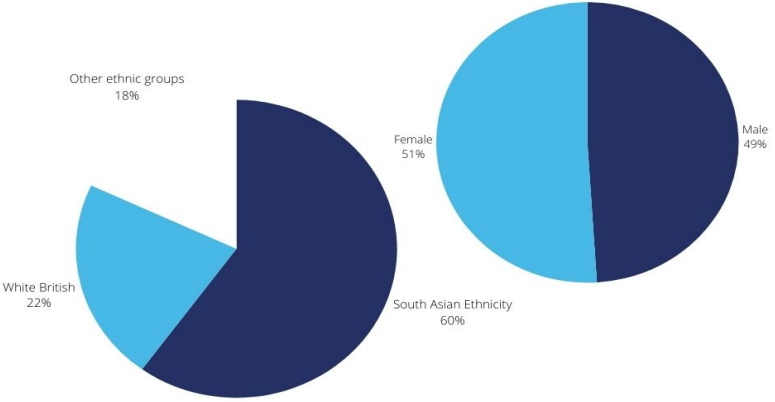
ACTIVE FAITH SETTINGS



SUSTAINABLE SPORT AND PHYSICAL ACTIVITY

16,626 Child attendances at regular sessions April 2021 to March 2023

Supported 5 new and 4 existing local providers to develop and deliver sustainable sports and physical activity. This includes cycling, boxing, ping pong, cricket, dance, mobile adventure play and skipping.



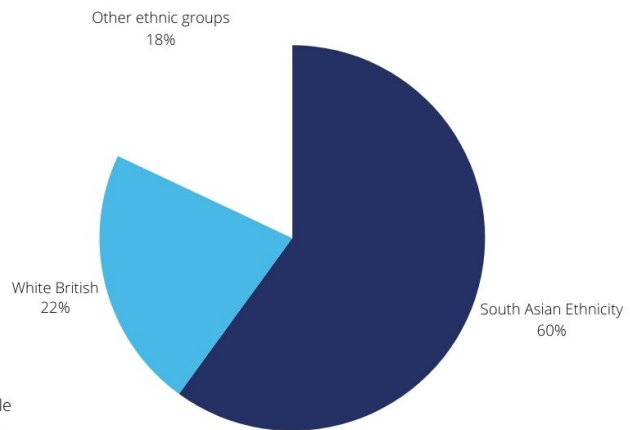
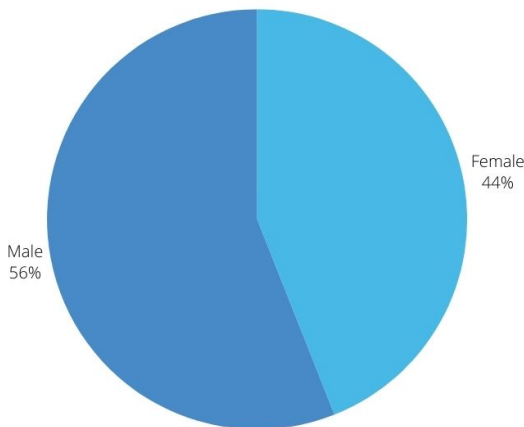
Building active communities has been a key priority for JU:MP and the **JU:MP Connectors** have created strong links with families, connecting them to their local greenspaces and community centres. **JU:MP's Community Awards** have also allowed local providers to access funding to deliver engaging activities to children and families.

JU:MP CONNECTORS



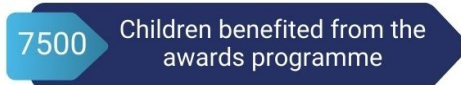
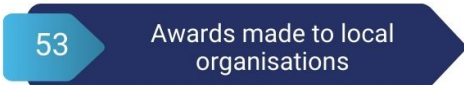
Connector programme led by 14 VCS organisations; building the skills, confidence and motivation of less active families to be active together and independently. Promoting low cost, simple ways to be active and engagement in local greenspace. Building links between schools and local communities.

Attendance between April 2021 - March 2023



JU:MP COMMUNITY AWARDS

JU:MP Community Funds offers funding to constituted organisations and community groups that run fun, active projects for children across the JU:MP area of North Bradford.



Other programmes include the development of the **Bestlife App** to encourage young people to be active through a gamified digital approach which is free to all young people and families to download. **JU: MP's social marketing** is designed to educate families, raise awareness of the benefits of being active, and share local opportunities to be active. We are reaching over a third of all families in the JUMP area with monthly newsletters and social media posts. The **JUMP Leads** programme has trained 31 young people aged 16-25 year olds from diverse backgrounds to become young leaders in sport and physical activity. We know that developing role models that reflect underrepresented groups is crucial and this will ensure a strong and sustainable legacy from the programme. Some JU:MP Leads are now also working as freelance sports coaches and others have set up CiC's which will allow them to flourish as leaders giving back to their local communities for social good.

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 17 schools in the JU:MP area and 20 control schools outside of JUMP area (most outside of the District). Data is being collected from children about their physical activity levels and behaviours (using accelerometers and questionnaire) their social, emotional, and behavioural health and their height, weight and waist circumference. This major study is now undertaking the first follow up of over 1500 children participating in the study. Data collection will be completed by April 24 and a third follow-up of all children will be repeated again in autumn 2024 – spring 25.

Our researchers are also follow-up children from the Born in Bradford (BiB) cohort (in the BiB Age of Wonder study). Children in the cohort completed physical activity questionnaires in the BiB 'Growing up' study (aged 7-11 years) and are being asked to complete them again now that they are aged 13 – 15 years old.

3.4 Next Steps

Sport England are keen for the LDPs to share learning locally and nationally and

JU:MP has a wide range of toolkits and resources they have developed so this will become a major focus over 2024/25 and beyond.

The JU:MP programme delivery is due to end in June 2024 and the research phase in December 2025. Discussions are already taking place with a view to the Sport England's new Place Partnerships programme which they will be investing in from 2024 – 2028. The Place Partnerships will provide potential funding to deepen the work of Local Delivery Pilots in their area and for JU:MP this means the Bradford district. Sport England have defined the focus to be on areas of greatest need to address inequalities in physical activity with a universal offer being provided at a national level.

The Place Partnerships phase will include opportunities to roll out and replicate the work of JU:MP to some new areas of greatest need in the Bradford district as well as to contribute to delivering the Every Move Counts strategy. A commitment to collaboration and distributed leadership will continue to be a key element of Place Partnerships as well as community engagement, codesign, and capacity building. Community engagement and codesign will take place working with wider partners in 2024/25 and Neighbourhood Teams, wider council and VCS partners will be key partners in this process.

4. FINANCIAL & RESOURCE APPRAISAL

The JU:MP programme is fully funded by the National Lottery through Sport England (Appendix 2 &3). The programme delivery is due to end in June 2024 (research phase in December 2025). Discussions are taking place with Sport England regarding investment through the new Place Partnerships programme which runs from 2024 – 2028. The next phase will also include sharing research findings and learning 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. Active Bradford is in the process of becoming a charitable trust and the organisation aims to draw in funding from charities to help improve lives and reduce inequalities in the Bradford district.

5. RISK MANAGEMENT AND GOVERNANCE ISSUES

There are no significant risks arising out of the report.

6. LEGAL APPRAISAL

There are no legal implications directly arising from this 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. 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 has been working 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 in the future Place Partnerships phase 2025 – 2028.

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

Every Move Counts! Physical Activity Strategy for Bradford District

www.activebradford.com/our-strategy

Appendix 2

Actual Income and Expenditure

Note - the JU:MP Programme received Sport England funding through four phases; Development, Pathfinder, Capacity and Evaluation and Accelerator. Actual income and expenditure over five year period outlined below.

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

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

A1 report reflecting the high level budget above

Accelerator Phase Budget Vs Actual Expenditure		Sports England		Scrutiny Report		Sum of New Budget - FY 22/23 (£)		Actual Apr 22 to Sep 22		Forecast Oct 22 to Mar 23		Sum of Total 22/23	
Cost Type	Phase	New 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	Sum of Total 22/23	Actual - Apr 22 to Sep 22	Forecast - Oct 22 to Mar 23	Sum of Total 22/23	Actual - Apr 22 to Sep 22	Forecast - Oct 22 to Mar 23
Non Pay	Phase 3 - Capacity and Evaluation	110,352	110,352	0	0	113,990	56,895	113,990	56,895	0	113,990	56,895	0
	Research	30,000	30,000	0	0	60,900	0	60,900	0	0	60,900	0	0
	Active Faith Commissions	14,375	14,375	0	0	14,375	143,563	143,563	143,563	42,500	186,463	42,500	186,463
	Active Travel Commission	0	0	0	0	50,000	0	50,000	0	0	50,000	0	0
	Commissions	316,862	19,347	297,516	0	1,080,739	210,676	1,080,739	210,676	638,812	1,039,488	210,676	638,812
	Contingency	0	0	0	0	15,153	0	15,153	0	0	15,153	0	0
	Creating Active Schools	123,845	127,718	(3,873)	0	672,891	120,300	672,891	120,300	553,161	673,460	120,300	553,161
	Overheads	10,520	10,520	0	0	17,802	8,901	17,802	8,901	8,901	17,802	8,901	8,901
	Research	95,000	95,000	0	0	175,000	0	175,000	0	175,000	175,000	0	175,000
	Research Other costs	5,000	5,000	0	0	25,000	0	25,000	0	25,000	25,000	0	25,000
	Digital Resources / Marketing & Social Marketing	85,000	156,483	(71,483)	0	285,017	169,860	285,017	169,860	115,212	285,072	169,860	115,212
	Travel, Venue, Equipment Hire, Conferences, Publications and Admin Support	55,000	17,709	37,291	0	111,291	34,085	111,291	34,085	111,855	145,940	34,085	111,855
Pay	Phase 3 - Capacity and Evaluation	594,762	483,305	111,458	0	722,688	259,783	722,688	259,783	313,407	573,190	259,783	313,407
	Implementation & Research staff costs	34,208	32,092	2,116	0	149,254	56,515	149,254	56,515	101,431	157,946	56,515	101,431
	Implementation & Research staff costs	1,475,523	958,126	517,398	0	3,195,020	1,061,068	3,195,020	1,061,068	2,397,426	3,458,495	1,061,068	2,397,426
Grand Total													

Note: Budget and forecast upto March 23 Only

Appendix 4

Funding has been provided to enable the delivery of the JU:MP programme through taking a commissioning approach that aims to be equitable and flexible. JU:MP has funded community, faith and sports organisations, schools and BDMC.

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 Crag 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

12. BACKGROUND DOCUMENTS

For more information on JU:MP:

JU:MP The Story So Far Report

<https://www.activebradford.com/sharing-the-learning>

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

<https://joinusmoveplay.org/>