

# ANNUAL HIGHLIGHTS REPORT 2021



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2021 was an exceptional year for so many people, businesses and organisations. For the health system, the pandemic continued and those of us who are usually dedicated to driving the Living Well initiative mostly had our priorities diverted into the Coronavirus response. All the while, for many of our system partners outside of the typical health and care settings, there has been a resemblance of returning to business as usual – or at least establishing a new normal.

With this new normal it seems has come a greater drive and focus to improve the health and wellbeing of others and to address the inequalities laid stark by COVID-19.

A new enthusiasm to use wellbeing as a lever, not just to improve physical health, but also to create a sense of community and connectedness.

In developing this Highlights Report, it is the hard work of partners that has really shone through for 2021. Living Well is not a single team or organisation, it is about sharing and coordinating the work that everyone in Bradford is doing to make changes to the lives of people, organisations and the physical environment that make it easier to improve wellbeing. Many core Living Well projects sit within Public Health and the NHS however, as our collaborative network and stakeholder engagement has become increasingly established throughout 2021, we are delighted to see how many more have joined us on this journey, sharing and coordinating their work into Living Well as true partners with a shared ambition.

Strong collaboration is key for delivering a truly coordinated approach; and a coordinated effort in all parts of our systems is how we start to build our own momentum to disrupt the system that makes living healthier lifestyles so challenging. After all, Living Well is about everyone working together to make it easier for us all to live a healthier and more active lifestyle whichever part of the district you live in.

This report provides highlights of the achievements in 2021 that have contributed to the Living Well outcomes, the learning and insights gained and some of our key ambitions for 2022.

We hope that you will find some inspiring stories and can find your own inspiration for how you as an employee, employer, parent, community member, sibling, student, teacher ... whatever hat you're wearing... can contribute with even just some very small changes to make it just that little bit easier for others to live a healthier life, because many tiny droplets together can make an ocean.

For more ideas and inspiration visit our website and sign up to our newsletter or if you want get in touch to let us know what you're doing to make it easier to be healthy by emailing us at: [hello@mylivingwell.co.uk](mailto:hello@mylivingwell.co.uk)

*Collette & Rose*

#### **Collette Brauns**

Senior Head of Living Well, NHS Bradford District and Craven Clinical Commissioning Group

#### **Rose Dunlop**

Public Health Consultant, Bradford Council

*“Living Well is not a single team or organisation, it is about sharing and coordinating the work that everyone in Bradford is doing to make changes to the lives of people, organisations and the physical environment to make it easier to improve wellbeing.”*



# WHAT IS LIVING WELL?

**Living Well is an approach which aims to empower and enable the whole of the local system to work together with coordinated actions to make it easier for people living in our district to live healthier more active lives and to take care of their wellbeing.**

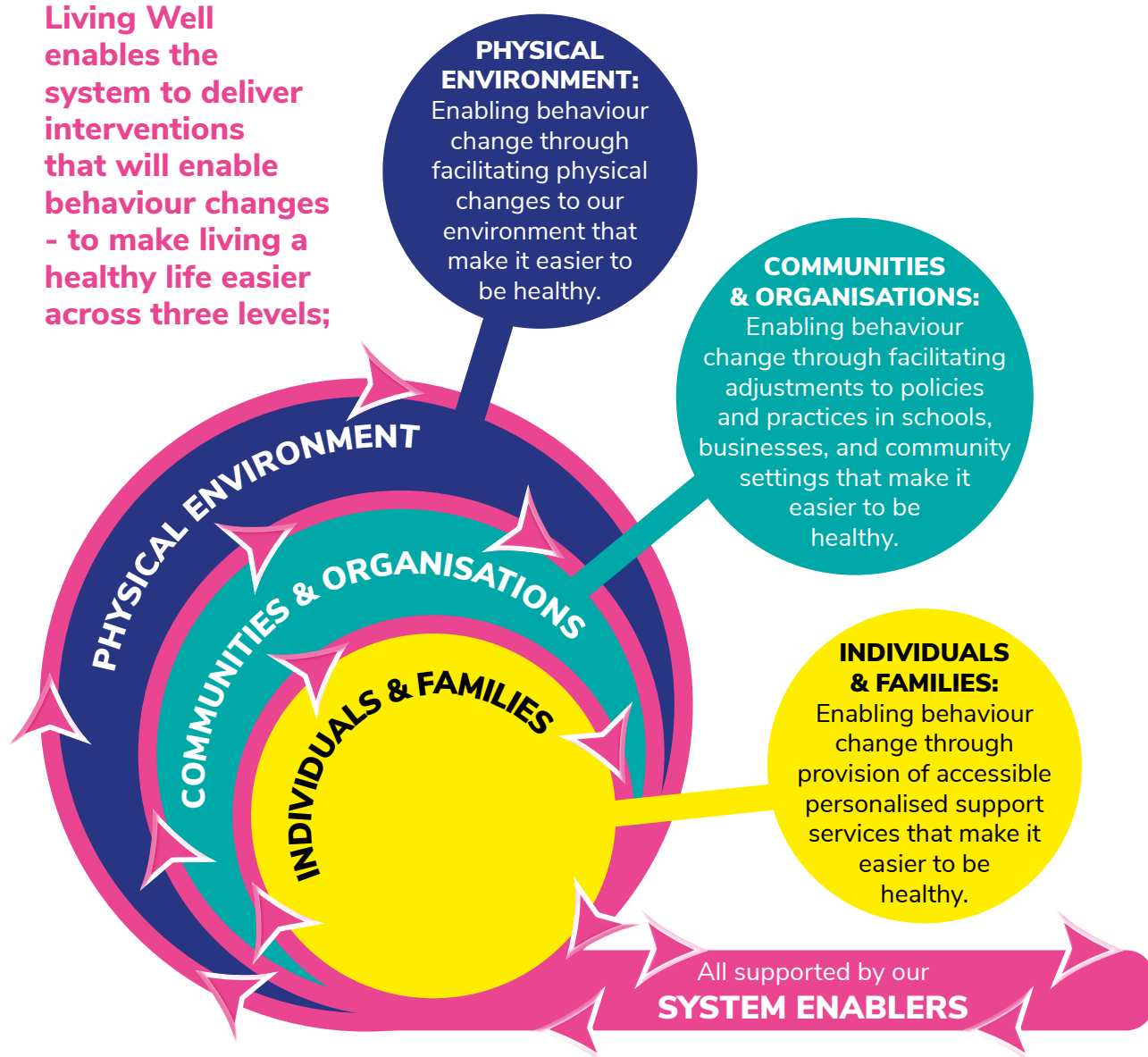
Living Well is the name for Bradford's whole system approach to addressing the rising levels of obesity and reducing the high levels of premature and preventable deaths within the district.

The complexity of tackling the root causes of these challenges requires a coordinated approach by multiple parts of the system in which we all live, work, study and play. From increased screen time, more sedentary jobs, to feeling it's unsafe to play outside; the reasons for these shifting lifestyle behaviours which challenge our ability to have healthy lifestyles are multiple, complex and often interrelated. These aren't 'problems' that we can attribute to specific individuals or organisations, they are the result of complex systems of causation. These are sometimes referred to as root causes, or the causes of the causes. The Living Well whole systems approach aims to identify and tackle these root causes and coordinate our system to work together to enable sustainable, population level prevention interventions that make it easier to be healthy and active. The approach was borne out of an ambition to reduce the growing number of children and adults who are overweight or obese however the actions required, in turn impact across all areas of improving healthy behaviours.

[Click here for more information on the background and the Living Well whole systems approach](#)

One of the key elements of the approach is engaging partners in the system to recognise their role in creating healthier lifestyles by supporting them to directly identify opportunities to maximise their capacity to positively influence wellbeing, through their usual activities and policies, as well through engagement with Living Well system enabler projects.

**Living Well enables the system to deliver interventions that will enable behaviour changes - to make living a healthy life easier across three levels;**



**The Living Well approach aims to create and promote access to opportunities to help people of all ages and abilities engage in living healthier lifestyles and accessing the right help and support to make changes towards healthier habits as individuals or as families.**

While we know that the root causes of less healthy habits are most often the outcome of the social and structural systems in which an individual lives, we also recognise that providing direct support to people who need a little help to make changes towards a healthier lifestyle is critical to reducing inequalities in health outcomes.

**Our local system is made up of many different ways to provide direct 1:1 personalised support to people to improve their lifestyle behaviours. These include:**

- ✓ **Social prescribers**
- ✓ **Voluntary and Community Sector organisations**
- ✓ **Drug and Alcohol services**
- ✓ **Private providers of personal training services or weight management**
- ✓ **Living Well Service**
- ✓ **Pharmacies**

Across 2020 and 2021 COVID-19 lockdowns and disrupted daily routines have made it really challenging for people to eat healthily and keep fit with a Public Health England survey finding that **41% adults** had gained at least half a stone (3.2kg). The evidence showed that this weight gain didn't mean that people didn't want to change their behaviours with at the start of the year **40%** of adults intending to eat more healthily, **39%** expressed a desire to lose weight and **41%** wanted to exercise more.

The desire to become physically active can sometimes become greater for people with a long term condition to help them to improve their wellbeing. [BEEP Exercise Referral Scheme](#) for people with existing health conditions, which is part of the broader Living Well Service, adapted their delivery models to accommodate for COVID-19 restrictions producing online videos to support their existing clients exercise safely at home.

The team also saw **750 new clients** referred by primary care with symptoms ranging from obesity, depression, hypertension, type 2 diabetes and back pain were enabled to become more active with an excellent **92% appointment attendance** rate.

Motivating, inspiring and encouraging people to become fit and healthy is something many Living Well partners excel at. [Bradford Bulls Foundation](#) "Back Onside" programme is a fitness and wellbeing programme for over 30s designed to encourage participants to get back to enjoying exercise so far they've helped **over 50 people** become active with their team of qualified coaches and Bradford Bulls first team players and are hoping to grow their fitness and wellbeing programmes in 2022. The West Yorkshire and Harrogate and Care Partnership funded programme has been enhanced thanks to a partnership with the

University of Bradford's Digital Health & Enterprise Zone providing free fitness tracking enabling participants to chart their progress.

Not to be out shone by rugby, [Bradford City Football Club Community Foundation](#) have been also delivering programmes to help people become active with their FitFans 12-week programmes. In 2021 they ran two cohorts of their men's only and women's only FitFans which is now complimented by their Bantams Active Club which allows people to continue their journey after completing the FitFans programme.

[Keighley Healthy Living](#) Voluntary and Community Sector Organisations play a vital role as part of a whole systems approach through providing tailored support to some of our most disadvantaged

communities. One such organisation is Keighley Healthy Living, as a registered Charity KHL is funded by charitable means and grants from a diverse range of sources awarded through competitive processes to provide a wide range of activities that support those struggling with their mental, physical and/or social health. Activities include accessible fitness classes, offering seated exercise options e.g. seated Bhangra dance class. KHL work with people in both groups and individually e.g. people living with chronic pain conditions attending the yoga exercise class were also offered one-to-one 'yoga therapy' sessions. KHL also provide cooking classes, art classes and social groups. KHL worked hard to keep its doors open throughout the pandemic with over 3000 people accessing support of some form KHL worked innovatively to respond to the relevant restrictions, examples include: one-to-one walks for those socially isolated, outdoor café, doorstep visits, family activity packs, telephone calls and daily online exercise classes.

2021 saw considerable new investment from Public Health England (now Office for Health Improvement and Disparities OHID) into healthy weight services for adults in Bradford. Substantial amounts of work have gone into investing the new money for adults to provide a combination of evidence based providers offering a choice to people of different organisations offering in person or online support. The work has also been enabled by the development of a new adult weight management pathway with local stakeholders and services to support the introduction of a new [GP Enhanced Service for obesity](#). The care pathway is now on the GP Assist digital tool on SystmOne and a webinar was produced to train healthcare staff around



obesity interventions and it is hoped this will start to translate into more people being offered free support with managing their weight. Even with Living Well weight management services commencing until later into the year, by the end of 2021 **472 people** had already been supported through Living Well to access weight management support, **193** of whom were referred by their GP. With **65.5%** of adults in Bradford being overweight spring 2022 expects to see this number of people accessing this free support rapidly increase with the launch of the public facing Living Well "Choose what Works for You" campaign.

Primary Care services play a key role in this part the system to provide personalised support to lifestyle behaviours. 2021 saw the development of the new Bradford and Craven Social Prescribing Network for all social prescribing staff to share good practice, support each other and work on exciting new projects such as personal budgets for people with a learning disability, serious mental illness awareness training, active travel and social prescribing for young people. Pharmacies offer a wide selection of health improvement advice and services for free and this year **21 pharmacies** and **34 GP practices** were signed up to provide high quality evidence based smoking cessation services during 2022 and offer a greater choice and ease of access for those deciding to stop smoking.



The Living Well Service also includes smoking cessation support and with **13.2%** of our adults still smoking in Bradford, it is one of the most popular offers. The demand for smoking cessation has increased with more people deciding to "Quit for COVID" which saw Living Well smoking cessation service receive **1336 referrals** for stop smoking support and **40% (534)** of people of these made it to the 4-week quit milestone.

## Smoking Cessation

- Total numbers into service in 2021 - 1336 with 40% (534) still quit at week 4
- All clinics/consultations delivered via telephone

## Testimonials from Living Well Service clients:

“ I have been smoking for the last 50 years. In 2019 I had breathing problems through smoking. It stopped me doing many things and activities and work. It also affected my partner by lack of social life and worry. Though it's only been a few months I feel lots better and have more energy.”  
Male aged 63

“ This is just a brief note to convey my appreciation of the help and support I have received from during the last few months, whilst it has not been possible for me to visit the surgery he has kept in touch via telephone to offer his help and guidance, with his help I have managed to reduce my habit considerably and I am hoping that I will shortly be able to say "no thanks I don't smoke" if offered one. I would point out that I have smoked for over 60 years and this help in the reduction in smoking is down to the support I have received over the last few months.” Male aged 75



**The pandemic has of course not only affected the lifestyle behaviours of our adults but also our children.**

Local research has shown an increase in sedentary behaviour in all our children across the district and this shift has not affected all groups equally with both non-white ethnicity and deprivation increasing the risk of children being less active. **77% of 5-11 year olds** in Bradford **don't do** the recommended **60 minutes** of moderate to vigorous physical activity each day. Being active doesn't only improve children's physical health, but also their emotional wellbeing, meaning that active children are more confident and happier.

Across North Bradford **3376 families** have joined the [JU:MP](https://www.mylivingwell.co.uk) movement receiving tips of how to move more with their children and information on where to access physical activity sessions locally. JU:MP is a Sport England funded programme taking a whole systems approach to increasing children's physical activity levels across eight neighbourhoods in Bradford. The work is strongly aligned as a partner of Living Well with much shared as a parallel districtwide whole systems programme.

The number of children who are overweight or obese living in Bradford is higher than the national average and is increasing. **40.8% of children in Bradford** leave primary school overweight or obese putting them at greater risk of long term conditions. With a gap in appropriate support services for children who want support with managing their weight nationally, 2021 saw Living Well make a successful bid to Public Health England (now OHID) for a significant level of resource to establish an innovative new child and family weight management support service to families across Bradford.

Using a variety of routes to engage with parents and professionals the new service will take a highly tailored approach to help children to make sustainable lifestyle changes that will promote better health outcomes and a positive relationship with food and physical activity for all of their family. The Children's Living Well Service launches in Spring 2022.

## Living Well Service



Our friendly and approachable Living Well Service is made up of trained advisors from our local community, offering support and advice on a wide range of lifestyle behaviours from stopping smoking, becoming more active to losing weight for adults, families and children.

Across 2021 our team were out and about at events across the district, starting conversations with people about making simple changes to their lives to radically improve their wellbeing.

*“ The Living Well website is interactive and engaging – lots of info ”*



*“ The Living Well stand and gazebo were really eye catching and informative ”*



*“ The website gives easy access to important services ”*



*“ Posters and leaflets contain good information and are easy to read ”*



Throughout 2021 schools, businesses and community groups have had to continue to adapt and remodel to manage their response to the pandemic. Healthy places where people can learn and work have never been more important.



Schools have shown their ability to adapt to direct coronavirus challenges time and time again, however 2021 has seen the development of the indirect impacts too where multiple lockdowns have impacted the wellbeing of many children. The need and enthusiasm from schools for more support with health and wellbeing meant a welcome launch of the Living Well Schools initiative. Living Well Schools aims to transform the health and wellbeing of pupils to achieve better educational outcomes and live happier, healthier more fulfilling lives. **139 people** attended the online launch event which included the launch of the [Living Well Schools website](#) which is designed to help school staff improve

the health and wellbeing of pupils in their care through to access relevant guidance, resources, services and training to help make this possible.

Along with bringing together resources into a single easy to access place, delivery of activity has included **21 schools** piloting “**Poverty Proofing the School Day**”, establishing a local working group focused on an Adversity, Trauma and Resilience approach in schools, aligned with the [West Yorkshire Partnership forum](#) and establishing a working group focused on anti-racism and anti-discrimination in schools.

Step 2, in partnership with HALE and JAMES, have been commissioned to provide a new and updated formula for Bradford schools delivering Relationships, Sex and Health (RSH) Education. The programme involves delivering the RSH education to priority schools, as well as a targeted RSH programme for PRU, residential and foster placements and 1:1 delivery. They are also commissioned to upskill teachers across the district with a view to succession planning of RSH education in schools.

Keeping so many schools informed and the initiatives being delivered as relevant to their needs remains an ongoing challenge and as such Living Well Schools have established a head teacher reference group. There is also a platform to share information and updates on Living Well Schools through the Centre for Applied Education Research (CAER)/Living Well Schools regular webinars.

An enhanced Living Well Schools offer with a targeted approach around obesity in primary age children was launched in 2021 with the aim of supporting children who attend 30 primary schools in the designated City area of the Reducing Inequalities in Communities (RIC) programme to be more physically active, eat more nutritious food and have a greater sense of mental wellbeing throughout the school day. The newly established RIC Living Well Schools team have started to build relationships with the staff and schools are now supporting them to make changes from policy to playground initially through implementation of the Creating Active Schools framework. The team facilitates access to evidence-based audits and training, support ideas for sustainable low cost to no cost interventions and encourage momentum as the schools strive to work towards a whole school approach wellbeing that will lead to better outcomes for the children who attend them.

It's not only academic schools that are seeing support and implementation of novel initiatives to make it easier for children (and staff!) to be healthy. The Living Well Madrasah's project is led by the Bradford Institute of Health Research and co-produced with Islamic religious settings (IRS) working to reduce inequalities in obesity, experienced by children with South Asian ethnicity in Bradford. Ten place based groups engaged in test and learn sessions, development of hyper local obesity prevention plans and helped develop the initial draft of the toolkit which will be rolled out to more Madrasah's during 2022. The team have also delivered behavioural change training workshops with leaders of the IRS.



## Masjid-E-Umar – Girlington



*“ We chose to select the Drinking Water session from the toolkit and delivered two assemblies to the boys and girls madrasah where over 400 children attended.*

*Children were surprised and learnt the importance of drinking water; even teachers now drink more water now. Our parents mentioned that water has replaced fizz on the dinner table as children have come home and insisted we drink more water as a family and shared all that they learnt with the whole family.*

*What really works for us as a faith setting is the underpinning of Islamic narrative as our assemblies covered ‘importance of drinking water’ in the first assembly and the second assembly was about the Islamic narrative ‘Water – A gift from Allah’*

*The session was really good and interactive and one of the activities was about a challenge. We set our children a challenge to drink 8 glasses of water a day for 2 weeks; the winners get a prize – 120 children took part and completed the challenge.*

*Working with the Childhood Obesity Programme has really given us the motivation and drive to look at things on a bigger level on a hyper-local level. We've always wanted to work with other organisations, particularly schools so we could compliment and reinforce similar positive health messages and this programme has really allowed this to become a reality. We want to extend our services and look at wider health and well-being of our community. Our current new building has been designed so that we have an open play area on the roof. We hope this space can be used to organise many different activities for children and families.* ” Maulana Sajid



**We spend a large proportion of our time at work. The environments in which we work are therefore vitally important for the health of working age people and their families.**



To support businesses, making sure their workplaces are positive forces for health and wellbeing, we consulted with local employers during summer 2021. Over 140 responses were received with a high response from small businesses. Employers were very enthusiastic about the health and wellbeing of their staff, and were keen to explore additional ways of supporting them.

To raise the profile of employee health and wellbeing, Living Well also sponsored a new award with the Telegraph and Argus's Retail, Leisure and Hospitality business award. The inaugural Healthy Workplace Award went to Kirkgate Shopping Centre for their wonderful support to staff throughout the COVID-19 pandemic.

#### These included:

- ✓ Offer domestic abuse awareness training
- ✓ Have a plan in place to help any staff members that come forward to report domestic abuse
- ✓ Offer any courses in mental or physical wellbeing
- ✓ Provide advice on accessing stop smoking services
- ✓ Mental health first aid training

#### When asked how Living Well could best support them, the most popular suggestions included:

1. Employer suggestions guide to improve staff health and wellbeing
2. Mental health training for staff
3. Pledge to undertake a list of actions to improve workplace health

Already role modelling caring for staff wellbeing and welfare this year has been the One Workforce Hub, this new health and wellbeing resource has been launched for our Health and Social Care workforce across Bradford District and Craven. [The Health and Wellbeing Virtual Hub](#) is now available through the One Workforce Hub website providing support for the local health and care workforce – this includes unpaid carers, volunteers, as well as our paid workforce working in health and care settings. The Hub has been designed to sign post the workforce to a range of the most useful resources available locally, regionally and nationally. This includes links to some of the invaluable support provided through Living Well Service.

On the Hub are evidence based resources to help staff take care of their everyday health and wellbeing; resources to help others to support colleagues, family and friends; and advice on reaching out for immediate support. Built into the system is an interactive feedback tool to help with ongoing developments.



**Leading on from the consultation with a range of businesses in 2021, early 2022 will see the launch of a more detailed consultation with hot food takeaways.**

Consideration needs to be made for both customers and staff. To gain insights into factors that would enable the provision and purchasing of healthier food options, which will complement the implementation of the Good Food Strategy in 2022.



**Motivated and enabled communities are key to transforming health and wellbeing and reducing inequalities. Living Well and JU:MP sponsored the Summer of Fun Play in Parks led by Bradford Council Sport and Leisure Services.**

2021 also saw Living Well and JU:MP sponsoring the annual Bradford City Runs which was delivered following a two-year hiatus from the pandemic. The October event was organised through a partnership between the council's Sport & Culture Service, Pennine Events, Bradford Athletics Network and Even Splits/RaceBest. On the day **424 runners** endured torrential rain throughout the event, but during and following the event feedback was all positive. The event was supported by an information point from the Living Well Service and a team of enthusiastic staff with many in fancy dress.



**During all 42 days of the school summer holidays, the community were provided with healthy and creative experiences across 30 parks and community green spaces, prioritising areas of Bradford district with a higher proportion of children registered for free school meals.**

**Key partners: Sport and Leisure, Living Well Service and JU:MP**

Delivered free active play sessions to over **14,000** children across the district during the summer holidays.



Provided **1,000** Living Well branded aluminium water bottles as prizes during play in park sessions.

Delivered **64,000** Living Well branded pedometers to **171** nursery and primary schools across Bradford district as part of promoting the 20 Minute Movement campaign as well as the summer Play in Parks sessions



2021 also saw the design of a new programme of Living Well community development and engagement work to enable Living Well to have a stronger asset-based approach to wellbeing and to engage with grassroots community groups to inform the work.

The project has now established a steering group to shape the development of the programme with local partners including VCS organisations to ensure that we coordinate our efforts across the system and only add value to other programmes of work in 2022. One such programme of work has been the recruitment and training of over **200** Community Champions by Equality Together, CABAD and Race Equality Network.

Another community programme is the Citizen Coin initiative. The scheme intends to bring local residents of different backgrounds together, to engage in local activities and to increase volunteering, particularly among low income families, new arrivals and those who haven't been engaged in Bradford district.



Earn



Reward



Accept



Give

Activities are captured via the Citizen Coin platform which runs via App and also their website. These

activities enable people to earn digital discount coins for undertaking social value activities, such as volunteering, they can then use their coins to get discounts off goods and services. Those earning the digital discount coin can also opt to donate their coins to other people and organisations.

In 2021 **110 retailers** signed up; **49** rewarding organisations signed up, **756** App's were download, **805** registered users and over **3,000** coins were earned to date!



Unfortunately, for a lot of people, the COVID-19 pandemic has brought significant financial hardship. As a result food banks have become a key part of the community for many people who have been forced to them to feed themselves and their families.

A local partnership of [InnChurches](#) foodbank and [Bradford Credit Union](#) have developed an innovative way to help people in need of help to buy food and build up savings at the same time. The aim of the project is to give people autonomy and choice in their food, and build up regular savings.

People who sign up to the FoodSavers scheme get a weekly, low cost shop at a dedicated food market, choosing their own produce from store cupboard goods, fresh fruit and vegetables, dairy, and household essentials. As part of their membership to the scheme, they open a Credit Union savings account, and a proportion of each weeks shopping cost is put into their savings account, helping them to save over £1000 per year on their shopping bill while building up financial savings. Feedback from members of this pilot scheme has been excellent, and the idea has reached national recognition.

Another core part of community settings are libraries which can play a vital role in improving wellbeing. This includes access to a non-time limited, free to use space which libraries provide as a contribution towards reducing social isolation. During the pandemic the service operated online ordering, and when permitted, offered a doorstep pick-up service. When restrictions were lifted, they re-opened their free IT access for those who rely on libraries for this when it was safe and possible to do so. Libraries in Bradford are working to deliver service activity to support school readiness, addressing poverty, return to work and reducing social isolation.



From the healthcare system, the **13 Community Partnerships** are our key partners for the delivery of grassroots prevention and wellbeing initiatives and during 2021, we started to align Living Well representatives to the Community Partnership groups. This will provide us with an opportunity to integrate and promote Living Well with the prevention and health inequalities work happening on a local level.

In addition to this, Living Well is well integrated with the Reducing Inequalities in Communities (RIC) programme which focuses on making it easier for people to engage with healthy behaviours in the most deprived communities in the district. Our schools programme, the new Tier 3 obesity services for children and the enhanced BEEP Exercise referral service are all part of the RIC programme.





## Living Well Environments describes our collective efforts to ensure that Bradford district's residents can be healthy and active in their everyday life as a result of the physical environment in which they live.

This might include cycling to work or school rather than driving, being able to buy fresh, healthy food, or enjoying spending time outdoors in parks and community gardens. Changes to the environment are time consuming to deliver and face a great number of hurdles and partnerships working together however the environment we live in is critical to enabling behaviour change at population level across Bradford district and 2021 saw some great projects come to fruition.

### Better Place Project

This is a Lottery funded project that is being delivered in collaboration with Bradford Council, Groundwork UK, Public Health, voluntary and community sector groups, local people and other Better Start Bradford projects. The projects involve local people in developing safer and healthier places for expectant parents and families with children under four to play and walk, and increase access to outdoor spaces.

#### Highlights of 2021 include:

- ✓ Installation of play equipment aimed at 0-3s, playful sculptures, seating for parents and grandparents with planting to invite wildlife in **Jane Binns Pocket Park**.
- ✓ **Bowling Park improvements:** There's a new wheelie track (balance bikes, bikes, scooters and prams), natural play area and story trail. Beautiful new wooden sculptures have been installed and we've also improved access paths and entrances allowing access to the Roughts woodland directly from Bowling Park. 22 large trees have been planted and bat and bird nesting boxes have been installed.
 
- ✓ Renovated and improved play area at the **Mayfield Centre** including some new swings, a spinner, and a double accessible slide for young children and their parents to use together. In addition, there are newly laid softer paths, toddler height sensory planting areas plus a story seat.
 
- ✓ **Kettlewell Snicket:** Improvements include: new paving for better access, engraved alphabetic and numerical stepping-stones and lovely stone sculptures – a ladybird and snail.
- ✓ **Burnett Avenue Pocket Park:** New paths have been installed and stone carvings added, including a squirrel, an owl and mushrooms.
- ✓ **Toddler Play area at the Woodroyd Centre:** We have added specific toddler play equipment (a double slide, toadstool seats and play boulders) to an existing pocket park and added off-street access via shallow steps to avoid the only other access through a busy car park.
- ✓ **Horton Park natural play area:** There's a bespoke caterpillar slide, a new sand pit, some hopping stones and the look-out posts and a range of animal play sculptures. .

## Parks

During 2021-22 our parks have also seen investment. In addition to a full playground refurbishment in Lister Park additional play equipment has been installed at three locations in Keighley. Seven new outdoor gyms have been installed in parks across the District. Three parks in Shipley and Keighley now have new activity trails and new Arts Courts, created through refurbishment of existing courts. An exercise route pathway has been refurbished at Hirst Wood Shipley.



## Active Travel

**Active travel is a great way of building exercise into the day as a routine behaviour, and brings the added benefits of reducing pollution and improving air quality. A number of schemes to make active travel easier and more attractive for people have been launched over the past year.**

A School Streets pilot was launched across nine schools in June 2021. The scheme legally closes roads outside schools for set times at morning drop-off and afternoon pick-up (with exceptions for residents and those who have other access needs). Although not without its challenges, many of the schools have reported reductions in the amount of traffic outside school at these crucial times, allowing children and parents/ carers to walk, scoot or cycle to school. Engagement with all the pilot schools is ongoing, refining the model and making sure that schools have the best chance of making the scheme a success. School Streets and is being formally evaluated by Act Early, a research consortium across Bradford and London focusing on early intervention and improving health and wellbeing. The evaluation will inform the activity of the current pilot schools and will hopefully pave the way for more schools to take up the intervention.

Bradford Council are the lead local authority within a consortium of six local authorities participating in a behavioural insights research trial funded and supported by the Local Government Association (LGA). This six-month project uses behavioural insights to help inform intervention design, aiming to increase walking and cycling for local journeys across Yorkshire and Humber.

Bradford were awarded funding to develop an innovative pilot integrating social prescribing with active travel, such as cycling, running and walking for everyday journeys. Social Prescribing is an offer to people who could benefit from non-medical interventions to help them improve their physical or mental health conditions. The new project aims to see social prescribers working with people to integrate active travel into their everyday lives. The funding received allows us to engage with professionals working in the field, to find out what they already do, what they would like to do, and how we can help them to do it.

A new local active travel group consisting of members from Bradford Council. JU:MP, Born in Bradford, West Yorkshire Combined Authority began in 2021 to discuss active travel projects and ensure all the necessary links are made. This platform is already helping to raise the profile of active travel across the system and integrate plans with existing resource, for example social prescribers.



Investment in cycle parking over the past 2 years has delivered a total of **392 additional bike-parking spaces**.

This includes **23 on-street cycle stands** located near parades of shops and in town centres, cycle racks installed in **9 parks or leisure destinations** across the District and cycle lockers at BRI, St.Luke's and Airedale hospitals. **20 brightly coloured car-shaped bike ports** have been added to council car parks.

Each fits parking for 10 bikes in one car-parking space. Visit: [Bicycle Parking | Bradford Council](#) for locations of the car-bike ports.



## The truly unique aspect of delivering a whole systems approach is about enabling all parts of the system to coordinate and align their work.

To do this a Living Well core team in Public Health and the NHS Clinical Commissioning Group oversee the delivery of a number of system enabling programmes. These enabling programmes are fundamental to creating the coordinated momentum that will start to disrupt the system that makes living a healthy lifestyle so challenging.

### Collaboration

Aligning the work of the system is one of the toughest tasks in hand as actions and changes within the vary vastly in their scope and scale of delivery depending on stakeholders' resources and the outcomes they may need to achieve. Sometimes these outcomes can even conflict; different organisations have multiple perspectives and different focuses/agendas, with different sources of knowledge. One of the best ways to tackle this head on has been through creating a collaborative leadership model and investing in the growth of the **Living Well Collaborative**.

The Collaborative brings together **over 30 stakeholders** with regular meetings to share learning and work to date. Seven successful network meetings were held in 2021 and the network has flourished and our partners have supported the Living Well ambitions and had opportunities to share and present information about their organisations and programmes who are delivering Living Well objectives across the system. **Coordinating our efforts through listening and sharing can help us make better decisions about how to use resources to achieve the greatest level of impact together.** Network members have shown a strong commitment to Living Well and contributed to this annual review as delivery partners of our whole systems approach to obesity. 2022 will see a broadening of the Living Well Leadership Group to further enhance the governance offer.

### ACT as ONE

Whilst all parts of our system are critical for delivering true system change, one of the most aligned areas of the system for Living Well to knit into is healthcare. Act as One is the partnership of Health and Care Providers across Bradford and Craven.



Act as One has seven system transformation programmes with a number of enablers. Living Well representatives are incorporated into each of the Act As One system transformation programmes including the programme leads group to ensure that Living Well and the prevention agenda is integral to the Act As One approach and delivery.

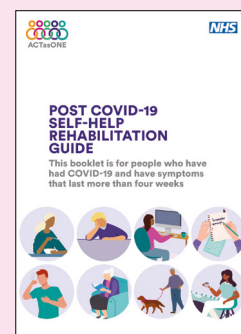
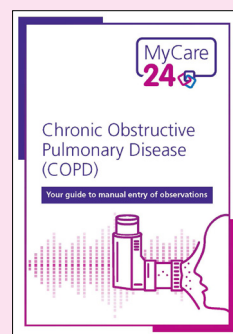
Throughout 2021 presentations have been delivered to each board and opportunities for collaboration identified and relevant actions taken forwards. Highlights of joint working throughout the year include the integration of Living Well offers into patient pre-optimisation information with secondary care, work on the deconditioning **'Keeping Well at Home'** agenda and support for the diabetes programme including promotion of the **'Lets DiaBEAT This'** animation.



The Living Well website has helped by hosting information including the user guides for the innovative **MyCare24** remote monitoring support available for people with chronic obstructive pulmonary disease (COPD). MyCare24 has received national funding with the aim of supporting **6,000** people across Bradford district and Craven.

With the COVID-19 pandemic never far from our minds we have also been hosting information on the **Long (Post) COVID-19 service** including the self help rehabilitation guide which comes in a range of formats to meet the needs of our local people.

At the regional level the Living Well approach is represented in the West Yorkshire Health and Care Partnership with active members of the Improving Population Health Programme, the Prevention Network, the Physical Activity Steering group and the Healthy Weight and Food Resilience group.



## Research and evaluation

Whole systems working is still an emerging field of science and a key part of the Living Well enabling work is to ensure we are consistently evaluating the activity, learning from the research and science and implementing it across the system as well as using this unique opportunity to capture and develop research as we go.

The Living Well core team includes staff trained in **Behavioural Change Science** as well as a full time systems evaluation lead seconded from Bradford Institute of Health research. This role provides strong links for Living Well with both the **Born in Bradford** cohort study, and new **Age of Wonder** research as well as the **UKPRP Act Early** consortium. During 2021 our evaluation programme has undertaken stakeholder engagement planning and scoping and have completed a Literature review of systems models and systems thinking to inform the development of the Living Well approach. We have also established connections with other whole systems approaches across the county and sought learning from their delivery and evaluations. To improve monitoring of our outcomes we have created four Living Well logic models to demonstrate the breadth of activity and theory of change that system activity needs to be monitored against, early findings will be shared in 2022.

Research is complementary to our evaluation work and collaboration and connection with academic partners and research projects is invaluable part of the work. These partners include JU:MP, UK PRP ActEarly, Born in Bradford, Yorkshire and Humber Obesity Research Alliance (YORA), Local Authority Research Link (LARK), and the Office for Health Improvements and Disparities (OHID). In partnership, we have provided research support to a wide range of projects that contribute towards the Living Well vision, including Bradford Good Food strategy, development of the Living Well Children's Service and Living Well Schools and Libraries.



Living Well has also funded a trial of the **Fresh Streets** programme and engaged our Living Well Service to support the implementation of this. In partnership with **Queen Mary University of London**, the Living Well Service team have worked with the Fresh Streets research project which started its pilot phase in December 2021, with an aim of encouraging residents of selected streets in Bradford to eat more fruit and vegetables.

The scheme delivers **£5 vouchers** every week to each household on the streets included in the trail. The vouchers are accompanied by a recipe suggestion and can be exchanged for fruit and vegetables at identified retailers. So far the pilot is receiving some positive feedback and over **50% of vouchers issued have been redeemed** against fruit and vegetables with the hope that this will increase as the pilot progresses in early 2022.

Other key areas of research linked into Living Well include utilising the evidence generated by Born in Bradford, collecting additional height and weight measurements from children in Year 1 (2020/2021) who have been previously measured in their Reception Year. The research found larger increases in children with excess weight between Reception and Year 1 during the pandemic than we might have expected to see and these increases were largely driven by greater weight changes in boys and South Asian children. This evidence has then been used to secure ongoing funding for the Living Well Madrassah's work.

The measurement of the height and weight of children remains key to ensuring the system continue to remain aware of the significant changes we have seen in obesity levels in children. With support from Living Well in 2022 the Born in Bradford Age of Wonder research programme will be following **50,000 children and young people** in Bradford through secondary school working providing a unique insight into health and wellbeing of children as they enter teenage years.

### Households who are receiving the vouchers said:

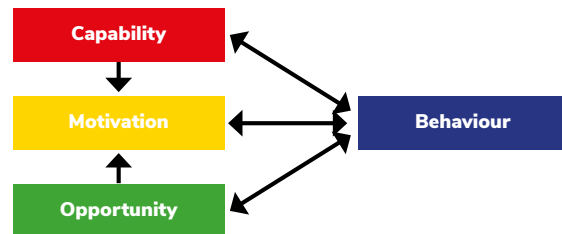
“ Five pounds worth gets me loads of fruit and veg ”

“ These vouchers are great, as I haven't been able to buy much fruit and veg recently ”

“ I get to choose which fruit and veg I want to buy and there's lots on offer ”

## Behaviour change

Making it easier for people to adopt healthier behaviours is at the core of the Living Well vision and approach. The **COM-B model** informs our thinking and practices all the way from direct work with individuals seeking support, through to policy makers and creating a physical environment that shapes positive and healthy behaviours.



Highlights of the behavioural change work completed this year include recording behavioural insights from the community in collaboration with Hitch, Social Marketing Agency, to inform the development of Living Well's Eat Well campaign due to launch in 2022 and the engagement work underway with takeaways applies the COM B model of behaviour change to gain insights into drivers of behaviours such as selling and purchasing healthier options. We have also commissioned behaviour change training to support implementation of the Living Well Madrasahs toolkit.

As well as utilising Behavioural Change science we are also contributing to the research in this growing area of interest. In collaboration with Sheffield Hallam University, we have completed the behavioural science project looking to increase uptake of the COVID-19 vaccine in young people of Pakistani heritage with findings and recommendations have been disseminated across the system. Furthermore, following a successful application, Bradford Council are leading a consortium of **six local authorities** in developing and delivering a behavioural insights trial to increase active travel. This project is funded by the Local Government Association and delivered in collaboration with Sheffield Hallam Centre for Behavioural Science and Applied Psychology.

## Communications

Bringing synergy to the efforts of the system is key to the delivery of a coordinated approach. Creating consistency of message and becoming a trusted source of reliable information on how to improve your wellbeing is also paramount. Living Well aims to achieve this through a number of avenues including supporting the branding of major system programmes to improve wellbeing such as Living Well Schools and Living Well Businesses. Living Well produces e-bulletins that focus on all things health and wellbeing - these newsletters are sent out to people/partners who have subscribed to Living Well via the website, using the Bradford Council Stay Connected platform. Increasing familiarity with the brand and drawing people to visit the mylivingwell.co.uk website and social media channels is key. This year a piece of qualitative research on the Living Well website identified its contribution to behaviour change to include:

- Providing focus to help identify changes people want to make
- Providing knowledge to help make the changes
- Signposting people to resources and programmes
- Connecting people to social support for change

January - December 2021



**15,592**  
People visited  
the website



**483.5%**



**973** New  
newsletter  
subscriptions



**166%**



**235** New  
Facebook  
followers



**27%**



**563** New  
Twitter  
followers



**20%**

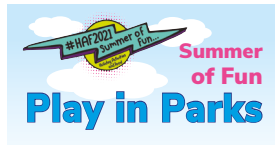


**168** New  
Instagram  
followers



**112%**

Continuing with the mission to raise the profile of the brand throughout 2021, Living Well has sponsored numerous public events along with our Living Well Service team and the fully branded gazebo making a number of appearances across the district to engage directly with the public and raise awareness of key actions they can take to improve their wellbeing.



In 2021 these included the **Play in Parks** programme, **Bradford City Runs** and sponsorship of the online **Active Bradford COVID-19 Champions Awards**.

For the Champion Awards six individual films of local champions were produced along with award certificates and online graphics featuring the Living Well logo. The Active Bradford COVID-19 Champions took place in lieu of the annual Bradford Sports Awards to say thank you to many of the people, organisations, schools and clubs that have gone above and beyond to help people stay active during the pandemic. The full list of Active Bradford COVID-19 champions and the videos can be found on the [Active Bradford website](#)

## Physical activity campaign

Early 2021 saw the launch of the first large scale Living Well campaign; the **20 minute movement**. The 20 min movement campaign was a call



to action to everyone to get moving for just 20 minutes every day to enable them to reach the recommended daily activity guidelines for adults.

The campaign was a great success and promoted widely both using advertising resources but also through partners such as **Bradford City Football Club** along with social media videos from high profile, familiar local faces including **Dr Amir Khan, Harry Gratton** and championship footballer **Matty Pearson** originally from Keighley.

Watch this space for more campaigns coming in 2022.



## Training

A vital part of Living Well system enablement is providing training at different levels in the system to offer people and partners the right skills and knowledge to effect change to improve the wellbeing of others.

This is being addressed through the **Living Well Academy** which aims to bring together all the training offers from the system into a single place as well as identify any gaps in provision that can supported. Some courses are delivered by Public Health staff others are from a range of system providers such as the **One Workforce Hub**. All courses from Public Health have been adapted to enable remote delivery, creating a safe learning environment for learners despite initial reservations about live online training particularly for mental health related subjects.

Living Well have also worked collaboratively with **The Cellar Trust** to align the Living Well branding and has launched a new [Mental Health and Wellbeing Training Platform](#) which offers free online courses and webinars.





## Feedback from people who have trained with us:

“ The live session was so interesting and thought provoking. The course was one of the most interesting I have been on for a long time and I learned a lot about mental health and quite a bit about myself ”

“ This course has been really informative and given me useful skills and knowledge to support someone experiencing mental health issues ”

High pass rates achieved for accredited training delivered by staff in Public Health with over 300 people attended training during 2021:

- 71 RSPH Level 1 Health Awareness
- 55 RSPH Level 2 Understanding Health Improvement
- 29 Two-day Mental Health First Aid
- 12 Half day mental health aware
- 8 Henry Core Training
- 14 Henry Starting Solids

## Strategy

One of the greatest challenges for delivering a coordinated approach is aligning different areas of strategic work that is taking place. The Living Well whole systems approach has been borne out of the model for a whole systems approach to obesity. As such to key areas which inevitably overlap and adjoin with Living Well's vision is Food and Physical Activity.

2021 saw the development of the **Bradford Good Food Strategy**. The strategy development group which included members from across the food system including members of the Living Well core team, met throughout 2021 to explore the challenges of creating a place and a culture where good food is readily accessible to all. Task & Finish groups were formed and followed a logic model; a simple tool which allows a systematic consideration of the key components of any change and the relationships between them and the overall vision. This process identified four areas of challenge that the system would need to address to ensure that people from every community can access good food in all parts of the District:

- ✓ Creating an eating well culture
- ✓ Tackling food insecurities
- ✓ Community-led food growing
- ✓ A sustainable food system for all

The strategy will commence delivery in 2022 and contribute across multiple areas of the Living Well logic models and outcomes.

In addition to new developments for food systems, the district's physical activity strategy has been under review.

Living Well, Active Bradford and JU:MP have been working in partnership to review the current physical activity strategy and priorities for the Bradford district.

A new district-wide physical activity strategy group is being brought together to drive towards a vision of an active district, where it's easy for people to move every day. In December 2021 visioning workshops with senior leaders identified nine main themes and ambitions. **Over 80 partners** from a variety of organisations and sectors attended a workshop to co-develop the priorities and to discuss how they can help to progress these ambitions, leading a district-wide, sector-wide push from a community level upwards. This work is ongoing and will be launched in 2022.

## LIVING WELL INDIVIDUALS & FAMILIES

- ✓ Transform the Living Well Service into a single front door for truly integrated lifestyle support that is easily accessible to members of the public who want support to change their behaviours. Including increasing the accessibility of the smoking cessation offer into primary care and community pharmacies
- ✓ Offer free weight management support available to every adult in Bradford who is above a healthy weight
- ✓ Launch our Child and Family Living Well Service creating a truly innovative and supportive approach to families with children above a healthy weight
- ✓ Increase knowledge and confidence among health and social staff to increase signposting of people for support with improving their lifestyles in the Living Well Service.



## LIVING WELL COMMUNITIES & ORGANISATIONS

- ✓ Development of the Living Well Schools programme and increase the offers available to schools across the district.
- ✓ Rapidly upscale the Living Well Madrasah's work to support a greater number of Islamic settings benefitting from the co-produced toolkit
- ✓ Launch of a Living Well Workplace pledge, promoting workplace wellbeing with employers and a Living Well takeaways pledge.
- ✓ Delivery of Living Well Communities offer with a health focussed community development offer



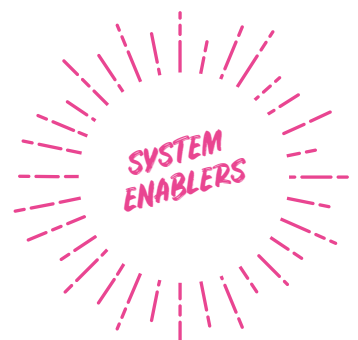
## LIVING WELL PHYSICAL ENVIRONMENTS

- ✓ School streets programme to undergo further work to support implementation
- ✓ Exploring the barriers to active travel and system measures that we can take to address them
- ✓ Ongoing input into planning consultations, majors, highways, landscapes and the Local Plan to continue to ensure health and wellbeing plays a key role in decision making processes.
- ✓ Working with partners to map the food system to identify environmental barriers and mitigations to increase access to good food. This includes planning processes, street advertising, physical/structural barriers (e.g. road crossings), parking policies and public transport routes.



## LIVING WELL SYSTEM ENABLERS

- ✓ Create further opportunities to integrate Living Well with our healthcare system including Act as One and community partnerships.
- ✓ Expand the Living Well Collaborative Network to increase ownership of Living Well across the system.
- ✓ Deliver our stakeholder engagement plan to enable a greater number of partners to recognise simple steps on how they can support the Living Well vision through their work
- ✓ Launch of a district wide Eat Well campaign focusing on making swaps for better health.
- ✓ Continue to embed evaluation into Living Well to help capture and learn about what is happening in Bradford.





@MyLivingWell1

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