



Physical Activity

**Living Well Summit
18 March 2026**



Physical health
and wellbeing



Mental health
and wellbeing



Individual
development



Social and
community
development



Economic
development



Environmental
sustainability

**We can be
unapologetically
ambitious in increasing
activity levels**

We're stronger together, and together we're all **Active Bradford**



Neighbourhood

Developing and delivering local action plans



JOIN US:
MOVE.PLAY.

 **We are family**
BORNINBRADFORD

Bradford District

Whole systems approach to increasing physical activity and decreasing inactivity.

Focus on inequalities and a proportionate universalism approach.



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

Sport England priorities – next 5 years

Priorities: Targeted

**Children &
young people**
+ low-affluence
households

Older adults
+ LTHC + lower
socio-economic
groups

People in top
25% **places of
greatest need**

Priorities: Universal

Workforce
diversity, skills
and experience

Ageing, at risk
infrastructure

Data, insight
and **digital**
enablement

Non- negotiable foundation

Sports Council role

Statutory and essential functions that provide strong foundations for system to grow, innovate and improve

How is the importance of an active Bradford district **recognised** in your work?

Is the contribution of physical activity **valued** by people, organisations and services?

What simple changes can we make to further **embed** physical activity in our collective work?

James Brown
Chief Executive, Active Bradford
james@activebradford.com

Yorkshire Sport Foundation



Why we exist

Our purpose

Too many people face **barriers to being active** due to income, health, location, disability, or confidence

Physical inactivity contributes to **health inequalities and reduced wellbeing**

Communities benefit when **people are active, connected and healthy**

We...

Tackle inactivity and inequality, improve physical and mental wellbeing, create opportunities for everyone to be active and to support stronger, healthier communities



A
Yorkshire
where
everyone
can
enjoy the
benefits
of being
active.

Who We Are

Yorkshire Sport **Foundation**



- 👟 The **Active Partnership** for South and West Yorkshire
- 👟 An **independent charity** working to improve lives through physical activity
- 👟 Part of a **national network** of Active Partnerships across England
- 👟 Work with local authorities, MCA, health organisations, schools, **community** groups, and sport organisations
- 👟 Focused on **reducing inequalities in access to physical activity**

What we do.

Enable, connect, support and influence partners to increase physical activity across Yorkshire.

1

Partnership Working

Bringing **together** health, local government, MCAs, education and sport sectors

2

Insight and research

Using data to understand inactivity and **target** support

3

Place-based change

Work within communities to understand barriers to being active and help partners design **local solutions that reduce inactivity**

4

Deliver national strategy locally

We help implement **Sport England's Uniting the Movement strategy**, ensuring national investment and policy translate into local impact

Living Well Summit

Bradford's Journey

Saira Ali FLI FRSA

Team Leader - Landscape,
Design and Conservation

President Elect, Landscape Institute









Well Bradford



placemaking
europe

JOIN US:
MOVE.PLAY.

MAKE
SPACE
FOR
GIRLS

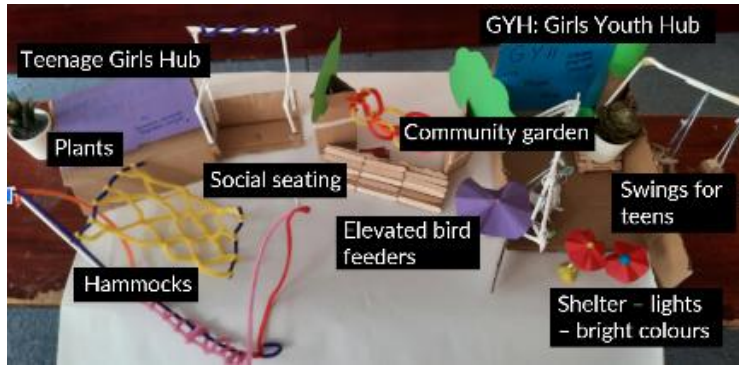


BRADFORD INSTITUTE
FOR HEALTH RESEARCH
| MAKING RESEARCH REAL









Bradford City Centre Cycling and Walking Improvement Scheme



2.1km of cycle lanes

0.8km of new bus lanes

a new public park in the centre of Bradford

A new gateway from Bradford Interchange to the City Centre

A walkable, traffic free city centre

City Centre access hubs for taxis and people with disabilities

1.6km of streets closed to through traffic

13,500m² of new green space

9 new pedestrian crossings

8 junction improvements for all users

Replacement of an existing subway with a new at-grade super crossing

80% increase in pedestrian area in the city centre

New street space for events, pop up stalls and outdoor dining

31,500m² of new or improved public realm

new cycle parking facilities

A Biodiversity Net Gain, including 178 new trees

new signs wayfinding & artwork

Introduction of Sustainable Urban Drainage Systems











BRIDGE ST

smkd
WAVE STUDIO
FREE SHIRT WITH EVERY ORDER





Thank you

Dr. Saira Ali FLI

Team Leader - Landscape, Design and
Conservation



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