

Making Space for Adolescent Girls in Bradford

Gender-sensitive greenspace development:

“A co-designed approach”

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Who are JU:MP?

Bradford's Sport England Local Delivery Pilot

Aim: Step change in physical activity levels of children aged 5 – 14 years and their families



Approach:

Whole systems, collaborative, asset-based, sustainable, behaviour change

Test and learn research programme

Outcomes:

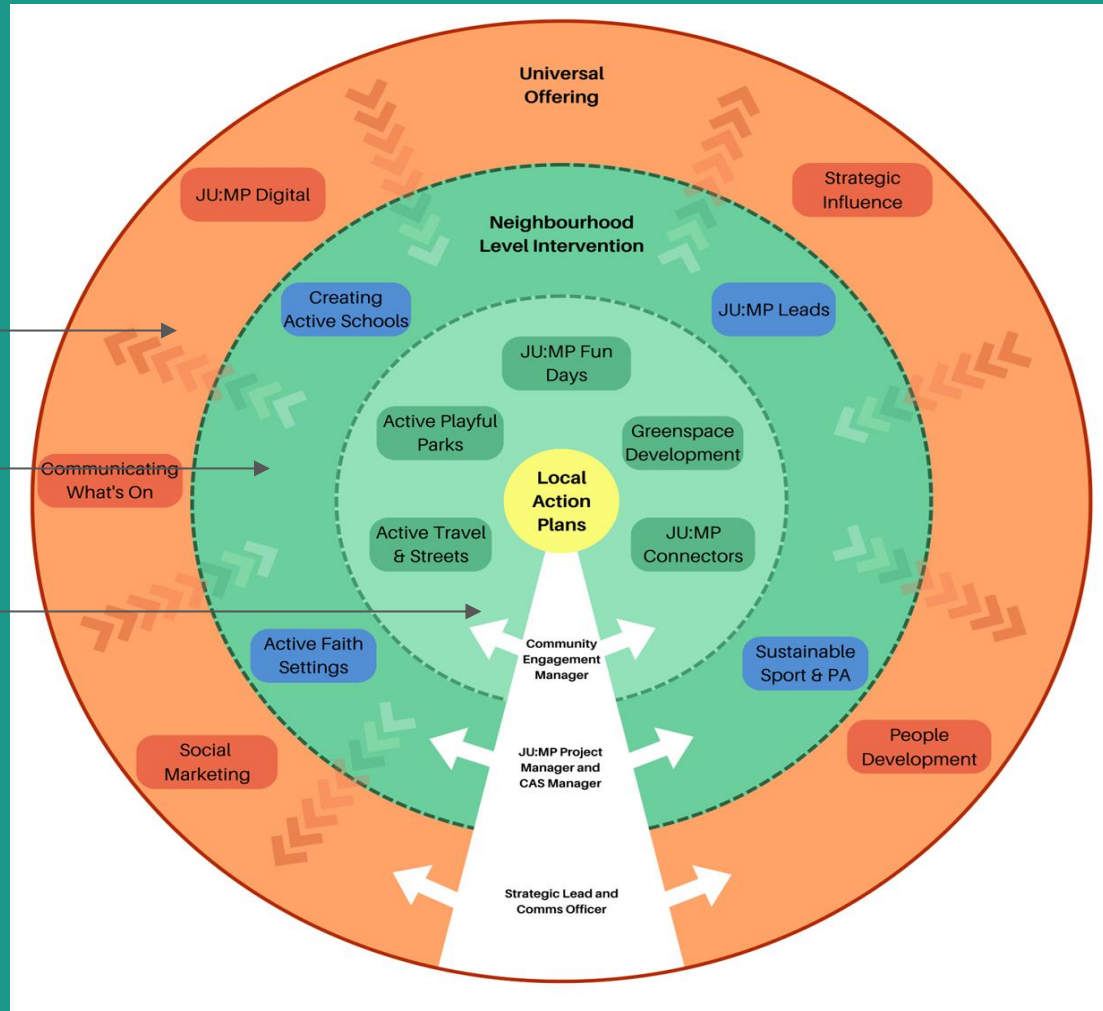
- Better Health
- Better Skills
- Safe, clean, active communities

JU:MP Delivery Model

Universal offer

Neighbourhood Level Intervention

Local Action Plans



Background - Addressing gender inequality to create safe green spaces;

Adolescent girls are:

- Less likely to be active for health purposes compared to males, particularly South Asian girls.” (Sport England, 2021, Bradford data)
- South Asian girls are Less likely to use green spaces to be active in those spaces compared to their male peers. (Akpinar, 2020; Cohen *et al.*, 2020).



Youth provision in parks is often skate parks, MUGAs and BMX tracks – and not suited to girls needs.



- That’s why we partnered with MSFGs to address gender inequalities in Bradford
- We co-designed 3 local greenspaces with girls, for girls.
- 35 girls engaged across 3 sites
- Over £200,000 investment in development of 3 brand new play spaces



Co-designed parks

Windhill

Fagley

Manningham



Co-designed with local adolescent girls in Fagley and Manningham,
Design work done by Landscape Architects from Bradford Council Dave Bennison, Roger Scales and Aleksandra Zelazek.

Case study - Manningham

77% of children in North Bradford are not meeting the recommended daily guidance of 60 minutes of Moderate to Vigorous Physical Activity.



- South Asian girls have the lowest levels of Moderate to Vigorous Physical Activity.
- 3.5 times more likely to be inactive than South Asian boys.

JU:MP Investment in Manningham – £150,000

South Asian girls are the highest priority group for JU:MP

Manningham has a makeup of 70-80% of people who are of South Asian / British Asian ethnic origin.



The “Make Space for Girls” partnership & the co-design timeline

- A multi-agency approach to green space development
- Workshops set up to explore the hyper local barriers and enablers to physical activity with the girls
- Working with a Parks Technical Officer (BDMC)
- Exploring materials, colour palettes + placement of play equipment on a local green space
- Opportunity to vote their favourite design
- Informing delivery and activation plans
- Building resilience and empowerment
- Empowering the girls to take ownership
- Opportunity for the girls to celebrate their achievements and inspire them in future roles and career aspirations.



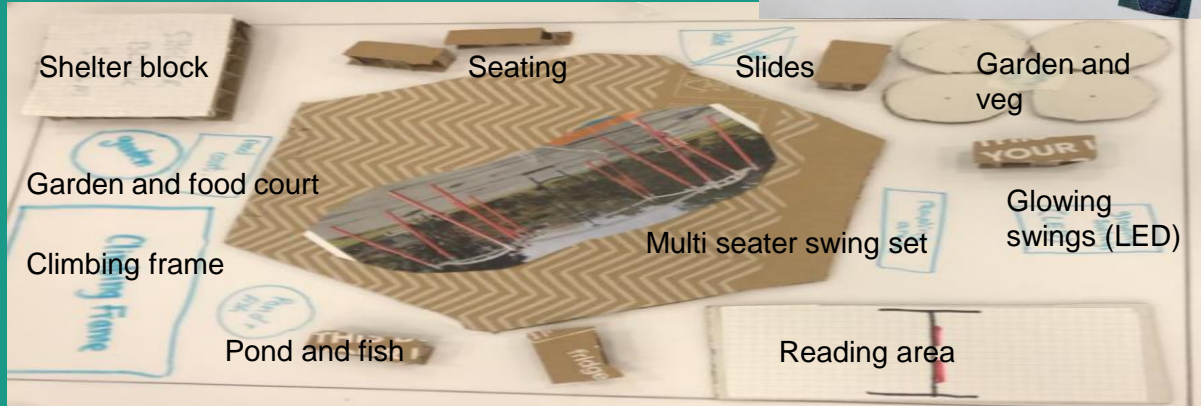
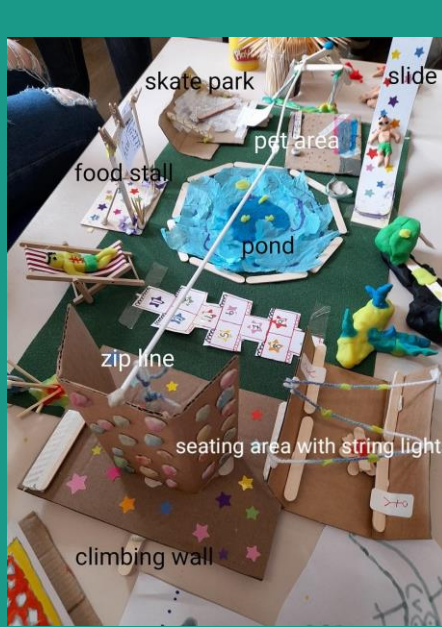
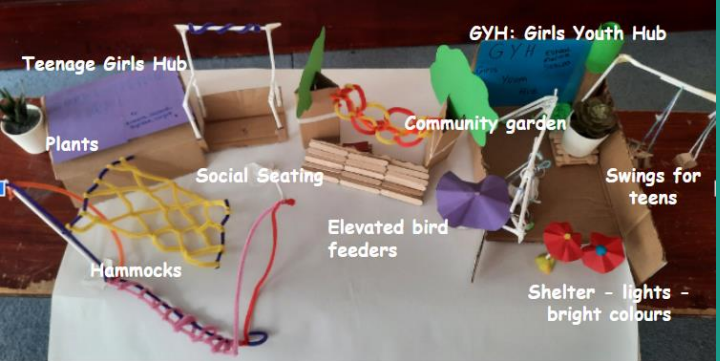
ITV Covering the project



Launch & consultation



Girls gaining recognition || local papers



JU:MP film Green Spaces



Project Impact

Creating community pride

“Doing good for the community”, more things to do and more people want to come here now”.

Supporting mental health

“It feels safer, and it’s become a nice place to go with friends and family where we can relax”.

Social impact and community cohesion

“First experience of trying to make friends, which will help for college, and feeling more confident talking to adults.”

Social & emotional health

“It’s turned into something where everyone can go...it’s more social.”.

Empowering and resilience to access local greenspace

“It’s free, you can go when you want, it’s really fun, you can stay for as long as you like, it’s really good”.

Encourages physical activity

“We look forward to playing in our park now and we can have a picnic there too”

Creating ownership of local greenspaces and fostering community

“People care about the green space more now”



Evaluation of the co-design process

- Provide food!
- Sell as a fun / educational experience.
- Consult with group to find out what time & location works best for them (i.e. around madrassah times / or on evening and weekends.)
- Keep workshops relevant, interesting and active!
- Having a Technical Design Expert is useful in the initial design phase to help think beyond traditional designs and to allow them to think outside the box.
- Provide girls with clear expectations and a flight plan of the project.
- Keep key stakeholders updated and engaged regarding timelines – including parents / local council / landowners / Ward Office / Neighbourhood teams / Police and Youth Service and any other local projects.



Adolescent Girls as Local Active Citizens: Physical Activity in the Parks Among Adolescent Girls in Bradford



- Explore adolescent girls' perspectives and experiences of local parks as a space for physical activity
- JU:MP – Make Space for Girls
- 33 participants, aged 11 – 17, across 8 postcode areas, 6 focus groups (2022 – 2024)



A citizenship lens

- Parks as spaces where politics of belonging unfold
- Citizenship as *feeling of belonging and participation in everyday spaces, such as parks*
- Citizenship and physical activity

*“I’m not allowed to go often [to the parks] ... but like in summer time, my mum’s, my mum feels more safe because there’s more people there. So she lets me go, and me and my friend, we just go for like, **walk and talk**, like to get like a lot of weight off our shoulders.” - British Pakistani*



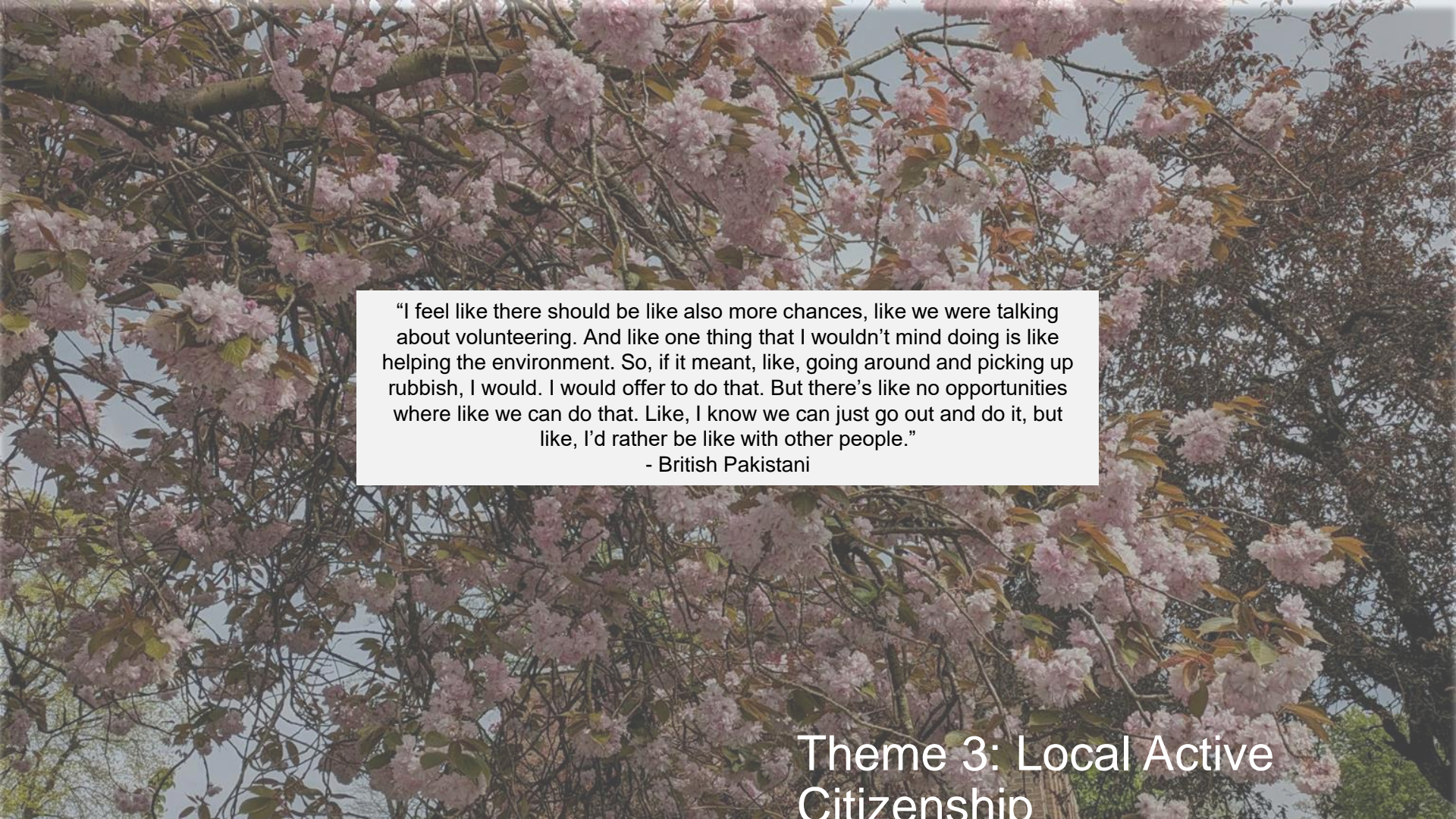
Theme 1: Local Belonging and Citizenship



“... Once I was in [Park B] and you know the big slide, I was waiting for my turn, and there was like a bunch of boys, and they were like “there’s a dog!”, they were actually like, faking it, and someone on the slide making dog noises, and I wouldn’t go down so I just wait there until someone found out, I just came down the other way, I didn’t go down the slide.” – white British

Theme 2: Navigating Local Gender Politics

“So sexual harassment is one of the things that like, it’s really, it isn’t discussed about enough, but like, we all feel it...” - mixed Asian European



“I feel like there should be like also more chances, like we were talking about volunteering. And like one thing that I wouldn't mind doing is like helping the environment. So, if it meant, like, going around and picking up rubbish, I would. I would offer to do that. But there's like no opportunities where like we can do that. Like, I know we can just go out and do it, but like, I'd rather be like with other people.”

- British Pakistani

Theme 3: Local Active
Citizenship

Conclusion & recommendations

- Local parks are an important symbol for participants' sense of belonging and citizenship to their local community.
- 'Walk and talk' is a socio-culturally rich physical activity that allows them to nurture their sense of local citizenship, and can offer opportunities for more active play and sport activities.
- Co-designing parks with adolescent girls should include attention towards their walking experiences
- Re-investment in youth organisations to develop adolescent girls' citizenship competencies, particularly in reclaiming parks as 'their' space while sharing it with other park users

Next steps for the co-design group

- Identifying future funding and partnership opportunities to keep the girls involved to improve their physical activity levels and to improve access to local green space
- Also ongoing support to -
 - To support sustainable behaviour change
 - Create ownership of the new development and get them more active in their local communities
 - Build empowerment
 - Community resilience and community pride
 - To leave a legacy – setting up as a CIC.

Any questions?

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