



## Partnership Event

### Connecting, Collaborating, Inspiring

18 July 2019

Over 100 partners were invited to Active Bradford's first partnership networking morning to share, learn and connect with others who share Active Bradford's vision of:

**A healthy and prosperous Bradford, where people choose to make physical activity an everyday part of their lives.**

The event covered:

- What is Active Bradford and where do I fit in?
- Facilitated discussions on priorities for the different life stages
- Workshops on various cross-cutting themes including integration, health and wellbeing and communication
- An update on the Living Well programme and JU:MP, the Sport England local delivery pilot.

## LIFE COURSE GROUP

Tangible actions agreed by each group:

Early years	C&YP	Adults	Older
<ul style="list-style-type: none"><li>• 50 Things to do before you're 5</li><li>• Support community readiness</li></ul>	<ul style="list-style-type: none"><li>• Create activity hub – park, school, orgs, faith centres – regular programmes of activity (taking peel park model forward)</li></ul>	<ul style="list-style-type: none"><li>• More recognition of voluntary work/communities</li></ul>	<ul style="list-style-type: none"><li>• Want 40 dance groups</li><li>• Pre-retirement planning (how are you going to keep active, reduce isolation?)</li></ul>

### Notes from discussion groups

Three questions were asked:

**Celebrate:** What is already happening against the strategy? Share examples of existing good work and practice.

**Prioritise:** Where are the gaps and common priorities?

**Action:** What are the tangible actions for 2019 – 2020 and what can I/we do to support the action?

## **EARLY YEARS**

### **Celebrate**

- Awareness raising education for the workforce
- BiB research – Better Start 0 – 3 years
- St Edmunds: funded by government. Professional development SIP fund
- 50 things to do before you're 5 – workforce development, foundation degree e.g. 60 staff completed  
1000+ CPD days
- Shine Foundation targeted 2 year olds  
Better Start Bradford (Bradford Moor, Barkerend - 600 families)  
Manningham/Girlington, Keighley, Holmewood
- Investment from BMDC – e.g. Education Development Foundation
- Henry programme – health workers promote PA - citywide, parent and volunteer training
- Child progress linked to motor skill development

### **Prioritise**

- Safeguard community settings - play provision
- Children Centres closures, impact, HLE
- Young children's play – low cost
- Safety in areas
- Play streets – living Well, LDP
- Wales enshrined play in law
- Protection for play in strategic policy
  - o BMDC Parks strategy
  - o Maintenance issues
  - o Low maintenance spaces

### **Actions**

- Influence decision makers to embed physical activity. Voice and influence
- BiB – fundamental motor skills being rolled out across the city (motor development massive issue)
- 50 things to do before you're 5 - across the city to support community
- Parents – mums – families influence change
- Community Readiness
- Shine – families not accessing state provision: home visits
- Family orientated
- Promote opportunities campaigns – communication
  - o Collective responsibility – all levels
  - o Barriers – perception / Media responses – negative

## **CHILDREN AND YOUNG PEOPLE**

### **Celebrate**

- Identify schools who are not promoting PA and engage them
- Local activities and champions
- Challenges in schools e.g. DBS etc & support them
- Food poverty/summer/holidays schemes
- More opportunities locally
- More parents interested in sports (cricket) for their young children
- Volunteers helping to run sessions
- Informal youth clubs linking families & communities
- More support for activities – youth work and youth service
- Upskilling local people
- Clear model or map of where the opportunities are (locality level)
- Activities /events in parks/taster sessions
- ABCD model
- Providing equipment and resources
- Sharing how easy it is to access but also how fun it is
- Schools money for PE

### **Priorities / CHALLENGES**

- Upskilling parents/guardians
- Fear of committing to leading clubs and activities (volunteers)
- Access to schools
- Poverty
- More than one reason for inactivity
- Not enough BAME/women PA role models
- Lack of venues / costs of hire
- Safe spaces for women/girls
- More awareness of PA and attainment levels
- Link schools to after school offers
- Connecting to schools is challenging /not open doors

### **Actions**

- Active hubs
- CYP8 – Support non-community groups to promote and develop opportunities for CYP
- Mapping local assets – make them more visible (what's on website)
- Schools to be more proactive in engaging local deliverers
- CYP4 – Promote and support community access to school sports facilities and target full use of built facilities.
- Local activators
- Subsidising clubs/activities for communities who can't afford
- Local delivery in local neighbourhoods

- Maximise resources
- Religious settings
- Hyper locality level – ABCD
- Active Hubs - Natural localities/neighbourhoods

## **ADULTS**

### **Celebrate**

- BEEP
- GOGA – CCG / mental health charities
- CNET – H &WB Forum/E-Bulletin/Healthy lifestyles
- Sustrans – Cycling/walking/environment
- CABAD – Briefing Bradford
- Community Works – Peel Park/ Promotion of activities
- Health Bradford/Bradford Diva – community health map
- YSF – CCG/mental health/GP groups social prescribing / Pharmacies/Creating connections

### **Prioritise**

#### **Workplace**

- CNET – weighing, BP – Taxi drivers/ walks for refugees – walking groups – yoga
- CBMDC – Lunchtime walks, walking meetings
- YSF – Infrastructure – cycle to work, showers
- Sustrans, E.Bikes – Big Pedal – staff, pupils, families, inter-competition
- City connect – adult cycle training

### **Actions**

- Vol Org – Yorkshire Dales Trips (Grange/interlink) Healthy living schemes / walking groups
- CBMDC – Countryside walks / parks maintenance
- Parkruns – adults/junior
- Vol sector needs more resourcing
- Not resourcing – to sign post people
- Cost of activity
- Lack of funding
- Lack of community based activation schemes
- Short term spending
- Partnership working
- Active parks

Additional notes: Invest more in the voluntary sector

## **OLDER PEOPLE**

### **Celebrate**

1. MEET project
  - older isolated
  - Men Bradford City FC
  - Bid
2. Older peoples forum
  - BMDC led
3. Dance on
  - 15 dance groups in district over 65 years
4. Bulls Back in the game (35 – 65)
  - Rugby League lower socio economic backgrounds. Resilience
5. Rugby League heritage programme – building in PA (new programme)
6. BDSL
  - PA sessions – gym/swimming pool
  - Co-ordinate walking sessions (PIP) BMDC
7. IMAS – mixed ability – all ages & activities. New pilot
8. Mind – social zones including pre op. Wed football sessions
9. BDSL – inclusive sports directory + GOGA (17 – 19 clubs)
10. BDCT – champions show the way
11. Walking sports – footy/ netball – not sure where? BDSL run it?

### **Prioritise / Key Issues**

1. Spreading the word to those not using social – how to promote it all
2. Lack of strategic approach
3. What is an “older person”? – very different needs
4. Other programmes i.e. Living Well & motivational interviewing and what impact it had MECC training
5. Stigmatising Op

### **Ideas/Solutions**

- Dog walking
- Celebrating the social aspect of doing PA (pub/coffee & biscuits)

### **Opportunities & Actions**

- Dance on – need to get 15 (got 9) lets really ramp this target up! 40!! Social & PA combined. Yes big need seen in Bradford. Focus on disadvantaged communities. Need to find further investment (CCG/Stronger communities/national/local)
- Need leadership in this area – pressure on system/planning/communications. Bringing together the different actions in the strategy
- Pre-retirement planning – training offered
- Seminars for OP and people coming up to retirement
- Utilising intergeneration

## **Notes from themed discussions:**

### **FACILITIES**

#### **Celebrate**

- Junior football
- Boxing academies
- Cycle hubs
- Swimming pools
- Parks
- Community centres
- Churches
- Village halls
- Sport & leisure facilities
- Streets
- Cycle paths/foot paths
- Schools
- National trust
- Countryside
- Woodlands
- Canals
- Private gyms/venues
- Sports clubs

#### **Priorities**

- Access to schools sports facilities
- Cost of opening up access to facilities/barriers to getting in
- The government have again recognised the importance of school facilities
- Youth work and engagement
- Lighting in parks

#### **Actions**

- Improve opportunities for passport to leisure (mobile issuing days)
- Mapping exercise of opportunities and venues
- Making facilities more inclusive
- Cost of using facilities
- More mixed ability sports
- Improving some of the other parks to bring them up to standard of Lister Park
- Getting more people outside
- Maximising use of social media to promote activities and opportunities

#### **Key points**

- Opening up access to facilities and schools
- Having people to promote and animate spaces to get you into them and active

## HEALTH & WELLBEING

### Celebrate

- Dance
- Getting people to “want to do things”
- Active/adventurous play – 5 communities funded through lottery
- 50% increase in referrals to mental health services
- Linking PA to healthy eating – focus on what children are eating
- There is a focus on PA – small changes, Living Well

### Challenges / Prioritise

- Poor parental engagement
- Lack of healthy lifestyle education in schools
- Children scared of being out of breath
- Sugary drinks policies
- Screen time – social isolation
- Tuck shops offering poor food choices
- Some supermarkets now offer free fruits
- Children lacking resilience – social marketing

### Actions

- Better engagement with parents
- Pledge to play out (Active hour)
- **AB partners signing up to living well & one commitment to healthy eating**
- Access to funding linked to health promotion
- Practice what we preach – do we all do this – all to check policies & procedures

## INTEGRATION

### Celebrate

1. Breaking boundaries (BD3 & BD5) – Promoting community cohesion via cricket. Cricket is the theme or hook. Activities diverse not all sport e.g. tea cake
  - Dev young leaders “Community Champions”
2. Great Horton Cricket Club - Integration via cricket teams playing teams in other areas with different ethnic backgrounds. Cricket works as it is non-contact & with ops for mixing
3. Volunteers supporting & sustaining integration via sports need to be valued and highlighted. Capture their thoughts on how to go further re integration. Need to incentivise volunteering, build in volunteering ethos to all sporting teams (mandatory)
4. CNet funding cricket coaching
5. Get out, get active
6. Cycling youth service – increasing women and girls cycling in safe space. 300 – 400 yp per year. Women’s cycling world championships

### Gaps

- Are we using all sports to further integration?
- Need to provide opportunities to gain skills and income doing roles that are normally volunteer roles. Help poorer people /time poor/social mobility
- Integration via sport/activity should focus on all types of integration (gender, sexuality, ability, age etc)
- Get out, get active funding needs to continue or gap will be created
- Sometimes people don’t want to be further integrated, shouldn’t be “forced” – selling points imp

### Prioritise

- Moving inactive to active
- People need to feel belonging – even better if mixed groups have shared goals & belonging
- Activity for all – inclusive( gender, age, faith, etc)
- Need to support progression for volunteers
- Need to create /support role modelling
- Diversity in senior leadership imp
- Bring older & younger community leaders together
- Volunteering progression & value
- Clubs can use their reach/membership to further integration
- development of all projects, programmes and campaigns around sports and activity in the district consider integration outcomes during the design phase, alongside the more conspicuously connected areas of physical and mental health

### Actions

- Create “people library” including volunteer – role modelling aspiration

## COMMUNICATION

### Celebrate

- Events like this bring people together
- Forums and networks are in place and this is where people find out stuff
- Lot of good things happening
- WhatsApp (GOGA) – participants & organisations
- Go to local places and pass on message
- Those who have influence
- Good news stories – reactive to national media (i.e. Channel 5 ‘scourge on roads’)
- Geotagging on some
- Harness local media relations

### Gaps

- More good news stories
  - o Media training
- Comms networks
  - o Being aware of ‘knock on’ of messages
- Finding common group

### Prioritise

- Role modelling, i.e. those nominated for Sports Awards
- Know what people do
- Replicating what’s already there – ambassadors in school
- Empower the ‘chaotic’ nature in the way people communicate
- Being consistent with comms – its marketing
- Connecting with ‘door openers’ – utilise other people’s contacts
- Invest in local ‘changemakers’ – to spread messages
- Tag A\_B
- Get to know the local reporters

### Actions

- Active Bradford can bring all the work of others together – use different ways to do it
- Make people aware of what we’re doing – collaborate
- Active Bradford Communications Network
- Follow AB on twitter