



**Zuby Hamard**

CBMDC Sport Activity &  
Development Manager

**Jan Burkhardt**

LDP Programme Director



# What is Active Bradford?

Active Bradford is a company made up of six member organisations who are committed to working together to increase the number of people being active and playing sport in Bradford.



# Active Bradford Structure

**Active Bradford Members**

**Active Bradford Board**

**Active Early  
Years**

**Active  
Children and  
Young People**

**Active Adults**

**Active Older  
Adults**

# Vision



“A healthy and prosperous Bradford where everyone **chooses** to make physical activity and sport an everyday part of their lives”



## Aims

For more people to:

- Start to be active
- Stay active
- Achieve their ambitions

# LDP – Background / Aims

- Step change in physical activity levels of children aged 5 – 14 years and their families
- Areas of North Bradford -
- Approach – Whole systems approach, asset based, community engagement, innovation
- Outcomes
  - Better Health
  - Better Skills
  - Safe clean active communities

# Major health issues for children...

## 1. Physical inactivity

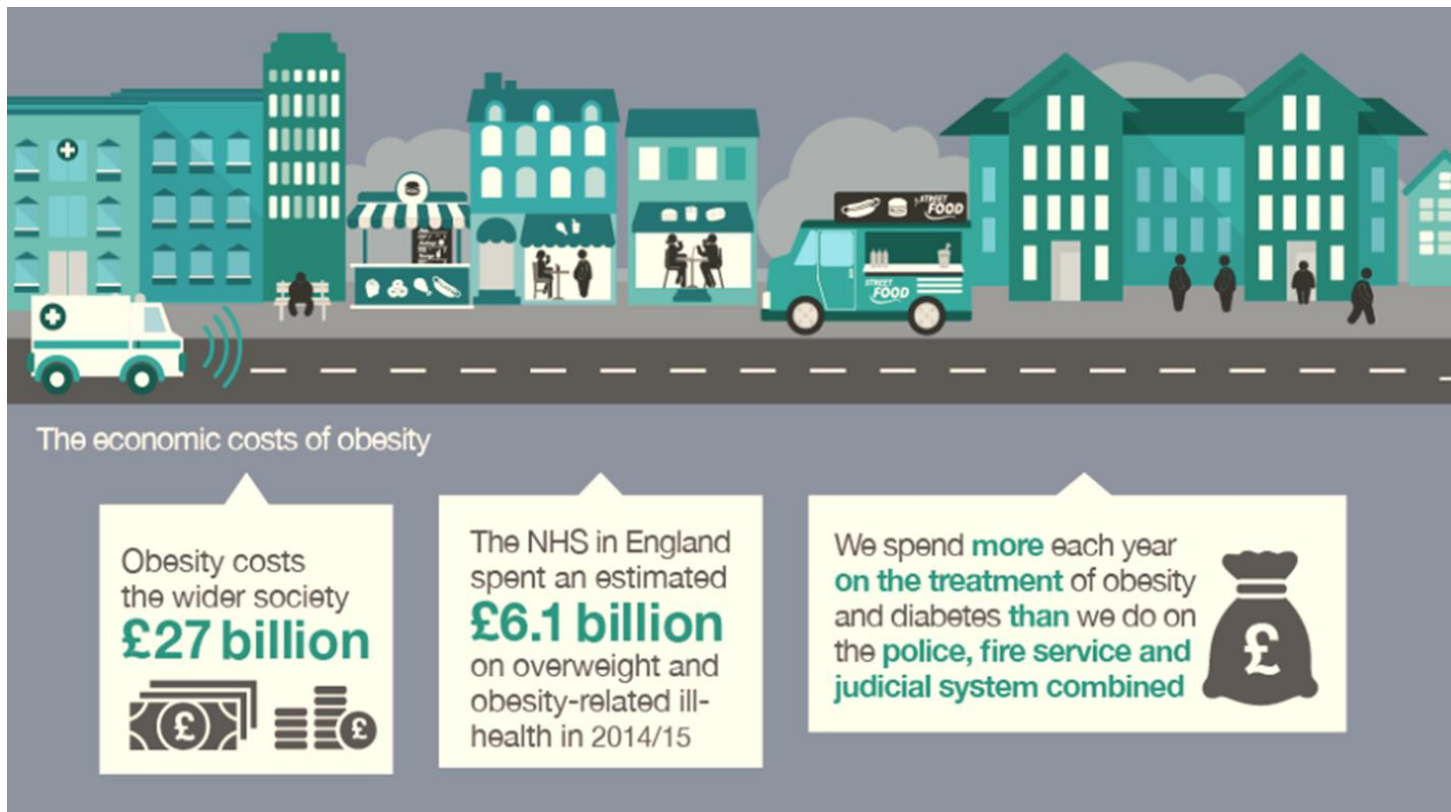
- Contributes to 1 in 10 early deaths; equal to smoking
- Bradford research - 77% of children are not reaching an average of 60 active minutes per day
- Black and Minority Ethnic children less active than white British children



From Public Health England report '[Everybody active, every day](#)' 2014

# 2. Obesity

In Bradford 38% children leave primary school overweight or obese



From LGA report [‘Building the foundations:’](#) 2016

# 3. Mental Health and Social Isolation

- One in 10 children experience a mental illness
- Increasing levels of suicide and self harm





# Benefits of physical activity for children

Physiological	Psychological	Social	Behavioural
Cardio-metabolic health	Self-esteem	Confidence	Physical activity in adolescence/adulthood
Muscular strength	Anxiety/stress	Peer acceptance	Sleep
Bone health	Academic achievement	Positive relationships	Risk taking behaviour
Cardiorespiratory fitness	Cognitive functioning	Social & communication skills	
Motor skills/development	Attention/concentration	Self-resilience	
Body composition	Self-efficacy	School engagement	
	Mood		
	Memory		
	Body image		



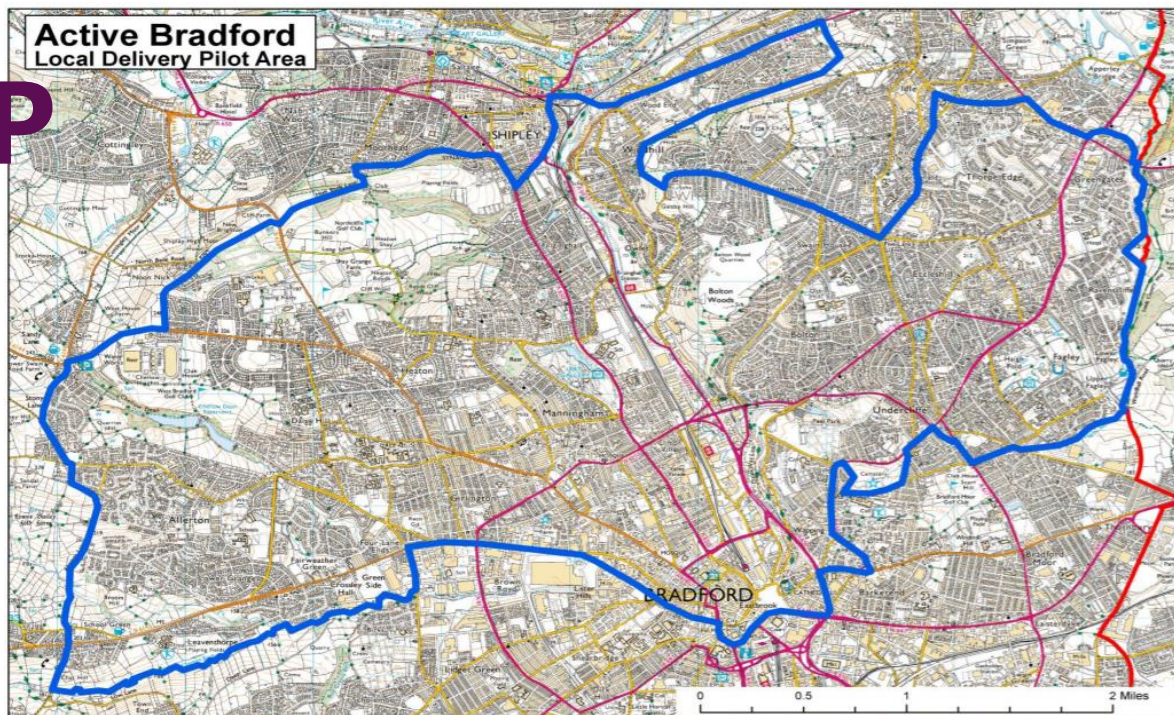
Green outcomes have consistent evidence

Amber outcomes have inconsistent evidence, or evidence from a small number of studies



Red outcomes have insufficient evidence

# JU:MP



**Audience: Children and young people aged 5 – 14 years old, and their families**

**Create a step change in physical activity**

**Outcomes**

- 1. Better health, better lives**
- 2. Better skills**
- 3. Safe, clean and active communities**

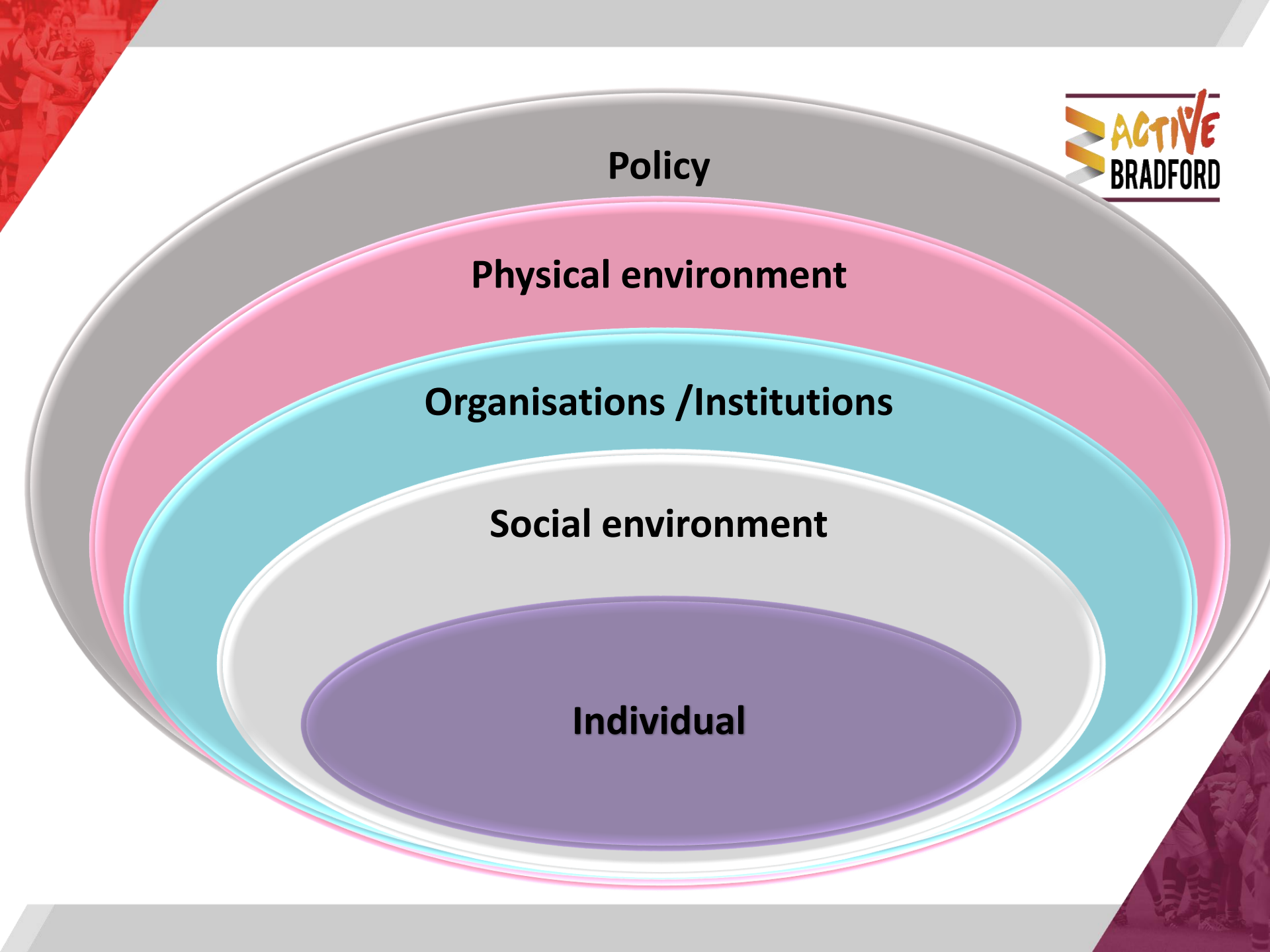
**Policy**

**Physical environment**

**Organisations /Institutions**

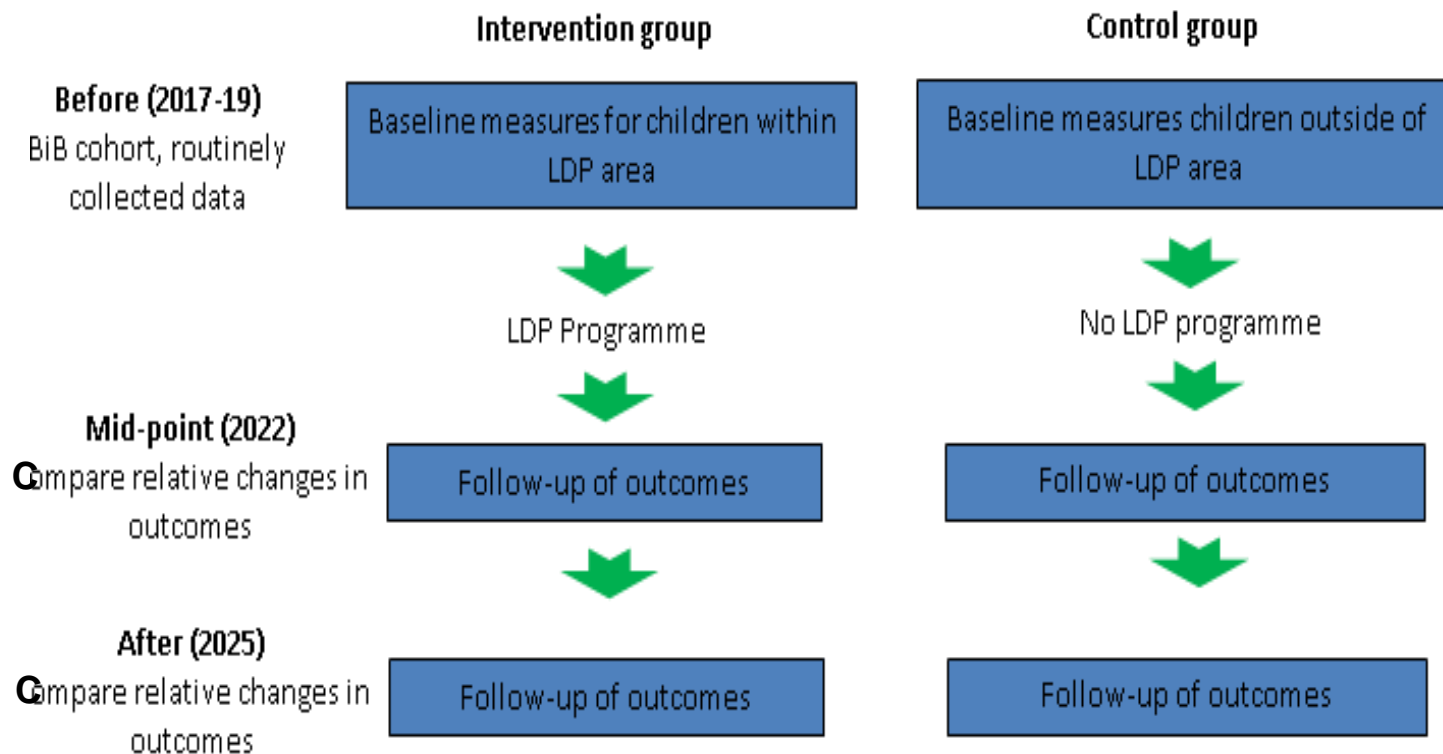
**Social environment**

**Individual**



# JU:MP - Research

Whole Programme evaluation: before & after controlled design



PLUS – individual project evaluations

# Health benefits of urban greenspace

- Improves mental wellbeing
- Reduces stress
- Improves air quality
- Encourages physical activity
- Valued by communities



Evidence

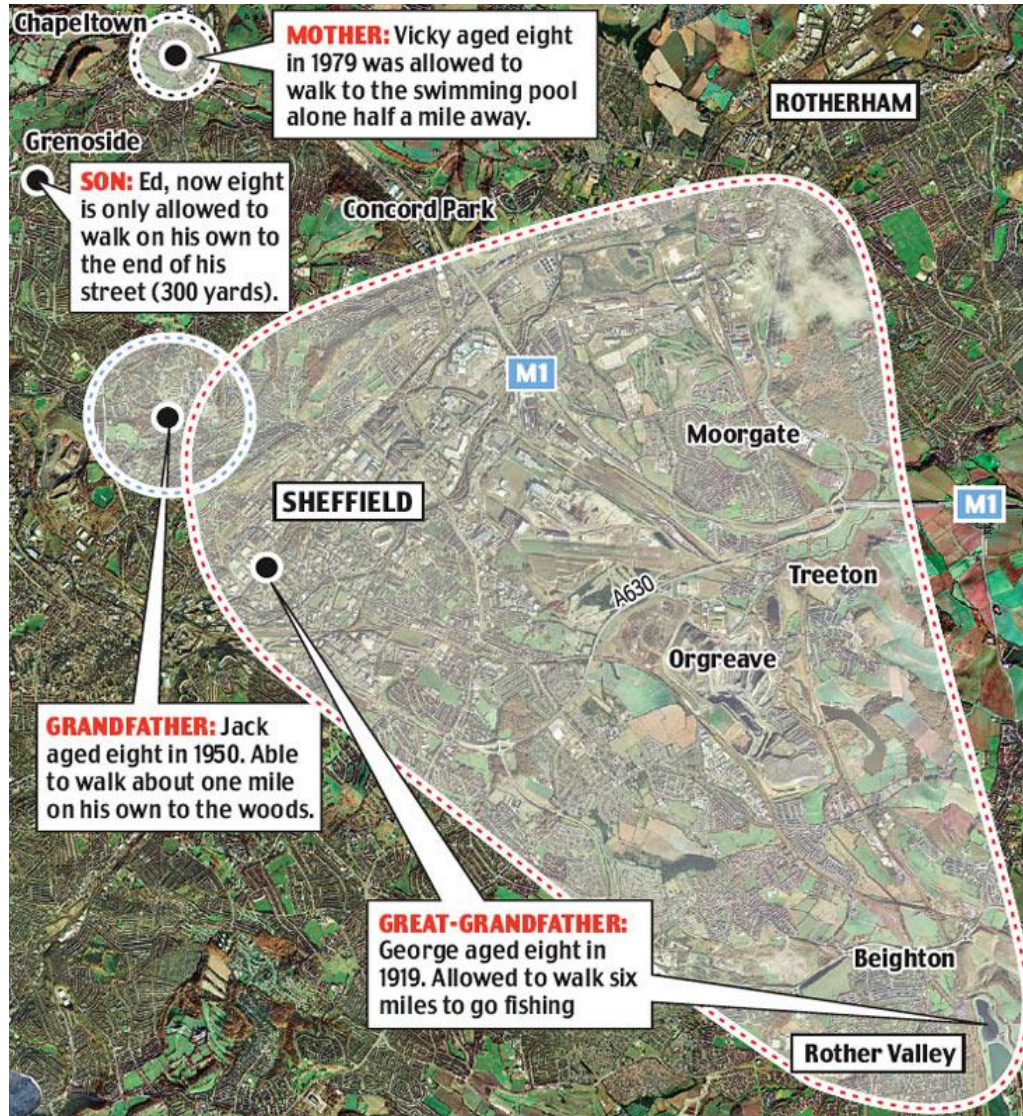
[https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/355792/Briefing8\\_Green\\_spaces\\_health\\_inequalities.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/355792/Briefing8_Green_spaces_health_inequalities.pdf)

# Why we need outdoor play

- Greater level of physical activity
- Child-led free play
- Higher levels of sociability and improved mental wellbeing
- Increased community cohesion
- Intrinsic value of children's play and independence - *United Nations Convention on the Rights of the Child (1989) Article 31*



# The decline of children's range



# Bradford Local Delivery Pilot Implementation Plan

<b>LINKS ALL</b>	<ul style="list-style-type: none"><li>• Strategic Leadership</li><li>• Community Engagement Managers</li></ul>
<b>FAMILIES</b>	<ul style="list-style-type: none"><li>• Social Marketing</li><li>• Communicating “What’s On”</li><li>• Reducing sedentary behaviour and excessive screen time</li><li>• Parents activities and parenting courses</li></ul>
<b>COMMUNITY</b>	<ul style="list-style-type: none"><li>• Community led activity</li><li>• Engaging and training local physical activity leaders</li></ul>
<b>ORGANISATIONS</b>	<ul style="list-style-type: none"><li>• Active Schools</li><li>• Community VCS Organisations</li><li>• Faith Settings</li><li>• Health and social care organisations</li></ul>
<b>ENVIRONMENT</b>	<ul style="list-style-type: none"><li>• Active Travel</li><li>• Active Playful Parks</li><li>• Playful Streets</li><li>• Green space and countryside</li></ul>



# Pioneer Neighbourhoods

Whole system for active children and families



# Creating a social movement

Join Us: Move. Play.

A large, stylized version of the 'Join Us: Move. Play.' logo is centered on the page. The text is written in a thick, hand-drawn, orange and black font. Above the 'JOIN US:' part, there are several yellow, rounded rectangular shapes that look like rays of light or a sun. To the left of the text, there are two simple line drawings of trees and a kite string extending upwards from the trees.

## Mission

To bring together families, communities, organisations in our area of North Bradford, to create a healthier, happier more active place to grow up in.

## Vision

A happy and healthy North Bradford where children and families choose to move and play every day!







Jan.Burkhardt@bthft.nhs.uk  
Born in Bradford