

YEAR 2024



**LIVING WELL IN BRADFORD DISTRICT**  
**ANNUAL HIGHLIGHTS REPORT 2024**



# FOREWARD

Addressing obesity requires more than isolated interventions; it demands a comprehensive, whole systems approach that considers the complex interplay of biological, social, economic, and environmental factors.

The 2024 Living Well report highlights the importance of adopting such an integrated strategy to effectively combat this multifaceted public health challenge. By exploring successful initiatives and evidence-based practices, we illustrate how collaborative efforts across the district have led to sustainable improvements to wellbeing.

The insights presented herein underscore the importance of the need for coordinated action, innovative policies, and community engagement to create environments conducive to healthier lifestyles.

Ultimately, embracing a whole systems perspective is essential for driving meaningful, long-lasting progress in tackling obesity and in promoting well-being for everyone across the district.

I am proud that Bradford is leading the way nationally on tackling this complex societal issue.

A big thank you goes out to everyone that has contributed to this work.

**CLLR SUE DUFFY**

PORTFOLIO HOLDER FOR LIVING  
WELL & CHILDREN & FAMILIES.

# 2024 SUMMARY

We started 2024 on a high note, having had the Living Well brand recognised through two prestigious national award nominations: the Comms Hero Awards and the CIPR PRide Awards, where we proudly took home the silver medal.

This report celebrates the many successes of Living Well in 2024. Our key achievements include significant engagement in weight management, smoking cessation, exercise referral programme, a new “whole school” approach to wellbeing, and a contribution towards a reduction in both year 6 and adult levels of obesity. Libraries and healthcare settings played a crucial role in promoting health campaigns and providing essential resources. Community engagement was robust, with numerous events and activities supporting healthier lives. The report underscores the importance of addressing the multifactorial drivers of obesity through collaboration, adaptability, and systems thinking.

Despite facing several barriers, including service accessibility issues, financial constraints, and staffing shortages, our collaborative efforts have driven innovation and strengthened community engagement through initiatives like Play Streets. We continue to prioritise improvements in coordination and training to enhance overall efficiency.

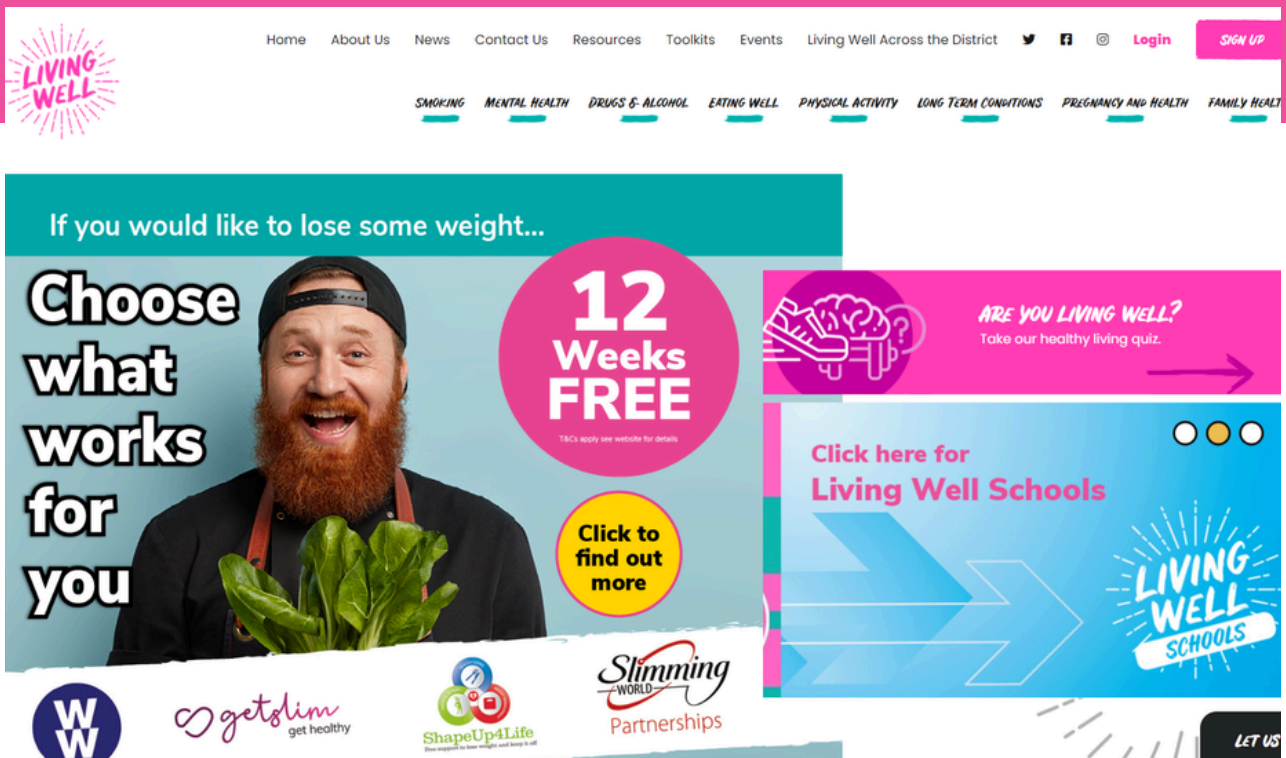
The national policy framework is evolving to better support local Whole System Approaches (WSA) to tackling obesity. Initiatives such as Nesta’s “A blueprint to have obesity in the UK” emphasise impactful, cost-effective policies and systemic changes. National Institute of Health and Care Excellence (NICE) updated guidance and reports like the House of Lords’ “Recipe for Health” highlight the need for comprehensive government action to address economic disparities, regulate unhealthy food environments and ensure that co-ordinated local whole systems approaches to tackling obesity are prioritised. These policy shifts can enable better alignment of national strategies with local efforts for meaningful, systemic change.

We remain committed to creating a Bradford District where the places and organisations in which we live, work, learn, and play make it easier for people of all ages to lead healthier and more active lives. Looking ahead to 2025, our priorities include expanding weight management services, enhancing referral processes, improving smoking cessation support, and increasing community engagement. We will focus on refining physical environment initiatives and integrating Living Well into healthcare systems to ensure sustainable, long-term health improvements across Bradford. We are especially excited about launching the new Living Well Workplaces offer and advancing our creative health program in collaboration with Bradford City of Culture 2025.

“Living Well is not just a single team or organisation: it is about sharing and coordinating the collective efforts of everyone in Bradford to improve lives and the physical environment.”



YEAR 2024



## INTRO

Obesity is a complex and multifaceted issue with deep-rooted societal, environmental, and behavioural causes. As such, it requires more than isolated interventions. This is where Living Well comes in. Living Well, one of Public Health England's (Now Office of Health Improvement and Disparities) original pioneers of Whole Systems Approaches (WSA) to obesity and wellbeing, recognises the interconnectedness of these factors and aims to create sustainable solutions by involving diverse stakeholders, fostering collaboration, and embedding long-term changes across systems.

At the heart of Living Well is the acknowledgment that individual behaviour does not exist in a vacuum. Environmental factors such as the accessibility of affordable healthy food, availability of safe spaces for physical activity, and cultural norms surrounding diet and exercise significantly influence choices. Tackling obesity requires a coordinated effort that addresses these elements simultaneously.

# THE HUMAN AND SOCIETAL COST OF OBESITY

Obesity has profound human and societal costs. On a personal level, it **significantly increases the risk of chronic illnesses** such as heart disease, type 2 diabetes, and certain cancers, leading to long-term health complications and reduced quality of life. Additionally, obesity is linked to mental health issues like **depression and anxiety**, and individuals with obesity often require more medical care, which can be both **physically and emotionally taxing**.

Socially, obesity can lead to issues such as **bullying and stigma**, particularly among children, affecting **social interactions and community cohesion**.

## £42

Increase cost per person of healthcare per added unit of BMI.

## £9K+

Difference in economic output per person between areas with high levels of obesity and areas with the lowest which have higher output.

## £6BN

The annual cost of obesity to the NHS. Forecast to rise to £10bn by 2050.

From a societal perspective, the economic impact of obesity is substantial, with high **medical costs** and **reduced productivity** due to obesity-related **absenteeism**.

By 2050, the Organisation for Economic Co-operation and Development (OECD) projects that obesity will reduce the UK's GDP by 3.3%, illustrating the **significant economic impact** of this public health issue[1]. When excluding London, an inverse relationship becomes evident between obesity rates and economic output across local authorities. Areas with the highest obesity rates (quintile 1) report a GDP per head of £24,214, significantly lower than the £33,979 observed in areas with the lowest obesity rates (quintile 5) [2].

Studies suggest that previous cost-effectiveness analyses may have **underestimated the effect of BMI on quality of life**. A unit increase in BMI reduces quality-adjusted life years (QALYs) by 0.65% annually and increases total healthcare costs by £42.23 per person per year. As a result, effective interventions targeting BMI **reduction could have far-reaching health and economic benefits**[3].

The King's Fund forecasts that obesity's cost to the NHS will rise from the current £6.5 billion to £10 billion annually by 2050, placing immense strain on healthcare resources. These findings underscore the importance of ensuring that **obesity is a prioritised health concern** with a comprehensive dedicated approach, benefiting both public health and the local economy.

[1] OECD (2023) Health at a Glance 2023: Overweight and Obesity. OECD Publishing.

[2] Frew, E. et al. (2022) 'Using Economics to Impact Local Obesity Policy: Introducing the UK Centre for Economics of Obesity (CEO)

[3] Harrison, S. et al. 2021. Long-term cost-effectiveness of interventions for obesity: A mendelian randomisation study. PLOS Medicine,



# 31.2%

Percentage of adults in Bradford who are obese in 2023/24 compared to 26.5% in England overall. Over two thirds (69.7%) of adults in Bradford are overweight.

# 22.4%

Reception prevalence of overweight (including obesity) in 2023/24 which is similar to England overall (22.1%).

# 20%

Percentage of families that face challenges accessing affordable, nutritious food which would allow a healthy and balanced diet. Obesity is closely linked to deprivation, with people living in socio-economic deprivation being disproportionately affected

# 39.0%

Year 6 prevalence of overweight (including obese) in 2023/24. Bradford has the 6th highest prevalence in the region and the highest in West Yorkshire. The latest data shows that the proportion of children living with excess weight is improving at a greater rate than across the region and England overall.



# WHOLE SYSTEMS APPROACHES TO TACKLING OBESITY

**WSAs address the complexity of obesity by recognising its multifactorial drivers, including social, economic, environmental, and individual behaviours.**

Evidence from 65 studies, including 33 on obesity, highlights the effectiveness of multicomponent community approaches in achieving positive health outcomes. These include improvements in health behaviours, body mass index (BMI), parental and community awareness, capacity building, nutrition and physical activity environments, and community wellbeing[1].

Features of successful WSAs include engaging relevant partners and communities, fostering trust and relationships, ensuring strong governance, embedding within broader policy contexts, and conducting local evaluations.

WSAs succeed through collaboration, adaptability, and systems thinking. They bring together stakeholders across disciplines to co-create solutions tailored to unique community needs, ensuring sustainable change. WSAs are transformative in nature, operating across all governance levels and throughout the life course, targeting opportunities from infancy to old age. By addressing root causes rather than symptoms,

WSAs provide comprehensive and lasting solutions to obesity, making them a crucial framework for tackling this complex public health challenge.

WSAs benefit greatly from leadership principles rooted in emergence within complex adaptive systems. Such leadership fosters adaptability, collaboration, and innovation, aligning diverse stakeholders toward shared goals[2]. Emergent leadership shifts away from traditional hierarchies, emphasizing shared responsibility and collective problem-solving, enabling teams to respond dynamically to obesity's multifaceted challenges.

Through systems thinking, leaders address root causes by recognizing the interconnected social, economic, and environmental factors influencing obesity. Encouraging innovation through experimentation and learning, while building trust and relationships, strengthens collective action. This adaptive leadership enhances resilience, ensuring sustainable, community-driven solutions to combat obesity effectively.[3]

[1] Bagnall, A.M. et al. (2019) 'Whole systems approaches to obesity and other complex public health challenges: a systematic review', BMC Public Health

[2] Heifetz, R.A., Linsky, M. and Grashow, A. (2009) *The Practice of Adaptive Leadership: Tools and Tactics for Changing Your Organization and the World*. Harvard Business Press.

[3] London, M. (2022) 'Causes and Consequences of Adaptive Leadership: A Model of Leaders' Rapid Responses to Unexpected Events', *Psychology of Leaders and Leadership*.

**“One of the key strengths of Living Well is its co-owned leadership and accountability across the local authority and Bradford District and Craven Health and Care Partnership (part of the NHS West Yorkshire Integrated Care Board). This combined ownership allows for seamless integration between primary, secondary and tertiary prevention, and ensures the system can ‘act at one’ to tackle this complex issue”.**



# LIVING WELL IN BRADFORD

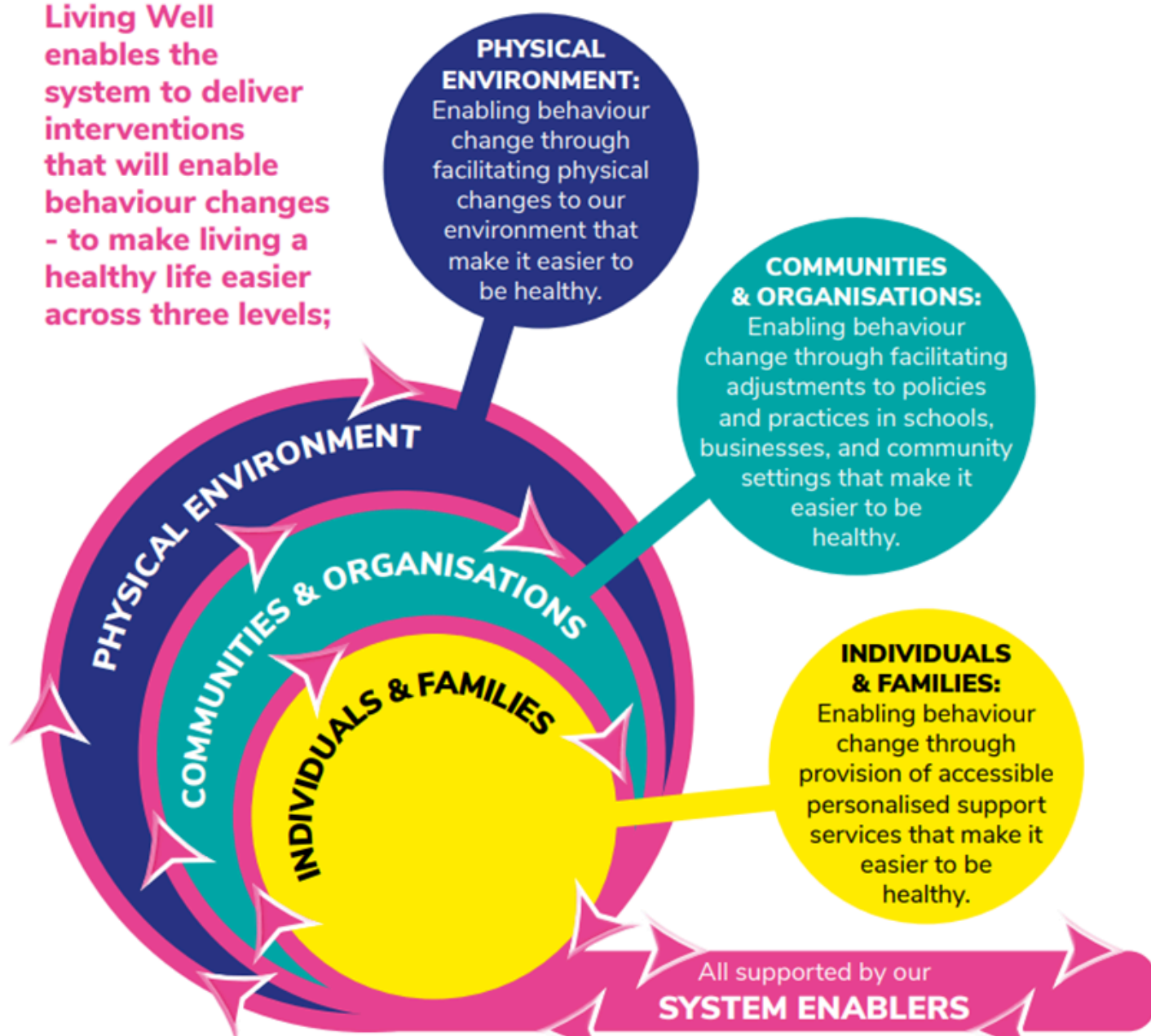
**Living Well is Bradford's whole system approach to addressing the rising levels of obesity, improving wellbeing and reducing the high levels of premature and preventable deaths within the district.**

Living Well was developed to identify and address these deep-seated factors by coordinating efforts across various sectors and building connections.

Living Well aims to enable long-term, community-wide prevention strategies that make it easier to lead healthy, active lives. everyone

Although the initial focus was on reducing obesity among children and adults, the approach has a broader impact, fostering better habits and well-being throughout communities. This collaboration paves the way for sustainable changes that benefit

**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 focuses on creating and enhancing opportunities for individuals and families of all ages and abilities to embrace healthier lifestyles. Whilst we know that less healthy habits often stem from social and structural systems, we recognise that providing direct support to people who need a little help to make changes towards a healthier lifestyle is critical. A range of local services provide personalised, one-on-one support to empower individuals to make positive changes to improve their wellbeing and reduce health inequalities.

## ADULT WEIGHT MANAGEMENT

The Living Well “Choose What Works for You” adult weight management service has been helping residents of Bradford to maintain a healthy weight by offering 12 weeks’ free membership to various commercial weight management programmes including both Weight Watchers (WW) and Slimming World (SW). A new Weight Management Steering Group was established to ensure that we have a collaborative approach to delivering weight management services across the health and care system.

**2,295**  
people  
benefitted  
from the  
service

## CHILDREN AND FAMILIES

The Children and Families Living Well Service has made great strides in 2024. A promotional animation launched in GP practices and at Bradford Royal Infirmary (BRI), while a digital dashboard now provides live referral data. The team strengthened school collaborations. A 12-month follow-up fosters family re-engagement, and feedback forms via text enhance communication. Collaboration with GP practices, Mental Health Support Teams (MHSTs), family hubs and public health initiatives like Healthy Start have improved connections across the district along with attendance at local events. All participants reported either having made or maintained improvements across one or more domain at the end of the programme and 78% at follow-up (6 months)

**1,104**  
face-to-face  
appointments

**100%**  
people saw  
improvements

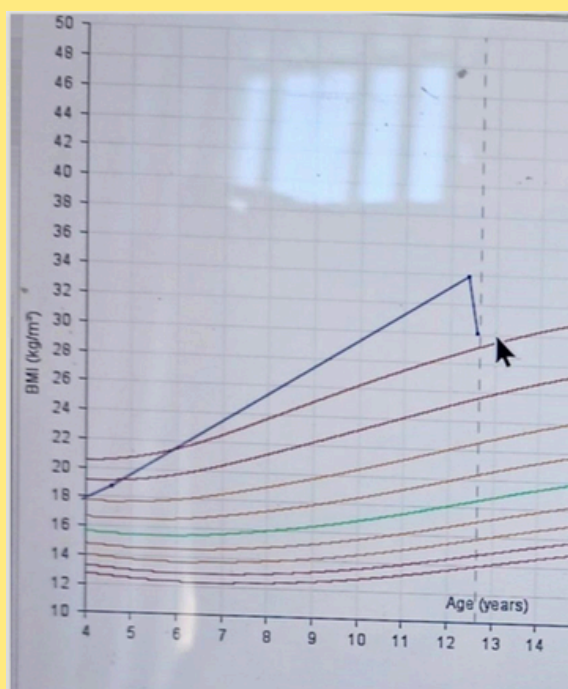
### CASE STUDY: CHILDREN AND FAMILIES’ SERVICE

A 12-year-old girl was referred to the CFLW service by a school nurse for healthy eating advice and weight management. Although eligible for Tier 3 support, she was geographically ineligible.

Whilst the girl was focused on weight loss, the advisor emphasized the benefits of weight maintenance during growth.

The girl set goals to walk 60 minutes daily and reduce unhealthy snacks, while her mother adjusted portion sizes. Using growth charts, the advisor highlighted the importance of gradual lifestyle changes for improved health.

At session 4, BMI progress aligned with centile curves, delighting both the girl and her mother with sustainable improvements.



## SMOKING CESSATION

The Living Well Stop Smoking Service provides universal and targeted evidence-based smoking cessation support for smokers aged 12+ across Bradford District, delivered by Level 2 Stop Smoking Practitioners in primary care-based settings, as part of the Living Well Service offer. The service resumed face-to-face stop smoking clinics in GP practices and libraries in high-prevalence areas, introduced vaping as a quit-smoking option alongside Nicotine Replacement Therapy (NRT), and established a Peer Support Group for Advisors to enhance collaboration and training.

**2,091**  
referrals.  
77% more  
than the  
prevision  
year

**"I felt like I got a lot of support that I needed, I was listened to, about the vapes and I had a good talking session with advisor."**

Shipley Resident, 53 years old

**"Good in contact support."**

Thornton Resident, 33 years old



## BRADFORD ENCOURAGING EXERCISE IN PEOPLE (BEEP)

The self-referral pathway for our exercise referral programme (BEEP) was expanded to Manor Medical and Farrow Medical Centre, improving accessibility and reducing GP appointments. A BEEP pilot explored how delivery support enhances motivation and adherence to physical activity. An exercise referral service was implemented in Bradford's City ward, modelled on BEEP. Collaborations with NHS cancer prehab leads refined pathways and data collection. New partnerships with exercise providers like Keighley Healthy Living increased safe options, while existing relationships were strengthened to support patients better.

**3,104**  
new  
referrals  
received

**96%**  
attending  
their  
consultation



Local couple Jacqueline and Philip Tedder from Cross Hills have seen amazing results since joining the BEEP programme.

Jacqueline said: "If like us, you think that you're too old to start something new, or you'll be the most unfit person there, or that people will laugh at you, it's really not the case. Whatever is stopping you, we would both say just take a deep breath and give it ago. The BEEP programme has given us our energy and our lives back, truly we have been inspired by the BEEP team and seeing the others there".

In 2024, there were 40 Living Well events showcasing campaigns, engaging with stakeholders and promoting well-being initiatives.

Communities and organisations play a vital role in tackling obesity through a whole systems approach. They enable behaviour change by providing education, support programs, and incentives for healthy living. Adjusting policies and practices in schools, businesses, and community settings helps create environments that make healthy choices easier. Collaboration across sectors, including public health agencies, healthcare providers, and local governments, ensures comprehensive health programs and supportive environments. By working together, these entities can significantly reduce obesity rates and promote healthier lifestyles.

## LIVING WELL SCHOOLS

The Reducing Inequalities in Communities (RIC) schools programme concluded its support for 30 schools, merging with two Living Well School Leads to form the Living Well Schools team, which developed a Profiling Tool for school leaders, an advanced Realist-based evaluation system, and an evidence-based Support Directory addressing key themes, alongside re-developing the Living Well Schools website and integrating tools into Bradford's BSO platform.

14 poverty toolkits, 2 nutrition workshops, a pupil voice focus group toolkit, School assemblies, a playtime physical activity toolkit, a healthy lunchbox toolkit and a health and wellbeing survey have been developed and shared with schools

62

primary schools actively engaged

23

schools attended a celebration and learning event

**"myHappyMind is an approach that really helps schools to focus on mental health and wellbeing. Our pupils enjoy the sessions and have adopted the technical vocabulary when discussing the brain. They have adopted the techniques that are taught within the programme and the in-class sessions are a weekly opportunity to reflect and to support each other. At a time when pressure on schools is huge in terms of pupil (and wider) mental health, myHappyMind is an easy-to-implement strategy that allows us to best support our most vulnerable children and families."**

Thornbury Primary Leadership Academy

## LIVING WELL LIBRARIES

In 2024, Bradford's community libraries supported health campaigns like the "20 Minute Movement" and "You Can Quit - We Can Help" with weekly exercise classes, walking groups, and smoking cessation appointments. They promoted Living Well initiatives, offering health training for staff, hosting drop-in health sessions, and providing resources for well-being.

Libraries also fostered social inclusion with creative projects and events, reduced poverty through warm spaces and advice sessions, and supported education with activities, IT training, and skill-building courses.



1,000+

seed packs distributed for "Grow Well to Eat Well"

600

residents engaged in family planting

## LIVING WELL HEALTHCARE SETTINGS

Living Well information is now displayed on TV screens at Bradford Teaching Hospital Foundation Trust and as screensavers on Bradford District Care NHS staff computers.

Living Well is featured on West Yorkshire and national websites, including Targeted Lung Checks and Digital First. Text messages have been sent to GP patients promoting services like weight management, smoking cessation, and BEEP.

Additionally, Living Well updates are regularly shared in staff bulletins across various health settings.

43,305

patients  
received  
Living Well  
information

2,781

patients  
directed to the  
Living Well  
website from  
28 health  
websites

## LIVING WELL FAITH SETTINGS

The project was reviewed in 2024, and a public health lead and officer were assigned for sustainable delivery. Utilising a coproduced toolkit, the project aligns with the ‘whole systems approach to obesity,’ engaging communities to promote healthy behaviours and reduce obesity. Using both ward level childhood obesity data; 46.8% children in year 6 have obesity (2022-2023) in Keighley central and Indices of Multiple Deprivation data -Keighley was chosen to work with. Workshops focus on healthy places, diet, physical activity, and Islamic teachings. Collaborations with Madrassahs, supported by JU:MP’s Active Faith Settings rollout, ensure continued engagement with children and volunteers across the district.

5

new pilots  
with direct  
delivery or  
through  
upskilling of  
volunteers.

## LIVING WELL TAKEAWAYS

Keighley Healthy Living (KHL) and Participate lead the Living Well Takeaways initiative, now in its second year, building on Year 1 lessons. A broad support offer includes nutritional menu analysis, portion guidance, cooking advice, market research, and Business Coaching. Despite challenges in engaging Takeaways, Business Coaching has fostered relationships, leading to healthier menu options and small successes. This effort has required significant input but continues to promote long-term improvements in takeaway practices.

11

businesses  
engaged

53

takeaways  
received the  
Living Well  
Takeaway  
pack

## LIVING WELL MARKETS

Great work has been taking place behinds the scenes on the new ‘Healthy & Sustainable Markets Charter’, with healthy & sustainable menu support for the hot food court within the new Darley Street Market, ready for opening in 2025. We have collaborated with Prof. Sara Gonzalez, a Markets Experts at University of Leeds and various market traders to develop the charter and we are working with Keighley Healthy Living to operationalise it as part of the broader Living Wells Takeaway work.

14

food vendors  
working with  
KLH on Living  
Well  
Takeaways

LIVING WELL COMMUNITY HEALTH DEVELOPMENT

We have partnered with key groups to establish Making Connections Networks, advance health initiatives, support volunteer-led activities, organise Public Health fieldwork, foster community groups, and promote Gypsy and Traveller health programs.

The Living Well approach is impacting people and communities right across the Bradford District. Below are just a few examples of the real health and wellbeing improvements being delivered with and for residents

12,500+ residents engaged at 100+ events

1,360 residents helped through grants to 14 community organisations



A grant supported exercise sessions in Bradford East's BD3 area, focusing on engaging older men in physical and social activities.

Mr. X, a man over 70 living alone with multiple health issues and low confidence, joined the sessions with the support of a volunteer. Over time, he regained confidence, made new friends, and became more active. The sessions improved his wellbeing, helping him walk comfortably, access public transport, and reconnect with his community. Mr. X even became a volunteer and participated in pain management training.

Mariam, a 28-year-old woman from the African community in Bradford, faced challenges adjusting to life in the UK, including cultural differences, long working hours, and limited social connections, which impacted her health and wellbeing. After joining An African Caribbean Achievement Project (APAC) focused on culturally relevant activities, she participated in weekly Zumba classes, nutrition workshops, and outdoor fitness sessions.



Miriam said, "the project gave me more than just physical health; it gave me confidence and a sense of belonging. I never thought I would enjoy exercise so much, but the group made it easy to stay motivated. I now feel more in control of my health and my life."



A grant supported the Bangladeshi Youth Organisation (BYO) to offer exercise and wellbeing sessions for South Asian communities, focusing on individuals over 50 and those facing poverty or unemployment in Bradford West's Manningham area.

Mrs. A, a 48-year-old woman of Bangladeshi heritage, joined women-only sessions due to their accessibility and comfort.

She commented, "I think this is great for local women like me to get active and enjoy other activities. I would recommend to others in the community, because the health benefits for me and others are very good. We must look after our health, very concerning to see so many people in our community struggling with diabetes'.

COMMUNITIES AND ORGANISATIONS

Creating healthier and more active lifestyles for Bradford district's residents relies on shaping the physical environment to support well-being. This includes initiatives like encouraging walking or cycling instead of driving, ensuring access to affordable, nutritious food, and providing welcoming outdoor spaces such as parks and community gardens. Transforming the environment is a complex and time-intensive process, requiring collaboration across multiple sectors and overcoming numerous challenges. However, such changes are essential to drive widespread behavioural shifts across the district.

PLAY STREETS

In Spring / Summer 2024 Bradford’s Play Streets approach was given a ‘soft launch’. A web page and supporting resources created to support interested residents and communities. The ‘concept’ was also promoted on corporate social media channels and through community-based staff in the Community Health Development team, Neighbourhoods and other Voluntary and Community Sector organisations. The programme has been met with great enthusiasm and support from other council teams and partners including Ward Officers and Neighbourhood Wardens, Better Start /Better Place and Play Bradford who have promoted and championed Play Streets.

20+

Play street applications recieved

“The session brought together a community and neighbours who may not get chance to communicate with others living on their street.

“The kids clearly enjoyed themselves and there weren't any issues”

SCHOOL STREETS

Bradford expanded its School Street schemes with new trials while gathering feedback from schools with existing schemes to assess their effectiveness. Following a successful trial, some schemes were made permanent, contributing to the broader implementation of safer and healthier streets around schools.

10

School street Schemes (7 permanent and 3 in trial)

ACTIVE TRAVEL SOCIAL PRESCRIBING

Residents have engaged in the subsidised e-bike loan scheme, collectively covering significant distances. We have been training volunteers in programs such as Bikeability, Well Together Walk leadership, and Group Ride leadership. Community activities included wheelchair skills courses, cycling sessions for adults and families, and new Well Together walking routes in Manningham, Myra Shay, and Keighley and Bradford's efforts were showcased in a national webinar on active travel and social prescribing.

150

participants in the subsidised ebike loans scheme covering over 6,000 miles in 9 months

100+

volunteers trained across Bikeability, walk leaders, Group Ride leaders and Travel Trainers

40+

adult cycling sessions from our Keighley hub with Capital of Cycling

£100K+

funding 12 community organisations to support and deliver active travel initiatives

The strength of whole systems approaches is enabling all parts of the system to coordinate and align their work.

### THE LIVING WELL ACADEMY

The Academy's visibility has surged, driving demand for open and closed courses, expanding bespoke offerings like Making Every Contact Count (MECC) and Living Well training, reaching wider audiences through promotion, and providing a Learning Library of district-wide opportunities.

**"I found learning the five-step action plan system to be most helpful, and I have already used it in my line of work at Bradford Nightstop. Helping a young people who was in crisis. The system helped me to remain calm and thus helped to calm the young person down as well. I would recommend this course to anyone who works with vulnerable people. It is highly necessary and ensures that everyone works in a trauma informed way."**

**350+**

People receiving mental health first training including new trainers, and allies

**50+**

Completed Royal Society of Public Health level 1 or 2

**180**

MECC trained

**55**

New Living Well Community Partners



### THE HEALTH PROMOTION LIBRARY

The library team have actively participated in various initiatives to promote health, wellbeing, and creativity. They engaged with events such as the Healthy Minds Summit, Living Well Schools, and the BDCT Smokefree Launch, showcasing specialised resources and receiving positive feedback. Collaborations included developing a Bradford City AFC Memory Box and supporting Lynfest Revival, fostering community connections. The library joined the Green Libraries Partnership to share climate resources and supported public health campaigns, such as "Know Your Numbers" and "Stoptober", enhancing resource borrowing and community impact.

### HEALTHY PLACES

The Healthy Places team promotes healthier, active lives by focusing on the built and natural environment. They collaborate with council teams to shape housing, parks, green spaces, and travel infrastructure, supporting community health. They review planning applications to address potential harms, like opposing fast-food outlets in oversaturated areas, aligning with the Good Food Strategy. Their anti-poverty initiatives, such as the Warm Homes Healthy People Service, tackle fuel poverty and improve housing conditions, ensuring homes are safe and energy-efficient for vulnerable groups. These efforts create environments that empower healthier living for all residents.

**800**

households were supported with energy bills and practical energy saving

## CREATIVE HEALTH

In 2024 we set up our new Creative Health work to deliver a flagship programme for the District supporting the Bradford 2025 City of Culture. The Creative Health programme encompasses a variety of initiatives, including large-scale public art projects, targeted social prescribing financial awards, and community outreach. Key components include social prescribing awards, a community of practice which brings together local artists, healthcare professionals, academics, community leaders, and voluntary sector organisations to support connections, build capacity, and drive innovation in Creative Health and the Healthy minds partnership which will expand access to culture by training 100 creatives to work effectively in mental health settings.

**Shanaz Gulzar, Creative Director of Bradford 2025 commented: “Bradford 2025’s Creative Health programme demonstrates the vital role arts and culture play in enriching our well-being. We aim to inspire healthier, more resilient communities by showing how creativity can bring people together and support personal and collective health.”**

## 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 several avenues including supporting the branding of major system programmes to improve wellbeing such as Living Well Schools and Living Well Workplaces.

Our work on ‘health promotion’ is a vital function for public health. The World Health Organisation (WHO) refers to ‘Health Promotion’ as the process of enabling people to increase control over, and to improve, their health. This year we have aligned our health promotion work with the WHO ‘Ottawa charter for health promotion’ where we follow three key roles; to “advocate” to “enable” and to “mediate”. We have created a new ‘Health promotion, enablers, steering group’ to help co-ordinate and steer health promotion activity across public health, council and the NHS.

Finally, we have established a new relationship with Bradford 2025 UK City of Culture to support the integration of the Living Well brand with City of Culture activities and developed a new Creative Health programme of work.



## STRATEGIC ENGAGEMENT

In 2024, the strategic engagement workstream integrated Living Well into all Council policies and business plans and established a Wellbeing Collaborative Group to deliver a ‘Health in All Policies’ approach. Living Well NHS ICB leads were relocated to the Reducing Inequalities Alliance team to strengthen links between prevention and inequity. The team actively influenced Wellbeing Board partnership reviews and expanded staff capacity within Bradford Council’s Public Health team to enhance delivery of Living Well initiatives.

## PHYSICAL ACTIVITY STRATEGY

The physical activity partnership landscape remains complex, and this can lead to silo working. The 'strategy implementation group' aims to tackle this through more co-ordinated whole systems working across nine thematic priorities of the new strategy. This group reports directly to the Living Well steering group and the Active Bradford board.

The continuing focus on tackling physical inactivity as part of the whole systems approach to obesity, has important knock-on effects too. According to the Sports Industry Research Centre (2020), every £1 spent on community sport and physical activity generates over £4 for the local economy and society.

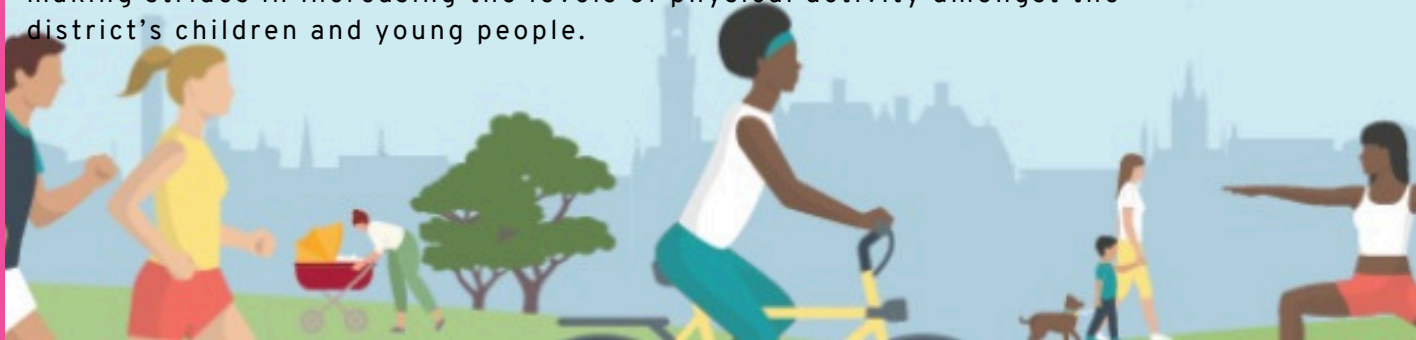
Living Well continues its work to complement the Sport England Local Delivery Pilot (LDP) scheme JU:MP (Join Us: Move Play) which is making strides in increasing the levels of physical activity amongst the district's children and young people.

**100+**

involved in the implementation of the physical activity action plan

**23**

organisations promoted the '20-minute movement' campaign



## GOOD FOOD STRATEGY

An advocacy toolkit was created to help the 'Sustainable Food Partnership' group and the Wellbeing board members embed the strategy and improve local food systems. Promotional videos targeting residents and partners supported strategy awareness. Collaboration with Feeding Bradford and Keighley launched 'Share Your Spare,' connecting surplus allotment food to foodbanks. The CRiSS sustainability stories project, in partnership with York St John University, used arts and culture to enhance residents' knowledge of the strategy and foster understanding of sustainable food practices.

**£12K**

community led growing grants to 6 local organisations

**30**

allotment plots revamped

The Sustainable Food Partnership, which is accountable to the Living Well steering group, continues to go from strength to strength, now with over 100 members helping to contribute towards addressing the challenges in our local food system.



FOOD ON FILM: COMMUNITY-LED FILMMAKING ON BRADFORD FOOD SUSTAINABILITY

### Food on Film: Community-led filmmaking on Bradford food sustainability



How can we talk about food, health, and sustainability in a meaningful way? What tools do we need who needs to be part of these conversations? This project, led by [Bory Padfield](#) (Earth and Ervin) and in collaboration with [Alexandra Daines](#) (York St John University) aims to answer these questions as part of a pilot study in partnership with Bradford Council. They are collaborating with a community



YEAR 2024

## RIPPLE EFFECT MAPPING

In February 2025, we conducted a Ripple Effect Mapping exercise with Living Well project leads to uncover broader impacts. Key findings highlighted how our collaborative approach with stakeholders led to **increased funding, policy changes, reduced silo working, knowledge exchange, and inspired community organisations**. These insights will support ongoing investment in Living Well.

# OVER 1,000

Families have had children auto-enrolled for free school meals. Over £1m of additional funding has been secured through this work through pupil premium money, which was supported by the University of York and FixOurFood and made possible by the councils revenue, benefits and customer service team, and supported directly by Living Well

# ACTIVE BRADFORD

Living Well supported the spring 2025 Active Bradford partnership conference, with an underlying theme of climate change, a new relationship with Muslim Sports Foundation, Sunnah Sports and the Living Well 20 Minute Movement brand will be adopted by Bradford 2025 UK City of Culture.

# £300K+

Additional financial investment for physical activity interventions for women and girls, inclusive sport, outdoor play, eCargo bikes and for reviewing the Bradford wholesale market was secured through Living Well.

# INTERNATIONAL RECOGNITION

Living Well has achieved international recognition for Bradford. This includes acceptance into the EU Cascade Cities scheme, partnering with European cities to enhance the local food system. At the Terra Madre conference in Turin, Bradford showcased its food initiatives. Collaborations with Dundee council, annual lectures at Leeds University, and BBC coverage of Living Well Takeaways and Bradford Food Survey highlight its impact.

# INSPIRING CHANGE

Thanks to the Living Well health settings project, Living Well content is now regularly featured across Bradford Teaching Hospital, Airedale NHS, and GP practices. It's embedded in the Cancer Prehabilitation Pathway. Integration work on alcohol's role in obesity led to embedding 'Drink coach' on the Living Well website, with substantial promotion through marketing channels.



## HEALTH IN ALL POLICIES

Living Well also makes substantial investments across multiple departments in the local authority to progress the work on health in all policies (and practices). This work is to ensure that staff working across the authority are adopting a making every contact count approach, so that when council staff are engaging with residents, they utilise every opportunity to have proactive conversations to support a resident's health and wellbeing.

2024 has seen significant work taking place through investment in Adult Social Care, Sport and Leisure, and Neighbourhoods and Youth Service that have enhanced physical activity, mental health, and social isolation support.

66 community events were organised, benefiting 600 residents, and 72 individuals were directed to other Living Well programs.

2,000+ youths aged 11-19 were engaged through Neighbourhoods and Youth Services.

3000+ subsidised Bradford Encouraging Exercise in People (BEEP) memberships as well as continued physical activity and supported school swimming programs through our commitment to leisure.



# WHAT'S HAPPENING IN 2025

## Individuals and families

The **Adult Weight Management** program will launch the "Choose What Works for You" campaign to increase uptake among underserved communities, offering a choice of providers and developing new delivery models for seamless obesity care.

The **Children and Families Service** aims to generate more referrals, complete a quality assurance process, and strengthen links with existing and new referral sources, such as dental practices.

The **Smoking Cessation service** will roll out incentives for those who quit smoking, recruit additional staff, and train advisors to deliver Level 2 support.

The **Bradford Encouraging Exercise in People (BEEP)** service will expand its reach to better serve individuals with long-term health conditions, implementing system upgrades to improve attendance rates and reduce waiting times.

## Communities and organisations

**Living Well Schools** will extend outreach to all primary schools in Bradford, develop a secondary school offer, enhance physical activity and food growing initiatives, and implement poverty-focused initiatives.

**Libraries** will support Living Well campaigns, promote the Grow Well, Eat Well campaign, and expand walking groups through Active Travel collaboration.

In **Healthcare Settings**, Living Well resources will be embedded into online patient portals and other health settings, with expanded text message campaigns to promote various services.

The **Takeaways initiative** will expand recruitment efforts and continue promoting healthier menu options, fostering long-term improvements in takeaway practices.

In **Faith Settings**, volunteers will be trained to deliver the toolkit for long-term behaviour change, with monitoring and evaluation to identify successes and areas for improvement.

The **Community Health Development team** will continue developing strong connections with partners, advancing health initiatives, and supporting volunteer-led activities.

For **Markets**, the Healthy & Sustainable Menu offer will be monitored at Darley Street Market, with efforts to match local producers with retailers to reduce food miles and improve resource efficiency.

## Physical environment

The Physical Environment initiatives include refining the **Play Streets** approach, reviewing funding opportunities for School Streets, and expanding active travel efforts with more training and community engagement.

## System enablers

The **Living Well Academy** will continue offering popular courses, develop new training modules, and establish an efficient booking system.

**Communications** will focus on increasing health literacy and community readiness, supporting the integration of the Living Well brand with City of Culture activities.

The **Healthy Places** team will strengthen policies to encourage healthier lifestyle choices and tackle fuel poverty through the Warm Homes Healthy People Service, collaborating to shape housing, parks, green spaces, and travel infrastructure.

The **Health Promotion Library** will increase engagement with South Asian communities, develop accessible health information resources in non-English languages, and enhance health literacy awareness training.

**Strategic Engagement** will refresh the Living Well program to align with obesity causes, best practices, and emerging evidence, supporting new governance arrangements to deliver the District Strategy.

The **Physical Activity Strategy** will run the 20-minute movement campaign and launch GoodGym to support community health and reduce social isolation through physical activity.

The **Good Food Strategy** will relaunch #GrowWell, introduce Living Well workplaces, and launch a food voucher program for those with food insecurity, supporting conversations on food insecurity and implementing a food waste collection scheme.

The **Creative Health program** will award grants for innovative projects addressing health inequalities, establish a Creative Health Community of Practice, and design a consortium partnership for long-term legacy plans, ensuring sustainability beyond Bradford 2025



# CONCLUSIONS AND NEXT STEPS

Living Well has successfully grown its delivery programmes, furthered its role as a key function to the health and wellbeing landscape in the district, and fostered new relationships to grow its work. It has contributed to making good progress in tackling obesity and has become a nationally recognised brand, and whole systems approach of best practice.

Recurring themes throughout 2024 have focused around capacity limitations in the council and the wider system, as well as challenges led by health literacy and community readiness of local communities.

While many initiatives are underway, uniform and consistent evaluation and data collection will be prioritised to demonstrate impact and value for money.

2025 will see a full programme refresh, including revisiting the original logic models and outcome-based framework to ensure that we are able to continue delivering against the vision of tackling obesity and improving wellbeing.

We will also be reviewing our network and communications with partners to ensure that we are continuing to support all elements of the system in the most structured way possible.

The Living Well Leadership group will perform a fundamental role as the governance and oversight to this refresh and will continue its role as an integrated part of the district's wellbeing board.

We will continue to review the impact and roll out of the new weight management injections (Tirzepatide - Mounjaro), and work closely with NHS colleagues to review the role that they play in our local Whole Systems Approach to tackling this complex public health challenge.

Finally, and thanks to an exciting new relationship with Bradford 2025 UK City of Culture, Living Well is being integrated as a key part of the legacy of City of Culture in its aim of improving the lives of local residents during and after 2025.



A big thank you to the various organisations that contribute towards Living Well, which include...



...and many more