

YEAR 2025



LIVING WELL IN BRADFORD DISTRICT
ANNUAL HIGHLIGHTS REPORT 2025



WELCOME TO BRADFORD



Staying well starts with living well. Over the past year, partners across Bradford District have shown what that means in practice, bringing efforts to improve health and wellbeing closer to where people live, learn, work and connect. From empowering families and schools to embedding Living Well in healthcare pathways, to reshaping local places so active, healthy choices become the easy choices, this report captures real progress and practical impact. It also reflects how our system is maturing: stronger partnerships, better use of evidence and data, and a growing movement of trained staff, volunteers and community leaders all pulling in the same direction.

I'm particularly proud of the way we've combined ambition with delivery, supporting thousands of residents through weight management, stop smoking and physical activity programmes; increasing access to support in libraries and healthcare settings; and using our markets, streets and neighbourhoods as engines for better health. As we move into 2026, the Living Well "refresh" sets a clear course: keep listening, keep collaborating, and keep turning insight into action so everyone in Bradford District can live well—at every age and stage.

“Staying well starts with living well”



CRAIG BLUNDRED

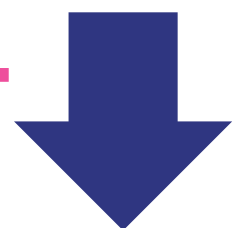
DIRECTOR OF PUBLIC HEALTH, CITY OF BRADFORD METROPOLITAN DISTRICT COUNCIL

HOW TO USE THIS REPORT – AT-A-GLANCE SUMMARY & NAVIGATION

In 2025, Living Well supported thousands of residents with eating well, moving more and breathing better. We expanded support for families, launched new weight-management services and helped over a thousand people quit smoking. Our work in schools, libraries, workplaces and healthcare settings strengthened community health, while innovative place-based schemes—from ebike libraries to Play Streets—made active living easier. We secured major external investment, influenced national policy and strengthened system partnerships, ensuring Living Well continues to drive lasting change across Bradford District.

- **A Year of Living Well** – A month-by-month snapshot of major campaigns, services and messages (e.g., weight management, stop smoking, Grow Well, mental health, cost-of-living support). Use this section to see how activity evolved across the year.
- **Creating & Enhancing Opportunities for Individuals and Families** – Case studies and results from Adult Weight Management, Stop Smoking, Children & Families and BEEP, including referrals, quit outcomes and service innovations. Ideal if you want to understand direct resident impact.
- **Strengthening Communities to Create Healthier Environments** – Updates from Community Health Development, Living Well Schools, Libraries, Healthcare Settings, Workplaces, and Takeaways & Markets, with reach, grants, partnerships and visibility metrics.
- **Shaping Environments that Support Healthier Lives** – Active Travel Social Prescribing, Play Streets and School Streets highlights, plus short case studies (e-bike loans, Ride Leader training, wheelchair skills & travel confidence). Start here for place-based change
- **Unlocking System-Wide Support** – Health Promotion (research, training, campaigns), Good Food Strategy, Creative Health, and Built & Natural Environment - showing the system enablers behind front-line impact
- **Ripple Effect Mapping & Living Well Refresh** – The added value: funding leveraged, policy influence, workforce capacity, and the 2025–26 assurance process leading to the March 2026 Living Well Summit
- **Plans for 2026** – A concise outline of what’s next across all four themes: Individuals & Families: Communities & Organisations: Physical Environment: System Enablers:

A YEAR OF LIVING WELL



**J**

We promoted healthy habits for the new year, launched Dad Matters Bradford, and shared winter warmth, dental health, online safety and cancer check reminders. Residents were encouraged to join GoodGym and access free mental health training and wellbeing resources.

**F**

We promoted free 12-week weight-loss support, marked LGBTQ+ History Month, and offered half-term family activities. Free Living Well training was advertised alongside Heart Month messages, winter wellbeing tips, children's oral health advice and stop-smoking support.

**M**

We supported residents observing Ramadan with healthy fasting guidance. The #GrowWellotEatWell campaign relaunched, Nutrition and Hydration Week promoted healthier food swaps, and people were encouraged to walk more. Vision Zero road safety and ongoing weight-loss and stop-smoking support continued.

**A**

We offered the final Grow Well herb kits and promoted walking groups, Stronger for Longer and 20 Minute Movement activities. New heart support groups and the All Things Stroke website launched. Advice included allergy awareness, salt reduction, dental care and energy-bill support.

**M**

We focused on mental health, featuring Awareness Week and launching Hope and Light for diverse communities. People were directed to Talking Therapies and Restore courses. Other messages highlighted DrinkCoach, eye health, cancer screening and events like Walk to School Week and Bradford 10K.

**J**

We relaunched free summer weight-loss memberships and celebrated Pride Month. Events included Ride Bradford and Wild Uplands. Activity programmes like BEEP and GoodGym were promoted, alongside advice on alcohol awareness, sexual health testing, SEND drop-ins and youth services.

**J**

We delivered summer family activities through the Holiday Activity Fund and libraries. Messages focused on heat safety, sun protection, hydration and water safety. Healthy eating tips and SEND-friendly oral health tools were promoted, along with new resources for neurodivergent children and families.

**A**

We promoted free training, Energy Ambassador courses and wheelchair skills. The 20 Minute Movement featured local stories. Messages covered healthier snacking, slush drink safety, vaping awareness and shisha research. Events included HAF parks, fun days and Bradford 2025 Community Cast recruitment.

**S**

We prepared residents for Stoptober with vaping-to-quit kits and Nicotine Replacement Therapy. Blood pressure checks were encouraged, and new Healthy Minds videos and the We Are Undefeatable app launched. Sustainable Travel Month promoted walking and cycling. SEND updates and a new fruit and veg voucher scheme rolled out.

**O**

We focused on screening awareness, diabetes and prostate health. Updated "Living Well with..." booklets were released, and Stoptober success stories shared. Winter vaccination messages continued. Events we supported included the Sendiverse Festival, Doulas support, Reclaim the Night and local food-growing projects.

**N**

We centred on Men's Health Awareness Month and prostate health. DrinkCoach offered alcohol support, and sustainability messages highlighted the Planetary Health Diet. ANNIE, a 24-hour social care assistant, launched. Families were invited to Baby Week, and winter wellbeing guidance was shared.

**D**

We promoted Living Well Academy courses and healthy New Year goals. Winter guidance covered Warm Spaces, NHS 111 and prescription planning. Cost-of-living help, energy advice and low-cost food schemes were shared. A youth anti-vaping campaign launched, and families were offered HAF clubs and measles reminders.

Bradford Encouraging Exercise in People (BEEP) – Ian’s Journey Back to Health



Ian, 61, from Bierley realised he had become inactive after completing cardiac rehab, aside from walking his dog. Noticing a BEEP banner at his GP practice – and learning his weight had risen to 94kg – he asked for a referral.

Working with BEEP Exercise Referral Officer Ibrahim, he developed a personalised plan that helped him feel confident and safe being active again.

Ian said: “I was very impressed with the detail Ibrahim went through with me... I felt settled and more confident ready to start my journey.” He began attending Sedbergh Leisure Centre 3–4 times a week, and 12 months later had reduced his weight from 94kg to 74kg, felt the healthiest he had in years, and gained new friends who kept him motivated. Ian’s story shows the powerful impact of tailored support and community encouragement.

Stop Smoking – John’s Story



John from Cutler Heights had smoked since age 13 and wanted to quit to improve his health, particularly his COPD, and reduce the financial strain.

With personalised support from the Living Well Stop Smoking Service, John successfully quit – an experience he found so positive that he encouraged friends and family to seek help too.

Since stopping, John feels fitter, more confident and proud of what he has achieved. His breathing has improved, everyday tasks feel easier, and the money saved has allowed him to buy things he previously couldn’t justify. His story highlights the real-life benefits of quitting with specialist support.

A Young Person’s Journey to Moving More

A 15-year-old participant, above the 99th centile for weight, initially managed only 31–60 minutes of physical activity per week and felt uncomfortable being active due to breathlessness and low confidence.

With gentle encouragement from a Living Well Advisor, she began taking short 10-minute walks with her mum, gradually building up to walking home from school.

By session four, she had taken a major step forward by joining her local parkrun, completing her first event with her sister and planning to return weekly to improve her time. Her story shows how small, supported changes can build confidence and help young people find enjoyment and pride in moving more.

Creating and enhancing opportunities for individuals and families of all ages and abilities to embrace healthier lifestyles

Adult weight management

New Services Introduced: Two new weight-management offers launched this year – Brotherhood (supporting men) and Apna (culturally tailored support). Alongside the universal Slimming World offer, these services supported **2,084 Bradford residents** to make healthier changes.

Both programmes demonstrated positive weight-loss trends. Recommendations for future delivery include strengthened outreach, targeted marketing during quieter months, improved monitoring of session completion, and continuation of effective community partnerships.

BEEP

Referrals and Uptake: In 2025, BEEP received 3,593 referrals, with **95% (3,427) attending** their initial consultation.

MS Society Partnership: The final year of the five-year partnership concluded successfully, with remaining funds used to extend support for existing participants for a further 12 months.

Expanding Access: Self-referral was introduced at Manor Medical and Farrow Medical Centre, reducing the need for GP appointments and increasing accessibility.

Cancer Prehabilitation: BEEP worked with NHS prehab leads to streamline pathways and data collection, helping strengthen a future model for cancer prehabilitation.

Events and Integration: The team supported 50+ Living Well events and embedded Phase 3 cardiac rehab educational talks and transition support into community-based exercise programmes.

Stop Smoking Service

Service Activity and Outcomes: Between January–December 2025, the service received 2,452 referrals. Of these, 1,854 people set a quit date, with **1,063 (57%) achieving a successful four-week quit**.

Improved Processes: New callback appointments and an updated System One clinic setup reduced backlogs and waiting times while creating protected time for advisors. More staff will be required to meet **an increased 1,600-referral target** for 2026/27.

Events and Engagement: The service supported **40+ Living Well events**, including Know Your Numbers, GP engagement activities and cardiac rehab presentations

Training Excellence: All advisors (**100%**) achieved NCSCCT Advanced Practitioner status, enhancing capacity to deliver high-quality, evidence-based support.

Children and families

Strong Outcomes and Reach: Between January–December 2025, the service received 295 referrals, delivered 1,118 home visits, and achieved **100% improvements** in health and wellbeing among families who completed the programme.

Model Development: A refreshed service model, improved data processes and structured themed sessions were introduced to boost appropriate referrals, engagement and completion. This approach will be used across home-based support and the new group-based programme for schools and youth settings.

Expanding Awareness and Access: New partnerships and referral routes were established through GP drop-ins in Girdlington and Allerton, Darley Street Market sessions and links with dental practices and children-in-care teams. The service also supported 83 events, engaging **855 participants**.

Excellent Feedback: Across three areas – goal achievement, advisor support and communication – **100% of families rated the service as excellent or very good**.

“[the advisor] taught my child well using resources about portion sizes, healthy eating habits and physical activity.”

“The advisor was open to questions, and she provided good advice and information all the time. My child is following the advisor’s information and doing well...”

"[the advisor] read up on the things we needed help with, which were a lot more specific and has helped us towards a successful implementation. She was professional but friendly."

Parents describing their experience of the Children and Families Service

BRADFORD GIRL POWER

Inspiring and empowering girls in sport

Farnham Primary School was named runner-up in its cohort of the Bradford Girl Power programme after creating new opportunities for girls to get active and build confidence.

The school introduced dance, football and cheerleading clubs, expanding the range of activities available to girls who often have limited access to sport outside school. They also invested in their library, adding books that celebrate female leaders, athletes and role models, helping to inspire pupils beyond the classroom.

A Year 5 teacher reflected on the impact: *“We are REALLY excited to be involved in the Bradford Girl Power project. We are a deprived inner-city Bradford school with a predominantly Muslim demographic, and this project is an amazing opportunity for our girls who are not always given the opportunity outside of school, to voice and share their strengths with the rest of their community.”*

Farnham’s experience shows how Bradford Girl Power helps schools create inclusive, empowering environments where girls can build confidence, develop new skills and feel proud of their achievements.

Satwant Singh: Community leader in action

At 75, Satwant Singh joined our men’s sessions at Laisterdyke Centre with energy, humility and a natural ability to support others. He quickly became someone participants trusted—welcoming new men, helping set up, and quietly lifting the confidence of those who felt unsure.

Seeing his impact, and supported by our partnership with the Centre, we funded a yoga qualification for him. Satwant now leads gentle movement, breathing exercises and resistance-band workouts, creating a calm, motivating space that has encouraged many men to take part in health sessions for the first time.

His leadership reflects what our project aims to do: invest in local people to create culturally rooted, community-led change. Satwant’s contribution was recognised this year when he received a community award at the Yorkshire Sikh Awards—celebrating both his dedication and the wider success of our programme.



Volunteer Case Study

GU, a 38-year-old Rohingya refugee and Bevan patient, began volunteering to build confidence and improve his employability while studying English. He quickly showed commitment—shadowing staff, completing his induction, and developing skills in communication, organisation and administration. He regularly attended drop-ins for support with e-learning, DBS checks and job-centre tasks, and took on extra training such as trauma-informed practice and blood-pressure work.

Midway through his volunteering, GU was suddenly evicted from temporary housing. Because he trusted the Bevan team, he sought help and was connected to housing support and his college safeguarding team, enabling him to secure safe accommodation and continue volunteering.

With stability in place, GU has focused on a future career in healthcare. He recently applied for the NHS Hospital Volunteering Programme—with a pathway to the Volunteer to Career Scheme—and has been invited to interview. His time at Bevan has strengthened his skills, confidence and direction, giving him a clear route forward.

**Strengthening
communities to
create healthier
environments**



Community health development

Reach and Engagement: The Living Well Community Health Programme reached 13,000+ residents, attending 115 community events and working with 45+ community groups. Engagement also included 35+ partners, including faith settings, neighbourhood teams and Start for Life hubs.

Grants and Capacity Building: The team awarded 13 community grants, supporting weekly activities for 1,560 residents, and helped community groups secure an additional £33,657 in external funding. More than 52 volunteers and staff were trained as Living Well Partners, with Ripple Effects Mapping (REM) workshops strengthening ongoing evaluation.

Focused Support for Underserved Groups: Targeted work included coordinating the Gypsy & Traveller steering group, supporting Gypsy, Roma and Traveller History Month activities, and building strong partnerships with a local Gurdwara and Rohingya-focused organisations. Funded projects reached 10 underserved community groups across the district.

Faith and Neighbourhood Initiatives: Collaborative work delivered Health Checks across three mosques in Keighley, HAF family activities, and programmes linked to CORE20PLUS5, Inclusion Health and the Community Partnerships programme. Public Health investment in Neighbourhoods increased visibility and delivery of Living Well locally.

Living Well Schools



Reach and Expansion: In 2025, Living Well Schools supported 79 primary schools, reaching 38,000+ pupils, and expanded into secondary and non-mainstream settings with 19 new schools joining in the first term.

Training and Tools: A free monthly CPD offer was launched for all school staff, with 36 schools using the Profiling Tool to identify gaps in provision. Three commissioned providers delivered work on inclusive sport, girls' empowerment and outdoor play.

Grants and Resources: Grants were awarded to 9 secondary schools for wellbeing projects, with case studies due in summer 2026. A new online Grants and Funding page and an expanded Support Directory featuring 100+ providers were launched to improve school access to evidence-based support.

Recognition and Connections: Brand recognition grew significantly, with schools reporting strong trust and visible Living Well impact. The programme is now embedded in council strategies including Good Food, Physical Activity and Anti-Poverty, with strong links to sustainability, health protection and SEND provision.

Living Well Libraries

Health and Wellbeing Activities: Libraries continued delivering place-based activities including dance, yoga, low-impact exercise and walking groups, with trained staff offering guidance and signposting.

Healthy Eating and Food Growing: Over 1,000 Grow Well, Eat Well kits were distributed across 13 libraries, alongside food-themed events, nature activities and access to smoking cessation support.

Community Health Support: Libraries hosted a wide range of health activities including dementia support, death cafés, talking therapies and Know Your Numbers checks. Social inclusion was strengthened through creative workshops, events and warm-spaces support.

Learning and Digital Support: Libraries supported school readiness, literacy and skills development through storytimes, crafts, reading challenges and IT learning programmes. Staff also undertook training including Royal Society of Public Health (RSPH) Mental Health First Aider and Making Every Contact Count training.



Grow_Well_Eat_Well

Healthcare settings

Embedding Living Well: Living Well was presented to 3,438 NHS staff, and patient letters now include Living Well information, reaching 100,000 patients. Action plans were developed for every setting.

Digital Integration: A dedicated Living Well page was added to clinical systems for direct referrals. Content on 33 GP/hospital websites generated 605 redirects to Living Well.

Events and Visibility: More than 50 engagement events were delivered across health settings, and 193 settings now display physical resources such as posters and banners.

Workforce and Partnerships: 49 staff completed Living Well Academy training. 5 health settings joined the Workplaces Programme, and partner newsletter sign-up doubled in 2025.



“The Living Well health setting lead has been an incredible support not only in driving the Living Well Agenda across all practices, but especially in guiding me when I was new to the role. Their unwavering compassion and commitment to helping others be their best make them an invaluable asset to the team. They truly lead by example, and their contributions are deeply appreciated. Well done and keep up the amazing work!”

Daniel, Practice Manager at Manor Medical Practice

Takeaways and markets



Engagement and Healthier Menus: Keighley Healthy Living and Participate worked with 17 takeaways to co-develop the 20 Small Changes document. 79 takeaways received the guidance, and 12 outlets introduced at least one healthier menu option.

Menu Improvements: Businesses made 20+ changes, including low-fat cheese trials, grilled options, reduced salt, water and zero-sugar drinks, smaller portions and salad substitutions.

Promotion and Visibility: Partners supported filming for the Living Well Takeaways video, promoted the programme at the Bradford Food & Lifestyle Mela, and worked with Lynfield Mount Hospital to encourage healthier choices.

Market and Supply Chain Work: Work with 14 food vendors supported Healthy Markets Charter implementation. Engagement with wholesalers highlighted limited availability and low demand for healthier products, informing future strategy.

Living Well Workplaces

Workplace Engagement: The programme actively engaged 16 workplaces (exceeding the target of 12) and made contact with 29 workplaces overall. 5 workplaces completed action planning and set priority areas.

Digital and Practical Tools: The website was refreshed and new tools developed, including a workplace profiling tool, action plan template and a 101-idea Additional Pledges Toolkit covering Move More, Eat Well, Breathe Better and Mental Wellbeing.

Employee Insight and Branding: A new staff survey was launched to understand workplace needs. Marketing materials – including flyers, business cards and a digital kitemark – were produced to strengthen recognition.

Building Skills and Partnerships: Stronger links were formed with the Living Well Academy and SkillHouse, supporting a more holistic workplace wellbeing offer across Bradford.



“Our mission is to reduce sickness, improve employee retention, get people back into work and improve business for workplaces in Bradford.”

Shaping environments that support healthier lives

Group Ride Leader Training – Building Community Skills

As part of efforts to support sustainable cycling, community members were offered a 1-day Ride Leader Course, online safeguarding training and one year of insurance, giving them the skills to lead group rides long after the project ends.

Fozia Shaheen, Co-CEO of Girlington Community Centre, explained the value of this approach:

“I take a lot of groups out cycling and I think it was important for someone in the community to be a leader that really knows how to do it the right way.”

The training has equipped local residents with the confidence and capability to continue promoting safe, community-led cycling in their neighbourhoods.



Ebike Loan – A Health Transformation

A 53-year-old participant joined the Ebike scheme to improve his health after being diagnosed with high blood pressure, high cholesterol, psoriatic arthritis and pre-diabetes. Alongside a pre-diabetes course, he used the ebike around five times a week, gradually increasing his activity levels.

He shared:

“I have lost about 2.5 stone... I’m no longer being treated for high blood pressure or cholesterol... my glucose levels are now normal.”

The ebike helped him build confidence, enjoy exercise and sustain long-term behaviour change. He has since bought a standard bike and is now looking to purchase an ebike of his own, describing the scheme as a “very positive” experience.



Wheelchair Skills & Travel Confidence

Bradford’s Active Travel Wheelchair Skills Course, delivered with Experience Community and Bradford Council, helps wheelchair users build confidence, independence and practical skills for everyday travel. One participant shared how, despite using a wheelchair for a decade, they had never received any instruction, explaining:

“There’s still quite a lot of skill I hadn’t got... I didn’t feel as confident in the chair as I could be because having a chair means I do more independent journeys.”

Another participant, who had previously felt unable to travel alone, said:

“I knew nothing about travelling on a bus or train... I didn’t know how to use the lift or even get out. I can now travel at night, I can travel by train – I now have so much confidence.”

The course has given wheelchair users the skills, knowledge and reassurance they need to travel safely, access their community and move through the city with far greater independence.



Active Travel Social Prescribing Pilot

Ebike Loan Scheme Expansion: A second ebike loan scheme was soft-launched in October 2025, creating three ebike libraries across target areas and building on learning from the 2024/25 programme.

Upskilling Local Communities: A programme of courses supported skills development across communities, including Ride Leader, Safeguarding, Wheelchair Skills, and Cycle Maintenance training for residents and participants.

Community Grants and Participation: The Community Active Travel Grants engaged 1,000+ participants, generating strong case studies and feedback across funded projects.

Co-Design and Local Delivery: Travel Well consultations shaped scheme design in Bradford Moor and Barkerend, supporting community-led active travel improvements.

Youth Activator Funding: A Youth Service community activator was funded to deliver up to five cycle hubs, supporting long-term community delivery and ownership.

School Streets

Completed Trials and Growth: Two schools completed their 18-month trials and converted to permanent schemes. There are now 10 School Street sites across the district (eight permanent, two Experimental Traffic Regulation Order).

Audit Framework Development: A new audit framework was developed with Highways and Transport Planning to support a more holistic approach to improving environments outside schools.

Increasing School Interest: Following confirmation of UK Automotive Transformation Fund (ATF) funding for 2026, 27 eligible schools were invited to submit expressions of interest, with 50% responding positively – demonstrating sustained demand for schemes that reduce congestion and create safer, calmer school environments.

Play Streets

Play Street Pioneers: A Shipley-based organisation secured grant funding to support residents in running Play Streets. Through the “Play Street Pioneers” project, 20+ sessions were delivered in spring and summer 2025, enabling 205 children and 130 adults to play, socialise and connect. At least three organisers now plan to run sessions regularly.

Session Feedback and Future Interest: Evaluation showed that 80% of organisers reported children on their street rarely or never played out previously, and 80% said they would like to run further Play Street sessions.

“It went really well and was well received by the community“

“It was fantastic to be at the heart of the Play Street pioneers network. It gave me a lot of confidence to go ahead with the idea and made me feel supported”

“It was easy to do and much more light touch than I thought it would be”

National Policy Launch at Darley Street Market

Bradford's role as a leader in sustainable food was nationally recognised when DEFRA selected Darley Street Market as the official launch venue for the Government's Good Food Cycle. Hosting a major national policy announcement showcased Bradford's commitment to a healthier, fairer and more sustainable food system, and highlighted the district's progress in strengthening links between public health, markets, and the local food economy.



Unlocking System-wide Support for Healthier Communities

Plenty @ The Square workshops

We provided one-off funding for a local community business to strengthen their links with Darley Street Market by hosting a weekly pop-up space. Over 16 weeks, Plenty staff delivered practical, face-to-face workshops focused on sustainable food and waste reduction. Market visitors learned hands-on ways to preserve surplus fruit and vegetables donated by traders, use whole produce in creative recipes, and reduce waste while saving money. Activities included making ferments, fruit leathers, pickles, ice pops and other preserves from unsold market produce. Visitors also increased their awareness of sustainable, seasonal cooking and were signposted to Living Well advice, resources, social media and the newsletter.



Community Action Through Movement

Launched in May 2025, GoodGym Bradford organised 13 Community Missions across Bradford South, Bradford East and Shipley, with volunteers helping in all weathers on tasks ranging from tending allotments and supporting a food-surplus shop to painting a community centre and cleaning a burial site. A small but committed taskforce has supported regular missions, with strong engagement through joint events such as Nature's Hope. As volunteer numbers grow, the programme has the potential to expand into its next phase focused on tackling social isolation through purposeful activity.



Peer-Led Creative Health Learning

The Care to Share programme supported eight micro-awards to enable peer-led learning across the Creative Health sector. In 2025, four sessions were delivered, engaging 57 practitioners who shared skills, tools and lived experience with one another. The sessions generated follow-on activity, strengthened practitioner confidence and built new connections across the creative and VCSE workforce. A further four sessions are planned for early 2026, continuing to grow a supportive and collaborative Creative Health community.

Health promotion

Research and Insight: Social Network Analysis, Digital Asset Review, Public Perception Survey, Focus Groups and the Staff Survey are nearing completion. Together they provide a clear picture of how residents access information and highlight barriers including digital exclusion, English as an Additional Language and limited awareness of Living Well – informing future strategic design.

Digital Infrastructure: A digital asset audit produced clear recommendations to guide Living Well's future website transformation, aligned with the 2027 IT contract. The Living Well Academy continues to grow as a core workforce development resource.

Training Delivery: In 2025, the Academy trained 580 learners across accredited and non-accredited programmes including Mental Health First Aid, MECC, RSPH Level 1 and Level 2. Over 75% of learners were from partner organisations, reflecting strong cross-system engagement.

Campaign Delivery: The communications team delivered 36 major campaigns and supported 66 additional campaigns across priority areas including Stop Smoking, 20 Minute Movement and Grow Well, Eat Well, supported by integrated digital and physical advertising.

Digital Reach: The Living Well Newsletter now reaches 20,000+ households, with regularly updated website content improving accessibility and alignment with programme priorities.

Built and natural environment

Planning Applications: The team provided population-health comments on 58 development proposals in 2024–25, including housing, commercial schemes, fast-food outlets and infrastructure projects, ensuring health impacts are considered in planning decisions.

Tackling Poverty: The Warm Homes Healthy People Service supported 900+ households in 2024–25, helping residents reduce fuel poverty through energy advice, debt support, Priority Services Register referrals and access to local schemes.

Clinical Pathways in Housing Support: Work continued to embed a child-asthma clinical pathway into Housing Support and WHHP services, enabling enforcement action on cold, damp and mould and establishing step-down referrals to ensure ongoing support for residents.

Bradford Good Food Strategy

Sustainable Food Partnership Symposium: The second food symposium took place on 3 November, themed “Turning Activism into Action,” showcasing how food can address health, sustainability, culture and policy challenges.

Grow to School and Free School Meals: Grow to School continues to embed food education and will expand to 15 schools in 2026. Auto-enrolment work for free school meals generated £2 million+ in additional pupil premium funding and got 2733 children onto Free School Meals who were currently missed

Progress with Takeaways and Schools: Engagement with 89 takeaways led to the rollout of the 20 Small Changes guidance. At Darley Street Market, vendors now offer 34 healthier recipes. Food-related activity in schools also expanded.

International Collaboration: Living Well continues to work with the EuroCities CLEVERFOOD project, including a funded visit to Vitoria-Gasteiz. This partnership brought additional EU investment to grow the Sustainable Food Partnership.

Bradford 2025 Creative Health Programme

Social Prescribing Awards: A major achievement was the delivery of 22 small and 9 medium Creative Health projects targeted at six priority groups including people with long-term conditions, refugees, GRT communities and those affected by dementia or homelessness.

Children and Young People's Support: Four projects funded through the Linbury Trust provided preventative creative support to children and young people waiting for CAMHS, with delivery concluding by March 2026. A further £40,000 investment has been confirmed for 2026–27.

Growing a Community of Practice: The Creative Health Community of Practice grew to nearly 200 members, with three gatherings held in 2025 to support peer learning and sector collaboration.

Promoting Creative Health: Practice and learning were showcased through presentations to OHID, universities, national learning sessions and cross-sector events, positioning Bradford as a leading site for Creative Health innovation.

Funding and Legacy for 2026/27: A Creative Health Steering Group was established to strengthen governance. New regional funding has been secured to develop a Creative Health strategy, and plans for a long-term legacy within the Bradford Culture Company will be announced in February 2026. The programme is also a partner in nearly-confirmed Baring Foundation funding for a two-year arts and culture programme for people with SMI.

ripple effect

The 2025 Ripple Effect Mapping exercise showed that Living Well's collaborative approach has driven wider system change, attracted new investment, and strengthened community outcomes across Bradford District - extending far beyond the original work.

Stronger partnerships and connections

Living Well has strengthened collaboration across the system, reducing silo working and improving joint planning with partners such as Integrated Care Boards (ICBs), universities, the West Yorkshire Combined Authority (WYCA), neighbourhood teams, Job Centres and community organisations. These stronger relationships helped shape national policy (e.g., the 2025 Tackling Obesity consultation) and influenced major local developments like the Southern Gateway project (September 2025).

Significant funding leveraged

A major ripple effect has been the programme's ability support the attraction of additional external investment. In 2025 over £5 million in

- £500K NHS & Bradford 2025 Arts Council award.
- £120K for cycle hubs (July 2025)
- Living Well also contributed to Active Bradford's bid to Sport England to expand JU:MP, the local delivery pilot. Active Bradford were successful in receiving £4million (October 2025)
- £253K for a new Weight Management Service (November 2025)
- Plus various smaller pots of money from local charities, Universities, and WYCA.

Wider community benefits

Partnership work led to new activity across schools, libraries, workplaces and faith settings. Work with York University and the Revenues & Benefits team identified 2,733 families eligible for free school meal auto-enrolment, unlocking over £2 million in Pupil Premium for schools—far exceeding the original food strategy goals. Schools expanded food growing to 16 sites, while libraries and faith settings broadened their independent wellbeing activities.

Policy influence and system change

Living Well supported major system shifts, including embedding food inclusion in the Climate Action Plan (January 2025) and securing a full council motion on food (January 2026). Making Every Contact Count (MECC) was integrated into both the NHS 10-Year Plan and council staff induction. Partners also adopted shared data tools and involved Living Well in planning decisions, such as transport infrastructure proposals (June–August 2025).

A more skilled and connected workforce

Ripple effects were seen across the workforce, including rising demand for MECC training, new Health Champion roles in libraries, and additional "Activator" and Stop Smoking roles funded through external investment. Together, these developments increase the system's long-term capacity to support healthier lives.

REFRESH '25



Following a range of new national policy and strategy announcements, it was decided that the Living Well needed to follow an assurance process to ensure that it remained fit for purpose. This assurance process was a 12-month long 'refresh', starting in February 2025, and will culminate with a conference style 'relaunch' event on March 18th, 2026, at the 'Living Well Summit'.

The scope of the refresh was on the strategic approach, governance and oversight of Living Well as an 'enabling' programme. The refresh was established in February 2025 with three aims -

1. The Wellbeing board – To review Living Well as an enabling function to the new wellbeing board and be clear on our role
2. The Living Well steering group – To review the executive and leadership function of Living Well to provide stronger governance and accountability
3. Stakeholder engagement – To maximise our system role and strategic relationships

The review was informed by substantial changes in national policy and evidence, which included, but is not limited to; Nesta Blueprint on Halving obesity [1], House of Lords report on the UK food system[2], The Food Foundations broken plate report[3], The UK food security report [4], new NICE guidance on obesity [5] the new Good Food cycle [6], the new NHS long term plan[7] and the NHS roll out of tirzepatide[8] (the weight management medication).

The refresh has involved a review of governance, a review of local, regional and national evidence, an update to the causal map, logics models and evaluation protocol, as well as substantial work on understanding our networks, stakeholders and community voice.

[1]<https://www.nesta.org.uk/feature/nestas-blueprint-for-halving-obesity/>

[2]<https://publications.parliament.uk/pa/ld5901/ldselect/ldmfdo/19/1902.htm>

[3]https://foodfoundation.org.uk/sites/default/files/2025-01/TFF_The_Broken_Plate_2005_FINAL_DIGITAL_0.pdf

[4]<https://www.gov.uk/government/news/uk-food-security-report-2024-published>

[5]<https://www.nice.org.uk/guidance/ng246>

[6]<https://www.gov.uk/government/publications/a-uk-government-food-strategy-for-england/a-uk-government-food-strategy-for-england-considering-the-wider-uk-food-system>

[7]<https://www.longtermplan.nhs.uk/>

[8]<https://www.england.nhs.uk/ourwork/prevention/obesity/medicines-for-obesity/weight-management-injections/>

Individuals and families

A new GP-based adult weight management service will launch, including access to weight-loss medication for those who will benefit most.

Children and Families will progress work towards a single point of access across all Living Well services and pilot group-based programmes in schools.

The Stop Smoking Service will strengthen clinical pathways, ensure timely access to treatment and maintain adequate staffing to deliver high-quality support.

Bradford Encouraging Exercise in People will continue supporting over 3,000 people a year, enhance its referral pathways, complete cancer prehabilitation qualifications and upgrade its database to capture wider health factors.

System enablers

Health Promotion will see major system-level improvements, including a full refresh of the Living Well programme, strengthened health literacy work and procurement of a new community readiness contract.

Healthy Places will progress planning policy to embed health in the built and natural environment and recommission Warm Homes Healthy People.

The Food Strategy will target food waste reduction at St James Wholesale Market and develop stronger infrastructure for sustainable, local food.

Creative Health will shift from a time-limited programme to a district-wide, long-term approach, strengthening regional partnerships and expanding mental health-focused activity.

The Physical Activity Strategy will support the 2026 campaign calendar and widen opportunities for people to stay active across the district.

Communities and organisations

Living Well community health development programmes will deepen partnerships with neighbourhood teams, expand co-production and strengthen the community grants programme to improve local outcomes.

Living Well Schools will maintain outreach to all schools, expand the grants model and stabilise its operating model as it grows its secondary offer.

Libraries will continue supporting Living Well campaigns, distributing resources and exploring seed-library models.

The Takeaways and Markets programme will promote healthier food options, deliver a refreshed online presence and extend the Healthy Markets Charter.

Living Well Workplaces will continue improving the wellbeing offer within workplaces, expanding outreach to business sectors not yet engaged and exploring new grants to support employers.

Physical environment

The district will continue transforming local environments to make active living easier.

School Streets will be expanded where feasible, supported by environmental audits and measures to reduce the burden on school staff.

Play Streets will be refined through ongoing evaluation and engagement with communities to improve readiness and participation.

Active Travel Social Prescribing will focus on sustaining successful schemes—particularly the e-bike library—through evaluation, partnership work and securing longer-term funding beyond 2026.

OUR PLANS FOR 2026

