

Living Well: Physical Activity

Why is this important to Bradford District?

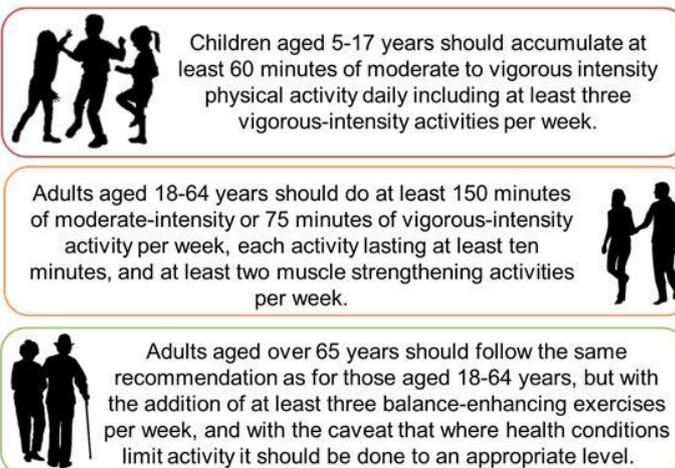
Being physically active is paramount to improving the physical and mental health of our population; it also brings with it social, economic and environmental benefits. Born in Bradford data has shown that **77% of 5-11 year-olds in their cohort study don't do the recommended 60 minutes** of moderate-to-vigorous activity each day, while the local Public Health England National Child Measurement Programme shows that 38% of children in the District left primary school in 2017 overweight or obese.

The health benefits of a physically active lifestyle are well documented; there is a large amount of evidence to suggest that **regular activity is related to good health and wellbeing**, and helps prevent many long term conditions. Physical activity contributes to a wide range of health benefits, and regular physical activity can improve health and wellbeing outcomes irrespective of whether individuals want to lose weight

Physical inactivity is the 4th leading risk factor for global mortality, accounting for 6% of deaths globally. People who have a physically active lifestyle have a 20-35% lower risk of cardiovascular disease, coronary heart disease and stroke, compared to those who have a sedentary lifestyle. Regular physical activity is also associated with reduced risk of diabetes, obesity, osteoporosis, colon cancer, breast cancer, and with improved mental health. In older adults physical activity is associated with increased functional capacity and independence.

Figure 1: World Health Organisations recommended daily activity

The recommended daily activity has been set by the World Health Organisation according to age:



Source: World Health Organisation

Strategic context

In 2018 the World Health Organisation set out a framework in its [Global Action Plan on Physical Activity](#). This covers four domains: creating active societies; creating active environments; creating active people; creating active systems. A key feature of this new plan is its call for a “systems-based” approach where “*effective implementation will require bold leadership combined with cross-government and multisectoral partnerships at all levels to achieve a coordinated, whole-of-system response*”. The systems based approach recognises the interconnectedness and adaptive interaction of multiple influences on a complex issue such as physical inactivity.

WHOLE OF GOVERNMENT SOLUTIONS FOR PHYSICAL INACTIVITY

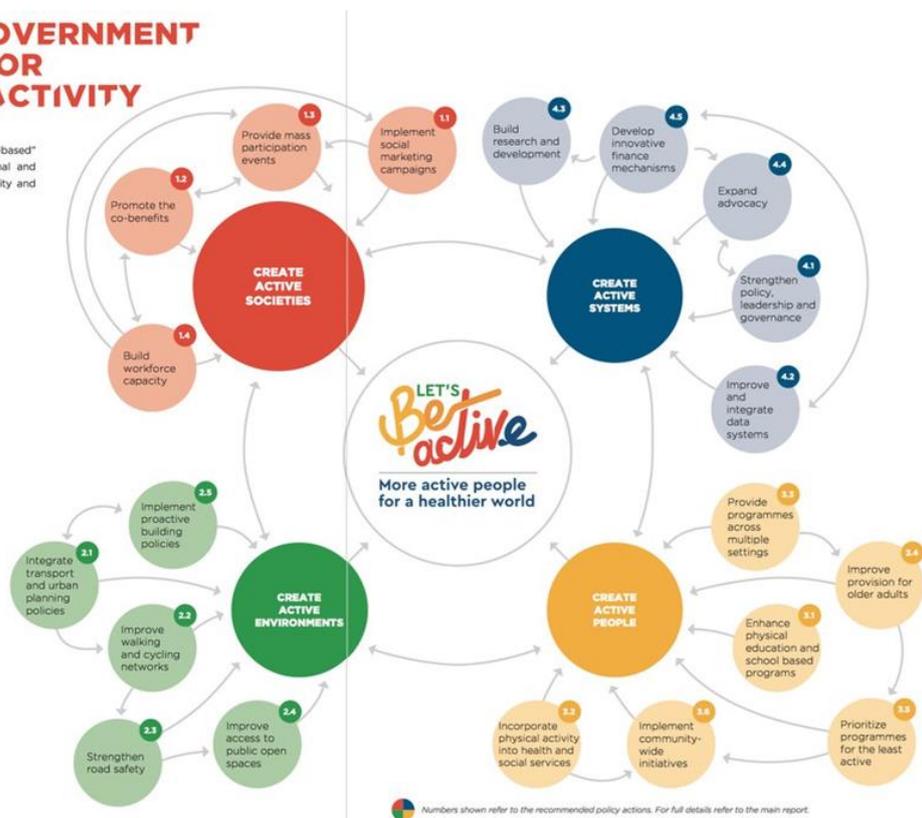
This global action plan provides a “systems-based” roadmap for all countries to enable national and subnational action to increase physical activity and reduce sedentary behaviour.

Increasing physical activity requires a systems-based approach - there is no single policy solution

WHAT IS A ‘SYSTEMS-BASED’ APPROACH?

A systems-based approach recognizes the interconnectedness and adaptive interaction of multiple influences on physical activity. It shows the numerous opportunities for policy action by different stakeholders to reverse current trends in inactivity and how they interact on multiple levels.

Implementation requires a collective and coordinated response across the settings where people live, work and play by all relevant stakeholders, at all levels, to ensure a more active future.



Source: World Health Organisation

National Context: In December 2015 the Government launched their physical activity strategy, [Sporting Future: A New Strategy for an Active Nation](#). This Strategy set out the Government’s plans to:

- Support a more productive, sustainable and responsible sport sector;
- Maximise international and domestic sporting success and the impact of major events;
- Support more people from every background regularly and meaningfully taking part in sport, physical activity, volunteering, and experiencing live sport

In 2016 Sport England launched their strategy, [Towards an Active Nation 2016-2021](#). Sport England's vision is 'for everyone in England, regardless of age, background or level of ability to feel able to engage in sport and physical activity Some will be young, fit and talented, but most will not. We need as sport sector that welcomes everyone.'

The Strategy sets out a number of ways in which this will be achieved, complemented by behavioural change theory.

- Focus resources on tackling inactivity
- Focus on children and young people from the age of five to build positive attitudes to sport and activity early on
- Help those who are active continue to be active, in a sustainable way
- To be welcoming and inclusive, particularly for under represented groups
- Helping sport to keep up to date with digital advances
- Supporting stronger local collaboration
- Working with partners

Figure 3: Sport England Behavioural Change Model



Source: Sport England

The National Institute for Health and Care Excellence (NICE) has published a range of guidance on promoting physical activity. This includes:

- Obesity: Working with Local Communities
- Obesity: Guidance on the prevention, identification, assessment and management of overweight and obesity in adults and children
- Physical Activity for Children and Young people
- Behaviour Change: Individual Approaches
- Walking and
- Physical activity and the environment
- Preventing Type 2 diabetes – population and community interventions

Local Context: **Active Bradford** is a partnership of organisations committed to making Bradford District a healthier and more prosperous place to live and work. The vision is for a culture across the district where physical activity is an everyday part of everyone's lives. Each partner develops and delivers a wide range of opportunities to be active; they come together through Active Bradford to collectively **support** those planning and delivering opportunities, **develop** new opportunities through strategic plans and programmes, **promote** opportunities through campaigns and other communications and



influence decision makers on the role sport and physical activity can play in broader strategic plans.

Locally we have a number of plans and strategies that all help to promote physical activity in our District: Bradford District Cycle Strategy 2016-21: Keeping the wheels spinning; Bradford District Playing Pitch Strategy; and Active Bradford: Physical Activity and Sport Framework.

Living Well: Our local whole systems approach to reducing obesity (including physical inactivity as a core element) began in late 2017 as part of the delivery of the Healthy Bradford Plan. Initiating the whole systems process included bringing together partners from across the system to map the root causes of inactivity and unbalanced diets, and establishing an action plan to tackle these. This action plan was designed by system partners and grouped into strategic delivery vehicles.

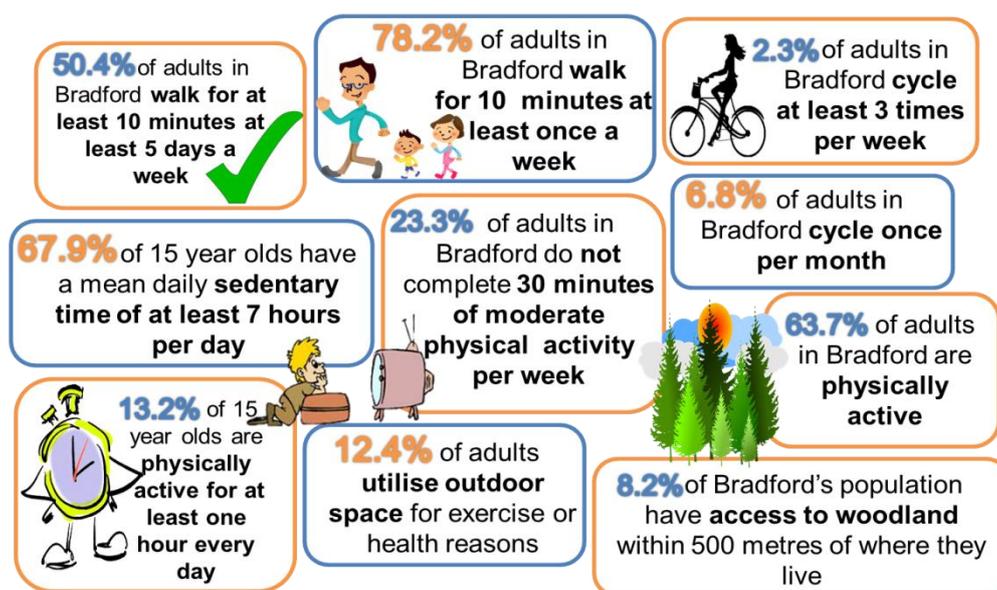
Transformation of a complex and dynamic system that leads to physical inactivity is a long term commitment and process requiring cultural change by policy makers, businesses, schools and other institutions, alongside the motivation of the public.

Please see the JSNA chapter on obesity for more information on Living Well.

What do we know?

According to the Active Lives Survey, just under two thirds - **63.7%** - of **adults** in Bradford District are **meeting the Chief Medical Officer's guidelines and achieving 150 minutes of activity per week**. This is slightly below the national average (66%), but is similar to other local authorities in Yorkshire and Humber. Sedentary behaviour is a risk factor for obesity, the estimated prevalence of overweight and obesity amongst adults in Bradford is 67.9%, which is above the national average of 64.8%. Approximately 26.2% of these adults are obese, 1.8% above the national average.

Figure 5: Physical activity statistics for Bradford



Source: Public Health England & Sport England

Activity levels decrease in older groups. An estimated 69% of 16-24 year olds and 72% of 25-34 year olds meet the guidelines, but for people aged 55 and over this falls to below 60%.

What Assets do we have?

Bradford District has some of the best countryside in England within the District and on our doorsteps, plus **thirty six public parks**, totalling an area of over two hundred and seventy hectares. Ten of the parks are on the English Heritage Register of Parks and Gardens of Special Historic Interest in England.

Bradford District also has a wide range of **sports facilities** that have recently been modernised through the building of new schools. This range will soon be enhanced even further by the forthcoming Bradford Metropolitan District Council programme of building new swimming pools and sports centres. The District has a strong **voluntary sports framework** with a higher proportion of sports volunteers than in other parts of the country, and has professional sports clubs flying the flag for the District on the national and international stage.

Bradford District is also one of 12 Sport England **Local Delivery Pilots**, aiming to transform physical activity levels in 5 to 14 year olds. The Bradford pilot will work with communities to understand what children and young people want and need to become more active, and feel like physical activity and sport is for them. Projects will include new and innovative programmes, and adaptations to community design, along with more out-of-school-hours activity programmes, better lighting in parks, and safer spaces.

The Bradford pilot will test out new projects across the north of the city in Allerton, Fairweather Green, Toller, Heaton, Manningham, City, Bolton/Undercliffe, Windhill, Eccleshill, and replicate successful projects across the District.

Gaps / challenges / opportunities

Everyone can benefit from physical activity or moving more. However, we know from published research that some people are more likely to participate in physical activity than others. Accordingly, a key challenge is to support everyone in Bradford District to be more active, with a particular focus on those not currently doing any physical activity.

It is **never too late to become more active**, however the number of people engaging in physical activity **declines with age**. Furthermore, there are specific transition points in people's lives when their physical activity levels begin to decline, for example increased work commitments, time spent commuting, and parenthood.

There is some evidence to suggest that some minority ethnic groups have lower rates of physical activity participation and do not achieve the recommended levels of physical activity.

In general men are more active than women across most age groups. Sport England's This Girl Can campaign was created in response to research that revealed that there are 2 million fewer active women than men in the UK. The campaign has inspired 2.8 million women to be more active in the year since its launch in 2015.

Inequalities also exist in terms of disability and where people live. People with a disability are half as likely as people without a disability to be active. 1 in 4 people with learning difficulties take part in physical activity each month compared to over half of those without a disability.

People living in the most deprived areas are twice as likely to be physically inactive as those living in more prosperous areas.

The District benefits from play infrastructure such as The Big Swing Adventure Playground in Eccleshill. Funding is currently being sought through National Lottery Funding to extend offers based around outdoor play in the District

Additional an 18 month commission with the Voluntary and Community Sector to scale up participation in physical activity has seen large numbers of residents across some of the most deprived wards engaging in physical activity and trying new activities. Further work is needed to establish new approaches for engagement of deprived and less active communities to reduce inequalities; much learning and evidence for how to best achieve this is anticipated on this area from the Local Delivery Pilot with a focus on the inactive becoming active.

Data on physical activity is largely limited to large national surveys. Most survey data is focused on adults, and fails to distinguish between different age groups. We need better local data to understand how levels of physical activity vary between different age groups, and different communities to help shape our programmes and the targeting of interventions.

What are we doing about it and what does the information presented mean for commissioners?

Physical activity needs to be made **easy, fun and affordable**, and active recreation and living must be available to all, in every community. To deliver this vision, as laid out in the Public Health England report [Everybody Active, Everyday](#) action is needed across four areas:

- Active society – creating a social movement;
- Moving professionals – activating networks of expertise;
- Active environments – creating the right spaces;
- Moving at scale – scaling up interventions that make us active.

This requires a system wide response. Current activity is summarised in brief in figure 6.

The NHS also has an important role to play in promoting physical activity. A number of programmes are promoting physical activity in people who have particular health risks. This includes Bradford Healthy Hearts and Bradford Beating Diabetes.

Figure 6: Current activity in place to deliver the vision laid out in Everybody Active, Everyday

