

JU:MP Social Marketing Campaign Evaluation

June 2021 – July 2022

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Commissioned by:

Bradford Teaching Hospitals NHS Foundation Trust
on behalf of Active Bradford

Area coverage:

North Bradford
Join Us: Move. Play (JU:MP) Local Delivery Pilot
programme (LDP) neighbourhoods

Campaign activity:

1 June 2021 – 31 July 2022

Campaign co-created, delivered and evaluated by creative behaviour change agency:

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Executive Summary

What we set out to achieve

In our proposal we said by August 2022 success will look like:

5 Live campaigns receiving great engagement

1. Join the JU:MP movement
2. JU:MP@Home
3. JU:MP Outdoors
4. JU:MP Screen Off Life On (SOLO) (June to end of September)
5. JU:MP Find your Fun (June to end of September)

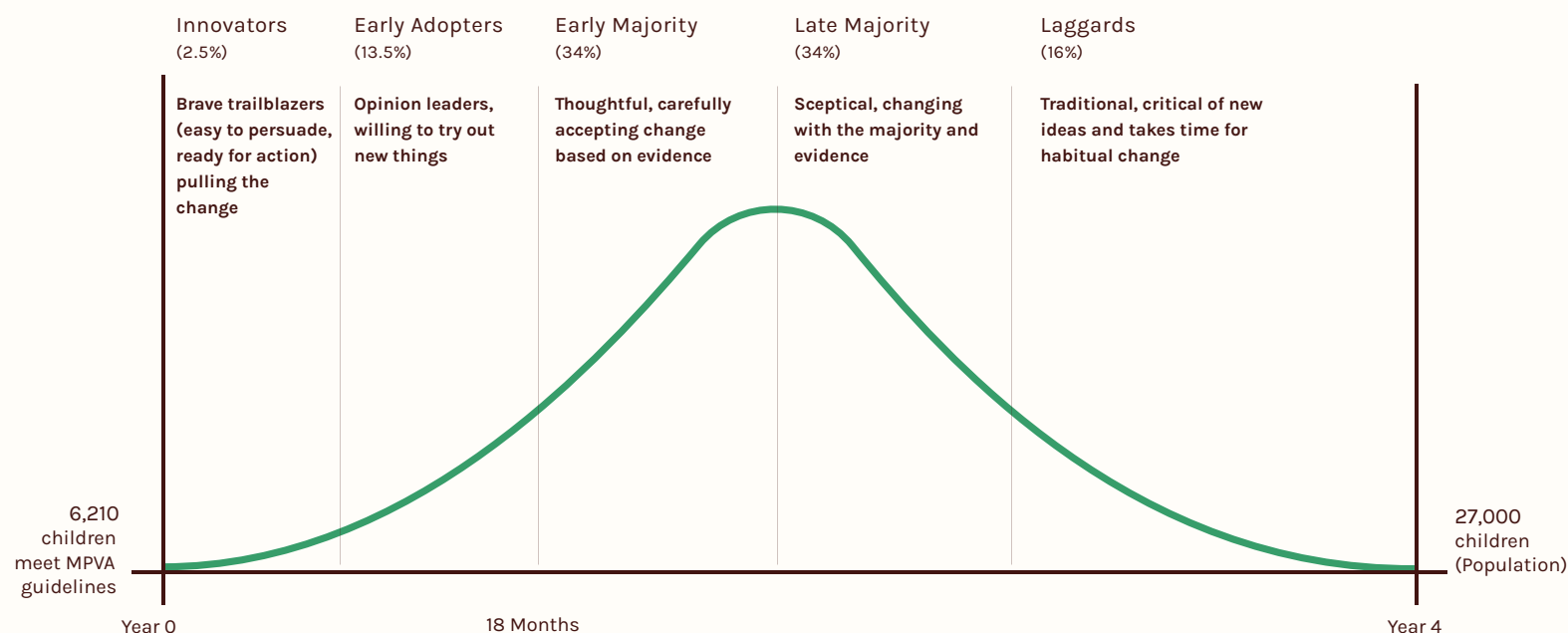
To enable all schools and organisations to take part in the 2 NEW campaigns (JU:MP SOLO underpinned by the JU:MP Find your Fun mini campaign), we decided a full summer programme, made up of three phases, would accommodate the best outcomes for both the test and learn approach and PR plug to the wider Bradford community. This includes:

1. The first local launch in June
2. A public facing external launch on national playday, Wednesday 3 August
3. The second local launch to all other schools and providers at the beginning of September.

Which will achieve 5000 more children moving and playing adding to the existing 3343 to make 8336+



JU:MP social movement and behaviour change adoption curve



Our focus for the 14-month Accelerator phase was to bring on board JU:MP's 'Early Majority' for JU:MP's three existing campaigns below, (34%) which is a total of 7,069 children. Taking into account pandemic recovery, budget, timelines, our previous experience (challenges, learnings and considerations) and knowledge of the community, a realistic approach would be to aim for 75% of this target audience which would mean a target of circa 5,000 more children and young people who would join:

1. Join the JU:MP movement
2. JU:MP@Home (Reduce sedentary screen time)
3. JU:MP Outdoors (Outdoor Play whatever the weather)

Plus JU:MP's 'Innovators' and 'Early Adopters' for two new Campaigns, in order to build a strong evidence base, to gain traction and motivate the 'Early Majority' to get on board from month 14 and beyond.

4. JU:MP Screen Off Life On (SOLO)
5. JU:MP Find your Fun

We surpassed our 'Join the JU:MP movement' target (8336) for the accelerator phase, with a total of 8,408 families joining the JU:MP family. We have created a movement.



Start a network of true JU:MP campaigners given the tools and training to start a JU:MP legacy

We have begun social marketing training of 3 core modules with JU:MP Leads, Connectors and JU:MP providers (approximately 40 people trained so far).

Collaborative working approach: doing with, not for or to communities

We have implemented collaborative working in the following ways:

- Through social marketing training – giving the JU:MP workforce the tools and training needed for sustainability of a growing movement at a local level i.e. asking all members of the public who attend play and sporting activity sessions to ‘join the JU:MP movement’.
- Through the ‘what’s on workstream’ and JU:MP Find Your Fun mini campaign – allowing providers, organisations and members of the public to add local play and sporting activities in their area.
- Through the delivery of JU:MP School & Community Fun Days – giving onus to staff members on the ground to actively seek join ups from parents & family members.
- Through many focus groups and feedback sessions – from taking part in the co creation phase of NEW campaigns to feeding back on the JU:MP website.

A focus on capability, opportunity and motivation

We have had a focus on the capability, opportunity, and motivation in the following ways:

JU:MP's NEW campaigns have undergone thorough research and a COM-B and theoretical domain framework (TDF) mapping process including -

Desk research to identify

- Recent research findings on screen time (General, positive and negative)
- Evidence based analysis of past interventions for screen time
- (what's worked/what hasn't)
- Topic guide (framework and guides for surveys and focus groups) (Based on COM-B and TDF)

Surveys

- x1 online survey with 33 parents
- x1 online survey with 11 children

Focus groups

- Six 1 hour focus groups with 14 parents
- Three 1 hour focus groups with 18 children

Taking a test and learn approach, being open to taking risks and being innovative

We've taken a bold approach to the two NEW campaigns with a new brand style, colours and use of language to target a different age group of 9 to 14-year-olds, as well as parents, carers and family members.

JU:MP SOLO is the first campaign of its kind - with a real focus on not only lowering screen time use but replacing that time with something active to get up, get out, and get happy!

We have implemented a detailed evaluation timeline, including monthly performance scorecard reports for a continuous test and learn approach. Planning JU:MP SOLO into three phases of delivery will also allow us to get feedback and improve all social marketing interventions for phase 2 in September 2022.



About this evaluation

Magpie has worked with JU:MP to devise a proposal for the first 14 months of the Accelerator Phase using creative behaviour change to inspire, energise and support our children, families and communities to be active. It includes our approach, 14-month intervention timeplan for both the Pioneer and Accelerator neighbourhoods, project management and service delivery breakdown and what success looks like for August 2022.

This report outlines:

- What we set out to achieve
 - A summary of all 5 live campaigns including:
 - Campaign objectives and summary
 - Challenges, learnings and considerations
 - Key highlights
 - Deliverables (inputs)
 - Engagement and reach (outputs)
 - Impact (outtakes)
 - Return on investment (ROI)
- Next steps: Including scalability and sustainability
- Conclusions and recommendations



Introduction

Background

The Bradford Metropolitan District is the fifth largest metropolitan district in England and home to more than half a million people. Over 20% of people in the district are under the age of 16, and in the city area, 45% are under the age of 19. Bradford is the youngest city in the UK and one of the youngest cities in Europe.

In March 2019, the Bradford Sport England Local Delivery Pilot (LDP) programme, Join Us: Move. Play (JU:MP), was put in place to take a whole system approach to physical activity for children and young people aged 5 to 14. The programme is located within the North of Bradford, working with communities from some of the most deprived areas and with the lowest levels of physical activity within the UK.

The overall outcomes for the JU:MP programme are:



Better health, better lives for children and young people



Better skills, more good jobs and a growing economy



Safe, clean and active communities

There are five JU:MP intervention themes where the programme aims to create physical activity behaviour change, these are:

1. Families
2. Communities
3. The environment
4. Organisations
5. Policy and strategy

Four guiding principles underpin the JU:MP approach:

1. Tailored approaches to change at every level of a whole system and linking up 'The system'
2. Community involvement at every step of the process
3. Engaged, active leaders and partners
4. Evidence and insight led



Research shows that physical activity is consistently lower in minority ethnic groups and low-income groups. There are three distinct types of communities in the Local Delivery Pilot area, linked by deprivation but different in ethnicity (White British, South Asian and mixed ethnicities). Childhood problems (e.g. low levels of physical activity, obesity and social, emotional and behavioural problems) often translate into lifelong inequalities in health and wellbeing. Therefore, early interventions in these formative years are essential in establishing positive behaviours such as physical activity, which will then track into adulthood.

A fifth of the children and young people in the whole Bradford District live in JU:MP's LDP (approximately 27,000/140,000). In 2019, JU:MP measured the physical activity levels of 543 children aged 9 years using accelerometry. The children have been found to have significantly lower levels of habitual physical activity (19.2% meeting physical activity guidelines) compared to other children within the city (25.5% meeting guidelines; n=902), and nationally (30-35%). Other key findings showed that:

- 77% of children are not reaching an average of 60 active minutes per day
- On average, children spent 46.4 minutes/day in moderate to vigorous physical activity (MVPA)
- 66% (531 minutes) of the waking day was on average, spent sedentary
- Girls performed significantly less MVPA than boys (6 minutes less)
- Black and Minority Ethnic children performed significantly less MVPA than White British children
- Children were less active at weekends, during school holidays and during the winter months



The JU:MP programme focuses on tackling inactivity and improving outcomes in these for children and young people, aged 5 to 14 years old and their families.

It is their aspiration that JU:MP supports the children and young people to grow-up to be healthy, confident, skilled young people who have achieved academically, to be employable and not engage in anti-social behaviour or crime, and be empowered and valued members of society in Bradford. JU:MP want children and young people to see opportunities for themselves in the district, to contribute to the workforce, economy and prosperity of the district.



Accelerator Phase

The JU:MP programme is taking a whole systems approach to increasing children's physical activity levels by working with families, communities, organisations (including schools, faith settings and the voluntary sector), improving the local environment and influencing city-wide policy and strategy. This approach has been tested working at a neighbourhood level in 3 pioneer neighbourhoods in the pathfinder phase (2019-2021), and our understanding of what has worked is now being explored further in the Accelerator Phase - which is ongoing until 2024.

In this accelerator phase, the JU:MP programme will be implemented across the whole Local Delivery Pilot (LDP) area, within 5 new neighbourhoods. The 15 workstreams, shown in the programme map to the right, will be implemented in each of the 8 JU:MP neighbourhoods.

Over the past 14 months, the Accelerator Phase and the social marketing workstream has been successful in engaging our communities, 332 stakeholders have been involved across the 8 Neighbourhoods and wider LDP area and over 17,000 children and their families have participated in JU:MP activities.



The purpose of social marketing

The purpose of JU:MP's social marketing, that began in October 2019, developed and delivered by Magpie (Creative Behaviour Change Agency), is to influence behaviour to improve physical activity levels in children and young people and their families. The approach aims to benefit individuals and communities for the greater social good, specifically to deliver the JU:MP programme in a way that is effective, efficient, equitable and above all sustainable.

There is solid evidence that social marketing has a positive impact on a range of health interventions across various conditions, including ethnic minority and low socio-economic groups (Jeff French, 2017).

The social marketing approach

Social marketing helps you to decide which people to work with, what behaviour to influence, how to go about influencing this behaviour and, finally, how to measure if you have been successful or not. It uses a systematic approach and is focused on behaviours. Its goal is always to change or maintain how people behave rather than just what they think or how aware they are about an issue. It benefits people and society as it is defined by those groups of people who are targeted by a social marketing intervention.

Although social marketing borrows many tools from commercial marketing, its aim is social good rather than profit. As a discipline, it also draws upon social and behavioural sciences as well as social policy, along with an

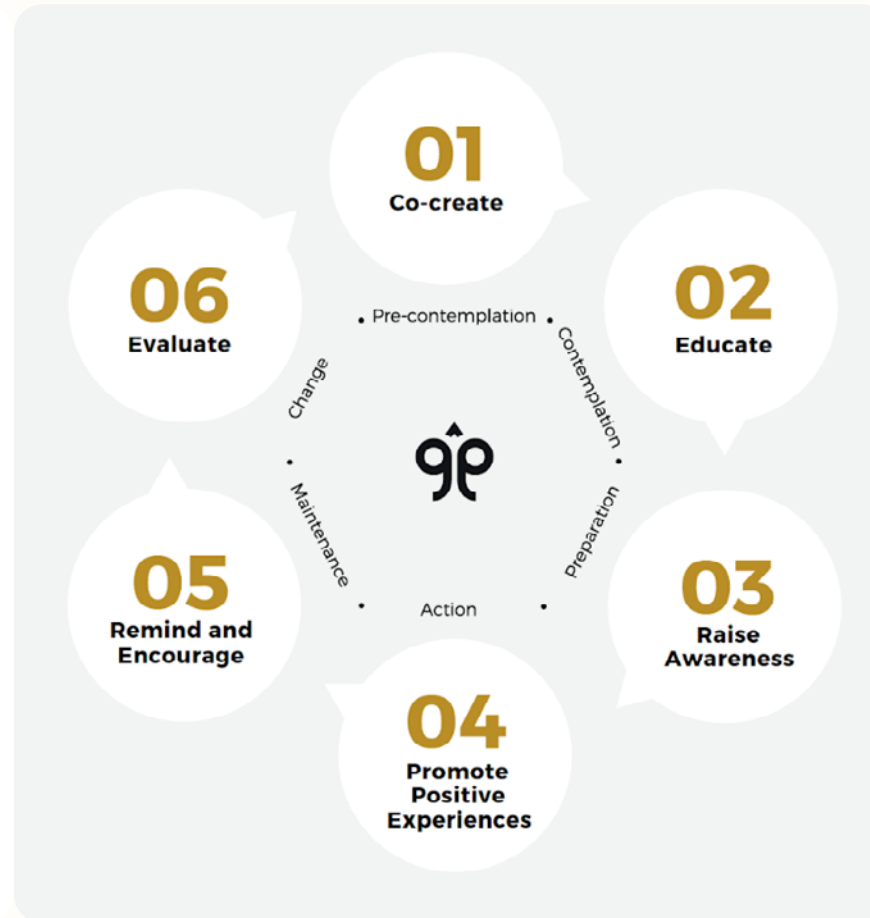


understanding of the environmental determinants which affect the ways in which people behave.

Like the Chilean “half-a-house” approach to social housing, our social marketing approach uses the budget to construct a high quality campaign for the social movement to develop, expand and own in the future.

6 for Gold: Framework for behaviour change

- Built upon the principles of change
- Establishes trust
- Builds stronger connections
- Avoids relapse
- Keeps communications fresh and relevant



The social marketing approach is uniquely based on Magpie's '6 for Gold: Framework for behaviour change' (reference the image) based on the Transtheoretical Model of change. JU:MP's social marketing is co-created with families and children and uses a 'people like me' approach to create social norms, capture attention, and spread awareness, through creativity and emotion.

It uses familiar commercial (traditional and non-traditional) marketing techniques to lay strong foundations to educate families, raise awareness of the many benefits of playing and being active, and reduces barriers by promoting positive experiences of children and families at a local level.

Humanising the JU:MP brand

Social marketing helps to humanise the brand and brings the whole JU:MP movement to life. It is the glue that sticks together all elements of the systems when JU:MP is presented to families and children. Our social marketing also helps to galvanise local influencers, providing the tools and training for campaigns to run and continue long after Magpie's foundations have been laid.

Theory of Change

JU:MP's Social Marketing focuses on children (5 to 14 years old) and their family members and contributes to the following JU:MP Theory of Change sub-themes:

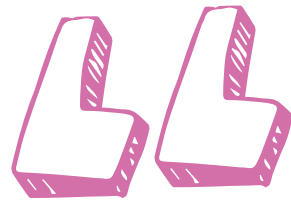
Primary Themes:

- Families have the knowledge, skills and motivation to be physically active
- Families think there are opportunities for children to be physically active safely
- Families allow children to be physically active
- Family and friends support each other to be physically active
- People can access resources and support children to be physically active in their community

Secondary Themes:

- People trust other people in their community
- Organisations have the knowledge, skills and motivation to support families to be active
- Organisations provide opportunities for children to be active
- Organisations provide families with the knowledge and skills to be active
- Organisations provide social support and encouragement for families to be active





**“It is fun to spend time with
your friends and family.”**

Young person - Screen off, Life on

Join the JU:MP movement

Campaign objectives and summary

A campaign to motivate and encourage children and their family members, in the three pioneer neighbourhoods, to meet the moderate-to vigorous physical activity (MPVA) national guidelines of 60 minutes a day for children and young people aged 5 to 14.

Key message:

We're serious about getting children moving, playing and having lots of FUN. But we can't do this without a strong community of supporters to join us by championing active play every day!

Value of campaign

£9000 (This includes value of goodwill services and in-kind £3000)



The JU:MP Fun Days (in both schools and the community) are a key way to motivate families to 'join the JU:MP movement'. The days also reduce barriers to being active and provide opportunities for 'children and families to be active together. JU:MP Fun Days are designed to engage children and their families in a range of brief, fun physical activities and to encourage sign up to the Join Us: Move Play campaign.

A key transition for the Join the JU:MP movement campaign has been the shift from 'doing' to 'facilitation' and the 'fun day' workstream has been mobilised using social marketing interventions. Local children are trained as JU:MP Stars to deliver physical activities during the fun day. However, aside from the involvement of the JU:MP Stars, the fun days were directly delivered by the core JU:MP team throughout the Pathfinder Phase of the Programme. Therefore, we recognised a need to adapt the delivery model to increase sustainability.

Fun day 'kits', including all of the equipment required to run a fun day, have been purchased and delivered to each neighbourhood. The kit is 'held' at a central location (e.g. a local community centre) so that all local organisations, such as schools, community centres and Islamic Religious Settings, can use it.

Magpie also developed a workforce training package 'social marketing training' so that all JU:MP social marketing campaigns can be 'owned' by all stakeholders, rather than being delivered via a top-down approach, to create capacity within the system and promote sustainability. This training package runs alongside a fun day training module that upskills and motivates local groups and organisations to deliver their own fun day events.

25 school and community Fun Days have taken place between 1 February 2022 and 15 July 2022. Engagement from both the schools and members of the community has been very high, and there is ongoing

recruitment of children and families to the JU:MP movement. The JU:MP connectors and Magpie Campaign Ambassadors have also been key to facilitating the delivery of these.

In this time, 350 year 5 and 6 children were recruited to become JU:MP stars and lead the fun day activities, 4,437 children completed the Fun Day trails and 945 families joined the Join Us: Move Play movement. Enabling us to continue communicating with these families monthly via the JU:MP newsletter.



Challenges, learnings and considerations



The topic	The challenge(s)	The learning(s)	The consideration(s)
Magpie Campaign Ambassadors going door to door to talk to the public about 'joining the JU:MP movement' (one who could speak Bengali and one who could speak Shona)	As the data tells us, we have found many householders have little to no english. This creates a language barrier. Some households likely speak Urdu and Punjabi. Many Householders did not answer.	Possibly not a good time to visit (between 1.30pm and 3pm in the afternoon).	Try the door to door approach at different times. Make the use of an interpreter particularly, who can speak Urdu and Punjabi.
	We came across a householder, who did not have a good experience with the program. On this occasion the father had an autistic child who'd been excluded from a JU:MP activity for a week for bad behaviour.	This information was passed directly to the JU:MP team, for consideration of how we deal with such instances in the future, and who is best for the parent to contact in the first instance.	How does this affect JU:MP's reputation? Is there a way to direct parental concerns in a way that they feel 'listened to'? How do we think about ensuring JU:MP providers are trained to have knowledge of learning disabilities and skills to address behavioural issues to ensure activities are inclusive for all children?
	Is the 'door to door' approach feasible?	Using the 'APEASE" model, we could map whether this approach was feasible, and in the end we found this was not the best use of Campaign Ambassadors time. An example street on Scotchman Road shows this process - how many houses were visited (29), how many people answered the door (16), how many people were willing to speak to us (6) and how many resulted in a positive outcome (0).	It may be worth revisiting this approach 'from the bottom up' through community leaders and organisations, as JU:MP becomes more sustainable in the future.

JU:MP providers getting all parents to 'join the JU:MP movement' when they register for an activity or event (linked to the What's on workstream)	Getting providers and community leads to 'buy in' to this element of their job. Although this is part of their Service Level Agreement (SLA) we are still not in a position where they are getting families to join the movement as part of their roles.	Providers and Community Leads see this as 'more work' for them. They also see adding in all of their activities and events into the What's on activity finder as more work. We need to find alternate ways to ensure they are doing this as part of their role.	The 2022 summer Holiday and Food (HAF) Programme Days were a great way to test getting JU:MP join ups at the same time as registering families. We know this approach works - so how do we show other providers that it works and is a simple solution to growing the movement? Do we start a competitive system, where we see how many providers and Community Leads get the most number of join ups and rewards/incentives are given for the winner i.e. through the JU:MP awards. Do we include this as part of a compulsory reporting tool (like a performance scorecard) that providers fill in every 2/3 months including number of join ups?
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Social marketing pilot training package	The challenge is to create a simple, feasible and accessible workforce training package. The package needs to motivate all JU:MP staff and community ambassadors to encourage families to join the JU:MP movement, by providing them with the knowledge, confidence and tools to own the campaign locally.	Key areas for improvement were found at the pilot social marketing training and have been incorporated into the most recent version of the training: • Want to see how JU:MP is specifically creating a social movement to give more impact. • Writing a guest blog - This needs to cover more types of 'lived experiences' - what works for them? What would they like to learn about? It would also be useful to dissect an existing blog together if this is something they are interested in pursuing. • Going on local and community radio - Need more simple info to make the task of interviewer/interviewee more simple to follow. • Incorporate more great examples from our providers and other contacts in Bradford to show their work is valued by us. • Show specific impact of guest blogging/lived experiences and going on local radio - be more clear on why it matters.
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Monthly newsletter	What's the most popular newsletter content and how can we utilise this information?	Looking back over a year of monthly campaign monitor send outs we can see that three most engaging themes for the join up newsletters are: • Incentive based (i.e. Bring back outdoor play launch animation - scooter incentive & surveys both JU:MP and Dubit offered Scooter and a £10 Love2Shop voucher) • Half term 'what's on' based (Free meals and what's on guide) Activity based (Weekly activities) • For the four newsletter templates (that families first receive when they join the JU:MP movement) we found that: The most popular templates are number 4 with the 'what's on' information and number 3 with the 'video activity' - this gives us more great insight into what our parents are looking for.	How can we apply this learning into future campaigns and communication channels? I.e monthly news features and mini digital campaigns - to drive more traffic and engagement to the website and more join ups to the movement. Can we incorporate these findings into the most recent communications strategy? And share the learning wider?
Habit forming exercise	Revisiting the 'join the movement' social marketing interventions/ assets - are these the best they can be? What else would we like to test and learn? How can we best map this out?	The habit forming exercise workshop for 'join the movement' presented a key learning stage that can feed into the early stages of our 2 NEW campaigns - mapping out interventions against NEAR (Normal Easy Attractive Routine) for both existing and new campaigns.	How can we apply this learning into future campaigns and communication channels? Can we share the learning wider?

Key highlights



8,408

**children and families
engaged with JU:MP**

(surpassing the original
target of 8,336).



350

**JU:MP stars recruited
in schools**

(children ambassadors for JU:MP)
surpassing the original target of 300.



8,680

website visits



34

**total JU:MP fun
days completed**

(25 in accelerator phase)



113

**deeply engaged families
for continuous test and
learn approach**



4,437

school trail cards completed
(including activities in the school hall
and outdoors)

A brand NEW website!



2,315

website visits



14%

visited through social media
(twitter and facebook)



552

unique page visits



52%

visited directly
(they had heard the URL
from somewhere and directly
inputted it to visit)



Average of

3m 10secs

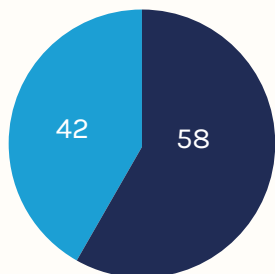
per visit

(The Average time per visit on a website is
1m 36 seconds, Google Analytics study)

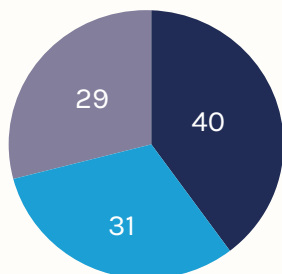


80%

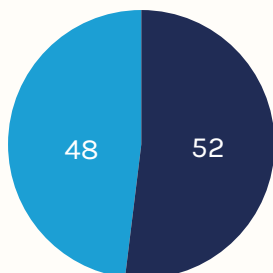
new visitors



58%
female (42% male)



40%
of users between
18 & 24 years of age
(31% between 25 & 34 years of age
29% between 45 & 54 years of age)



52%
mobile users
(48% desktop users)

The screenshot shows the JU:MP website homepage. The header includes the JU:MP logo and navigation links: Things to do, Campaigns, News, About, What's On, and a 'Join the movement' button. The main content area features a large hero section with the text 'Join Us: Move. Play' and 'Inspiring children and families across Bradford to move and play more!', accompanied by a photo of children on a swing. Below this is a section titled 'Our latest campaign' featuring 'Screen off Life on!', which includes a photo of people walking and a 'Find out more' button. At the bottom, there is a 'Things to do' section with three cards: 'JU:MP Outdoors', 'JU:MP at Home', and 'JU:MP Fun days', each with a brief description and a 'View all activities' button.

Did you know?

8,400

Over 8,400 family members in Bradford are choosing to move and play more!

Let's play more!

We believe that all children, young people and their family members should have the opportunity to be a part of the JU:MP family, to enjoy the benefits that movement and play brings.

From chatting with children and their parents, we know they want to get out and have fun, but can struggle to know how or where. We're here to change this. It is JU:MP's aspiration to support children, young people and their families to grow-up to be healthy, confident, skilled young people who are empowered and valued members of society in Bradford.

About JU:MP



"The JU:MP@Home activity calendar gave us some great ideas and we picked most of them together as it was always just both myself and my daughter playing together during lockdown."

Parent, Bradford

Join our Facebook group



555

visits to the homepage in the campaign period

260

visits to the Screen Off, Life On campaign page



161

visits to My Screen Time Journal

134

visits to Things to do page



Engagement and reach

Where and who did the campaign reach?

How did people engage with the campaign?

This section includes:

- Online engagement analytics (websites and social media)

Online engagement analytics

The following data is very positive and shows us that the number of visits to the website is running at 50% above average. A strong indication of meaningful content on a website is the time spent per session. With an average time of 1m 44 seconds, the website is running at 8% above average. This means that users have enough time to read content and interact with the website on a deeper level. And for this reason, longer sessions indicate more engaged visits. To improve engagement with the website we need to look at improving our returning visitors. A good indication of meaningful content shows that a positive balance would be 70% new visitors and 30% returning visitors (Google analytics study, Appendix 2).



Website

Please note that these are based on the old website from 1 June 2021 to 31 July 2022.



8,680 website visits (A typical business has 414 visits to its website on a monthly basis)



6,724 unique page visits



85% new visitors



15% returning visitors



45% visited directly (they had heard the URL from somewhere and directly inputted it)



13% visited through social media (Twitter and Facebook)



38% visited through an organic search meaning they found the website through a search engine e.g. Google



4% visited through referral – an external website advertising the campaign



1m 44 secs average time per visit





Most popular pages

- The home page was visited **3,041** times in the campaign period
- What's On was visited **1,303** times
- About JU:MP was visited **1,022** times
- Join Us was visited **647** times

Social media



70 social posts using #joinusmoveplay



23 hashtag interactions

Direct mail



26% (2 out of 10) Average click-to-open rate for JU:MP direct mail (This is a good score. The average click-to-open rate should be between 20-30%)

Impact

Bradford family wins go kart for best promise to play more!

With a focus on promoting positive experiences of play, the JU:MP team has run over 40 school and community Fun Days, where families and children take part in fun and simple activities, like hopscotch and hoops, at their local school or park. As part of the Fun Day families join the JU:MP movement, and are asked to make a promise – to do an activity of their choice, for a chance to win an amazing prize.

After receiving many amazing promises, we are delighted to announce that Terri and Mason, aged 10, are our winners! It was a difficult decision, but their idea, which was to walk 2.4 miles everyday to and from school and to go on long walks through parks and reservation sites, really captured the essence of bringing back movement and play as a family.

Mum, Terri said: “I am so shocked to have won something. We never win anything! It’s going to make such a big difference because it’s just in time for the summer. We’ve really enjoyed our walks together and are getting into a better daily routine by trying to do it everyday, just to move a bit more and feel better. Mason’s is absolutely buzzing – I’m gobsmacked.”

To try out the Go Kart, the family took it to Lister Park, which has many outstanding features, including inspiring Mughal Water gardens, botanical gardens and the magnificent Cartwright Hall.

JU:MP Programme Director, Jan Burkhardt said: “Bradford is a great place to go as a family. It has 44 parks from formal Victorian parks to amazing wild moorlands. There are also lots of brilliant green space developments that JU:MP are working alongside the Council, across Bradford. Kashmir Park was recently transformed into a lovely play area, with a focus on ‘natural play’, as well as providing a safe place for families to meet outside together.”

Mason said: “It’s brilliant! Lister Park has loads of room and long paths to go up and down in my new Go Kart. I’m going to take it to different places and see where it goes the fastest over summer.”

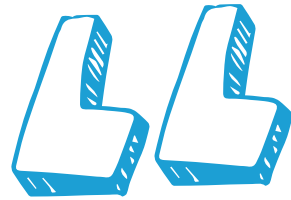
If you would like to be entered into our autumn prize draw, and be in with a chance to win our next JU:MP fun and active prize giveaway, join the JU:MP movement and you’ll receive a newsletter where you can share your promise with the JU:MP team.



Return on investment

-  Excellent ROI (return on investment)
-  Questionable ROI
-  Poor ROI

Task	£/%	Performance	ROI
Creative (Digital & Social)	£4200/47%	For a low budget time the campaign manager rewrote all content for the new website, provided ongoing maintenance for continuous improvement of the old website, and provided ongoing social media support and content for organic postings on all JU:MP channels.	
Strategic Input	£1050/12%	For a low budget Magpie's Managing Director and Behavioural Consultant provided ongoing strategic planning and co-creation project coordination.	
Campaign Engagement	£1000/11%	For a very low budget Magpie's Campaign Engagement team attended 25 Fun Days to encourage join ups to the JU:MP movement and assisted the JU:MP team with all community and school Fun Days.	
Photography/stock images	£1000/11%	For a low budget photography was taken for news items on the website (such as Go Kart winners) and stock images were bought for the new website.	
Marketing Materials	£2500/17%	For a low budget the campaign manager and creative team created new design assets needed for schools and community organisations including banners and posters.	
Training and tools	£250/2%	For a very low budget the campaign manager created a set of social marketing training tools that will be rolled out across the whole Local Delivery Pilot (LDP) area. JU:MP campaigners will continue to use these long after Magpie's foundations have been laid. The strong foundations are knowledge, tools and resources with ongoing test and learning of social marketing with JU:MP team and wider workforce.	



**“I feel like my plan worked
because now I love being
active.”**

Young person - Screen off, Life on

Screen Off Life On

Campaign objectives and summary

A campaign to motivate and encourage children and their family members, in all neighbourhoods, to meet the moderate-to vigorous physical activity (MPVA) national guidelines of 60 minutes a day for young people aged 9 to 14 and their family members.

Key message:

Get up, get out, get happy! A public resource, created with Bradford families, to support everyone to swap some time on screen, for activities off screen. The aim? To feel good and move more.

Value of campaign

£23,700 (This includes value of goodwill services and in-kind £5000)





Screen Off Life On specifically aims to support 9 to 14 year olds and their family members to swap some time on screen, for activities off screen, and motivate them to feel good and move more.

The campaign concept 'Screen Off Life On!' was designed and developed based upon robust insights collected with parents, children and young people from the Local Delivery Pilot area. Insight methodologies included a parent survey (n = 33), a children and young people's survey (n = 11), 3 parent focus groups (n = 14) and 3 children and young people focus groups (n = 18), carried out from December 2021 and May 2022.

The concept contains emotive photography and illustrations of children, young people and parents from the Local Delivery Pilot area, doing fun and vibrant activities, from taekwondo, skipping and basketball to skateboarding, frisbee and dancing.

The copy boldly conveys 'Get up, get out, get happy' alongside fun and free ideas for play anywhere. Trackable QR codes were included on all social marketing materials that link to the Screen Off Life On section of the website. Here families can find top tips, ideas and many resources including a children's journal, a parent journal, what can you swap guide, family member guide, a spinning online activity swapper and how to set screen limits for the family. Content is also sent directly to over 8,400 family members who have joined the movement.

Over 150 local businesses in Bradford supported the launch of the campaign, displaying posters and flyers in their windows and notice boards. Businesses include local pharmacies, GP surgeries, supermarkets, takeaways, charity shops, and post offices.

Challenges, learnings and considerations



The topic	The challenge(s)	The learning(s)	The consideration(s)
Focus groups for Screen Off Life On (carried out at two Holiday and Food Programme (HAF) Days, at Ladyhill Park).	With one key member of the Magpie team ill with Covid, we had to act rapidly to ensure we had extra support from the JU:MP team, to support Magpie's behaviour consultant on the day. The challenge over these 2 days was the coming together of both teams, and offering full support and teamwork.	This could have been a smoother process, but due to confusion and frustration over current roles and responsibilities Models used for the insight framework and guides for focus groups.	Having a place to record this information (with the monthly Performance Scorecards) means that we can open up these discussions, and be transparent in how we can communicate with each other more successfully in the future, when such circumstances arise. As well as including it in our performance scorecards, what other avenues/channels could ensure smooth teamwork in the future? I.e. team building workshops and solution focussed training sessions.
Time to plan, reflect, test and learn.	For previous campaigns, such as JU:MP@ Home, we needed to simultaneously plan and act quickly, to provide a much-needed solution for children and young people spending a lot of time at home, due to government guidelines. For this new campaign, we needed to ensure we added in more time at each stage of the campaign, for reflection, and testing and learning as we go. The challenge would be to accomplish this with competing priorities across the various different workstreams.	The time planned in for the co-creation of the creative concepts of the campaign (with focus groups with parents and young people, aged 9 to 14), allowed us to test every detail of the visuals assets (including imagery illustrations, straplines, key messaging and preferred language use). We continuously went back to our focus groups along the way, to honestly reflect what our communities really wanted to see.	How do we encapsulate and share these learnings (aside from this evaluation)? Could this be via a JU:MP webinar, the sport england report, the community of learning event, or a national play conference?

Models used for the insight framework and guides for focus groups.	For previous campaigns we used one model, Capability, Opportunity, Motivation, Behaviour (COM-B), to underpin the parent and children topic guides for focus groups. The challenge was to find and use other models, alongside COM-B, to really give us a robust framework for focus group guides.	For this campaign, we decided to utilise two models for the insight process, COM-B and the Theoretical Domains Framework (TDF), to increase the robustness of our approach to identifying and defining campaign behaviour change goals and techniques. Incorporating the TDF enabled us to gather even more specific insight from our focus groups, that would shape the campaign strategy and creative concepts.	What other models could be applicable to use in the future and how could these models help to further shape the campaign strategy and creative concepts?
Selection of participants for focus groups.	Learning from the JU:MP Outdoors campaign, we knew we needed to plan in advance, as much as possible, setting up our parent focus groups by identifying key existing events to tap into our target participants.	We purposefully selected the Holiday Activities and Food (HAF) programme days at Ladyhill Park in Bradford, to get more footfall and make the focus groups part of a fun day out. This resulted in more participants taking part than previous campaigns, with a more diverse range of ethnicity including: Mix of Asian or Asian British, Pakistani, White British, British Indian and Mixed White and Asian.	How can we link in with our Sports Providers and Community Leads in the future, to ensure access to a diverse range of participants for future insight? How do we make sure we're not using the same participants in our focus groups, as other work streams within JU:MP, so we continue to speak to unheard communities?
Improved partnership working and an overarching evaluation timeline.	We identified the need for an improved partnership insight approach with the JU:MP research team.	Regular meetings took place with one of the JU:MP researchers, where they were able to advise with regards to theoretical underpinnings and focus group and survey development and implementation. This also led to creating an 'overarching evaluation' that would encapsulate the feasibility, acceptability and baseline COM-B data of each new campaign (pre-campaign, post campaign and post launch).	How do we encapsulate and share these learnings (aside from this evaluation)? Could this be via a JU:MP webinar, the sport england report, the community of learning event, or a national play conference?

Sharing the learning: JU:MP webinar 'More than just screen time'	It's a challenge to share the learning far and wide with other providers, researchers and associated organisations. The JU:MP webinar series, established in April 2020, is a monthly event designed to share learning with regards to a topic, method or approach, relevant to the Local Delivery Pilot work.	The series provides an opportunity to both share learning from our and other LDPs more widely, and to learn from other practitioners and researchers to identify and explore approaches, methods and interventions that could be tested within JU:MP.	How do we encapsulate and share these learnings wider (aside from this evaluation and the webinar itself)? Could this be via the community of learning event, or a national play conference?
School engagement	It was challenging getting schools on board with the phase 1 campaign launch in June 2022, due to pressure and conflicting priorities in schools for JU:MP Leads. It was also challenging to get some of the completed journals back before the school holidays, due to staff absence and lack of team support from JU:MP team members. Number of journals returned from 2 schools = 104 Completed 1 week = 18 Completed 2 weeks = 9 Completed 3 weeks = 14 finished journal (13 children and 1 parent) Only filled in the intro = 32 Completely blank with no name = 31	We split the local launch into 2 separate launches (June and September) to allow more onboarding of schools and organisations in September 2022.	How do we ensure we encourage schools to take part (working closely with the Creating Active Schools workstream)? How do we make sure we work as a team to gather the SOLO boxes and physical journals from all schools and community organisations?
Long term relationships with partners (sponsorships, incentives and prize giveaways)	The challenge here is how do we build and maintain long term partnerships with key organisations, so we have access to incentives and prize giveaways on a long term basis?	We know that Lego are keen to build a relationship alongside Bradford City F.C. Community Foundation, with the added possibility of sponsors such as O2 longer term.	What do these partnerships look like? How do we build and maintain these relationships on a long term basis for the sustainability of the programme and social marketing interventions?

Summary of the behavioural insight

From the desk research:

- Children's use of screen technology is becoming a more complex challenge for parents, particularly during COVID-19. Screen time presents barriers to healthy physical activities and opportunities, ultimately displacing positive activities that can boost both physical and mental health.
- In terms of interventions, although evidence is weak for screen time limits, it has been found that thresholds may be an appropriate part of a family's media planning, and families should negotiate screen time limits with their children, based upon the needs of an individual child.
- The most successful tactics to minimise technology harm are not technical at all, but behavioural, such as practising healthy digital habits that promote better health like self-imposed limitations on use of digital platforms, using non-digital means when possible and using digital platforms for better health and well-being.

From the surveys:

- When asked which activities (on and offline) they enjoy most and least children said the things they enjoy the most are:
 - Playing/going out/spending time with friends
 - Going out with the family
- 80% of parents are extremely concerned about interaction with someone pretending to be their child's age.
- Parents and children like screens the most for 'education and using screens for learning'.
- Parents and children dislike 'losing time' i.e spending too much time on them/not interacting with people.
- Parents and children feel that 'playing with friends or family' would motivate their children to move away from using screens.
- 100% of parents and children said they would be doing something related to playing outside
- whether it was with family, friends, playing sports and trying lots of new activities instead of being on screens.
- When asked ideally how much time would you like your child(ren) to be spending on a screen vs playing in real life 84% of parents said 'some of the time' whilst 55% of children said 'half of the time'.

From the focus groups:

Capability: Parents and children understand the importance of limiting screen time, have some knowledge about what 'having screen time limits' means, have a good understanding of the advantages and disadvantages of screen time and about effective ways to limit screen time. Most parents monitor their children's screen time in some form.

Opportunity: Parents and children have the opportunity to spend less time on screens by spending time outdoors with family (particularly cousins), friends and neighbours, to have more family time, less bad behaviour and better physical and mental health from 'new limits' to screen time behaviour.

Motivation: Parents and children feel it's a good thing to limit screen time but only parents want to do more to limit screen time. Parents want to know more about how to limit screen time but feel it's hard to maintain a habit or routine when other obstacles get in the way. Children are limited by peer pressure from friends to 'stay online' or they may miss out on what's happening and parents feel unconfident in setting up new limits and maintaining current limits.

View the summary insight report and the full insight report.



The three concepts

The creation of the three initial concepts for the campaign were created after a robust workshop session with the Magpie and JU:MP team in February 2022, including:

- Positioning and objective setting
- Opportunity mapping: People, places and purposes
- Three things: The strongest possible emotional connection
- Three things: Design, content, branding and communications

Positioning and objective setting

Get children
more active

Sit less,
move more

Active time
together!

Opportunity mapping: People, places and purposes

Pull it into
every stage
of the day

Rewards
chart -
incentivise

Connect
with local
organisations

Schools want
to help with
the issue

Community
parenting

Regular
sessions to
play games
so it's safe

Three things

What would
you do with
an extra
hour?

Agree limits
together,
parents and
children

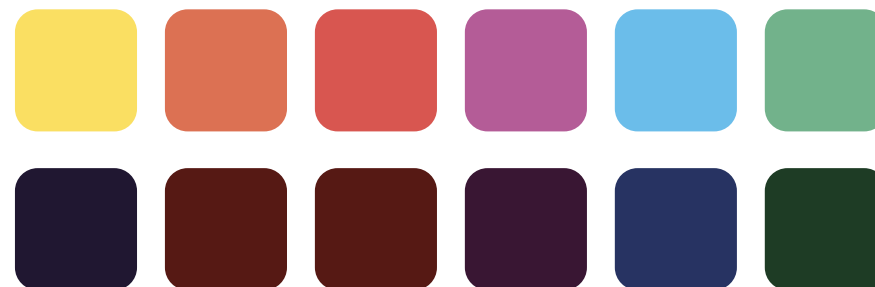
Swapping
something
and getting
time back

In April 2022, the creative team at Magpie created the initial three concept avenues, alongside background brand research which included:

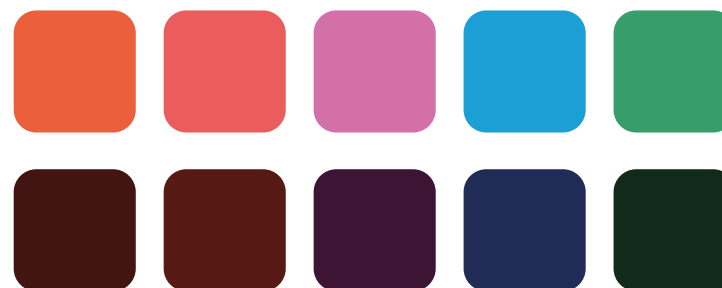
- The three concepts: Screen Off Life On, Switch it (up) and the Screen Team
- Audience research: Talking to tweens, tween brands and tween language
- JU:MP colours: A set of grown up developed colours
- JU:MP colours: Accessibility and adjustments
- Social marketing interventions: Key considerations for materials and toolkits



Original JU:MP Colours



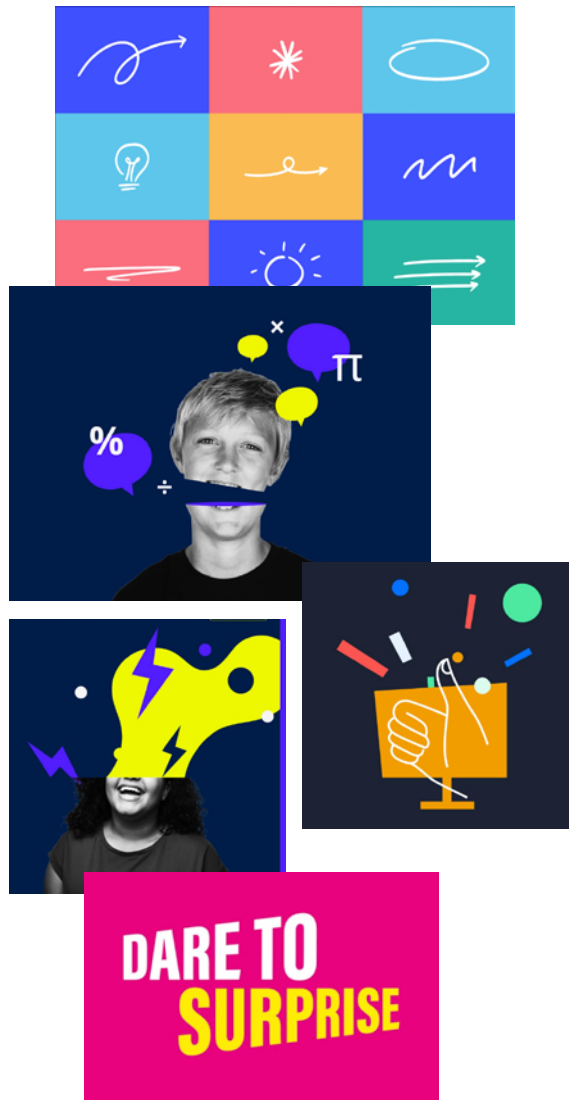
Palette adjusted for accessibility



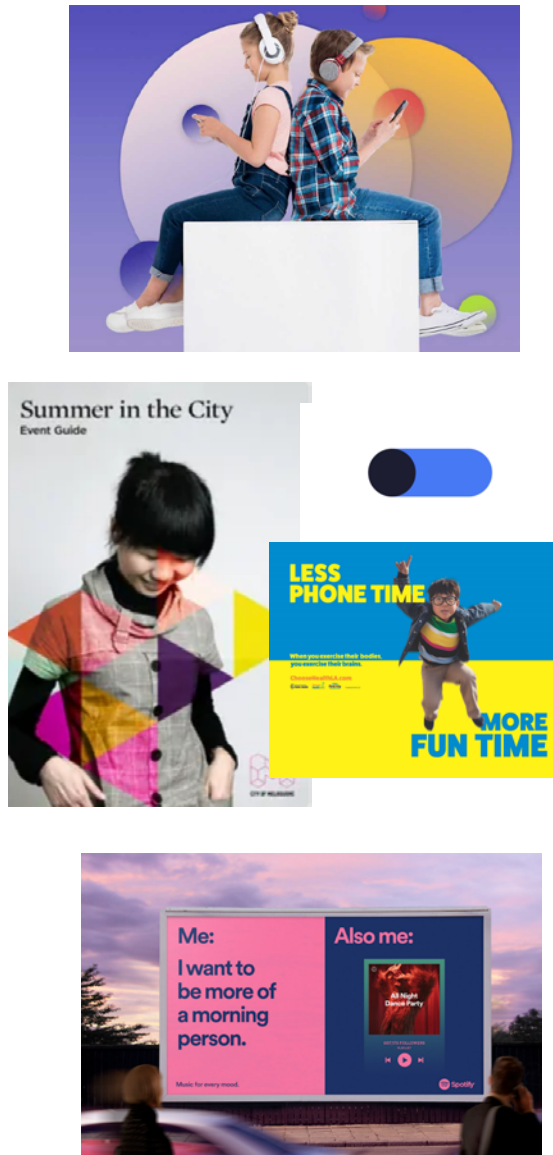
Colours developed for the Screen off, Life on campaign



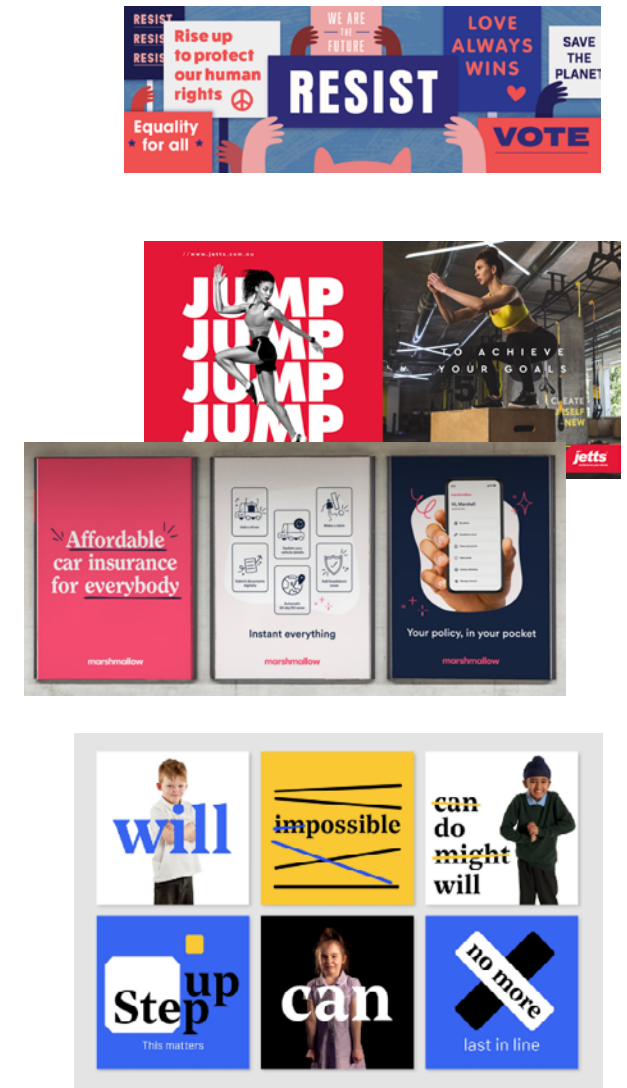
Screen off, life on



Switch it

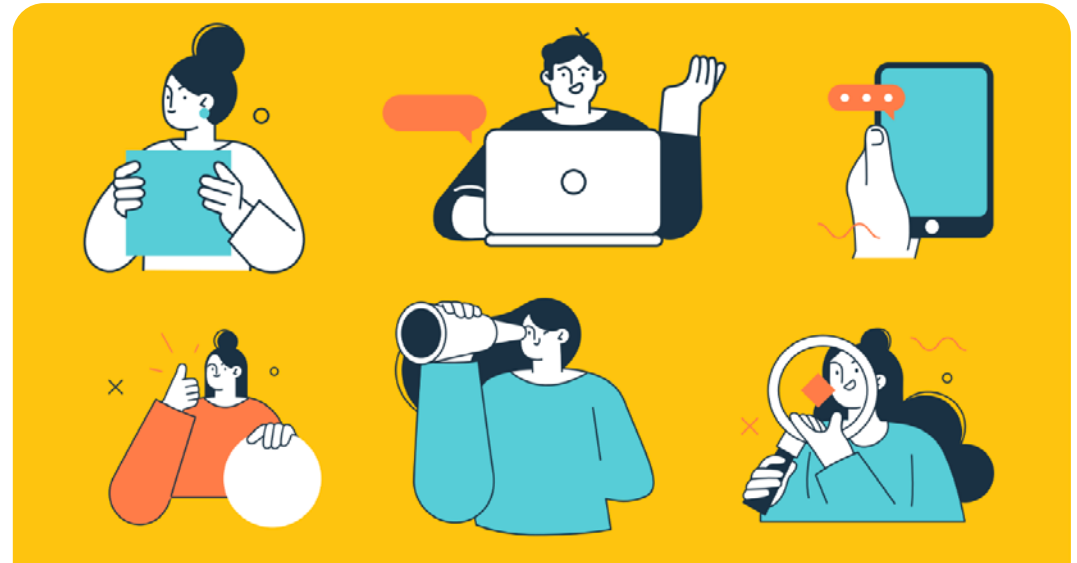


Screen Squad

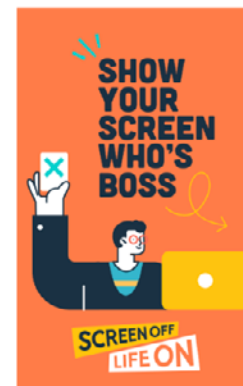


An iterative process

Magpie met with the JU:MP team in February 2022 to present the initial three concept avenues. Screen Off Life On and Switch It Up were the 2 favourites to test with parents and young people, aged 9 to 14, from our original focus groups for the insight phase. The visuals we tested can be seen below:



SCREEN OFF
LIFE ON



**SWITCH
IT UP**

**SWITCH
IT UP**

SWITCH
IT
UP

MAKE
SMALL
CHANGES



The time planned for the co-creation of the creative concepts of the campaign allowed us to test every detail of the visuals assets, including imagery illustrations, straplines, key messaging and preferred language use.

We continuously went back to our focus groups, along the way, to honestly reflect what our communities really wanted to see.

This included:

- **Concept feedback sessions** with 9 to 14 year olds and detailed **feedback notes** where we found that Screen Off Life On was the clear favourite, and work began to develop this concept into the first draft of our social marketing materials.
- **Language feedback sessions** with Screen Off Life On assets, with 9 to 14 year olds, and detailed **feedback notes**

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This included:

- Concept feedback sessions with 9 to 14 year olds and detailed feedback notes where we found that Screen Off Life On was the clear favourite, and work began to develop this concept into the first draft of our social marketing materials.
- Language feedback sessions with Screen Off Life On assets, with 9 to 14 year olds, and detailed feedback notes

Some examples of the message testing

- **BE A FOREST EXPLORER
NOT AN ONLINE GAME**
- **LESS NETFLIX
MORE BMX TRICKS**
- **BE OUT FOR DAYS
NOT IN FOR A FORTNITE**

- **BE HAPPIER AND HEALTHIER**
- **MOVE AND BE ACTIVE EVERYDAY**
- **FIND THE RIGHT BALANCE FOR YOU**
- **LET'S MOVE TOWARDS A BETTER
BALANCE**

Deliverables (inputs)

After 8 months of robust campaign planning and research (August 2021 to March 2022) including:

- Desk research
- Insight gathering through focus groups and surveys
- Creation of the playback report
- Development of initial concepts
- Feedback on concepts and language
- Co creation of Screen Off Life On materials with parents and young people

We created the Screen Off Life On toolkit that includes:

A fun online spinning activity swapper to young people and family members to choose activities that they can use in their journal. These will help them to swap some time on screen for other activities off screen.



A simple 3 week online Screen Off Life On journal to help young people and family members feel better and move more. Once completed they are entered into the JU:MP prize draw for a chance to win a Go Kart or £50 worth of Love to Shop vouchers!

A family member guide (that can be downloaded and printed) that includes 3 simple things people can do as a family, why it's great to get outdoors, 10 tips for making a switch and how to find out about local events and activities to move more and feel better!

A tiny guide (that can be downloaded and printed) that includes everything young people and family members need to live their best life on and off screens, find the right balance for them and be healthier and happier!

A children and young people's journal (that can be downloaded and printed) to help them to plan the next 3 weeks to swap some screen time for something fun off screen to feel good and move more!

A parent and family member journal (that can be downloaded and printed) to help them to plan the next 3 weeks to swap some screen time for something fun off screen to feel good and move more!

A 'what can you swap' guide that includes some fun ideas for young people and family members to try. A small switch can make a big difference. Moving more can make you happier, healthier and sleep better.





The campaign website is the Screen Off Life On 'one-stop-shop' that includes all the above resources, tips from family members, interesting facts and guidance on how to set limits on screens

joinusmoveplay.org/screenofflifeon



Local launch: Phase 1

The first local phase of the campaign was launched with all schools and organisations in June 2022, to help support families to swap some time on screen, for activities off screen to make the most of summer 2022 together!

They received [posted out packs](#) of the following:

- Tiny guide
- Children's journal
- Parent, Carer and family member journal
- What can you swap plan
- Guide for parents, carers and family members
- Find your Fun activity swapper

The also received an [electronic materials pack](#) that included:

- Letter for parents, carers and family members
- Three posters that can be printed off and put up around their school/organisation (these can be printed A4/A3)
- Optional 'everything we need to know' presentation slides (that can be used as a school assembly plan or a presentation)
- Optional workshop activity (that can be used as a school lesson activity or a workshop)

External launch: 3 August (National Playday)

The external launch of the campaign was launched with the general public on national playday, to help support families to swap some time on screen, for activities off screen to make the most of summer 2022 together!

We had some great media coverage with a BCB radio interview (34 mins in), news pieces in the Bradford T&A & Yorkshire press and we approached parent bloggers to test and review our online 'spin the wheel' activity swapper.

The team also headed to Peel Park on launch day, to promote SOLO to over 300 families at the Holiday activities and food programme (HAF) Day. We're pleased to say parents and children were both thrilled and excited to get started on their online 3 week journal to move more and feel good!

The below flyer was handed out to 300 + families at Peel Park.

Local launch: Phase 2

The second local phase of the campaign will be launched with all other schools and organisations in September & October 2022, to help support families to swap some time on screen, for activities off screen to make the most of summer 2022 together!

Key highlights so far



4,640,146

PR reach

(opportunity to view)



900

**flyers distributed
to parents**

at x2 Holiday and Food Programme
(HAF) days



155

**supporting local
businesses**



14

completed journals



846,438

outdoor ads reach

(free Bradford Council sites,
opportunity to view)



75

**click throughs from unique
advert QR code**

Early findings: How effective have the Screen Off Life On journals been at inspiring action so far?

Capability

The journal provided children with physical activity ideas that they completed over 3 weeks. They wrote these down in their planning page and weekly log. Activities they completed included:

- Archery
- Bike riding
- Cricket
- Football
- Basketball
- Tennis
- Badminton
- Skipping
- Playing tig
- Playing with siblings or cousins
- Exercising
- Hide and seek
- Going to the beach
- Walking
- Jogging
- Running
- Roller blading
- Gymnastics
- Dance routine
- Streetdance
- Playing dobbie

- Racing
- Horse Riding
- Javlin
- Tree climbing

Other activities they completed that weren't as physical included:

- Cooking pasta
- Homework
- Shopping
- Painting & Art club
- Listening to music & music club
- Hanging out with friends
- PE at school
- Went to mosque
- Watched a cricket match
- Doing mum's hair
- Colouring
- Visiting family
- Sleepover at nan nans
- Talking to family
- Sleeping
- Planting flowers
- Eating ice cream
- Eating dinner at a friends house
- Reading
- Drawing
- Thinking and daydreaming

The journal provided children with ideas of something they could do everyday that they completed over 3 weeks. They wrote these down in their planning page. Activities they completed included:

Swap 30 minutes on the phone for:

- A 30 minute walk
- A walk to the park
- Playing football
- Playing in my garden
- Playing with my cat
- Playing with my cousins
- Playing outside
- Hanging out with friends
- Listening to music

The journal provided children with ideas of when and where they could do something everyday that they completed over 3 weeks. They wrote these down in their planning page. Activities they completed included:

- Play football in the park
- Play with friends in the park

- Explore an abandoned place
- Planting vegetables in the garden
- Go for a walk in the park

Children completed a series of statements, at the start of the journal, and again right at the end after 3 weeks. They have to circle the thumb that best shows how they feel (thumbs up, thumb neutral, thumbs down).

I feel confident about swapping some time on screen for something more active off screen

At the start of the journal...

14 chose the thumbs up

At the end of the journal...

14 chose the thumbs up

I know how to swap some time on screen for something more active off screen

At the start of the journal...

14 chose the thumbs up

At the end of the journal...

14 chose the thumbs up





Opportunity

Inside the journal there are elements of text that signpost children to use the activity swapper and the 'what's on activity finder' to find free activities near them. Not only are most of the local activities free or very low cost, they are searchable by distance, so young people and family members can find the sessions closest to them. There are also a wide variety of classes to choose from. Many of these are included in the activity ideas the children logged in the weekly journal, such as bike riding, cricket, football, tennis, dance, street dance and basketball.

Nearby location of prizes: The journal provided children with 5 prizes that they could choose from if they completed their 3 week journal - with a contribution to travel costs if required. The 5 prizes to choose from were:

- Jumparooz - 4 tickets for family and friends
- Go karting - 4 tickets for family and friends
- A NEW bike
- Theme park tickets to Alton Towers Theme Park or Lightwater valley - 4 tickets for family and friends

Out of the 14 children who have completed their 3 week journal:

- 6 chose theme park tickets
- 6 chose a new bike
- 1 chose jumparooz tickets
- 1 chose go karting tickets

Motivation

Incentivisation: Children wrote down a treat for each week of their journal that helped motivate them to complete it over 3 weeks. Weekly treats included:

- A water fight
- Being bought a toy
- Going out with friends
- A glass of water
- A half eaten cookie
- Going out to eat or to a restaurant
- Getting sweets
- Going to Jumparooz (their chosen prize for completing the journal)
- A new bike (their chosen prize for completing the journal)
- Phone time (5/10 or 15 minutes)
- Money (£5)
- A doll
- The good feeling from being more active
- Sleepover with cousins

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- Go karting - 4 tickets for



Reflective motivation: Children completed a section after every week that included asking them to circle the emoji that shows how they were feeling ‘before screen swap’ and ‘after screen swap’.

All children went from neutral or slightly smiling emojis to very happy emojis showing a clear emotive change, before and after their screen swap.

Reflective motivation: Children completed a section after every week that included ‘Thinking back to your plan, how has it been going?’ Reflections were mostly positive. Where it was negative they were able to be specific about why -

End of week 1:

“It has gone good. My brother encourages me to go to the park.”

“It has been going great. I feel so healthy and energetic.”

“It has been fun and calming to go on walks in the morning. It soothes you.”

“Bit boring.”

“It has been okay but tricky.”

End of week 2:

“I am excited to do it again.”

“Better this week it has got a bit easier.”

“Thursday was bad because I did no activity.”

“Great. It is fun to spend time with your friends and family.”

“I am barely going on my phone. It’s really good.”

End of week 3:

“I enjoyed everything I did when I was not on screen.”

“It is refreshing to have a new start every week.”

“It has been going absolutely fab. I have enjoyed doing this for 3 weeks.”

“It has been very fun but sometimes annoying.”

“I don’t use my phone that much. There is more to life than gaming.”

Reflective motivation: Children completed a section after every week that included 'Do you want to change your plan for next week? If so, How?' Reflections were mostly positive and they were able to be specific about what they wanted to change (if at all)

End of week 1:

"No, I feel like my plan worked because now I love being active."

"Maybe not because I get my screen time and time to play with my friends outside."

"Less park time and more time doing exercise and studying."

"I will also include dancing and stretching."

"Go biking."

"Go out a bit more."

"Have no screen time at all."

End of week 2:

"I don't want to change my plan."

"Not really."

"No, I believe it is going well."

"No, I am happy with this plan because it has been fun."

"Yes I would like to do new stuff and not stuff I do all the time."

"Knowing the time of things for my journal."

End of week 3:

"More football."

"Nothing."

"Cycling."

"No I would not because I feel so active and healthy."

"I have time for everything so no."



Automatic motivation question: Children completed a series of statements, at the start of the journal, and again right at the end after 3 weeks. They have to circle the thumb that best shows how they feel (thumbs up, thumb neutral, thumbs down).

I want to swap some time on screen for something more active off screen

At the start of the journal...
4 chose the neutral thumb, 10 chose the thumbs up

At the end of the journal...
2 chose the neutral thumb, 12 chose the thumbs up

Behaviour

Children reported doing activities off screen for 20 minutes up to 4 hours a day during the week.

Children reported swapping screen time for something off screen for 8 hours up to 23 hours across the whole week.

All reported enjoying their activities once trying them out and wanted to continue to try new things.



“I am barely going on my phone. It’s really good.”

“I enjoyed everything I did when I was not on screen.”

I feel like my plan worked because now I love being active.”



Engagement and reach

Press and local coverage

‘Bradford families encouraged to put phone screens down’

Bradford T&A

4.6m monthly visits

149,108 daily unique visitors

387,681 daily page views

‘Major new drive launches to get Bradford families moving’

Yorkshire Press

9,146 monthly visits

296 monthly unique visitors

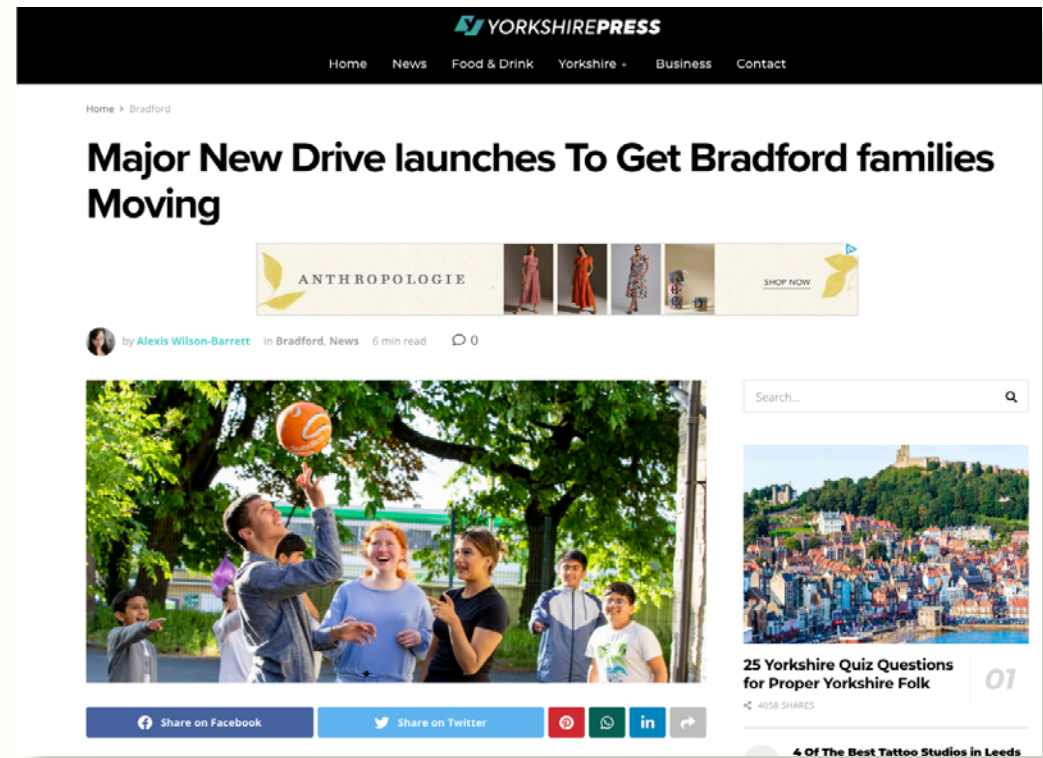
296 daily page views

Yorkshire News

‘Big new drive launches to get Bradford families moving’

We contacted BCB Radio who were keen to feature Screen Off Life On as part of their community slot. They interviewed Jan about the online resource that will help young people and their family members feel better and move more.

31K listeners



Impact

Life Off Screen for Bradford families

To understand the true benefits of reducing screen time, you have to hear it through the voices of young people and their parents.

JU:MP (Join Us: Move. Play) has launched a significant new initiative, Screen Off Life On, to support Bradford families to swap screen time for activities off screen this National Playday (3 August). Screen Off Life On is a public resource, co-created by Bradford families and tailored for children, young people and adults to help Bradford families get up, get out, and get happy!

In recent years, leading authors, educationalists and child-development experts have been calling on the government to introduce national guidelines on the use of screens. The most recent research suggests that use of screen technology is becoming a more complex challenge for parents, particularly during COVID-19, where as a result of public health measures enforced by governments to curb the pandemic, time on screen has further increased.

Now more than ever, screen time presents barriers to healthy physical activities and opportunities and this is where JU:MP comes in. The JU:MP research team are trailblazing the way forward, with robust insight and behavioural science techniques, to bridge the screen gap for Bradford families and to encourage all children and parents to turn their 'screen off' and their 'life on'.

JU:MP Programme Director, Jan Burkhardt explains how the

campaign came about:

“There’s so much written about screen time and the impact this can have on both mental and physical health, and we have concerns, I do as a grandparent, parent and as a key worker in public health. And the official guidelines about screen time and warnings up to this point have been disputed by UK experts. So we knew we needed to dig deeper to look at how we could help families build healthier screen habits in a way that works for them.”



“At the heart of the campaign was the need to speak directly with the Bradford public, to really understand what can help parents, carers, children and young people to feel motivated about swapping some screen time for activities that make them feel good and move more.”

Screen Off Life On features easy to use resources, including a parent guide and family plan, that offer top tips and advice on how to swap some screen time to spend more time doing different activities with family and friends.

One of the parents, Kezra, who took part in the focus groups for the campaign and helped to co-create the supporting resources said: “At first I wanted to go to the focus group to help my children get off their screens. I realised part way through that I’d also joined the focus group because I wanted to understand how I could support myself to get off my screens, as well as my children.

I was over the moon when the team said the campaign would have materials to support parents/carers and grandparents, as well as young people. There’s something for the whole family, to encourage them to turn their ‘screen off’ and their ‘life on’. “

Over 8,000 family members have joined the JU:MP movement, with over 50 Bradford schools and community organisations taking part in the Screen Off Life On campaign, including pupils, parents, teachers and staff members, and volunteers.

Kezra continues: “Knowing that Screen Off Life On has been created together by one of the world’s leading research programmes and our local Bradford community gives me a sense of real pride in the campaign and hope in our community. I think it’s also important to remember that all families are different, and this campaign gives

simple tools that people can choose to use in a way that works for them. If we all come together to make small changes in our habits, we can go a long way towards a happier and healthier future!”

Jan Burkhardt continues: “What’s really lovely is that the children and parents who complete the Screen Off Life On week journal get the chance to win a Go Kart or £50 worth of Love to Shop vouchers.”

“I really think this campaign is offering an important moment of reflection with the public, allowing us to think about the things we need to do better to support our families to feel good and move more, away from our screens. If anybody would like to come and visit us at the JU:MP office to learn from us and us from them – the door is always open.”

Supporters of the campaign include The Association of Play Industries (API), Living Well, Bradford City F.C. Community Foundation and University of Leeds.

As well as lots of helpful Screen Off Life On tools, visitors can view links to useful websites and resources (including charities and other associations), and get key information on what constitutes one of the most important things in our everyday lives.

Visit joinusmoveplay.org/screenofflifeon to find out more, and fill in the three week journal to be entered into the JU:MP prize draw for a chance to win a Go Kart or £50 worth of Love to Shop vouchers!

Follow ‘Screen Off Life On’ on social media via #screenofflifeon.

Return on investment

-  Excellent ROI (return on investment)
-  Questionable ROI
-  Poor ROI

Task	£/%	Performance	ROI
Creative (Digital & Social)	£7000/29%	For a low budget time the campaign manager and creative team wrote all content for the new campaign website page, provided digital assets for 2 mini digital campaigns, created a unique online digital activity swapper and journal form, and provided ongoing social media support and content for organic postings on all JU:MP channels.	
Strategic Input	£2100/9%	For a low budget Magpie's Managing Director and Behavioural Consultant provided ongoing strategic planning and co-creation project coordination.	
Campaign Engagement	£1000/4%	For a very low budget Magpie's Campaign Engagement team distributed posters and flyers to over 155 businesses and local organisations.	
Photography/stock images	£1000/4%	For a low budget photography was taken for the new campaign for all marketing materials and the new website campaign page.	

Table continues on following page.

Marketing Materials	£12350/52%	For a low budget the campaign manager and creative team created a whole campaign toolkit consisting of: • Tiny guide (both on and offline) • Children's journal (both on and offline) • Parent, Carer and family member journal (both on and offline) • What can you swap plan (both on and offline) • Guide for parents, carers and family members (both on and offline) • Find your Fun activity swapper (both on and offline) • Letter for parents, carers and family members (online) • Three posters that can be printed off and put up around their school/organisation (online) • 'Everything we need to know' presentation slides (online) • Workshop activity (online) • Supporter pack (online)	●
Training and tools	£250/2%	For a very low budget the campaign manager created a set of social marketing training tools that will be rolled out across the whole Local Delivery Pilot (LDP) area. JU:MP campaigners will continue to use these long after Magpie's foundations have been laid. The strong foundations are knowledge, tools and resources with ongoing test and learning of social marketing with JU:MP team and wider workforce.	●





“It has been fun and calming to go on walks in the morning. It soothes you.”

Young person - Screen off, Life on

Find your Fun (mini campaign)

Campaign objectives and summary

A mini campaign, that supports the Screen Off Life On campaign, to motivate and encourage children and their family members, in all neighbourhoods, to meet the moderate-to vigorous physical activity (MPVA) national guidelines of 60 minutes a day for young people aged 9 to 14 and their family members.

Key message:

Get up, get out, get happy!
Find your fun to feel good and move more.

Value of campaign

£11,500 (This includes value of goodwill services and in-kind £1500)





Find your Fun specifically aims to support 9 to 14 year olds and their family members to swap some time on screen, for fun activities off screen, to motivate them to feel good and move more.

The campaign language 'Find your Fun!' was chosen with parents and children and young people from the Local Delivery Pilot area, alongside insight gathered for the Screen Off Life On campaign.

The concept contains emotive photography and split screen creative visuals, using illustrations of children, young people and parents from the Local Delivery Pilot area, doing fun and vibrant activities, from taekwondo, skipping and basketball to skateboarding, frisbee and dancing.

The copy conveys 'Find your Fun' alongside fun and free ideas for play anywhere. Trackable QR codes were included on all social marketing materials that link to the What's on activity finder section of the website. Here families can find free activities near them. Not only are most of the local activities free or very low cost, they are searchable by distance, so young people and family members can find the sessions closest to them. There are also a wide variety of classes to choose from. Many of these are included in the activity ideas the children logged in the weekly journal for Screen Off Life On, such as bike riding, cricket, football, tennis, dance, street dance and basketball.

Over 150 local businesses in Bradford supported the promotion of Find your Fun, which underpinned the Screen Off Life On campaign, displaying posters and flyers in their windows and notice boards. Businesses include local pharmacies, GP surgeries, supermarkets, takeaways, charity shops, and post offices.

Challenges, learnings and considerations



The topic	The challenge(s)	The learning(s)	The consideration(s)
A mini campaign	What is Find your Fun? A full campaign in its own right with its own logo, brand and identity?	After mapping out the needs and outputs we would like to see from Find your Fun, we decided this would work better as a 'mini campaign' that supports the key campaign of the year Screen Off Life On. The use of the copy and illustrations complement Screen Off Life On and would be more targeted as an underpinning element of a larger campaign.	Could this be a 'mini' campaign in the future? How would this work cyclically as part of an annual toolkit? Are there other ways we can really push Find your Fun through Providers and Community Leads really owning this element of JU:MP themselves? How would this work?
What's on activity finder content.	Getting providers and community leads to 'buy in' to this element of their job and add in all of their activities on a regular basis. Although this is part of their Service Level Agreement (SLA) we are still not in a position where they are getting families to join the movement as part of their roles.	Providers and Community Leads see this as 'more work' for them. We need to find alternate ways to ensure they are doing this as part of their role.	The Find your Fun mini digital campaigns (paid for advertising) will sign post users to the What's on activity finder. We will be able to show all Providers and Community Leads the most popular channels for driving engagement using by testing TikTok, Snapchat, Instagram and Youtube. This may in turn get their 'buy in' and also encourage them to use these channels themselves to own this locally. Do we include this as part of a compulsory reporting tool (like a performance scorecard) that providers fill in every 3 months including the number of events and activities added to the activity finder?

Key highlights so far



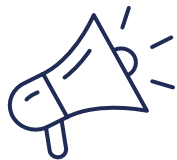
4,640,146

PR reach
(opportunity to view)



155

**supporting local
businesses**



846,438

outdoor ads reach
(free Bradford Council sites,
opportunity to view)



76

**deeply engaged families for
continuous test and learn
approach**

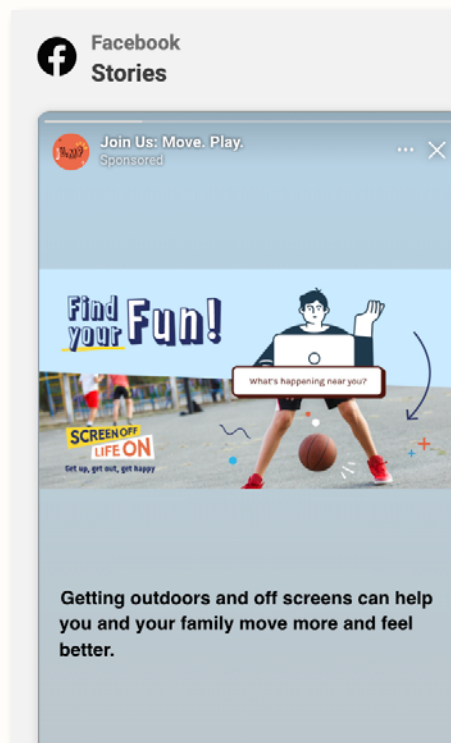
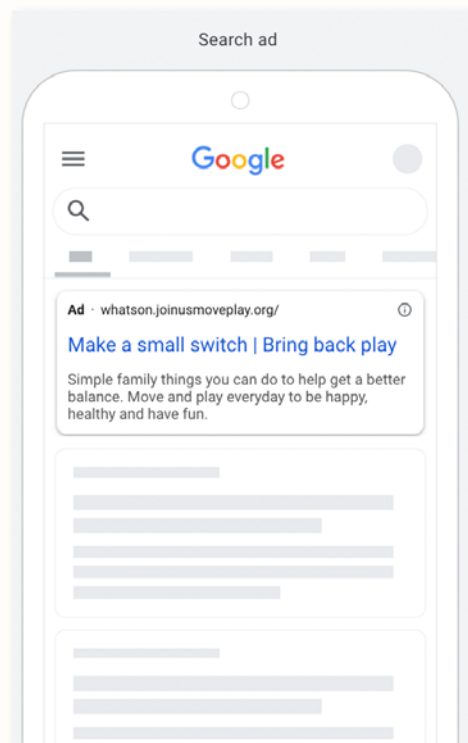
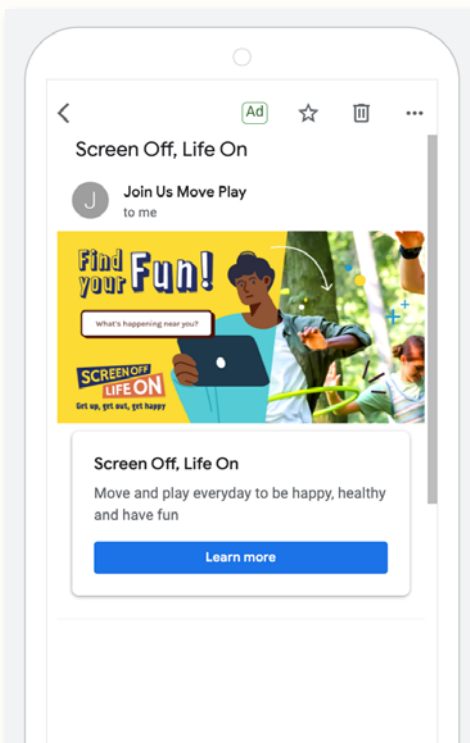
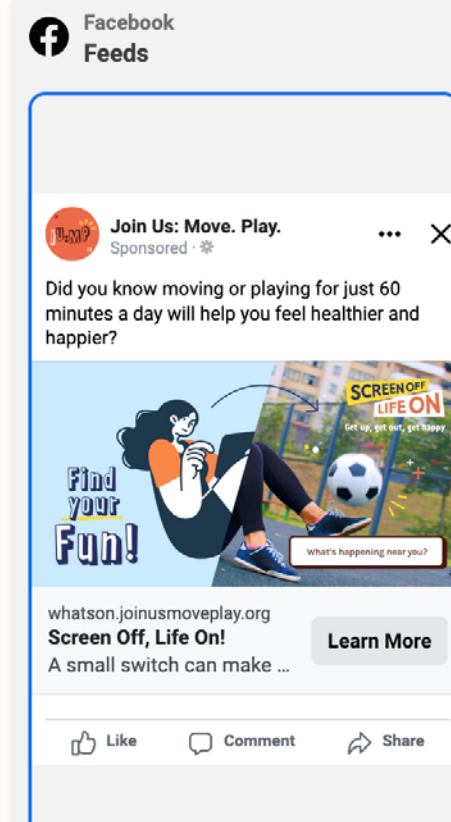
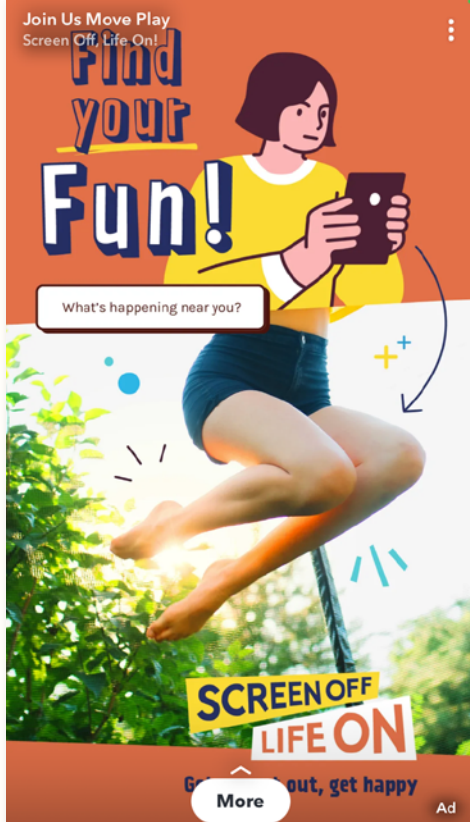


Deliverables (inputs)

We created specific 'Find Your Fun' digital assets and a poster to underpin and compliment the main Screen Off Life On toolkit that includes:

- A mini digital screen advertising campaign using split screen visuals that direct the user to the what's on activity page. Adverts were placed on key channels we knew young people used from our insight phase (aged 13 to 14) including TikTok, Snapchat, Instagram and Youtube. The campaign started on the 15 August and will run until the end of August.
- A 'Find your Fun' poster that was given out to over 150 businesses in the Local Delivery pilot area.





Engagement and Reach

Facebook



74,613 impressions



6,010 reach



91 link clicks



99% users ages 13 to 17



62% female



Google Ads

YouTube is included within Google ads (as it's owned by Google). The Google ads will be shown on all Google products including Gmail, YouTube and Google Search, as well as all websites that are on the display network.



103,669 impressions



986 clicks

Snapchat

Top level stats for all adverts (split on the following page)



216,752 impressions



2005 swipe ups

Football split screen advert (most impactful to date)



140,066 impressions



100% users aged 13 to 17



61% female

Basketball split screen advert



18,544 impressions



100% users aged 13 to 17



59% female

Trampoline split screen advert



23,045 impressions



100% users aged 13 to 17



53% female

Hula hoop split screen advert



35,368 impressions



100% users aged 13 to 17

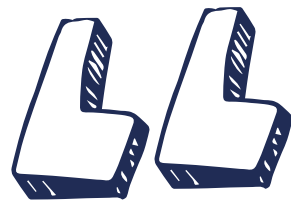


62% female

Return on investment

-  Excellent ROI (return on investment)
-  Questionable ROI
-  Poor ROI

Task	£/%	Performance	ROI
Creative (Digital & Social)	£7000/61%	For a low budget time the campaign manager and creative team wrote redesigned sportsuite content for the NEW what's on activity finder page on the new website, sent out the monthly JU:MP newsletter, provided ongoing maintenance for continuous improvement of the old website, and provided ongoing social media support and content for organic postings on all JU:MP channels.	
Strategic Input	£2100/18%	For a low budget Magpie's Managing Director and Behavioural Consultant provided ongoing strategic planning and co-creation project coordination.	
Campaign Engagement	£1000/9%	For a very low budget Magpie's Campaign Engagement team distributed posters and flyers to over 155 businesses and local organisations.	
Marketing Materials	£1150/10%	For a very low budget the campaign manager and creative team created a mini campaign toolkit consisting of: 4 x designs of split screen illustrations in 24 different sizes for mini digital campaign adverts and online toolkit - Posters distributed to businesses and local organisations	
Training and tools	£250/2%	For a very low budget the campaign manager created a set of social marketing training tools that will be rolled out across the whole Local Delivery Pilot (LDP) area. JU:MP campaigners will continue to use these long after Magpie's foundations have been laid. The strong foundations are knowledge, tools and resources with ongoing test and learning of social marketing with JU:MP team and wider workforce.	



**“It has been going great.
I feel so healthy and
energetic.”**

Young person - Screen off, Life on

JU:MP@Home

Campaign objectives and summary

A campaign to motivate and encourage children and their family members, in the three pioneer neighbourhoods, to meet moderate-to-vigorous physical activity (MPVA) national guidelines 60 minutes a day for children and young people aged 5 to 14. JU:MP@Home provided ideas through various online and offline resources, to help people to be happy, healthy and sleep better, whilst being at home.

Key message:

Join Us: Move. Play with these fun, simple indoor activities to keep your children entertained. Keep having fun with #JUMPAthome.

Value of campaign

£9400 (This includes value of goodwill services and in-kind £1000)



The phase 1 launch of JU:MP at Home, in April 2020, was specific to COVID-19, and a much-needed solution for children and young people spending a lot of time at home, due to government guidelines. This intervention supports the social marketing strands of 'Join the JU:MP movement' and 'Children and families are active together'.

The 14 month Accelerator Phase two consisted of reinforcing the key messaging of the campaign, through the monthly JU:MP newsletter, social media and social marketing training and using this time to reflect on how we would use the JU:MP@Home social marketing interventions to inform our new campaigns.

An example of this is how we applied our learnings from JU:MP@Home into the new Screen Off Life On campaign. A key element of this allowing and planning more time to:

- Plan for robust evidence and insight gathering - for both parents and children (aged 9 to 14)
- Plan for testing of the creative and visual concepts - an iterative process
- Plan and implement an overarching evaluation timeline to be used for all future campaigns

This was to ensure focus on its maintenance, communications and a continuation of improving our storytelling to transform the way that JU:MP@Home is perceived and understood. We know that the home environment has a place in and out of lockdown. We want to see children and young people's physical activity increase in the home, leading to better physical health, better mental health, better skills, and safer, more active communities. This is based on a whole systems approach through the family, environment, community and organisations.

The JU:MP@Home intervention will:

- Inform and co create the content and rewards/ incentives of the NEW JU:MP App
- Keep the JU:MP community moving and continue to engage with over 8,400 family members to motivate and encourage them to be active in the home
- Inform future research/projects for play and physical activity in the home
- Become a yearly campaign owned by the local Bradford community using a cyclical annual toolkit that will underpin and complement all other JU:MP campaigns

Challenges, learnings and considerations



The topic	The challenge(s)	The learning(s)	The consideration(s)
Sharing the learning: JU:MP webinar JU:MP@Home - a home-based children's physical activity intervention in response to COVID-19	It's a challenge to share the learning far and wide with other providers, researchers and associated organisations. The JU:MP webinar series, established in April 2020, is a monthly event designed to share learning with regards to a topic, method or approach, relevant to the Local Delivery Pilot work.	The series provides an opportunity to both share learning from our and other LDPs more widely, and to learn from other practitioners and researchers to identify and explore approaches, methods and interventions that could be tested within JU:MP.	How do we encapsulate and share these learnings wider (aside from this evaluation and the webinar itself)? Could this be via the community of learning event, or a national play conference?
The JU:MP App	How do we incorporate the JU:MP@Home activities, tips from family members, stats and interesting facts into the future JU:MP App?	We know that JU:MP@Home has provided opportunities for fun with family, helped with boredom and reduced screen time. We know that the most popular JU:MP@Home activities (from the website data) are disco, Activity Calendar, JU:MP rope, bunny hop, chatterbox, tight rope, tennis ball in tights, balloon volleyball and musical statues.	How do we use what we know to inform and co create the content and rewards/incentives of the NEW JU:MP App?
Ensuring that 'the home' environment keeps it's place for play	How do we take our research and findings forward as part of the bigger picture?	We know that JU:MP@Home is not as suitable for older children, but many enjoyed it with siblings. There are also wider impacts on family cohesion, health, wellbeing and being active in other environments. Limited published interventions targeting the home. The home is an important environment for promoting PA outside of COVID-19 JU:MP@Home has shaped the development process of future campaigns and interventions. So where do we go next?	How do we inform future research/projects for play and physical activity in the home? Can we come together with other players to inform an overarching 'play at home' strategy? Could this be via the community of learning event, or a national play conference?

The yearly campaign toolkit	JU:MP@Home will be provided as a yearly campaign toolkit to be owned by the local Bradford community, which will underpin and complement all other JU:MP campaigns. How do we ensure we get ‘buy in’ from the JU:MP workforce to own this campaign locally?	We know from our early pilot sessions of the social marketing training that participants said: “I found group work and sharing knowledge and ideas most useful.” “I’ll change up my approach and try other ways to reach my parents.” “The workshop has helped me to feel more focused on dealing with the winter months and breaking the seasons down, as with covid and colder nights it has been difficult. JU:MP@Home and JU:MP Outdoors will be our focus for the coming months.” “The facilitator, location, and length were really enjoyable and ideal. I’d maybe like the workshop to be longer.”	
Magpie Campaign Ambassadors going door to door to talk to the public about ‘joining the JU:MP movement’ (one who could speak Bengali and one who could speak Shona)	As the data tells us, we have found many householders have little to no english. This creates a language barrier. Some households likely speak Urdu and Punjabi. Many Householders did not answer. Is the ‘door to door’ approach feasible?.	Possibly not a good time to visit (between 1.30pm and 3pm in the afternoon). Using the ‘APEASE” model, we could map whether this approach was feasible, and in the end we found this was not the best use of Campaign Ambassadors time. An example street on Scotchman Road shows this process - how many houses were visited (23), how many people answered the door (10), how many people were willing to speak to us (5) and how many resulted in a positive outcome (0).	It may be worth revisiting this approach ‘from the bottom up’ through community leaders and organisations, as JU:MP becomes more sustainable in the future.

Key Highlights

Website

Please note that these are based on the old website from 1 June 2021 to 31 July 2022.



4,431 website visits ((Over 14 months, our target would be 5,796, Google Analytics study)



2,880 unique page visits



88% new visitors



12% returning visitors



20% visited directly (they had heard the URL from somewhere and directly inputted it)



3% visited through social media (Twitter and Facebook)



20% visited through an organic search meaning they found the website through a search engine e.g. Google



18% visited through referral – an external website advertising the campaign



1m 37 secs average time per visit



805 activity pdfs downloaded

Most popular activity downloads:

- Disco
- Activity calendar
- JU:MP rope
- Bunny hop
- Chatterbox
- Tight rope
- Tennis ball in tights
- Balloon volleyball
- Musical statues

Engagement and reach

Where and who did the campaign reach?

How did people engage with the campaign?

This section includes:

- Online engagement analytics (websites and social media)

Online engagement analytics

A strong indication of meaningful content on a website is the time spent per session. With an average time of 1m 37 seconds, the website is running above average. This means that users have enough time to read content and interact with the website on a deeper level. (Google analytics study).



Return on investment

-  Excellent ROI (return on investment)
-  Questionable ROI
-  Poor ROI

Task	£/%	Performance	ROI
Creative (Digital & Social)	£5600/59%	For a low budget the campaign manager rewrote all content for the new website, sent out the monthly JU:MP newsletter, provided ongoing maintenance for continuous improvement of the old website, and provided ongoing social media support and content for organic postings on all JU:MP channels.	
Strategic Input	£1050/11%	For a low budget Magpie's Managing Director and Behavioural Consultant provided ongoing strategic planning and co-creation project coordination.	
Campaign Engagement	£1000/10%	For a low budget Magpie's Campaign Engagement team went door to door to talk to householders about the JU:MP@Home activity calendar and website using script 2	
Marketing Materials	£1500/16%	For a low budget the campaign manager and creative team created new design PDFs for the new website.	
Training and tools	£250/4%	For a very low budget the campaign manager created a set of social marketing training tools that will be rolled out across the whole Local Delivery Pilot (LDP) area. JU:MP campaigners will continue to use these long after Magpie's foundations have been laid. The strong foundations are knowledge, tools and resources with ongoing test and learning of social marketing with JU:MP team and wider workforce.	



**“There is more to life
than gaming.”**

Young person - Screen off, Life on

JU:MP Outdoors



Campaign objectives and summary

A campaign to motivate and encourage children and their family members, in the three pioneer neighbourhoods, to meet moderate-to-vigorous physical activity (MPVA) national guidelines 60 minutes a day for children and young people aged 5 to 14. Created in December 2020, JU:MP Outdoors provides ideas through various online and offline resources, to help people to be happy, healthy and sleep better, by moving and playing outdoors.

Key message:

We can help you to bring outdoor play to your children and your family. When you join the JU:MP movement we can support you to find ideas, events and activities. This means you and your children can play outdoors in easy and fun ways - because #OutdoorPlayMatters!

Value of campaign:

£9400 (This includes value of goodwill services and in-kind £1000)

The phase 1 launch of JU:MP Outdoors, in December 2020, specifically aimed to reduce the barriers and motivate more families to move and play outdoors whatever the weather. It directly supports the following social marketing strands: 'Children and families are active together' and 'Outdoor play whatever the weather'.

The 14 month Accelerator Phase two consisted of reinforcing the key messaging of the campaign, through the monthly JU:MP newsletter, social media and social marketing training and using this time to reflect on how we would use the JU:MP Outdoors social marketing interventions to inform our new campaigns.

An example of this is how we applied our learnings from JU:MP Outdoors into the new Screen Off Life On campaign. A key element of this allowing and planning more time to:

- Plan for a diverse range of focus group participants at key events
- Plan for testing of the creative and visual concepts - an iterative process
- Plan and implement an overarching evaluation timeline to be used for all future campaigns

This was to ensure focus on its maintenance, communications and a continuation of improving our storytelling to transform the way that JU:MP Outdoors is perceived and understood.

The JU:MP Outdoors campaign will:

- Inform and co create the content and rewards/ incentives of the NEW JU:MP App
- Keep the JU:MP community moving and continue to engage with over 8,400 family members to motivate and encourage them to be active outdoors
- Inform future research/projects for play and physical activity outdoors
- Become a yearly campaign owned by the local Bradford community using a cyclical annual toolkit that will underpin and complement all other JU:MP campaigns

Challenges, learnings and considerations



The topic	The challenge(s)	The learning(s)	The consideration(s)
The JU:MP App	How do we incorporate the JU:MP Outdoors activities, tips from family members, stats and interesting facts into the future JU:MP App?	We know that JU:MP Outdoors has provided opportunities for fun with family. We know that the most popular JU:MP Outdoors activities (from the website data) are	How do we use what we know to inform and co create the content and rewards/incentives of the NEW JU:MP App?
The yearly campaign toolkit	JU:MP Outdoors will be provided as a yearly campaign toolkit to be owned by the local Bradford community, which will underpin and complement all other JU:MP campaigns. How do we ensure we get ‘buy in’ from the JU:MP workforce to own this campaign locally?	We know from our early pilot sessions of the social marketing training that participants said: “I found group work and sharing knowledge and ideas most useful.” “I’ll change up my approach and try other ways to reach my parents.” “Gaining some perspective from JU:MP as to what is important really helped me.” “Meeting face to face and discussing topics in detail together was really useful.” “The workshop has helped me to feel more focused on dealing with the winter months and breaking the seasons down, as with covid and colder nights it has been difficult. JU:MP@Home and JU:MP Outdoors will be our focus for the coming months.” “The facilitator, location, and length were really enjoyable and ideal. I’d maybe like the workshop to be longer.”	How do we measure that the JU:MP workforce are owning this and using the calls to action from the training? Should we co-create what these yearly campaign toolkits look like so that the JU:MP workforce feel empowered, involved so it’s something feasible and acceptable that they can work with?

Magpie Campaign Ambassadors going door to door to talk to the public about 'JU:MP Outdoors.'

As the data tells us, we have found many householders have little to no English. This creates a language barrier. Some households likely speak Urdu and Punjabi. Many Householders did not answer.

Is the 'door to door' approach feasible?

Possibly not a good time to visit (between 1.30pm and 3pm in the afternoon).

Using the 'APEASE' model, we could map whether this approach was feasible, and in the end we found this was not the best use of Campaign Ambassadors time. An example street on Scotchman Road shows this process - how many houses were visited (21), how many people answered the door (9), how many people were willing to speak to us (3) and how many resulted in a positive outcome (0).

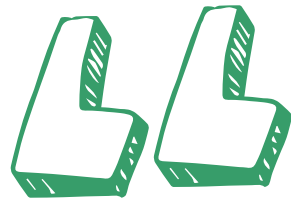
It may be worth revisiting this approach 'from the bottom up' through community leaders and organisations, as JU:MP becomes more sustainable in the future.



Return on investment

-  Excellent ROI (return on investment)
-  Questionable ROI
-  Poor ROI

Task	£/%	Performance	ROI
Creative (Digital & Social)	£5600/59%	For a low budget the campaign manager rewrote all content for the new website, sent out the monthly JU:MP newsletter, provided ongoing maintenance for continuous improvement of the old website, and provided ongoing social media support and content for organic postings on all JU:MP channels.	
Strategic Input	£1050/11%	For a low budget Magpie's Managing Director and Behavioural Consultant provided ongoing strategic planning and co-creation project coordination.	
Campaign Engagement	£1000/10%	For a low budget Magpie's Campaign Engagement team went door to door to talk to householders about the JU:MP Outdoors animation and website using script 3	
Marketing Materials	£1500/16%	For a low budget the campaign manager and creative team created new design PDFs for the new website.	
Training and tools	£250/4%	For a very low budget the campaign manager created a set of social marketing training tools that will be rolled out across the whole Local Delivery Pilot (LDP) area. JU:MP campaigners will continue to use these long after Magpie's foundations have been laid. The strong foundations are knowledge, tools and resources with ongoing test and learning of social marketing with JU:MP team and wider workforce.	



**“I am happy with this plan
because it has been fun.”**

Young person - Screen off, Life on

Next steps: Accelerator phase year 2

Background

In December 2020, a bid for £6 million to Sport England was submitted for the next phase of the project, scaling up the Programme into five further neighbourhoods across the north of Bradford (with eight neighbourhoods in total). The funding will also support the robust evaluation of the Programme via a three-tier process evaluation and a fullscale controlled trial.



In February 2021, the Sport England Investment Committee approved the bid for £5,982,598 for the accelerator phase of JU:MP over 4 years, which will comprise of:

- £5,028,098 in revenue funding to Bradford Teaching Hospitals NHS Foundation Trust
- £954,500 in capital funding to City of Bradford Metropolitan District Council for greenspace development

£360k of the bid will be utilised for social marketing over A 3 year period, (from 2021 to 2024)

with a separate 20K set aside for 3 (test and learn) Fun Day kits.

Breakdown of budget over three years:

Year 1 = 120K Year 2 = 120K Year 3 = 120K

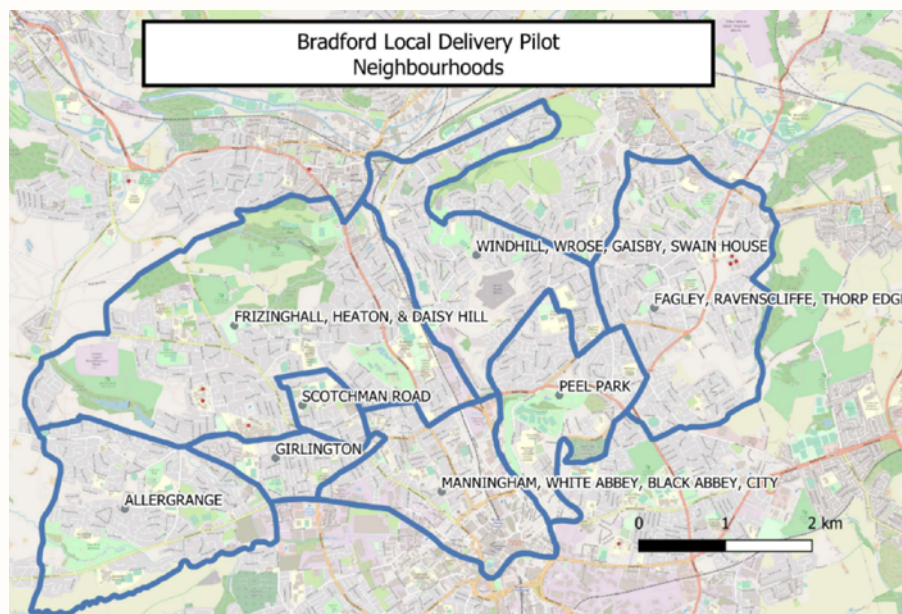
To date:

We have used £138,030 (broken down below) over a 14 month period, from June 2021 to July 2022. With £221,970 left for Years 1 & 2.

The breakdown for Year 2 = £110,985K Year 3 = £110,985K

Dates	Excl VAT £	Including VAT £
Jul 30th 2021 (Delivery for June to August)	£29,577.86	£35,493.43
Oct 30th 2021 (Delivery for September to November)	£29,577.86	£35,493.43
Jan 30th 2022 (Delivery for December to February)	£29,577.86	£35,493.43
Apr 30th 2022 (Delivery for March to May)	£29,577.86	£35,493.43
July 30th 2022 (Delivery for June to July)	£19,718.57	£23,662.29
TOTAL	£138,030	£165,636

The neighbourhoods



Existing: Pioneer neighbourhoods

1. Scotchman Road
2. Allergrange
3. Peel Park

NEW: Accelerator neighbourhoods

1. Manningham
2. Girlington
3. Frizinghall, Heaton and Daisy Hill
4. Windhill, Gaisby, Swain House and Bolton Woods
5. Fagley, Ravenscliffe and Thorpe Edge

Recommendations going forward

Magpie recommends for the Accelerator phase Year 2 that the budget is focussed on these areas to achieve best impact and behaviour change:

- Joining the JU:MP movement: From 'doing to facilitation'
- The 5 campaigns: Cyclical annual toolkits
- Training: Knowledge, tools and resources
- Evaluation: Challenges, learnings and considerations
- Extended reach: A mixed social marketing approach
- Budget and scheduling

The campaigns

Year 2 of JU:MP's Accelerator phase should comprise of 5 LIVE campaign strands, underpinned by a strong set of toolkits and workforce development social training plan, to encourage children and families to be more active together including:

1. Join the JU:MP movement
2. JU:MP@Home (Reduce sedentary screen time)
3. JU:MP Outdoors (Outdoor Play - whatever the weather)
4. Screen Off Life On (Get up, get out, get happy!)
5. Find your Fun (What's On mini campaign underpinning Screen Off Life On)

ALL Underpinned by the workforce development social marketing training plan and cyclical toolkits.



Extended reach

All families, whether in pioneering neighbourhoods, direct delivery areas or universal areas will receive a mixed social marketing approach, drawing upon what we have learnt is most effective it will include a combination of:

- Workforce development training
- Cyclical campaign toolkits
- On street advertising
- Grass root community advertising & promotion
- One stop shop website
- Sharable animations and videos
- Regular news features and newsletter
- Social media featuring positive experiences
- Direct relationship marketing
- Dedicated campaign manager

Social marketing: Scalability and sustainability

Marketing training and marketing toolkits will also be developed to amplify the campaign and embed and sustain it going forwards. This will include training and upskilling young people and families to become true campaigners at the heart of the social movement.

The social marketing approach has proven to be feasible and acceptable. It is also scalable across all geographical neighbourhoods (that will cover the whole of the Bradford LDP area) focusing on children and young people and their family members.

It will do so by laying strong foundations that will encourage the whole JU:MP workforce to take ownership and become true campaigners for the programme. By galvanising local influencers, it will provide the tools and training for JU:MP campaigners to continue long after Magpie's foundations have been laid. The strong foundations are knowledge, tools and resources:

Knowledge

Marketing training across the JU:MP workforce and five neighbourhood action groups will be developed to amplify the campaign and embed and sustain it going forwards. This will include training and upskilling young people and families to become true campaigners at the heart of the social movement using various promotional techniques such as social media and key brand messages.

Tools

Cyclical toolkits across the whole JU:MP workforce will be developed to amplify the campaigns and embed and sustain it going forwards. These will include key brand messages, how to guides, promotional marketing materials and what it means to be a true JU:MP campaigner.

Resources

Following a transition period, the NEWJU:MP website (one-stop-shop of all JU:MP promotional materials and merchandise for access across all neighbourhoods) will be passed onto a partner(s) for continued maintenance to ensure embedding and sustainability going forwards.



June 2021 – July 2022

Search #joinusmoveplay #ScreenOffLifeOn #OutdoorPlayMatters
and #JUMPAthHome for more activity and stories

Visit joinusmoveplay.org

