

EVERY MOVE COUNTS



THE PHYSICAL ACTIVITY
STRATEGY FOR
BRADFORD DISTRICT



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

RECOGNITION

Underpinned by an extensive engagement with residents, partners and multiple stakeholders, this strategy is the culmination of the overwhelming interest and participation. We are proud of this strategy as it has been shaped by people and communities from across the Bradford district, and we are thankful for their insight and their creation of the nine priority areas; by Bradford district, for Bradford district.

The oversight of this extensive engagement for the development of this strategy has been led by Active Bradford with support from its member organisations including City of Bradford Metropolitan District Council, Bradford Institute of Health Research, West Yorkshire Health and Care Partnership and Yorkshire Sport Foundation.

Active Bradford is Bradford district's sport and physical activity partnership. We're united by a shared passion and commitment to creating a culture across the district where physical activity, however big or small, is an everyday part of everyone's lives.



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FOREWORD



As co-chairs of Active Bradford, we believe that promoting physical activity is essential for the health and wellbeing of our community.

In today's fast-paced world, it can be challenging to prioritise physical activity in our busy lives. However, we believe that making time for physical activity is crucial for our overall health and wellbeing. Engaging in regular physical activity has been shown to have numerous benefits, including reducing the risk of chronic diseases, improving mental health and wellbeing, and enhancing overall quality of life.

The Bradford Physical Activity Strategy is our district's plan for promoting physical activity and creating a culture of movement. We have consulted with various stakeholders to ensure that the strategy is grounded in the needs and aspirations of the people of Bradford. It provides a clear roadmap for action, outlining the steps that we need to take to increase physical activity levels across the community.

We understand that promoting physical activity requires a collaborative effort, and we are grateful for the support of our partners in the public, private, and voluntary sectors. Together, we can create an environment that supports and encourages physical activity, making it easier for people of all ages and abilities to be active.

We hope that this strategy will inspire and motivate you to get involved in promoting physical activity in Bradford.

Whether you are an individual, a community group, or an organisation, there are opportunities for everyone to contribute to creating a healthier, more active Bradford.

“ We understand that promoting physical activity requires a collaborative effort ”

Sincerely,

James Mason and Charles Dacres
Co-chairs,
Active Bradford



INTRODUCTION

Bradford District has a superb number of assets within our geography, our vibrant communities and our sporting clubs and heroes all of which are key to creating a more active Bradford district which is embracing physical activity and the social, environmental and health benefits that come with it.

This strategy is grounded upon our existing models of systems-based working combined with an emphasis on the evidence base for what works to increase population levels of physical activity, including reducing sedentary behaviour.

“ Our vision is to create a place where it’s easier for everyone to move and be active every day ”

The process of development for this strategy has generated a rich source of information to help us refresh the ambition for physical activity, identifying any gaps with the aim of making it easier to be active in Bradford District. It has provided the opportunity to reflect on the strength of the contributions of the whole systems approach for physical activity thus far through reviewing the latest evidence and carrying out extensive engagement with system partners and the public.



WHAT IS A SYSTEMS APPROACH?

Systems-based approaches are increasingly being used when responding to complex public health issues such as reducing inactivity and increasing population levels of physical activity. A systems-based approach involves applying systems thinking, methods and practice to better understand public health challenges and identify collective actions. Adopting such an approach is a long-term commitment and requires ongoing leadership, and concurrent action across the short, medium and long term from all involved. In recent years Bradford District has benefited from the development of system partnerships, organisational infrastructure, and significant investment in programmes using the principles of a whole systems approach and contributing towards the creation of a district where people are more physically active in their daily lives.

This has led to identification of priorities which both complement and can be embedded within the key existing assets of Living Well and JU:MP. Through strengthening our commitment to a systems approach, the implementation of the coproduced priorities set out in this document, we will be best placed to achieve our vision to create a place where it’s easier for everyone to move and be active every day.



THE STORY OF PHYSICAL ACTIVITY IN BRADFORD IN 2023



THE PLACE

Bradford District is an exciting, progressive and dynamic place. Bradford is one of the youngest cities in the UK with a proud, bold and diverse heritage. Bradford District is proud to be awarded the title of the UK City of Culture in 2025; a huge opportunity to celebrate our extraordinary district and for our young, ethnically diverse population to become leaders and change-makers, beginning a new chapter in our story and bringing further opportunities to improve health through physical activity.

Bradford District has many environmental assets that can be utilised in the quest to increase physical activity levels. The topography of the district is unique in its make-up of urban and vast greenspace. The densely populated urban city region in the centre spreads out to the Bradford/Leeds conurbation. To the west is the open and sparsely populated moorlands of the South Pennines and to the north, Ilkley Moor and the gateway to the Yorkshire Dales: in 2020, 28.4% of Bradford District's population had access to woodland (greenspace) of at least 2 hectares within 500 metres of where they live. Bradford District falls within the best quintile for access to greenspace in England and the district's rate is also significantly higher than England's

average of 15%. The outstanding natural environment that surrounds the city of Bradford provides an ideal setting for citizens to engage in physical activity to improve health, wellbeing and quality of life, yet we know that this isn't utilised so well. We have thousands of kilometres of public rights of way and thousands of square kilometres of open space (including fantastic urban parks) never more than 5 or 6 miles from the city centre and is, in effect, a huge and largely free playground. Use of our range of community assets are key to developing physical activity. We recognise though that there is more needed: work across the system is key. In areas with health inequalities our people, the community, are the best agents for change.

THE TIME

The COVID19 pandemic was a stark reminder of the fragility and importance of health. In addition to the reduced levels of physical activity due to COVID19, Bradford District suffered a disproportionate impact of the virus through its impact on lives lost, on jobs and the economy, on disrupted education time and on communities. Our most disadvantaged communities being even more disproportionately affected than others. In addition to physical activity, the various Non-



Pharmaceutical Interventions (NPIs) aimed at curbing the spread of the virus have increased sedentary time with people spending more time indoors at home. However, in addition to the more commonly known benefits of physical activity there is now evidence that suggests regular physical activity acts as a protective factor from the disease and that physical inactivity is linked to more severe COVID-19 infection and a heightened risk of dying from the disease (Howells, 2021).

Bradford Institute of Health Research carried out a survey with children in the Born in Bradford cohort study during COVID-19 and found that the percentage of children being sufficiently active for their health and development had dropped by 40% from 69% before the out-break of COVID-19 to 29% during the first lockdown (March – June 2020). The study also found that more children from a White British ethnic group (34%) reported being physically active every day compared to their peers from Pakistani Heritage backgrounds (23%).

The main reason for the difference between the ethnic groups was because more Pakistani Heritage children (40%) were not usually leaving the home environment (house/flat/garden/yard) compared to White British children (20%). Not leaving the home environment predicted the odds of whether children were physically active enough or not, for their health and development even after accounting for child's ethnicity, index of multiple deprivation, age, and gender.

Data such as this enables us to see the impact of wider systems working at the population level when the microsystem is reduced down to the household level. The 'systems' that children lived in drastically changed; usual, everyday opportunities to be physically active (active travel to school, playtimes, physical education, after school activities, play in parks and playgrounds, playing with friends and organised sports) were no longer available and the government told everyone to stay at home.

THE DATA

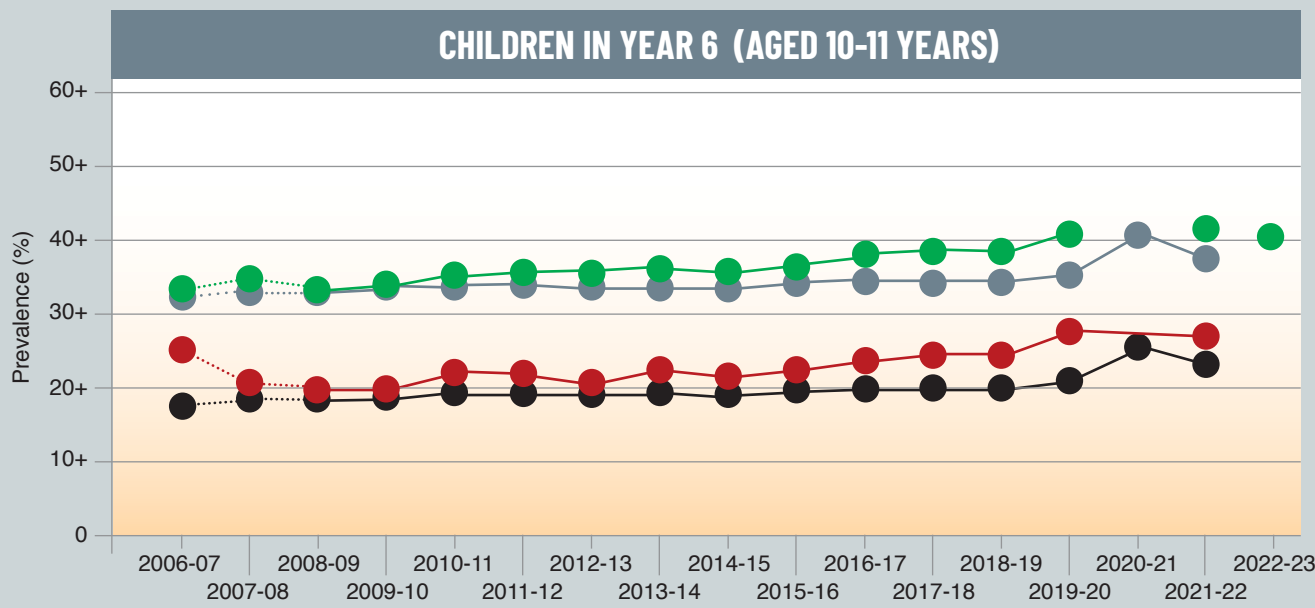
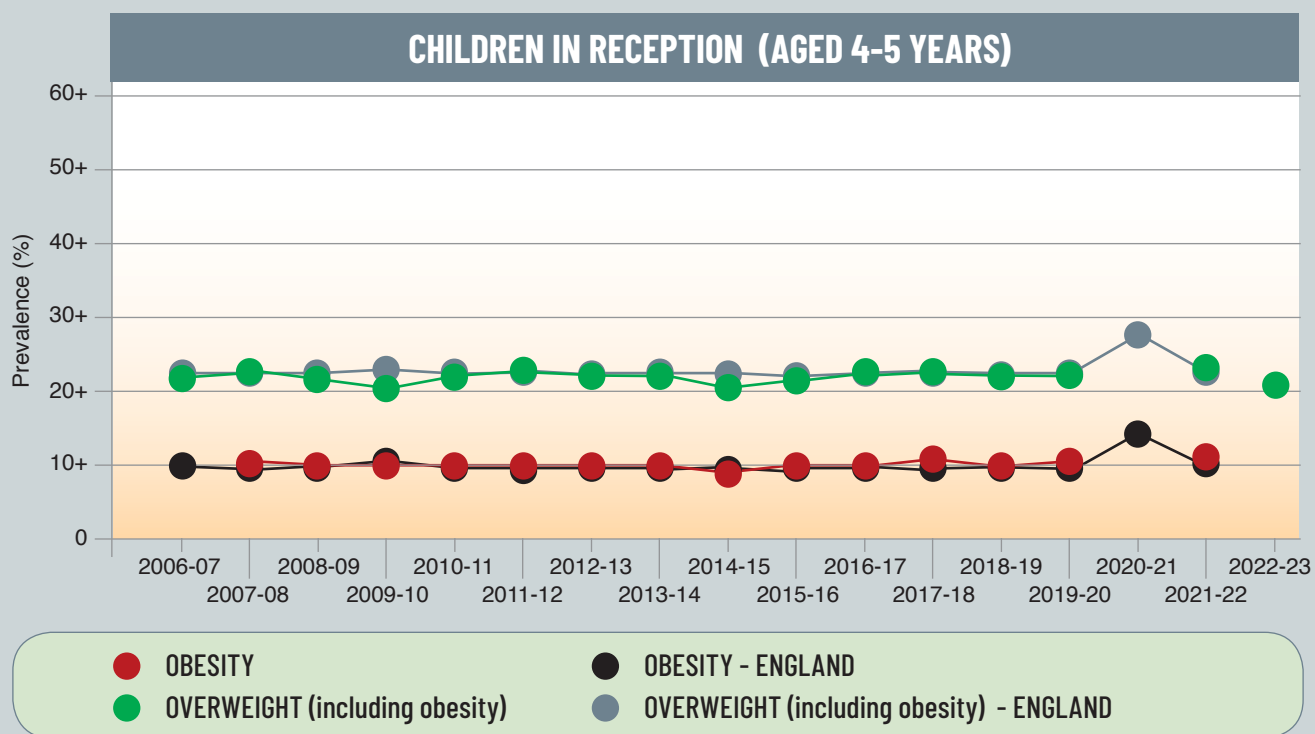
Thanks to studies from the Born In Bradford cohort such as this Bradford District has some of the most robust data on children's physical activity nationally. Data collected through Born in Bradford describes the physical activity levels of children in the district:

- Although most 1.5 – 5 year olds in Bradford District meet the guideline of 180 minutes of total physical activity, the majority do not do enough daily moderate-vigorous physical activity (≥ 60 minutes) to protect their health (Collings et al, 2020).
- Physical activity levels peak at age 7-8 years old, with 60% - 62% of children meeting the physical activity guidelines of (≥ 60 minutes of moderate to vigorous physical activity) but between age 8 and 9 there is a substantial drop down to 37% meeting the guideline and this further declines to 28-30% by age 10 and 11 years (Born in Bradford, unpublished data).
- Inequalities in physical activity are present in Bradford District dependant on gender and ethnicity: only 32% of girls aged 7-11 years old meet physical activity guidelines compared to 55% of boys. 34% of Pakistani heritage children compared to 54% of White British children, and 48% of children from other ethnic groups meet guidelines. South Asian girls have the greatest risk of being inactive, with only 22% meeting guidelines (Nagy et al, 2019).

Low levels of physical activity and high sedentary time are also two contributing factors leading to excess weight. There are two key school years (reception and Year 6) when child measurements are taken to help us plan services. The percentage of reception aged children that are classified as overweight or obese within Bradford District has fluctuated over time. In recent years there has been no significant change in trend. The 2022/2023 data shows that 21.2% of children age 4-5 years old within the district were overweight (including obese) which is not statistically different to England's average (21.3%). The percentage of Year 6 children that are classified as overweight or obese within Bradford District however has increased over time. In 2022-2023, 40.4% of children aged 10-11 years old within the district were overweight, which is significantly worse than the national average (36.6%). See Figure 1.

FIGURE 1: Trend in the prevalence of obesity and overweight (including obesity) by age in Bradford district

NATIONAL CHILD MEASUREMENT PROGRAMME 2005-2007 AND 2021-22



Missing data point denotes missing data for 2006-07 and 2020-22.

Note: For Year 6, comparisons are not possible with the first years of the NCMP (2006-07 to 2008-09) as low participation levels led to underestimation of obesity prevalence.

We know it's not only physical activity and obesity levels in children we need to improve; levels of physically inactive adults have been increasing since 2017 and in 2021-2022 33.3% of adults in the district did less than 30 minutes per week (Sport England, 2022).

In 2021-2022 66.4% of adults age 18+ in Bradford District were classed as overweight or obese compared to 63.8% for England and 66.5% for Yorkshire and Humber (Sport England, 2022). As we also know that excess weight is influenced by a wide range of other

factors including gender, how old we are, the genes we've inherited from our parents and grandparents, how we live our day to day lives, whether we're able to access healthy food or have a good network of friends, family or other support, and crucially where we live, work and play; Living Well aims to support our residents with a wide range of these factors including physical activity, smoking, mental health, drugs and alcohol, eating well, long term conditions, pregnancy and health and family health.

THE INEQUALITIES

Across Bradford District, there are significant health inequalities in communities and the gap in how long people will live is stark. People in the most deprived areas of our district are living with more ill health and dying earlier. The gap between the most affluent parts of Bradford District (Wharfedale), compared to the most disadvantaged (Manningham), in terms of life expectancy is approximately 10 years with 33% of the district's population living in the top 10% of the most deprived areas of England (Office of National Statistics, 2022) see Figure 2.

But it's not just about how long people live, it's how well they live too. If we take away the time people are living with poor mental wellbeing and ill health the gap gets bigger – people living in Manningham have 20 years less healthy life than those in Wharfedale. Evidence also tells us that certain communities experience greater inequalities in physical activity participation,

these include ethnic minority communities, women and girls, young people, older adults over 75, disabled people, members of the LGBTQIA+ community and people with long-term health conditions. Further information on physical activity inequalities can be found on the Yorkshire and Humber Public Health network website: <https://www.yhphnetwork.co.uk/links-and-resources/coi/healthy-weight-and-physical-activity/pa-inequalities/>

EQUITY, DIVERSITY AND BELONGING

We stand for everybody, from every background, in every place, having an equal chance to be active and benefit from it.

We want to challenge the inequalities that prevent or discourage people from leading active lives and enjoying the benefits of being active as participants, volunteers, coaches, working with or cheering from the touchline.

Our aim is for physical activity provision and participation in the district that's truly inclusive and properly reflective of our diverse communities.

In addition, we want to stand with our communities in a commitment to being anti-racist and commit to stamping out discrimination at every opportunity. Find out more at: <https://www.yorkshiresport.org/about-us/diversity-and-inclusion/pledge/>.

The Bradford District Health and Wellbeing board are also signed up to the 'Root Out Racism' (<https://rootoutracismbfd.wordpress.com/>) initiative

FIGURE 2: Inequalities in life expectancy

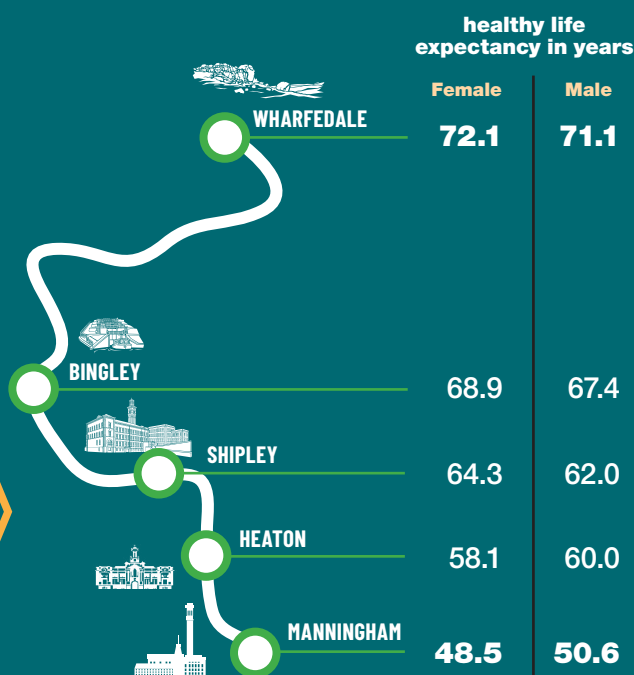
HEALTHY LIFE EXPECTANCY

It's not just about how long people live, it's how well they live too. If we take away the time people are living with poor mental wellbeing and ill health - we get what is known as healthy life expectancy.

**10 miles -
20 years less healthy life**

Data source: Office of national Statistics, 2009-2013

Chart based on publication by www.bradfordcravencg.nhs.uk/RIC



to help tackle inequalities and institutional racism in all sectors and at all levels. As part of this we commit to ensure that the strategy leads on creating a diverse workforce, leadership and governance representation.

As part of our commitment to Equity, Diversity and Belonging we will ensure that we are considering the role that intersectionality (an analytical framework for understanding how a person’s various social and political identities combine to create different modes of discrimination and privilege) plays with participation in physical activity. We will also aim to better understand the complex processes of multiple interlocking systems

of oppression and privilege shaped by intersections of individuals’ social categories such as race, gender or other protected characteristics.

THE BENEFIT

Low levels of physical activity are a major public health challenge, contributing to the national burden of preventable diseases and demand on health and social care services. Participating in physical activity brings significant health benefits for individuals, communities, the economy and the environment.

Benefits for individuals

The benefits are across all ages and can prevent and treat heart disease, high blood pressure, stroke and type-2 diabetes, reduce the risk of developing several cancers (including breast and colon cancer), improve mental health, quality of life, well-being and learning, helps prevent overweight and obesity, enhances brain health including helping learning, strengthens muscles and bones and help prevent falls among older adults (WHO, 2018 & 2022). Specifically, on mental health,

there’s plenty of evidence that

taking part in physical activity can have a profound and positive impact on mental wellbeing.

Being physically active can improve mood, decrease the chance of depression and anxiety and lead

to a better and more balanced lifestyle (Sport England, no date). The mental and physical benefits of physical activity are so compelling that

“If physical activity were a drug, we would refer to it as a miracle cure, due to the great many illnesses it can prevent and help treat.” (DHSC, 2019).



Benefits for communities

Physical activity has benefits for society and communities too; it brings people together to enjoy shared activities and contributes to building strong communities whilst supporting the economy to grow.

Our communities have a key role to play in increasing physical activity; they can mobilise local community assets foster engagement from local residents and provide real-life insights about

the reality of the problem contribute to community cohesion and social mixing. Supporting community-centred physical activity increases people’s control over their health and promotes equity.



Benefits for the economy

Increasing physical activity has economic benefits too; not only is it good for employees but also for employers as physical activity can increase productivity in the workplace, reducing the number of deaths and also reducing illness amongst working age people reduces costs to the health and social care system. For children and young people there is also evidence suggesting that physically active children outperform less active children and that high levels of sedentary time are linked to poorer academic outcomes (Howie et al, 2020 and Kohl et al 2013).



Benefits for the environment

Poor air quality is the number one environmental threat to human health in the UK, contributing to 1 in 20 deaths, to cardiovascular disease and to poor respiratory health. Active travel not only benefits physical and mental health but also brings benefits to the environment too as walking and cycling are less polluting. Research from Born in Bradford shows air pollution stunts babies’ growth, harms brain development and exacerbates asthma; the introduction of the Clean Air Zone is vital for improving health for those already at risk in the city centre.

The scientific evidence on climate change is clear and undisputable – our planet is warming at an alarming rate, directly caused by human activity. Sport and physical activity has a direct impact on climate change, both positively and negatively. A sedentary lifestyle is generally more carbon intensive due to higher use of polluting transport and behaviour such as sitting in front of the TV, being indoors for long periods of time and using light and heating which all increase the levels of carbon emissions. Replacing some of these sedentary behaviours with being more active can help towards mitigating the negative human impact on climate change.

In Bradford, increasing levels of physical activity will help contribute towards the district’s 2038 ambition of reaching ‘net zero’, and in our ongoing work on the climate emergency (Bernard et al, 2021).



OUR SYSTEMS APPROACH TO PHYSICAL ACTIVITY

The role of systems thinking and accompanying tools such as system mapping in helping to frame responses to complex public health challenges has grown in the past decade. This strategy reflects the evidence, which has led to a shift in thinking, that acknowledges that physical activity behaviour is influenced by complex political, environmental and social systems rather than just an individual ‘intention’ to be active, and that multi-faceted approaches at various ‘levels’ (individuals, communities, organisations, environment and policy) (Golden S & Earp, J (2012), Speake et al (2016) Blacksher, E & Lovasi G (2012), Rutter et al (2019)) are more likely to lead to sustained behaviour change (Sallis et al, 2006).

To work effectively with a whole systems approach, collaboration is essential and building positive relationships with partners which will support this joined up approach. There is also evidence that taking an asset-based and solution focussed approach is more effective in achieving change. Therefore instilling values of trust and a positive working ethos is key to success, as well as ensuring a diverse workforce, governance and leadership model.

Increasing physical activity and reducing sedentary behaviour requires a systems-based approach – there is no single solution. Implementation of the whole system approach requires a collective and coordinated response across the settings where people live, work and play by all relevant stakeholders, at all levels, to ensure a more active future. The WHO (2018) states to increase physical activity we should:

‘Create active societies, active environments, active people and active systems’

Bradford district has been delivering on its whole systems approach to physical activity since 2015 starting with the establishment of Active Bradford partnership as a recognition of the number of system partners that have a role to play in increasing physical activity. This was followed in 2017 by the whole systems approach to obesity (now called Living Well) and more recently complimented by the addition of JU:MP, a pilot programme focussing on refining a whole systems

approach to physical activity specifically for children and families in a defined area of North Bradford.



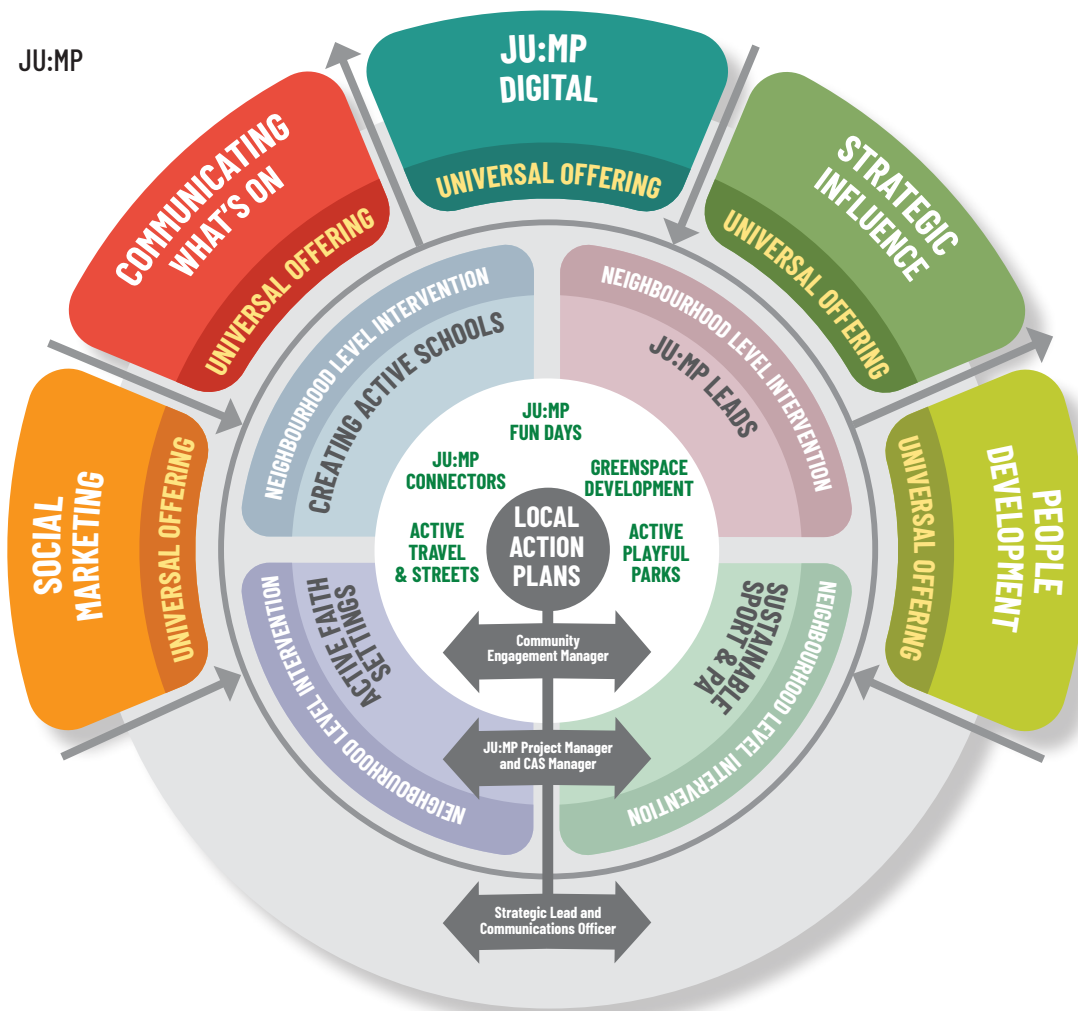
JU:MP (Join Us : Move Play)

Funded by Sport England, the JU:MP programme (www.activebradford.com/jump) is leading the way piloting physical activity strategies for children and is one of only 12 Local Delivery Pilots in this country. JU:MP, an Active Bradford programme delivered by Born in Bradford aims to test and learn more about what helps children aged 5 – 14 years and their families to be active. It is evaluating the impact of taking a whole systems approach to physical activity in a defined area of North Bradford. The whole systems approach includes working with families, communities, schools and organisations, making improvements to the environment and creating connections across the system. JU:MP is taking a locality approach with 15 work streams delivered by a wide range of organisation across eight neighbourhoods.

LIVING WELL

Living Well is the Bradford District ‘whole system’ approach to healthy weight and wellbeing and was established by the Health and Wellbeing board in 2017. The approach is a partnership between The City of Bradford Metropolitan District Council (CBMDC) and the West Yorkshire Health and Care Partnership using the “Living Well” brand to bring synergy and coordination to activity from across the system that contributes towards creating a district where it is easier to live a healthy and active lifestyle. In addition to the coordination of existing system efforts, Living Well operates under the same four layers as the WHO Global Action Plan on Physical Activity; see Figure 4.

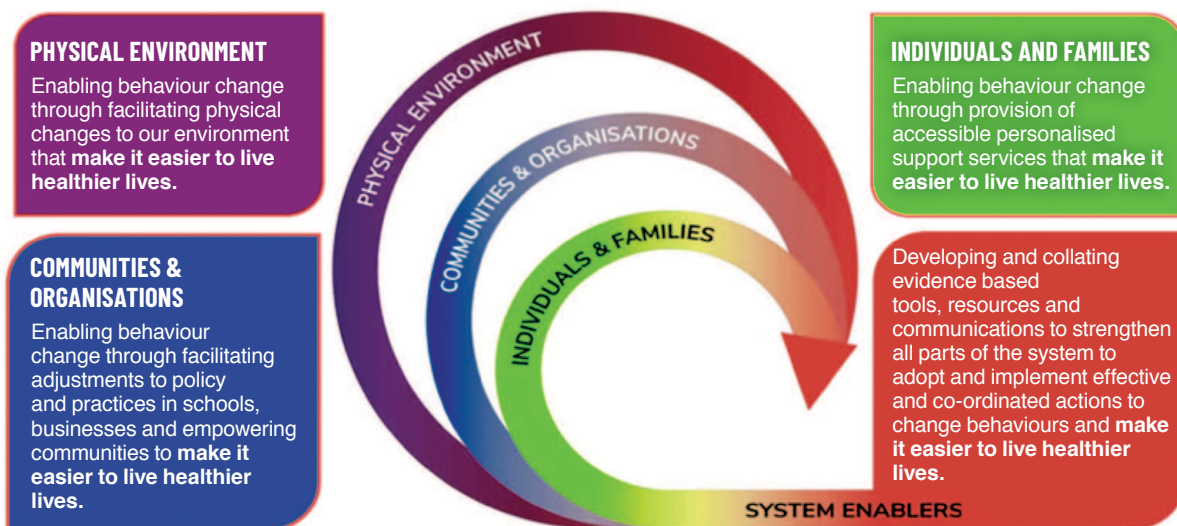
FIGURE 3: JU:MP



Living Well has established, and funds, a significant number of programmes to enable policy makers, communities, workplaces, food outlets and schools to change their behaviours in order to promote wellbeing and make it easier for people to live healthier lives. The

majority of systems activity involve defaulting people into healthier lives, nevertheless it is critical that in order to reduce inequalities a number of behavioural change support services are also offered directly to individuals and families through the Living Well Service.

FIGURE 4: THE WHOLE SYSTEMS MODEL FOR LIVING WELL



PHYSICAL ACTIVITY: FROM SEDENTARY BEHAVIOUR TO SPORT

Sport is valued part of our district’s identity, and part of the lifestyles of so many. While there is more we can and will do to enhance sport and elite sport in our district we must also now strive harder than ever to address those who are inactive or living predominantly sedentary lives. Removing barriers, widening access to opportunities to reduce sedentary behaviour in our homes, schools and workplaces and help everyone to move more and be active every day remains the core vision of this strategy.

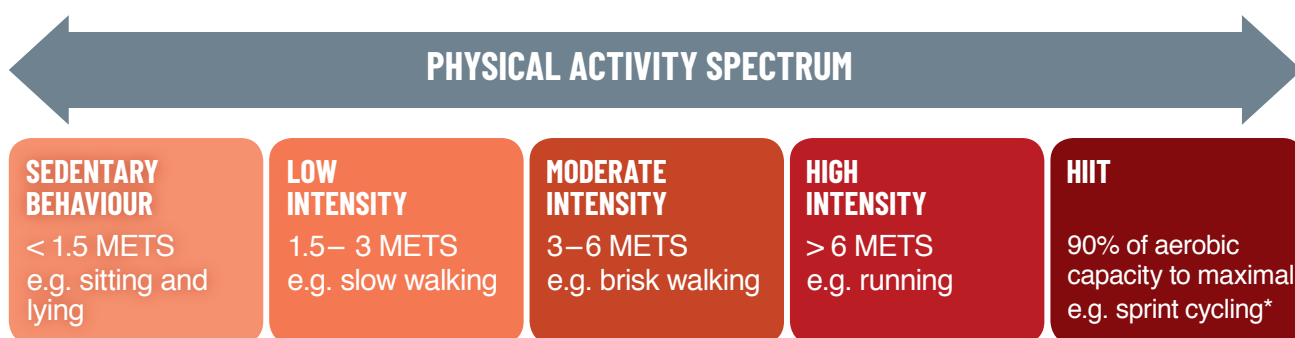


WHAT DO WE MEAN BY PHYSICAL ACTIVITY?

Physical activity can mean a range of things to different people. When we refer to physical activity, we mean the WHO definition “any bodily movement produced by skeletal muscles that requires energy expenditure. Physical activity refers to all movement including during leisure time, for transport to get to and from places, or as part of a person’s work. Both moderate and vigorous intensity physical activity improve health. Popular ways to be active include walking, cycling, wheeling, sports, active recreation and play, and can be done at any level of skill and for enjoyment by everybody” (WHO, 2022b).

Physical activity covers a broad range of levels of exertion ranging from physical inactivity (or sedentary behaviour) through to high intensity exercise training (Nimmo et al, 2013) and is shown as a spectrum in Figure 5 below. Achieving a common narrative that takes people across this spectrum, from sedentary to sporting medals, can be challenging. Different approaches in this space are similarly important if we are to increase physical activity overall.

FIGURE 5: THE PHYSICAL ACTIVITY SPECTRUM, Nimmo et al, 2013



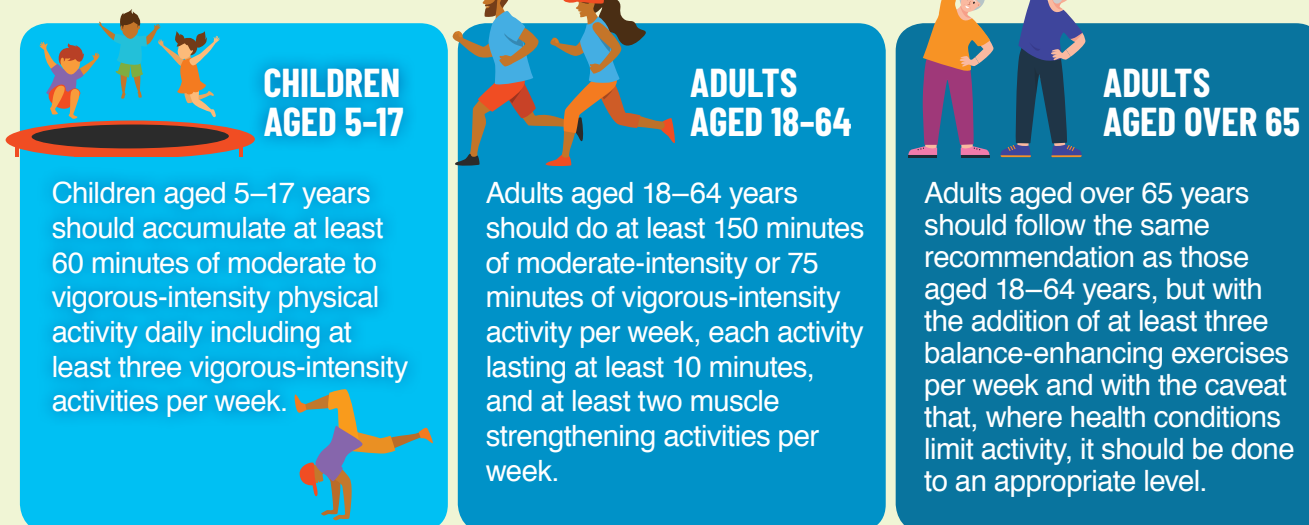
METS: metabolic equivalents (multiples of resting metabolism)
HIIT: high-intensity intermittent training

*sprint cycling is the commonest form of HIIT.

How much physical activity is recommended?

Physical activity is good for all of us and it is never too late to start moving more! Some activity is better than none and more is even better. We can all contribute in helping each other to increase our levels of physical activity.

FIGURE 6: PHYSICAL ACTIVITY GUIDELINES from World Health Organisation



In addition The UK Chief Medical Officers guidance for physical activity (DHSC, 2019) can be found at https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/832868/uk-chief-medical-officers-physical-activity-guidelines.pdf which also includes the following recommendations:

for physical activity also includes the following recommendations:

- Infants (less than 1 year) should be physically active several times every day in a variety of ways including 30 minutes ‘tummy time’ for those not yet mobile
- Children (1-5 years) should spend at least 180 minutes (3 hours) per day in a variety of physical activities at any intensity
- Disabled adults: at least 150 minutes each week of moderate activity with strength and balance on at least two days per week
- Pregnant women (and within 12 months of giving birth): at least 150mins of moderate intensity activity each week

SEDENTARY BEHAVIOUR

Although there is currently no international or national consensus on a maximum duration of a sedentary bout or guidelines for sedentary time, the WHO and CMO state the importance of simply “limiting the amount of time spent sedentary”. A report on sedentary time by (Youngdeok et al, 2015) suggested that “durations of 5 min or shorter were associated with reduced cardiovascular risk factors while durations longer than 10 min were generally associated with increased risk factors”. Guidelines state that: adults should aim to minimise the amount of time spent being sedentary, and when physically possible should break up long periods of inactivity with at least light physical activity (PHE, 2020b).

So, whilst it is important to increase physical activity, it is also important to reduce the time



WHAT DO WE MEAN BY SEDENTARY BEHAVIOUR?

Sedentary behaviours include activities such as sitting in a chair while using a screen or reading, or a child sitting in a car seat or buggy.

The sedentary behaviour definition acknowledged by the WHO, from the Sedentary Behaviour Research Network (SBRN) 2017 states that sedentary behaviour is “any waking behaviour characterized by an energy expenditure ≤ 1.5 metabolic equivalents (METs), while in a sitting, reclining or lying posture” (Tremblay et al, 2017).

people are sedentary or sitting for long periods of time. Sedentary behaviour should be seen as an independent risk factor to physical inactivity, contributing to various negative health outcomes including type 2 diabetes, cardiovascular disease, certain types of cancer and poorer mental health. In fact, recent research suggests that as much as 11.6% of deaths in the UK are associated with excess sedentary behaviour (Heron et al, 2019).

A key systematic review (Mansoubi et al, 2014) also found evidence to suggest there are inverse associations between sedentary behaviour and overall levels of physical activity. In other words, where there is higher sedentary behaviour, there are lower levels of physical activity.

SPORT

Sport is a powerful force for good, it brings people together, connects communities, instills important values, and inspires people. Bradford has a proud heritage as a city of sport and sport plays an important role across our schools, parks, venues and facilities. We have a strong voluntary sports framework and we are also lucky to have professional sports clubs flying the flag for the Bradford district on the national and international stage.

Deep disparities exist in participation in sport, evidence suggests that non-white, ethnically diverse groups are the least likely to engage in sport and much more must be done to rectify this. Participation is substantially lower amongst people with learning difficulties compared



WHAT IS SPORT?

Sport can mean many different things to different people, it can include participation in formal or informal activity, spectating, volunteering or being part of the extensive sport workforce.

According to the Sports Charter (Council of Europe, 2022) sport means:

“all forms of physical activity which, through casual or organised participation, aim at expressing or improving physical fitness and mental well-being, forming social relationships or obtaining results in competition at all levels”.

to those without a disability. Half of all lesbian, gay, bisexual and transgender people say they would not join a sports club, twice the number of their heterosexual counterparts (PHE, 2016).

Sport is important across the life course, the social connections it creates help children to develop social skills and help maintain vital social networks in later life. Partners need to work together to ensure a continued sport offer that is inclusive and inspiring. One that engages people across their life, offers a range of levels from newcomers to seasoned professionals and welcomes people back into sport after transitions such as having a baby, retirement or periods of ill health.



STRATEGY DEVELOPMENT AND ENGAGEMENT



Work on the strategy started in December 2021 where we brought together key officers and managers from across different sectors. This was followed by an extensive consultation phase across the summer of 2022 where we engaged with senior leaders, wider partner organisations and the public through an online consultation and face to face workshops. This was to make sure we heard as many voices as possible, and it has been an opportunity to bring everyone on the journey to create an active Bradford district. Over 500 people were engaged in the consultation and strategy development including over 80 partners across relevant sectors and organisations.

ENGAGEMENT WITH SYSTEM LEADERS

The engagement was well received by systems leaders, and they provided input into the priorities for action. Feedback included the following; it was suggested that communications should work to change perceptions that usually hinder physical activity, including children's safety and safety while engaging in active travel. It was suggested that the current cost-of-living might mean active travel is not a priority for families. It was also felt, however, that this coupled with the rise of fuel prices could in fact present an opportunity to encourage active travel.

When discussing creating active workplaces it was noted that Bradford Council itself, being a large employer in the district, could develop a more active working culture to lead in modelling healthy practices. There was strong representation from leaders across the health system and a number of priorities for action were raised including:

- Develop the extensive opportunities in patient rehabilitation
- Engage staff as Physical Activity Champions in each Trust
- Develop and promote a Healthy Hospitals initiative

ENGAGEMENT WITH THE COMMUNITY

In summer 2022, to complete the work on the strategy, extensive community engagement on the draft strategy took place to help us plan our next steps. This involved as many voices as possible to bring everyone on the journey to create an active district.

The community engagement included a wide range of useful feedback that has influenced the plan as demonstrated in the full report, which can be found at <https://letstalk.bradford.gov.uk/17822/widgets/50685/documents/35681>

Online consultation survey feedback

from 128 respondents. Online consultation 'map' feedback had 81 comments

Greenspace was the priority action area that was considered the most important of the 9, according to the public online consultation. 75% of respondents in the online consultation rated a focus on greenspace as **"very Important"**. The public commented frequently on the value of quality greenspace, and how it addresses multiple health outcomes. Activities and events in parks were also popular: **"The free HAF Park activities have been amazing!"**

However, safety emerged as a barrier which wasn't addressed in the draft strategy, with 14 references to greenspace expressing concern: **"Safety at local parks, bit scary"**



Sports: The main finding on the sports theme was that a wider range of accessible activities is needed to proactively engage new groups and those who are less active (26 responses). Activities and spaces that catered for women and girls but also those with disabilities or those who are most inactive:

"I think the word sport can be off putting for people so other kinds of exercise need promoting"

Children and young people: Of the 9 priority areas within the strategy, a focus on children and young people was deemed the 2nd most important after greenspace. 69% rated a focus on children and young people as **"very Important"**. Much of the consultation responses focused around suggestions for in-school changes, such as more sporting opportunities and after school clubs and increased PE hours. Technology use was also referenced as a perceived barrier to getting them to engage with physical activity: **"In these days children spend too much time on social media and their mobile phones instead of spending time outside with friends and being more active, it is time to change that"**



Workplaces were also viewed as an important area to increase activity: flexible working was an opportunity to be more active:

"Flexible working so children can be walked to school, employees can go to the gym or run before or at lunch"

"Encouraging and educating employers re the benefit of building exercise into the working day and flexible working"



There's so much we could do and lots already going on each of these areas, however our system partner consultation indicated from all these opportunities there are 9 priority areas for action that sit within the WHO (2018) model.

In-person feedback

Holiday Activities and Food (HAF) programme sessions from across 4 sessions at Menston Park, Lund Park, Knowles Park and Parkside Park with 737 responses.

Members of the public were asked about the draft priorities for action and to say how important they felt they were. There was a wider range of useful feedback with a consensus that the priorities were important or very important. See Box 1 for a summary of the findings.

OVERARCHING THEMES



The strategy engagement and co-development found that there was a strong consensus across system partners that these overarching themes are key to a systems approach.

Our ambition is that the overarching priorities will run throughout the delivery of the strategy.

1. We will embed children's voice and influence in our work

Our ambition is for all organisations providing services for children and young people to embed children's voice in decision making. Asking children how they want to be involved and listening to their views on what works for them and what can be improved, then acting on this. Creating a child friendly environment with places and spaces to play and be active across Bradford is an important part of this.

2. We will take a community centred approach at the heart of decision making; including community engagement and empowering local people to lead

A community centred approach will need a 'spectrum' of community engagement across the system but wherever possible we will be doing with people rather than to or for people. We need to build trusted relationships and work together to co-design plans

and ensure wherever possible local people are taking ownership and leading the way.

3. We will promote strong strategic collaboration across the system

Cross-cutting and joined up working, particularly across 'people' and 'place' will be crucial to deliver co-ordinated whole system action to make physical activity easy for everyone. We plan to develop a map of the key system partners and their offers to improve cross-system working supported by effective communication. We will work to ensure there is a clear understanding of the roles of the key system partners, such as Living Well, BMDC Sport Services and JU:MP.

4. We will provide senior level commitment to embed physical activity into policy as an enabler, meeting multiple outcomes

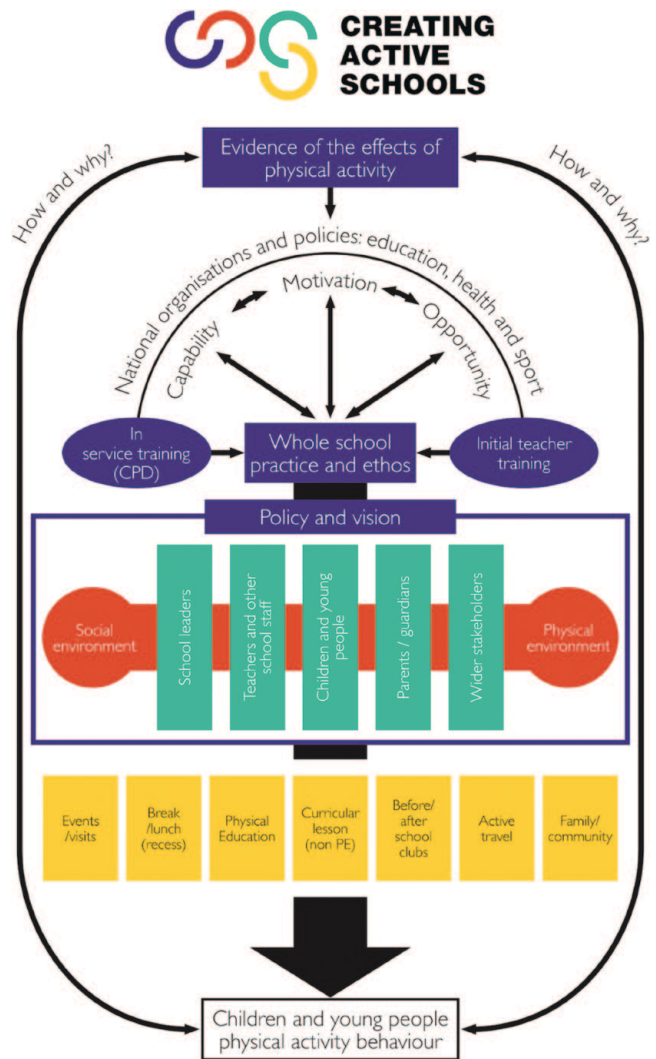
Our ambition is to ensure physical activity is embedded into the 23 strategies/policies that the research has identified can influence physical activity levels. We believe that senior level commitment to allocate resources to tackle inactivity will reap rewards for the district, both in creating happier, healthier communities and by preventing avoidable health and social care costs.

THE NINE PRIORITIES FOR ACTION

1 PRIORITY ONE: Active schools, children and young people

The benefits of physical activity on children and young people’s health are vast and we can see from the data on physical activity levels and childhood obesity that we still have more work to do. The role of school and early years settings was emphasized in the consultation, but we also need to ensure we hear our children and young people’s voices and develop existing programmes whilst facilitating others. Ensuring that Bradford district children are as active as possible throughout childhood is important investment for current and future population health.

Our aspirations are for schools and early years settings to be active places where leaders and staff recognise the value of physical activity to improve health and attainment. Creating active spaces where physical activity is embedded throughout the day is key and the work of Living Well Schools and the Creating Active Schools framework is trailblazing this priority for action. We also need to enable children and families to be active beyond the school day and recognise the important part that sports, community organisations, schools and parks will play in this. It’s important we harness the power of young people to positively contribute to creating activity communities through leadership opportunities and recognise that engaging in sports and physical activity can enhance young people’s wellbeing in an increasingly digital world.



CASE STUDY

Implementing Creating Active Schools (CAS) framework through Living Well Schools

The Living Well Reducing Inequalities in Communities (RIC) Schools project is funded by Bradford District and Craven Health and Care Partnership. Using a facilitated model, the project aims to reduce childhood obesity and health inequalities in the 10% most deprived areas in the Bradford district. Over a period of three years the project will provide support to schools to facilitate a physical activity, nutrition and mental health offer through staff training, networking, conferences and examples of best practice.

A whole system approach to increasing physical activity across the school day has been embedded using the Creating Active Schools (CAS) framework; an evidence-based behavioural science approach to facilitate organisational change to enable all primary school pupils to be active for at least 30 minutes every day.

2 PRIORITY TWO: Neighbourhoods and communities

The communities in which people are born, live and socialise affects the health of the community (Buck et al, 2021). The positive role of communities in health is increasing and this was highlighted during the COVID-19 pandemic where communities came together to support each other and deliver the response. There are many elements that make up community and we will work with our voluntary, faith and community partners who we know are already delivering and know what works using the many assets we have in communities.

Our ambition is to create safe, clean active neighbourhoods that are attractive and foster a sense of community. In order to achieve this, it's important we ensure that physical activity is embedded in neighbourhood plans. How we communicate to local communities around physical activity should



be bespoke to that community and experience has shown that sharing through local “trusted people” is an effective approach. We aim to ensure physical activity programmes bring people together across communities to enjoy being active and provide opportunities to build connections.



3 PRIORITY THREE: Sport and active recreation



The consultation shone a light on the strong bonds with sport in Bradford District, with sport playing a key part of the district's heritage. We are fortunate to have great links with sports clubs and sporting organisations and people are proud of these long-standing partnerships. Equally, Active Recreation; which is any moderate intensity physical activity carried out in leisure time and includes "dance, yoga,

active play, recreational walking or cycling" (PHE, 2014) was also felt to be as important in other people's lives. We will continue to celebrate and develop physical activity through both our sporting and active recreation networks recognising our diversity and that not one size fits all! We will strive to create a diverse, representative and sustainable workforce that underpins the great community sports provision that takes place across the district.

Our ambition is to build on current provision to increase community access to local settings for sport such as schools, sports centres and parks. We aim to proactively engage new groups and organisations who can deliver activities to reach new audiences and tackle inequalities. Promoting informal active recreation and different kinds of exercise to engage those who may be less active, such as women and girls, will be a key. Bradford's vibrant and appealing mass participation events will continue to take place throughout the year and new opportunities will be actively sought out.



CASE STUDY

Islamic religious settings

The whole systems approach recognise that faith settings can play a very significant role in increasing the opportunity for children to be more active, especially those that attend Madrassah on a regular basis. In 2018 Bradford Council and Bradford Institute of Health Research (BIHR) were awarded "obesity trailblazer" funding by the LGA in 2018 and this was used to co-produce the Living Well Madrassah's toolkit for creating health promoting Madrassahs. The toolkit aims to support healthy eating and physical activity of children and families, and facilitate organisational change within Madrassah to make them healthy places for people to spend time in. The toolkit has woven through it Islamic narrative to align the teachings of the Madrassah with the health promotion narrative; this work was led by Mufti Zubair Butt who since has established Faith in Communities and they are now being funded by Public Health to lead the rollout of the tool kit across the district.

This work has been built upon further by input and funding from the JUMP programme. Community

Engagement Managers Abida and Sonia in BIHR have been developing events to support children and families to be more active. They have recently organised three Fun Days in various Madaaris' across Manningham. The fun days are a great way for Madrassahs to kick start their journey to embedding physical activity in their everyday practice. The purpose of fun days is to engage families with the new idea that the setting is going to be delivering and promoting physical activity. The fun days are child led and give families ideas on how they can be active together plus they receive an active prize for taking part. It also helps the settings to realise that they have the capability to deliver on the physical activity agenda.

Abida said: "It was such an amazing opportunity to see intergenerational activity taking place with mums, grandmas, aunties and children coming together in a space where they felt comfortable and relaxed to play and enjoy themselves. I want to personally thank each and every one of the faith settings I am working with in Manningham for their incredible work within their setting and for creating more opportunities for children to get active whilst attending Madrassah to learn sacred knowledge."



CASE STUDY

Dance On

Dance On Bradford began over 6 years ago as a Sport England pilot in Keighley, with the aim of engaging with predominantly inactive women, over the age of 65, from areas of deprivation.

Dance On Bradford works to build relationships with people, in the heart of diverse communities to get the older community active through dance. Before COVID, the programme had 14 sessions across the district and nearly 200 older adults dancing weekly. But COVID didn't stop the programme – we delivered online and also took to dancing in the streets and parks in our participants local communities!

Dance On continues to deliver sessions and the average age of participants in Bradford is 75. No session looks the same and is unique to the groups it works with. We have a mixed model in the way our sessions work, some piggyback with our community partners day care services, some are stand alone,

independent sessions which participants pay a contribution towards. In terms of what a session looks like, they are fun, social and can be done seated or standing depending on the participants needs.

Dance On participant feedback

“Without these sessions we would not be able to come together weekly as a big family. The sessions help to lift me up when I am down which is good for my mental health. I have arthritis as many of us older people do and the exercises help to keep my joints flexible which reduces the pain and improves my mobility which helps me to walk stronger without my cane.” -- Dance On participant



CASE STUDY

International Mixed Ability Sports (IMAS)

Bingley St Ives Golf Club has come together with International Mixed Ability Sports (IMAS) and recruited new members who traditionally have faced barriers to joining community golf clubs. Mixed Ability involves participants with and without disabilities coming together to participate, compete and socialise.



Mark Goodwin co-founder of IMAS gave some perspective on the growth of Mixed Ability activities. “Twelve years ago, we had one person with a learning disability and cerebral palsy who wanted to play rugby, his dream was facilitated by a local club and the community who played there. This player then went on to take part in an IMAS led tournament with over 1,000 players coming together in Ireland, from countries as diverse as Canada and Argentina. I can see this growth being repeated in golf, and the growth is led by individuals in St Ives, and new participants who have lived experience of disability”.

IMAS Development Manager Dan Hine said “these sessions are a great opportunity to be involved in a calm and enjoyable environment, whilst having social opportunities with players from all backgrounds.

For the club, it's meant many members who wouldn't ordinarily interact with disabled people have developed positive relationships and become champions and drivers of Mixed Ability golf”.

Mark Goodwin co-founder of International Mixed Ability Sports (IMAS)

4

PRIORITY FOUR: Health and social care

The benefits of physical activity on physical and mental health have been shown throughout this whole system approach but we want to highlight that physical activity can be good to treat and also alleviate a range of long-term conditions.

We will explore the needs of health and social care services to ensure physical activity is a core component of all relevant physical and mental health pathways. We will continue to raise awareness with health and social care partners of the importance of reducing sedentariness and increasing activity in adults and older people, which also has the benefit of reducing avoidable health and care costs. Developing more “Living Well champions” who influence and advocate for physical activity will help achieve this. Work is underway to train health and social care staff to integrate physical activity into their everyday contact at work. We aim to ensure that non-medical prescribing of physical activity is integrated into health and care pathways and recognise the important part it can play particularly in social prescribing.

We will work with our key health anchor organisations to further integrate physical activity into health and care pathways to support people to better self-manage long term conditions and prepare for medical

interventions. We will also support our frontline health and social care staff to ensure that they consistently include physical activity in care plans and consultations.



CASE STUDY

Health and social care Training Sessions

The critical role of Healthcare Professionals (HCPs) to increase physical activity among people has been highlighted in the national physical activity framework ‘Everybody Active Every Day’.

Airedale based Speech & Language Therapist Angela Penny is a **Physical Activity Clinical Champion for Yorkshire & the Humber** and offers free online or face to face training as part of the national **Moving Healthcare Professionals programme**. These sessions are for AHPs, nurses, midwives, doctors, HCSWs, assistants and HCP students to increase knowledge of the key role that HCPs play in addressing inactivity with patients and increase confidence to advise and motivate patients to keep active and to reduce the risk of deconditioning and developing long term conditions. Between February 2022 and February 2023 nearly 400 people attended the training with excellent feedback.



5

PRIORITY FIVE: Workplaces and workforce

People spend roughly a third of their time at work and the role of the workplace can have a big impact on people's health and wellbeing. A healthy workforce is beneficial for both the employee and the organisation and companies that work with staff to develop approaches that invest in the health and wellbeing of their staff see higher rates of retention, reduced sickness absence and increased productivity.

The Living Well Workplaces programme encourages and educates many employers about the benefits of physical activity and how to build it into their working day, including through promoting active travel. We will support employers to create workplaces that normalise physical activity as part of the working day and encourages people to move more (e.g., walking meetings, using stairs). We can also harness the opportunity of flexible working to encourage employees to build physical activity into their working day. We aim to raise awareness across all sectors of the importance of reducing sedentariness in the workplace. Building links between businesses, fitness centres, and public facilities to increase opportunities for sports, exercise and active travel will be strengthened further.



This priority also looks at the role of the voluntary and paid workforce that operates across the system to help establish, deliver and enable community sport and physical activity. A representative and diverse workforce that is dedicated, skilled and passionate should be seen as key building blocks for sustainable organised activity and in delivering the aims of this strategy, and as such form a key element of this priority.



CASE STUDY

Active workplaces

“At Better Start Bradford we have encouraged staff to embed physical activity into the working day by having walking meetings, enabling people to be less sedentary and give their wellbeing a boost. In the past this has led to the development of a walking/running group which met at the local park and completed up to three miles twice per week. Leading on from these, three members of staff completed the Leeds Half Marathon!

The team has also participated in the Bradford Dragon Boat Festival on two occasions (as team ‘Better Start Paddling’) and have completed a

number of outdoor team development days involving orienteering, problem-solving activities and assault courses. These activities have been fully-embraced by the team and always create a real buzz as people enjoy the benefits of the great outdoors, and the benefits of getting outside of their comfort zones a little to try new things.

Guy our Senior Administrator said: “It’s the happiest I’ve ever been caked in mud. The whole day was enjoyable and really supported team wellbeing”.

During the COVID-19 pandemic we introduced some online yoga sessions for staff. This was a difficult time for many, and the sessions provided headspace and relaxation as well as movement and exercise. As these sessions were so successful, we subsequently offered them out to our Health Visitor colleagues.

6

PRIORITY SIX: Greenspace

Improving the availability of good quality open and greenspace regardless of where people live or their social status helps reduce health inequalities (Marmot et al, 2020). Mental and physical health benefits are seen through access to greenspace; reducing cardiovascular disease and obesity whilst also reducing depression, anxiety and tiredness (PHE, 2020a)

Our ambition is that all communities have access to high-quality, well-maintained parks or greenspace within walking distance of where they live and Bradford has developed several new greenspaces in urban areas in the last three years. It's also important we protect our existing greenspace wherever possible as this is one of Bradford's great assets. We recognised the importance of addressing issues of safety and anti-social behaviour in parks and will also continue to promote positive, social activities in parks where our diverse communities can come together and enjoy being active outdoors.



CASE STUDY Kashmir Park, Toller

Kashmir Park in Toller was once a fenced off, overgrown area surrounded by terraced houses with little or no gardens and with fly tipping issues. Building on years of work by local Councillors and the neighbourhood team, JU:MP worked together with the Bradford Council Landscape Design team to engage children and families in the local community to co-design the park and invested over £200,000 in the development.

The JU:MP Community Engagement Manager and Bradford Council Landscape Design team worked with four local schools to involve children in co-designing the park. They also engaged the local community both through door to door visits and invites to local meetings. JU:MP had established a local action group in the area with 24 partners including the Ward Officer, Police, schools and community sports organisations and this meant everyone was on board and the park development was part of their local JU:MP action plan.

The children's play areas have been built using a nature play approach with stone, wood and earth mounds and uses a robust, low maintenance approach. There is also some evidence that shows children are more active in nature play areas than traditional play areas.



7

PRIORITY SEVEN: Built environment

Our surroundings play an important factor in our health; people exposed to poor quality environments are more likely to experience poorer health outcomes than those who enjoy good quality environments.

Unhealthier high streets are likely to be located in more deprived areas; have a higher number of takeaways, betting shops, more littering and fouling, noise and air pollution, unhealthy retail outlets, crime and fear of crime and road traffic accidents (Marmot et al, 2020).

Bradford is leading the way in strengthening policy and guidance on housing, streets and neighbourhood design so we can create can liveable spaces that



enable healthy lives. The ambition is to develop a number of active neighbourhoods where communities can live within easy walking distance of where they work, learn and play.



CASE STUDY

Wyke Community Sports Village

Wyke Community Sports Village (WCSV) is the first of Bradford District's three multi-sports hubs to be delivered as part of Bradford Council's Sports Pitches Investment Programme in partnership with Sport England, British Cycling and The Premier League, The FA and Government's Football Foundation.

The multi-million pound facilities provide a new home for local sports clubs including football, rugby League and cycling clubs. There is a 1.8km closed loop cycle track with features such as chicanes, hairpin bends and a cobbled section. There are mock road layouts for learn to ride and road safety classes to support recreational cycling. There is a cyclo cross area for off road cycling, a new artificial grass pitch to allow football and rugby teams to train and hold matches in all weathers, three improved grass pitches to support expanding local teams and a pavilion with inclusive changing rooms, flexible community spaces for meetings and other activities along with continuing to be an accessible public open space.

The project was developed on an existing former education site located in the south of Bradford which

borders both Calderdale and Kirklees. The site sits on the Spen Valley Greenway national cycle network and has well positioned road infrastructure with links to the motorway network.

WCSV has provided a modern, challenging and fit for purpose range of facilities, in collaboration with key stakeholders, to deliver open access and inclusive opportunities for our diverse communities.



8

PRIORITY EIGHT: Active travel

Active travel means cycling, walking or wheeling as a means of transport in order to get to a particular destination such as school, work, the shops or to visit friends. Active travel can also include trips made by wheelchair, mobility scooter, adapted cycles and scooters, with cycling including bicycles, tricycles and electric cycles.

The ambition in Bradford District is to develop a network of high-quality walking and cycling infrastructure across the district, working alongside initiatives to improve safety of cyclists and walkers more broadly. The development of a number of exemplar neighbourhoods that are attractive, liveable places that encourage active travel will help to lead the way. We need to make sure there is community readiness for infrastructure changes to promote cycling and walking, so they are positively received, engaged with by local communities and which help them live active and healthier lives.


Bradford Council is developing its networks of high quality cycling infrastructure to encourage more people to cycle. I am fortunate to live near the Leeds Bradford Cycle Super Highway and use this for my commute to work. I am also lucky that the school my son goes to is on a School Street. This has improved the experience of walking to school as the last part of the journey is now on a quiet traffic free environment rather than on a highly congested street.

Emma Young, Cycle & Active Travel Champion, City of Bradford MDC



9 PRIORITY NINE: Communications and campaigns

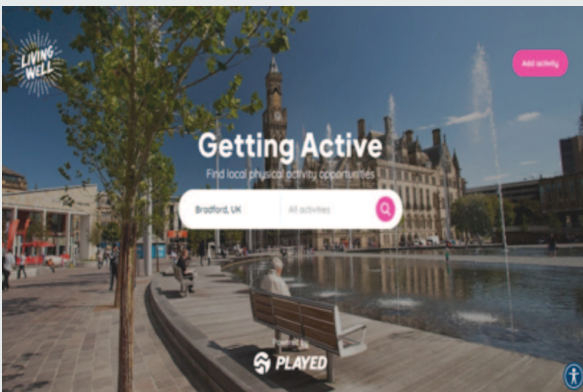
Working with our partners to ensure that our communications deliver a strong message to support physical activity across all ages for the people that live, work and grow in Bradford District. Living Well and JU:MP deliver strong, coherent messages and campaigns to promote physical activity and they will work with partners to ensure these are communicated



CASE STUDY

Living Well Physical activity search finder

(Established by Yorkshire Sport Foundation)



consistently. We aim to develop an effective communication network to promote What's On in active recreation and sports across the district, using open data directories to harness the power of digital technology.



CASE STUDY

20 Minute Movement Campaign



UNDERPINNING PRINCIPLES TO THE BRADFORD DISTRICT WHOLE SYSTEM APPROACH:

The nine priorities offer us a wide range of systems-based actions across multiple sectors and settings, including schools, healthcare, transport, sport, communities and workplace.

System partners also gave us their underlying principles to embed in the live action plan that sits behind this strategy. Throughout the co-design process there was a strong consensus that these principles need to be embedded throughout and partners recognise these principles are key to creating a fairer, happier and healthier district.

These are:

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

Translation of the priorities into meaningful actions with these principles embedded is now required, alongside strategic leadership, governance and advocacy, to enable partners to make the changes necessary to reduce sedentary behaviour and increase physical activity together as a system.

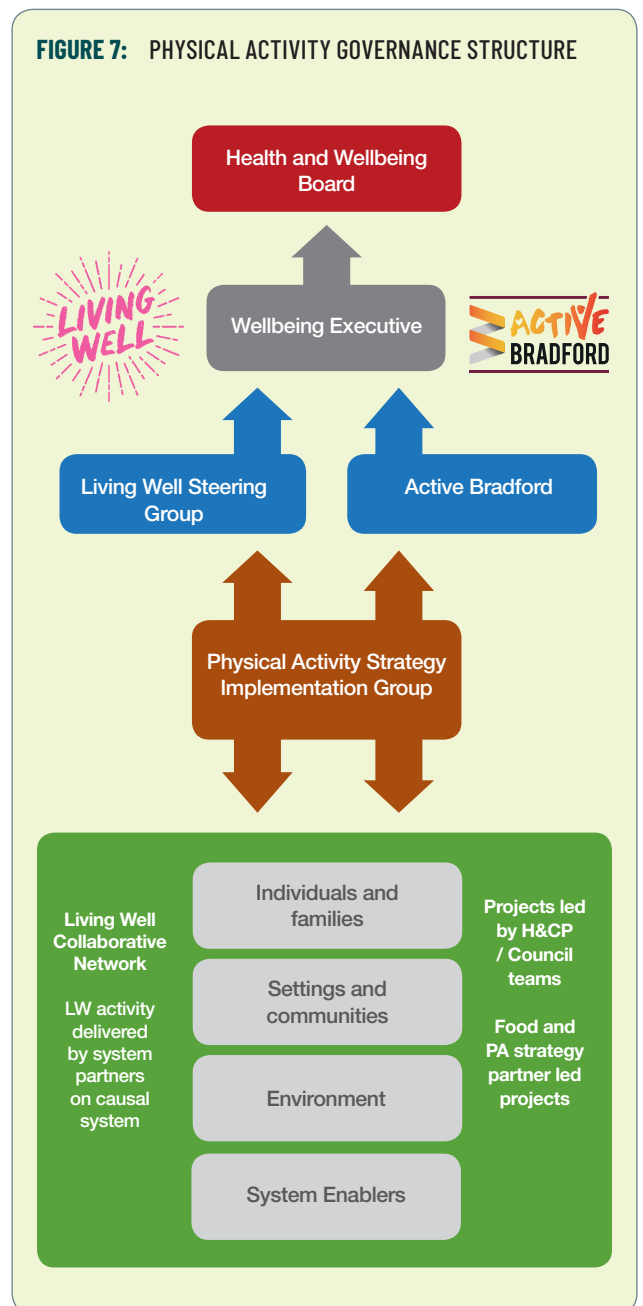


GOVERNANCE

A new Physical Activity strategy implementation group will lead this 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, the lead partnership for the District, and to 'Active Bradford', the district's physical activity partnership. A visual representation of this relationship within the district is available below.

This physical activity strategy for Bradford District builds on existing achievements and reinforces our commitment to whole system working (Figure 4). It presents a long-term approach developed with communities and wider partners and has a clear vision for us to become an Active District: where it is easier for everyone to move and be active every day.

FIGURE 7: PHYSICAL ACTIVITY GOVERNANCE STRUCTURE



HOW WILL WE KNOW IF THE STRATEGY IS WORKING?

System based working presents challenges to knowing whether the strategy is working due to its complex nature where the sum of the individual parts are greater than the whole. The overall, long-term outcome and impact is that we increase physical

activity levels in the district as evidenced by the Sport England Active Lives survey. We are evaluating individual projects within the strategy to ensure we are meeting the outcomes of the strategy and the needs of the communities.

HOW CAN I GET INVOLVED?

This approach is a strategy for the district, it sets out a clear, shared vision which unites people with a shared purpose. Its success will depend on people and organisations from across the district working together. Everyone has a role to play in making Bradford a place where it's easier for everyone to move and be active every day.



SHARE AND DISCUSS
this strategy with colleagues and teams




SHARE YOUR THOUGHTS
on what it means for you on social media with the hashtag #ActiveBradford



REQUEST COPIES
of the printed summary



PROMOTE YOUR PHYSICAL ACTIVITY PROGRAMMES
on the new physical activity search portal
<https://livingwellbradford.activityfinder.net/>



LEARN MORE
about Active Bradford
<https://activebradford.com>

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HOW WE GOT STARTED - PHYSICAL ACTIVITY STRATEGY CONSULTATION PROCESS

Living Well and Active Bradford have been working collaboratively with partners to develop this physical activity strategy for the district and is proud to share the work. The strategy has been coproduced with as many voices as possible through online and in person consultation.

We are taking a whole systems approach and have identified priorities for action, which will help us to create a more active district. Work on the strategy has been underway since 2020 when we mapped the 23 strategies in Bradford District that can impact on physical activity to assess how well it was embedded across the system. This was followed by a workshop in December 2021 where we brought together key officers and managers from across different sectors.

Next followed an extensive consultation phase where we engaged with Senior leaders (May 2022), wider partner organisations (July 2022) and the public through an online consultation and face to face workshops (Aug 2022). This was to make sure we heard as many voices as possible and it has been an opportunity to bring everyone on the journey to create an active Bradford District. It was through the consultation that our vision, priorities and principles were identified.

A more detailed summary of the consultation process can be found here (<https://letstalk.bradford.gov.uk/17822/widgets/50685/documents/35681>) in the Bradford District Physical Activity Strategy Consultation Summary Report September 2022.



