



## **JU:MP; Bradford Local Delivery Pilot Overview**

Bradford is one of 12 Local Delivery Pilots across the country, funded by Sport England aiming to better understand what helps people to be active in their communities. Sport England are investing up to £8 million of Lottery Investment in the JU:MP programme over the next five years to evaluate the impact of taking a whole systems approach to physical activity. Born in Bradford, a research programme hosted at Bradford Teaching Hospitals NHS Foundation Trust, are leading the pilot on behalf of Active Bradford. JU:MP aims to test and learn more about what helps children aged 5 – 14 years and their families to be active.

### **Why it matters**

Research has shown that low levels of physical activity during childhood and adolescence can have a negative impact on children and young people's academic achievements, social abilities and life skills, as well as their health. Born in Bradford data has shown that 77% of 5-11 year olds don't do the recommended 60 minutes of moderate to vigorous activity each day and 38% leave primary school overweight or obese. Being active doesn't only improve children's physical health, but also their emotional wellbeing, meaning that active children are more confident and happier.

### **JU:MP Implementation Plan**

The aim during this current Pathfinder Phase is to test taking a whole systems approach to increasing children's physical activity levels by working with families, communities, schools and organisations, and by making improvements to the environment. JU:MP is testing working at a neighbourhood level in three Pioneer Neighbourhoods before rolling out the approach across the whole LDP area. Examples of the work being implemented include:

- The Join Us: Move. Play campaign, which will run through the programme to inspire, energise and support our children, families and communities to be active.
- For families where parks are not within easy reach, designing and developing green space for active play.
- Using digital technology to encourage children to be active outdoors and in green space.
- Collaborating with Mosques and Madrassas to train staff and volunteers to promote active travel and deliver active breaks and active learning.
- Community organisations building stronger links with schools and helping create sustainable local opportunities for children and families to be active.

### **JU:MP Schools**

The Creating Active Schools (CAS) Framework has been developed by Head teachers, governors and a team of researchers and schools are being supported to use this to embed physical activity at the heart of their ethos and strategy. The aim is to encourage the whole school community including teachers, parents and other external stakeholders to consider physical activity in everything they do. All levels and systems have a crucial role to play, from policy, to teacher training, to pupils and their families, the framework aims to improve how physical activity is positioned and valued in school

### **Born in Bradford evidence and insight led**

Distinctive to Bradford is the Born in Bradford (BiB) Study, a world class birth cohort which provides epidemiological research following the lives of 13,500 children and their parents (30,000 participants in total) as they grow up in the city. Evidence from the BiB cohort, including accelerometry data collected from over 1400 children, has guided the development of the JU:MP implementation plan alongside international literature and consultation with over 1000 children and families. The cohort study will also be used to evaluate the JU:MP

programme and our research team will conduct neighbourhood and project level evaluations to capture more evidence on what works. The JU:MP applied research programme is a world leading study and we will share the results widely and use the findings to help inform future policy and practice at a local, national and global level.

### Progress in 2019/2020

- The JU:MP team research and implementation teams has been established and the programme mobilised. This included an intensive period of planning and mapping of the area, research design development, partnership building and co-designing local neighbourhood plans with partners.
- Overall, 83 organisations, groups and schools have been involved in JU:MP and over 5,000 children and families have taken up the opportunity to be active near to where they live.
- 13 schools have committed to being part of JU:MP and are developing individual action plans using the Creating Active Schools Framework.
- The research team have collected data from over 1,000 children in our 13 Pioneer Neighbourhood schools including accelerometry and fitness tests. This data is being analysed to provide us with a baseline from which to evaluate the impact of our approach.
- £130K invested in a new nature play area in Peel Park which is now open for use. The Scotchman development is currently under construction and plans are soon to be finalised for developments at Pity Beck. Discussions are underway regarding green space development in the wider LDP area.
- Pioneer Neighbourhood programmes launched in Jan/Feb 2020 with 16 JU:MP Fun days in schools and communities, aiming to engage 3,000 children and families and to sign up over 1,000 families to the Join Us: Move. Play campaign by March 2020.
- JU:MP to School, A 4-week programme has been developed by specialist active travel advisors to encourage families to travel actively to school with in the 13 Pioneer Neighbourhood schools
- Love Exploring has been commissioned to deliver an augmented reality app that encourages families to explore their local greenspace or park and learn about the history within the area.
- JU:MP@Home initiative in response to the COVID-19 situation has been running since April, with an iteration of the programme focusing on delivering play packs that contain simple play equipment to families via our JU:MP Schools. Through this, almost 600 families in the JU:MP area have 'joined the JU:MP movement', which means that we have ways to contact these families directly with information about what's on in their local area, and motivate and inspire them to be active through our marketing activity.
- JU:MP Outdoors campaign The next phase of the marketing campaign launched in December 2020 which aims to inspire and motivate families to be active outdoors through the winter months.

